

## **ABSTRACT**

*PT . Sempurnaindah Multinusantara ( here in after referred to as PT . SIMNU ) is a company engaged in manufacturing, which is a company engaged in the production of Synthetic Leather. PT. SIMNU'core process are production process and sales process. Sales process in the company is run by the marketing division. This division is responsible for all the orders that come into the company and is also responsible for processing orders until the the orders delivered to customers. In the SOP of Marketing Division at PT. SIMNU, there are concerns that the current process still requires considerable processing time long, there are a lot of manual documentation, and lack of clarity in some of the flow of information between departments within the Division of Marketing. With some uncertainty information of the weapon system, the number of manual documentation and NVA activity causes the SOP become less efficient due to high cycle times. The sustainable development is needed to improve the existing conditions become more effective, efficient, and adaptive.*

*Continuous improvement is done by mapping existing business processes, identify problems and then carried to the high time to suit the needs of internal customers based on the analysis in each activity prior to the streamlining. Improvement of business processes is done by the method of Business Process Improvement (BPI).*

*The result showed that the Proposed Business Process efficiency has increased, especially domestic sales business process that is equal to 10,10 % and the proposed business process sample requests have increased efficiency by 48.5 %. Change order and overseas sales busnissess process didn't have an increase in process efficiency and customer complaint handling has increased 0.38%. The SOP also more effective and efficient so that it can be proposed to support business processes in the Marketing Division of PT. SIMNU.*

*Keywords : Streamlining, processing time, SOP, Bussiness Process Improvement ( BPI ).*