

## ABSTRAK

Implementasi Penggunaan *Data Envelopment Analysis* (DEA) Untuk Mengukur Efisiensi Penggunaan Faktor Produksi Pada Industri Manisan di Kabupaten Cianjur  
(Dibawah Bimbingan Prof. Dr. Eeng Ahman M.S., Navik Istikomah S.E., M.Si.)

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Penelitian ini bertujuan untuk mengukur efisiensi produksi industri manisan di Kabupaten Cianjur menggunakan metode deskriptif analitik, dengan teknik pengumpulan data melalui kuesioner, wawancara dan observasi. Teknis analisis data menggunakan metode *Data Envelopment Analysis* (DEA), alat yang digunakan yaitu dengan menggunakan OSDEA. Populasi dalam penelitian ini adalah produsen manisan di Kabupaten Cianjur yang tersebar di empat kecamatan berjumlah 16 produsen. Berdasarkan hasil penelitian diperoleh bahwa 1) Gambaran umum variabel *input* industri manisan di Kabupaten Cianjur adalah modal kerja, bahan baku, tenaga kerja, bahan bakar, dan bahan penolong. *Output* yang dimaksudkan adalah hasil produksi manisan. 2) Penggunaan faktor-faktor produksi industri manisan di Kabupaten Cianjur dengan menggunakan pendekatan DEA belum mencapai efisiensi optimum dimana modal kerja, bahan baku, tenaga kerja, bahan bakar, dan bahan penolong belum melampaui titik optimum, baik berdasarkan analisis model CRS < 1 dan VRS < 1. 3) Tingkat skala produksi industri manisan di Kabupaten Cianjur dengan metode DEA berada pada kondisi skala usaha yang menurun (*Decreasing Return to Scale*) dengan tingkat skala relatif sebesar 0,9502. Dalam keadaan demikian, dapat diartikan bahwa proporsi penambahan faktor produksi akan menghasilkan tambahan produksi yang proporsinya lebih kecil.

**Kata Kunci :** *Efisiensi, Data Envelopment Analysis, Industri Manisan*

## ABSTRACT

Implementation of Data Envelopment Analysis (DEA) For Measure Efficiency the Utilization of Production Factor On Confectionary Industry in Cianjur Regency (Under the guidance of Prof. Dr. Eeng Ahman M.S., Navik Istikomah SE, M.Si.)

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This research aims to measure the efficiency the production of confectionary industry in Cianjur Regency. The method that used is descriptive analytic by apply the data collection technique through questionnaire, interview, and observation. Technique for analysis data in this research used Data Envelopment Analysis method, instrument that used is OSDEA. Population in this research is manufacturer of confectionary in Cianjur Regency that spread over in four sub district which are 16 of manufacturer. Based on the results shown that 1) Overview of input variables on confectionary industry in Cianjur Regency are working capitals, basic commodities, labours, fuels, and supporting materials. Output that means is the product of confectionary. 2) The utilization of production factors on confectionary industry in Cianjur Regency by using DEA's approach has not yet reached optimum efficiency where is working capital, basic commodity, labour, fuel, and supporting material not yet exceed the optimum point. This is based on model analysis of CRS < i 1 and VRS < i 1. 3) The level of industrial-scale production of confectionary industry in Cianjur Regency used DEA's method is declining scale condition (Decreasing Return to Scale) by scale level is 0,9502. Thus, it can be interpreted that additional proportion of production factor will produce additional proportion of production factor that smaller proportion.

**Keywords:** *Efficiency, Data Envelopment Analysis, Confectionary Industry.*