

## ABSTRACT

PT. Panca Kobra Sakti is the express delivery services company based in Semarang, Central Java. Founded on 1978, PT. Panca Kobra Sakti has already had five branch offices spread across five central cities. The main service offered is the express service delivery of goods (cargo) into the coverage area of Central Java in particular and the whole of Indonesia's big city in general. PT. Panca Kobra Sakti still use the manual system on its core business processes, which are administrating and delivery, moreover by using such system, it often get complaints from its customers because of the length of time of service, especially for processes that often delay on delivering the goods to the destination city. With the raising competition in the freight business, indirectly encouraged PT. Panca Kobra Sakti to continue on improving their performance of service to the customers, especially in terms of time to the business process.

One method that can be used to make the optimal business process improvements for PT. Panca Kobra Sakti is the method of Model-Based and Integrated Process Improvement (MIPI), furthermore while doing the improvement, designing the information systems is also carried out to improve business processes more purposely.

By doing the improvement and designing the information system for process of administrating which is consist of recording and financial calculations, and the other way is process of delivery which is consist of uploading, downloading, and shipment, so that the efficiency of time and activities will be increased. Focus of the improvement is on activities and time. On the improvement, the activity of recording is decreased from 11 to 9 activities, financial calculations from 14 to 5 activities, uploading from 9 to 5 activities, downloading from 9 to 6 activities, and at last shipment which has the same number of activities, and on the other way it takes on cycle time reduction which included 9 activities. For the cycle time view, the improvements included recording which is decreased from 158.14 to 15.18 minutes, financial calculations from 761.54 to 242.03 minutes, uploading from 178.57 to 26.32 minutes, downloading from 158.41 to 41.58 minutes, and the shipment (uploading) from 4311.47 to 2987.79 minutes and for the shipment (downloading) from 306.04 minutes to 154.02 minutes. For the efficiency of the process, it can also be compared; the efficiency of recording raises from 50.82% to 95.56%, financial calculations from 48.25% to 99.64%, uploading from 59.5% to 100%, downloading from 93.16% to 100%, and for shipment from 99.87% to 99.98%. The high value of efficiency (approaching 100%) shows high levels of effectiveness and also indicates usage on a big amount of resources in the fulfillment of business value added activities (Real-Value Added).

Keyword: PT. Panca Kobra Sakti, Model-Based and Integrated Business Improvement, process efficiency, process effectiveness, information system delivery.