

ABSTRACT

PT Indopherin Jaya is a company engaged in manufacturing that produces glue on car shoes located on Brantas Road, Probolinggo City, East Java. Indopherin Jaya is a company that has been in Indonesia for a long time, around 1995 and is the first and only car oil glue Company in Indonesia. Product from PT Indopherin Jaya are powder resins sold to every company, mostly from large auto parts companies. However, the frequent development of transportation, increasing demand from the market due to their need to sell products that can be used properly. As a result, PT Indopherin also received more resin demand. Then in May 2019, demand from the market exceeded the production capacity of the company PT Indopherin Jaya in providing resin products with a maximum number of requests of 490 tons, because the performance of the pulverizer machine that makes powder resin products can only produce a maximum of 444 tons in 1 month. Therefore, companies must provide an increase in production and capacity, because if the company cannot increase production capacity that causes market demand cannot be met, and then consumer trust in the company decreases and that can affect the credibility of a company.

The purpose of this study is (1) to determine the appropriate alternative demand criteria in meeting the production capacity of PT Indopherin Jaya and (2) to determine the best alternative of the criteria determined by using the AHP method. The research data obtained is primary data. From the data that has been obtained, there are 3 alternatives, namely (1) Purchasing an inverter machine 5.5 Kw and 22 Kw, (2) Adding work time, (3) Subcontracting at Nanton company Sumitomo Bakelite. AHP method is used to choose one of the 3 alternatives obtained from 4 criteria to meet production capacity.

Based on the results of data processing, there are 4 criteria and the highest priority value is quality (0.473), production performance (0.252), time (0.147), and cost (0.128). From processing data based on criteria, and from the 4 criteria used as the best choice of alternatives. The result is the alternative with the highest value, namely alternative 1, buying an inverter tool 5.5 kW and 22 kW to increase the turnaround time

of work 1 lot faster on the pulverizer machine by getting priority vector value of 0.5900213.

Keyword: Criteria, AHP, Production Capacity, Market Demand.