

**ANALISIS *SUPPLY CHAIN AGILITY* DENGAN PENDEKATAN  
FUZZY LOGIC GUNA MENINGKATKAN KEUNGGULAN BERSAING  
(Studi Kasus Penerbit PT Remaja Rosdakarya Bandung)**

**TESIS**

Disusun untuk Memenuhi Persyaratan Memperoleh Gelar Magister di  
Prodi Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia



Oleh

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## LEMBAR HAK CIPTA

### **ANALISIS *SUPPLY CHAIN AGILITY* DENGAN PENDEKATAN FUZZY LOGIC GUNA MENINGKATKAN KEUNGGULAN BERSAING (Studi Kasus Penerbit PT Remaja Rosdakarya Bandung)**

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Diajukan untuk memenuhi salah satu syarat memperoleh Gelar Magister Manajemen  
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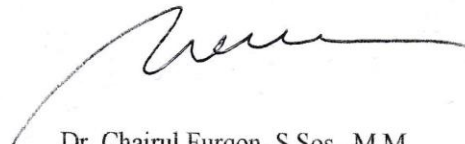
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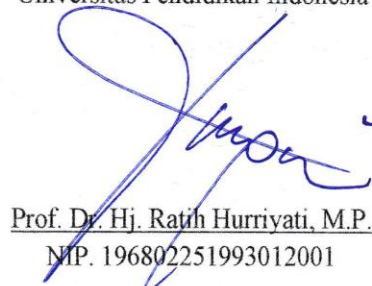


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## ABSTRAK

Keunggulan bersaing ialah kemampuan yang diperoleh sebuah perusahaan melalui karakteristik dan sumber daya yang dimiliki untuk dapat memiliki kinerja lebih tinggi dibandingkan dengan perusahaan lain yang ada pada industri dan pasar yang sama. Keunggulan bersaing merupakan sebuah hal mutlak yang harus dimiliki sebuah industri agar mampu bertahan, tak terkecuali dengan industri penerbitan. Subjek pada penelitian ini adalah PT Remaja Rosdakarya. Sebagaimana industri lainnya, industri percetakan pun tidak terlepas dari *supply chain management*. Tujuan dari *Supply chain management* adalah untuk mengkoordinasi kegiatan dalam rantai pasokan untuk memaksimalkan keunggulan kompetitif dan manfaat dari rantai pasokan bagi konsumen akhir. Untuk mencapai sebuah keunggulan kompetitif di pasar global, perusahaan harus bekerjasama dengan pemasok dan konsumen atau pelanggan untuk merampingkan operasi dan bekerja sama untuk mencapai tingkat *agility* di luar jangkauan perusahaan, yang kemudian disebut *supply chain agility*. Tujuan penelitian ini adalah untuk mengetahui gambaran *supply chain agility* dan keunggulan bersaing PT Remaja Rosdakarya. Metode penelitian yang digunakan adalah metode kualitatif deskriptif dengan alat bantu penelitian *fuzzy logic*. Hasil dari penelitian ini adalah PT Remaja Rosdakarya perlu meningkatkan strategi keunggulan bersaing nya dengan mengoptimalkan *supply chain agility*, karena PT Remaja Rosdakarya masih termasuk ke dalam *middle range of supply chain agility* dengan skor 54%. Adapun indikator yang perlu dipertahankan yaitu *competency* (83,3%), dan *responsiveness* (64,6%), sedangkan *flexibility* (37,7%) dan *speed* (33,3%) perlu ditingkatkan.

Kata Kunci: Keunggulan Bersaing, *Supply Chain Management*, *Supply Chain Agility*, *Fuzzy Logic*.

## ABSTRACT

Competitive advantage is the ability obtained by a company through its characteristics and resources to be able to have higher performance compared to other companies in the same industry and market. Competitive advantage is an absolute thing that must be owned by an industry in order to be able to survive, including the publishing industry. The subject of this research was PT Remaja Rosdakarya. Like other industries, the publishing industry is inseparable from supply chain management. The purpose of supply chain management is to coordinate activities in the supply chain to maximize the competitive advantage and benefits of the supply chain for end consumers. To achieve a competitive advantage in the global market, companies must work with suppliers and customers or customers to streamline operations and work together to achieve levels of agility beyond the reach of the company, which is then called supply chain agility. The purpose of this study was to determine the description of the supply chain agility and competitive advantage of PT Remaja Rosdakarya. The research method used is descriptive qualitative method with fuzzy logic research. The results of this study are PT Remaja Rosdakarya needs to improve their competitive advantage strategy by optimizing supply chain agility, because PT Remaja Rosdakarya is still included in the middle range of supply chain agility with a score of 54%. The indicators that need to be maintained are competency (83.3%), and responsiveness (64.6%), while flexibility (37.7%) and speed (33.3%) need to be improved.

Keywords: competitive advantage, supply chain agility, fuzzy logic.

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