

## PERANCANGAN COLLABORATIVE PLANNING FORECASTING REPLENISHMENT "TRAVEL BAG" PADA TRAVEL AGENT DWIDAYA TOUR

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### Abstrak

*Travel bag bagi industri pariwisata merupakan hadiah dari produk tour yang dijual dari perusahaan travel agent pada industri pariwisata. Beberapa kondisi yang dihadapi adalah pelanggan yang berangkat tour tidak diberikan travel bag karena keterlambatan pemenuhan dan pengiriman. Hal ini menimbulkan penilaian buruk dari pelanggan, dan beberapa kerugian lainnya yang diterima seperti tidak adanya promosi, dan testimoni yang kurang baik dari pelanggan. Dengan action research metode collaborative planning forecasting replenishment yang didukung data-data dan pengolahannya secara kuantitatif yang juga menggunakan model forecasting dan reorder point bisa menyajikan data yang akan dianalisa. Dari analisa didapatkan model forecasting yang fit atau sesuai dengan penelitian collaborative planning forecasting replenishment ini yaitu model Decomposition Multiplicative (Trend plus Seasonal), yang selanjutnya digunakan untuk proses planning, forecasting dan reorder point atau ROP untuk proses replenishment. Selain dari itu ada aplikasi berbasis website yang digunakan untuk proses collaborative. Dari action research ini disimpulkan bahwa collaborative planning forecasting replenishment, model forecasting Decomposition Multiplicative (Trend plus Seasonal), ROP, dan kolaborasi bisa menjadi solusi permasalahan yang ada dan mencapai tujuan yang diinginkan.*

**Kata kunci:** action research, collaborative planning forecasting replenishment, reorder point, travel bag.

### Abstract

*Travel bag for the tourism industry was a gift from tour product that was sold at travel agents in the tourism industry. Some of the conditions faced by customers who are departing tour travel bag are not given due to delays in fulfillment and delivery. This has led to poor ratings from customers and received several other losses such as lack of promotion, and testimonials from customers that are less good. With an action research methods of collaborative planning forecasting replenishment of supported data and processing that also use the quantitative forecasting models and assisted reorder point so that it can present the data to be analyzed. From the analysis obtained forecasting models that fit or in accordance with the collaborative planning forecasting replenishment study is the model Multiplicative Decomposition (plus Seasonal Trend), which is then used for process planning, forecasting and reorder point or ROP for replenishment process. Apart from that there is web-based application that is used for collaborative processes. From this action research concluded that collaborative planning forecasting replenishment, forecasting models Multiplicative Decomposition (plus Seasonal Trend), ROP, and collaboration could be a solution to the existing problems and achieve the desired objectives.*

**Keywords:** action research, collaborative planning forecasting replenishment, reorder point, travel bag.

## 1 Pendahuluan

Dalam upaya menghadapi perkembangan industri pariwisata yang semakin kompleks, persaingan antara perusahaan fokus pada rantai pasokan yang berkaitan dengan banyak perusahaan. Kehandalan sistem manajemen rantai pasokan bergantung pada sejauh mana efektifitas dan efisiensi integrasi dari masing-masing anggota yang bertujuan untuk memaksimalkan keuntungan. Membangun mekanisme integrasi yang baik adalah kunci koordinasi dalam manajemen rantai pasokan (Guangxia et al., 2013). Integrasi yang dikembangkan pada beberapa sistem rantai pasokan biasanya berupa integrasi dengan e-Procurement dan e-Fulfillment (Pujawan & ER, 2010), kedua contoh integrasi tersebut memiliki kelemahan dengan tidak adanya keterlibatan secara aktif setiap perusahaan yang berkepentingan, tidak adanya otomatisasi sistem dan tidak adanya sistem tukar menukar informasi di antara perusahaan di dalam suatu rantai pasokan.

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