

ABSTRACT

Small and Medium Enterprise's Pelangi Rasa is one of the SME which processed plantation crops, such as bananas, spinach, and others. One of the Pelangi Rasa's product is keripik pisang sambal kampung which is has increasing sales every month. This makes the owner wants to expand its market to the modern market. However, to enter the supermarket, there are several requirements that have not be met by SME, including Management Licensing Letter of Household Industry (SPP-IRT) and the Halal Certificate.

To get SPP-IRT and Halal Certificate, SME must implement the CPPB-IRT criteria for SPP-IRT and SJH criteria for Halal Certification. From identifying the gap between existing condition of CPPB-IRT and Halal Certification criteria, it obtains a business process design. Business process design will be improved by Business Process Improvement (BPI) method. BPI method includes the analysis of the activity and followed by simplification using 12 tools streamlining.

The results of the activity analysis showed there are 14 activities of RVA, 84 activities of BVA, and 3 activities of NVA. Furthermore, the streamlining of activities uses Standardization, Beraucracy Elimination, Automation, and Supplier Partnership. Then, NVA activity will be eliminated in the proposed business process design. From the results of simplification, it will design Standard Operating Procedure (SOP) of SME's Pelangi Rasa to make it easier to understand by owner and employees. The study design four draft of SOPs that can be implemented for the purchase of raw material procurement, production, internal audit, sanitation and maintenance.

Keywords: BPI, CPPB-IRT, Halal, Business Process, SOP, SMEs