OPTIMIZATION OF PRODUCT DISTRIBUTION PLANNING IN THE EAST JAVA USING GOAL PROGRAMMING (CASE STUDY: PT. SEMEN INDONESIA (PERSERO) TBK.

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Abstract

Distribution Planning is one important thing in PT. Semen Gresik (Persero) Tbk business process. Distribution Planning is done by the distribution division to determine the amount of product that must be distributed from each Plan to each distributor. The Problem is how to plan the obtained amount of the product to be distributed in order to increase revenue, minimize transportation costs, and minimize the distribution lines. To achieve some of these goals requires an optimization of several factors that affect the distribution process. That can be used Realization of sales as demand, the price of each product in each distribution area, and distance from each Plan to each distributor factors for distribution planning optimization in PT. Semen Indonesia (Persero) Tbk. In this final project has carried optimization of distribution planning PT. Semen Indonesia (persero) Tbk, to achieve some of these objectives with several factors that affect the distribution process as a constraint. Optimization done using a method that can solve the problem of multi-criteria. Goal Programming is a suitable method and can perform multi-criteria optimization. By using Goal Programming method, will get the number of product to be
distributed by considering the existing constraint. The results of this research that known quantities of product to be distributed by PT. Semen Indonesia (Persero) Tbk for each distributor in east java, which will encrease revenue, minimize transportation costs, and minimize distribution line in report of the distribution planning optimization for company.