

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) frequently encounter challenges in maintaining consistent productivity, primarily due to the absence of standardized operational procedures. This study proposes the implementation of Standard Operating Procedures (SOPs) to enhance productivity at Raja Cabai Garam, a restaurant specializing in dishes with signature chili-salt seasoning. The research aims to evaluate the current production processes, identify existing production challenges, and design an effective SOP framework to improve efficiency and product quality.

The study adopts a qualitative methodology, employing interviews, observations, and documentation as data collection techniques. Data were obtained from multiple sources, including the owner, chef, customers, and an expert in MSME operational management. The analysis employed triangulation methods to ensure the validity and reliability of the findings. The proposed SOPs encompass critical stages of production, including raw material preparation, processing, and final presentation.

The findings demonstrate that implementing SOPs significantly enhances productivity and operational efficiency. Prior to the implementation of SOPs, production times were inconsistent, ranging between 2 to 3 hours per cycle. Post-implementation, production times stabilized and improved to an average of 1.5 to 2 hours per cycle. Furthermore, productivity increased from 20–30 portions per cycle to 40–50 portions, and the frequency of production errors was reduced from 5–7 incidents per day to 1–2 minor incidents. Notably, the quality of the products became more consistent, leading to improved customer satisfaction.

This research contributes practically by offering an SOP design that can be adapted by other MSMEs within the food and beverage industry. From a theoretical perspective, the study reinforces the critical role of SOPs in enhancing operational efficiency and ensuring product quality consistency. Additionally, it underscores the necessity of ongoing training and evaluation to sustain the effective implementation of SOPs.

Future research should consider broadening the scope to include other MSMEs and evaluate the long-term implications of SOP implementation. The consistent application of SOPs is anticipated to serve as a strategic approach for addressing productivity challenges within the MSME sector.

Keywords: *MSME, Productivity, Production, Raja Cabai Garam Standard Operating Procedure*