

PRODUCTIVITY ANALYSIS OF UMKM N'UP PRODUCT USING TOTAL PRODUCTIVITY MODEL METHOD

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Abstract

UMKM N'Up Product is an UMKM that engaged in the food sector, especially healthy snacks. UMKM N'Up Product has the main product in the form of black garlic, as a form of a healthy snack. UMKM N'Up Product still uses a fairly simple method in the process of making its products, so it is necessary to do a deeper analysis of the productivity of various aspects within the UMKM body. Productivity measurement is only carried out in the black garlic production section. The measurement of productivity is based on the output of imported and local garlics and the inputs used are the use of labor, materials/raw materials, fixed capital: indirect costs, energy, and other costs. The method used to measure the level of productivity in the black garlic production process is the Total Productivity Model method. The measurement in the basic period is 14 months, starting from January 2020 to April 2021. Based on the results of the analysis, the lowest productivity index for imported and local garlics occurred in the same month, there are May 2020, December 2020, February 2021, and April 2021 with the indicated number is 0.000. The average productivity value for imported garlic products for twelve months is 1.219. However, the average productivity value for local garlic products for eight months is 1.3602. After being analyzed, suggestions and recommendations are given as an effort to increase productivity in the black garlic production process. The implementation measurement period is carried out for one month, in June 2021. From the calculation results in the implementation period, the productivity value is 1.170 which compared to the average productivity value specifically for imported garlic products itself is still below the average. The characteristic possessed by UMKM N'Up Product is that if the output value increases, the input costs used will also increase. The constraints faced by UMKM N'Up Product for now, are in the form of inputs, one example is in terms of raw materials and labor.

Keywords: *black garlic, productivity, productivity measurement tools, productivity measurement, Total Productivity Model.*