

# Perancangan Kerangka Penilaian Penerapan Green Supply Chain Management Menggunakan Metode Green SCOR & AHP Terintegrasi pada Perusahaan Otomotif Indonesia = Analysis of Green Supply Chain Management Application in Indonesian Automotive Company Using Integrated Green SCOR and AHP Method

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## Abstrak

Perkembangan dan persaingan dalam industri otomotif menjadi salah satu penyumbang terbesar berbagai pencemaran lingkungan dan limbah yang diakibatkan oleh pergerakan rantai pasok industri di Indonesia. Perusahaan di industri otomotif dituntut untuk menerapkan green supply chain management. Oleh karena itu, perlu dilakukan analisis penerapan green supply chain management pada perusahaan di industri otomotif. Penelitian dilakukan pada sebuah perusahaan manufaktur yang berlokasi di Cikarang yang bergerak di bidang perakitan mobil yang merupakan perusahaan dengan produksi mobil yang cukup besar di industri otomotif Indonesia. Populasi dalam penelitian ini adalah green procurement, green manufacturing dan green logistics (inbound). Alur penelitian dilakukan dengan langkah awal pengumpulan data primer dan sekunder, kemudian desain KPI yang nantinya akan divalidasi oleh ahli. Setelah itu dilakukan pembobotan AHP kemudian dihitung kinerjanya menggunakan metode Green SCOR. Hasil penelitian menunjukkan terdapat 22 KPI yang menjadi dasar penghitungan Green SCOR. Hasil Green SCOR untuk GSCM diperoleh sebesar 65.819 dimana menurut tabel sistem monitoring indikator kerja termasuk dalam kategori "Average". Oleh karena itu, masih ada banyak ruang untuk perbaikan. Meningkatkan kinerja manajemen rantai pasokan hijau dengan menerapkan perbaikan yang diusulkan akan berdampak baik pada penerapan green supply chain management secara keseluruhan.

.....The development and competition in the automotive industry have become one of the biggest contributors to various pollution and waste caused by the movement of the industrial supply chain in Indonesia. Companies in the automotive industry are required to implement green supply chain management. Therefore, it is necessary to analyse the application of green supply chain management in companies in the automotive industry. The study was conducted at a manufacturing company located in Cikarang, Jawa Barat, which is engaged in the field of car assembly, which is a company with fairly large car production in the Indonesian automotive industry. The population in this study are green procurement, green manufacturing and green logistics (inbound). The flow of the research was carried out with the initial steps of primary and secondary data collection, then the KPI design which would later be validated by an expert. After that, the AHP is weighted and then the performance is calculated using the Green SCOR method. The results showed there were 22 KPIs which became the basis for calculating Green SCOR. The results of the Green SCOR for GSCM obtained amounted to 65,819 where according to the monitoring system table the work indicators are included in the "Average" category. Therefore, there are still lot of room for improvement. Improving the performance of green supply chain management by implementing proposed improvements will have a good impact on green supply chain management as a whole.