

## INTISARI

Penelitian ini bertujuan untuk mendeskripsikan 14 aktivitas logistik pada perusahaan CV Sinar Menara Cemerlang. Logistik penting diterapkan dalam CV Sinar Menara Cemerlang untuk mengurangi masalah-masalah dalam pengaturan kapasitas persediaan, ketidakpastian permintaan dan siklus pemesanan dalam perusahaan. CV Sinar Menara Cemerlang menerapkan 14 aktivitas logistik antara lain *transportation, warehousing and storage, packaging, material handling, inventory control, order fulfillment, demand forecasting, production planning/scheduling, purchasing, customer service, facility location, return good handling, part and service support, salvage and scrap disposal*.

Jenis penelitian yang digunakan dalam skripsi ini adalah deskriptif murni dengan menggunakan metode flowchart. Penelitian ini menggambarkan gambaran 14 aktivitas logistik pada CV Sinar Menara Cemerlang.

Hasil dari penelitian ini adalah pada aktivitas *transportation* proses sudah cukup baik, namun perlunya penanganan yang lebih dan penambahan sarana transportasi untuk melakukan antar dan teknisi. Pada aktivitas *warehousing and storage, packaging, dan material handling* perlunya penambahan alat untuk meningkatkan aktivitas logistik. Pada aktivitas *inventory control*, perlunya strategi penyediaan stok. Pada aktivitas *order fulfillment* butuh penanganan khusus dalam menangani pemenuhan pesanan dengan pelanggan. Pada aktivitas *demand forecasting*

Kata Kunci: Logistik, aktivitas logistik, deskriptif

## **ABSTRACT**

*This study longing to describe the 14 activities in the logistics company CV Sinar Menara Cemerlang. Logistics Important applied in CV Sinar Menara Cemerlang to reduce the problems in setting of supply capacity, demand uncertainty and reservation cycle and reservation cycle in the company. CV Sinar Menara Cemerlang implement 14 activities include transportation logistics, warehousing and storage, packaging, material handling, inventory control, order fulfillment, demand forecasting, production planning/scheduling, purchasing, customer service, facility lacion, return good handling, parts and service support, salvage and scrap disposal.*

*This type of research used in this paper is purely descriptive with flowchart flowchart method. This study describe how 14 logistics activities carried out by CV Sinar Menara Cemerlang.*

*The results of this study are in the process of transportation activity has been quite good, but need more handling and transportation facilities to carry out the addition of inter and technicians. In the warehousing and storage activities, packaging, and material handling need additional tools to improve logistics activity. In inventory control activities, the need for a strategy of stock provision. In order fulfillment activities need special care in dealing with customer order fulfillment. On demand forecasting activity*

*Key Words: Logistic, logistic activities, descriptive*