

ABSTRACT
APPLICATION OF AGGREGATE PLANNING IN DEMAND EFFECTIVENESS
AT SINAR PASUNDAN COMPANY, CIAMIS DISTRICT

By:

Melia Mecca

NIM. 213402012

Guide I : Edy Suroso

Guide II : Alicia Deana Santosa

The purpose of this study was to analyze the application of aggregate planning in increasing the effectiveness of demand at Sinar Pasundan Company. The research method used was a quantitative descriptive method using a case study approach. The data used were secondary data in the form of real demand and production data from January 2022 to March 2023. Data collection techniques were carried out through documentation and interviews with the company owner. The analytical tools used in this study were the least squares forecasting method, moving average, and exponential smoothing to estimate demand, as well as aggregate planning strategies in the form of level strategy, chase strategy, and mixed strategy. The results of this study indicated that the best production demand forecasting method was the exponential smoothing method with MAD 248, MSE 95237, and MAPE 0%, with a demand pattern that did not fluctuate too much. In aggregate planning, the strategy that produced relatively effective costs was the chase strategy of Rp. 103,386,800, because it maintained workforce stability and could adjust the amount of production directly to demand fluctuations without the need to change the number of employees. This strategy also helped prevent operational disruptions caused by increases or decreases in the amount of production.

Keywords: Aggregate Planning, Forecasting, Level strategy, Chase strategy, Mixed strategy, Effectiveness.