

Analysis of The Production Management of The Home Industry of Aria Chips in Sorong Regency, Southwest Papua Province, Indonesia

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ABSTRACT

Management is coordinating the resources owned by a company to achieve goals. According to Ricky W. Griffin, Management is planning, organizing, coordinating, and controlling resources to achieve goals effectively and efficiently. However, based on facts in the field obtained from observations, there are several problems in the implementation of production management, namely, the direction function and the control function have not been running properly. This research was conducted at the Aria Chips Home Industry, Jl.Nusa Indah SP 2 Kelurahan. Of course, the district. Mariat Sorong Regency. The research method used is Qualitative Descriptive, namely researching the reality in the research field. Based on the research results, the application of home industry production management of Aria Usaha Chips has implemented five management functions per Ricky W. Griffin's theory. However, the implementation of production management has not run optimally because the direction and control section has not been carried out properly. The impact of the application of production management on the development of the home industry is the difficulty of obtaining raw materials for products; raw materials for Aria chips greatly affect the quality of the product.

Keywords: Home Industry, Management, Production.

I. Introduction

Management is coordinating the resources owned by a company to achieve goals. According to Surya (2016), Management has five functions: planning, organizing, directing, controlling, and evaluating the use of resources in the company. Starting from the entry of raw materials, the raw materials are changed with the help of equipment, expertise, time, management, and others into a final product. Industries usually carry out production activities. One of the home industries in Sorong Regency is Aria Chips, which is located in Jl.Nusa Indah SP 2 Kelurahan. Of course, the district. Mariat Sorong Regency carries out chip production activities and produces various kinds of chips, including breadfruit, banana, taro, cassava, etc. Home Industry Aria Chips was established in 2023 and has 6 employees for production.

This home industry of Aria chips produces 500 packs per production. The Aria chips produced are sold in stores in Sorong Regency, Sorong City, Alfamart, Indomaret, and are also marketed directly at the production house located at Jl.Nusa Indah SP 2 Kelurahan. Of course, the district.



Figure 1. Aria Chips Production House

Mariat Sorong Regency was sent out of town. The difference between the home industry of Aria Chips and other home industries is that the production process depends on the availability of raw materials. If the home industry can run well, production management is needed. Production management is critical because it is an arrangement of the process of processing raw goods into finished goods, so that products can be sold by prioritizing product quality.

II. Literature Review

2.1. Production

Production is making goods and products from raw materials or components. In other words, production takes input and uses it to create output that is viable for consumption. The Great Dictionary of the Indonesian Language Productions describes producing results. The output of this output, or output, adds value so that it can be beneficial for consumers. According to William J. Baumol, the definition of production is the process of transforming raw materials into finished products through manufacturing processes or other physical changes. Different equipment and production methods improve the production process's stability, reliability, and efficiency. For example, production devices are designed to produce three-dimensional cell structures using linear members and tubular spaces as molds. In the case of stainless-steel round steel, production technology is applied to reduce defects, improve efficiency, and improve the quality of the final product. The production system and control methods aim to automate tasks, simplify processes, and improve order processing to achieve better results.



Figure 2. Aria's Chips Production House

According to Turmudi, the purpose of production is to obtain optimal profits, to meet the needs of oneself and family, without depending on others for work, protection, and development of property, financial resources, and to use them for the benefit and liberation from the shackles of economic dependence. According to Lestari & Setianingsih, the principle of productive activities is to follow the rules of religion, society and the state, must meet needs, must pay attention to aspects of justice, social, zakat, alms, infaq, and waqf, manage natural resources optimally, not wasteful, not excessive, and do not damage the environment; and fair distribution of profits between owners and managers, management and workers. According to Iftihor et al, factors that affect the production process include the availability of natural resources, the performance of human resources, the availability of capital, organizational bureaucratic factors, technology, and raw materials.

2.2. Production Management

Production management is a field related to managing and regulating the production of goods or services in a Company. The main goal of production management is to optimize the use of available resources such as labor, raw materials, machinery, and equipment to achieve high efficiency and productivity. The production management function includes various tasks and responsibilities that must be carried out to achieve production goals efficiently, such as planning, organizing, controlling, and supervising.



Figure 3. Production Process

According to Nigel Slack, Alistair Brandon-Jones, and Robert Johnston, production management systematically manages all processes and activities in converting inputs (materials, labor, and information) into outputs (products and services) that have added value for consumers. They also emphasized the importance of flexibility and innovation in production to deal with dynamic market changes. Production management aspects include production planning, production control, and production supervision. Production planning includes deciding what products will be made, where, when, and how they will be made. Production control is a stage to ensure that the production process is carried out according to the plan. Production supervision ensures the production process runs smoothly and complies with applicable regulations.

III. Research Method

The type used in this study is qualitative research, which produces descriptive data in writing and behavior that the researcher can observe. According to Grace, the qualitative approach is expected to produce data on speech, writing, and behavior that can be observed from individuals, groups, communities, or an organization. The research approach used is qualitative descriptive, which is based on phenomenology.

According to Nugrahini, Phenomenological phenomena or realities occur in the field of research. This research was conducted at the Aria Chips Home Industry, which is located at Jl.Nusa Indah SP 2 Kelurahan. Of course, the district. Mariat Sorong Regency and the impact of the implementation of production management on the development of the home industry. A data source is a place, person, or object where the researcher observes, asks, or reads about things related to the research. First, primary sources are research data obtained directly from the source through interviews and observations of an event. The data produced in this study are from observations and interviews with informants who own the Aria Chips home industry and their employees. Second, secondary sources are data or information obtained indirectly or through intermediaries. Secondly, researchers obtain data from records, documents, archives, books, etc. The books and journals used to obtain the necessary data are books and journals that explain production management.

3.1. Place and Time of Implementation

This MID TEST Task Report was made based on the results of Field Research carried out at the Aria Chip Industry located at Jl.Nusa Indah SP 2 Kelurahan. Of course, the district. Mariat Sorong Regency from December 3 to December 4, 2024

3.2. Data Types and Sources

The types of data used are:

- a. Data primer
Primary data is a source of data that is directly perceived. The primary data used in this study included active principles, observations, and direct interviews with the Aria Chips Industry.
- b. Data Secondary
It is a source of data obtained indirectly. Secondary data includes documentation, recording, literature studies, observations, and interviews. The data collection technique used in the MID TES Task Report compiler is to conduct direct observation at the research site, interviews, data recording, and literature review studies.
- c. Data collection techniques
The data collection technique used in preparing this MID Test Task report is to carry out direct observation at the research site.
- d. Observation
Observation is a data collection technique that directly observes an object in the Aria chips industry.
- e. Interview
The interview was conducted in the Aria chips industry by asking questions about problems that have not been understood regarding the marketing strategy in the Aria chips industry.
- f. Interview topics
Interview with the owner of Aria Chips
- g. Interview Time and Place
This interview was conducted on:
Day/Date: Tuesday, December 3, 2024
Time : 16.00 WIB to 18.00 WIB
Place: Jl.Nusa Indah SP 2 Kelurahan. Of course, the district. Mariat Sorong Regency

- h. Interview Results Report
Sources: Ibu Partini
Interviewer : Yunita Abdin Nanulaitta



Figure 4. Photo with Owner Keripik Aria (Mrs. Partini)

IV. Results and Discussion

The Application of Home Industry Production Management of Aria Chips. The home industry production management of Aria Chips is revealed through the application of management functions. The management function in this study is based on the management function, according to Henry Fayol, namely planning, organizing, directing, controlling, and evaluating. The following are the results of interviews and observations from the research conducted:

1. Planning

The first planning carried out by the Aria Chips home industry began with a product plan that would be produced every month. Production target planning is related to procuring raw materials to be used. So that the need for raw materials will be met, and we can anticipate if there is a shortage. Product planning is carried out by this home industry if, at any time, an order for Aria Chips comes in. In the production process, raw materials will be used, as well as in this home industry. Raw materials are the main ingredients that will be processed into products. Raw materials are obtained from the surrounding community, who sell their crops, from traditional markets, and from collectors. Hence, the raw materials used in the production process are easy to obtain.

Next, it is to prepare equipment that will be used in the production process. Production equipment is a medium for processing raw materials into a product. Based on interviews and observations, the equipment used in the production process of Aria Chips uses conventional equipment, consisting of knives, buckets, slicing tools, gloves, fire stoves, frying pans, frying tools, large plastic, and plastic packaging. Aria chips that have been packaged are directly distributed according to order, and some are stored as stock. Storage is done well to maintain the quality of the chips.



Figure 5. Buying Raw Materials in Traditional Markets

2. Organizing

Organizing is the implementation of strategies that will be used in the proper organizational structure to achieve organizational goals. Organizational structure is a framework for task sharing, resource utilization, and coordination. The organization (Organizing) of the home industry of Aria Chips does not have an organizational structure in writing. It is still relatively simple, because in running the home industry, Mrs. Partini leads herself directly. The organizational structure of this home industry is:

Owner: Mrs. Partini

Production part: Three person (Mrs. Iqsan, Mrs. Kiki and Mrs. Surni)

Packaging section: Three people (Mrs. Ekha, Mrs. Antry, and Mrs. Susi)

Delivery part: Carried out by Mrs. Partini, the owner of Aria Chips, the relationship between the owner and employees is well established. The organization of human resources is carried out according to the needs of the home industry, which consists of the production and packaging parts. The production process starts from 08.00 – 15.00 WIB.

Table 1. List of Aria Chips Employees

No	Name	Assignment
1	Mrs. Iqsan	Production
2	Mrs. Kiki	Production
3	Mrs. Surni	Production
4	Mrs. Ekha	Packaging
5	Mrs. Antry	Packaging
6	Mrs. Susi's	Packaging

3. Directing

Briefing is a process related to orders, suggestions, and the motivation of all parties so that the program runs well. Briefing activities directly concern people in the organization. As the Aria Chips home industry owner, Mrs. Partini has a role in directing team member duties. In addition, Mrs. Partini is also involved in the production process to determine employees' performance. In production implementation, mistakes can occur from employees and production equipment. If any team member makes a mistake, they will be reprimanded by the leadership. Mrs. Partini supervises production implementation directly, so employees are more careful and do not repeat their mistakes. However, in its implementation, some employees choose the packaging process over the production process, and this does not receive a reprimand from the leadership. Team member evaluations are carried out every month to find out how employees are performing based on the production targets that have been achieved.

4. Controlling

Control is an activity that consists of observing everything done by the plan, orders, and principles set. The first is the control of raw materials. As explained earlier, the availability of raw materials is important in the planning function because sufficient raw materials are needed to achieve production targets. The company must prepare an estimate of the raw materials needed for production. The home industry of Aria Chips pays excellent attention to the product's quality, taste, texture, and appropriate selling price. Because product quality is essential to supporting sales. Based on the observations, some employees brought home the chips that had been produced without the owner's knowledge. However, no follow-up has been made on this issue. This shows that the implementation of the control function has not gone well. There is a production target for the optimization of raw materials so that the home industry can anticipate if there is a shortage of raw materials; this is a form of control over raw materials. The products produced by the home industry, Aria Chips, are adjusted to market needs. The products produced are distributed to surrounding shops, especially in the Sorong City and Regency areas, traditional markets, and accept orders from people who organize significant events. Storage and preparation of Aria Chips stock to anticipate sudden orders of Aria Chips from stores or the public. The quality of the product is also considered to ensure that the product being marketed meets the tastes and needs of consumers. Another impact of implementing production management is the increased profits earned. This is because a business has met market needs, so it can add a network to cooperate with the home industry.

V. Conclusion

Based on the results of the above research, it can be concluded that the home industry production management of Aria Chips has implemented five management functions per Henry Fayol's theory, namely planning, organizing, directing, controlling, and evaluating. However, the implementation of production management has not been running optimally because the direction and control have not been appropriately implemented. The impact of the implementation of production management on the development of the home industry is the presence of employees who work in the home industry because previously the home industry did not have employees, the achievement of production targets, production results that meet market needs, and the increase in networks that collaborate with the home industry which makes profits increase.

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