

ABSTRACT

Indonesia's economy is being driven by an increase in household consumption, especially in the food and beverage industry. Roasted Bar, as one of those operating in the food and beverage sector, certainly faces challenges in managing its supply chain effectively. Selection of raw material suppliers does not only involve comparing prices, but also considering important criteria such as quality and reliability. By considering the problems faced by Roasted Bar, the ANP method is proposed as a solution to assist in supplier selection decision making. ANP can support decision making based on criteria or sub-criteria to improve quality. The problem faced by Roasted Bar is that it does not have a decision making method in determining alternative suppliers in the process of procuring chicken meat raw materials. The aim is to design and determine the right supplier selection in the process of procuring raw materials for the Roasted Bar as well as proposing a company strategy design. The use of the Internal-External (IE) matrix to obtain an appropriate strategy for Roasted Bar is an intensive strategy (product development). The use of the Analytical Network Process (ANP) method by obtaining 5 criteria and 15 sub-criteria selected as references for supplier assessment using the ANP method, the higher the weight value, the higher the importance. This WP calculation is included in the ANP method to determine the ranking of alternative suppliers based on expert assessments with sub-criteria reference weights from the ANP calculation.

Keywords: ANP, WP, IE, Supplier, Decision-Making