INTEGRASI *ANALYTICAL HIERARCHY PROCESS* DAN *KRALJIC'S PURCHASING PORTFOLIO MODEL* DALAM PENENTUAN STRATEGI PEMBELIAN MATERIAL PADA PT. FGH

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ABSTRAK

PT. FGH merupakan perusahaan industri pangan yang memproduksi wafer. Dalam melakukan pengadaan barang, PT. FGH melakukan proses *purchasing* atau pembelian material ke pihak luar (*supplier)*. Namun dalam melakukan kegiatan pengadaan masih terdapat pembelian material di PT.FGH yang tidak sesuai dengan perencanaan dan dirasa masih kurang baik. Hal ini disebabkan adanya keterlambatan pengiriman atau kedatangan material. Ketidaksesuaian hal tersebut menunjukkan proses pembelian yang masih belum optimal. Salah satu upaya dalam melakukan suatu pengendalian terhadap masalah tersebut yaitu dengan menyusun suatu strategi pembelian material yang efektif dan optimal sehingga dapat meminimalisasikan risiko yang akan terjadi. Penyusunan strategi pembelian material ditentukan dengan menggunakan salah satu pendekatan *Multi-Criteria Decision Making* yaitu metode *Analytical Hierarchy Process* (AHP) dan metode *Kraljic's Purchasing Portfolio Model*. Metode AHP digunakan untuk menentukan bobot nilai *supply risk* dan *profit impact*. Metode *Kraljic's Purchasing Portfolio Model* terbagi atas empat kuadran yaitu *routine, bottleneck, leverage,* dan *strategic* dimana kuadran tersebut dibagi berdasarkan bobot kriteria *supply risk* dan *profit impact* yang akan memberikan informasi mengenai karakteristik item pembelian. Berdasarkan hasil penelitian, didapatkan bahwa 4 material terletak pada kuadran *non-critical items* dan 5 material terletak dalam kuadran *strategic items.* Penelitian ini bertujuan untuk memperoleh rancangan strategi pembelian material menggunakan metode *Kraljic's Purchasing Portfolio Model* dan metode AHP.

Kata Kunci: Strategi pembelian*, Analytical Hierarchy Process, Kraljic's Purchasing Portfolio Model*

INTEGRATION OF ANALYTICAL HIERARCHY PROCESS AND KRALJIC'S PURCHASING PORTFOLIO MODEL IN DETERMINING MATERIALS PURCHASING STRATEGY IN PT. FGH

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ABSTRACT

PT. FGH is a food industry company that produces wafers. In performing the procurement, PT. FGH carries out the process of purchasing materials from outside parties (supplier). But in procurement activities there are still material purchases at PT.FGH that are not in accordance with the planning and still not good enough. This is due to late delivery or arrival of material. The discrepancy shows that the purchasing process was still not optimal. One of the efforts in performing a control over the problem is by developing an effective and optimal material purchasing strategy so as to minimize the risks that will occur. The preparation of a material purchasing strategy is determined by using one approach of Multi-Criteria Decision Making, namely the Analytical Hierarchy Process (AHP) method and the Kraljic's Purchasing Portfolio Model method. The Analytical Hierarchy Process (AHP) method is used to determine the weight value of supply risk and profit impact. The Kraljic's Purchasing Portfolio Model method is divided into four quadrants namely routine, bottleneck, leverage, and strategic where the quadrant is divided based on the weight of supply risk and profit impact criteria that will provide information about the characteristics of the purchase item. Based on the results of the study, it was found there are 4 materials in the non-critical items quadrant and 5 materials in the strategic items quadrant. This study aims to obtain the design of material purchasing strategies using the Kraljic's Purchasing Portfolio Model and AHP methods.

Keywords: Purchasing Strategies, Analytical Hierarchy Process, Kraljic's Purchasing Portfolio Model