ABSTRACT

ELANG ILIK MARTAWIJAYA. Model of Qualified and Environment Insight Printing Management. Supervision by BAMBANG PRAMUDYA as head commission, HARTRISARI HARDJOMIDJOJO and SURJONO H. SUTJAHJO as members of commission.

The aim of this research is to develop Model of Qualified and Environment Insight Printing Management. The detail of this aim are: (1) to analysis and determine the factors of printing management, (2) to analysis the parameters and standards of printing quality and printing waste management, (3) to design the sub model of qualified printing management and the sub model of printing waste management, and (4) to formulate the strategy of qualified and environment insight printing management. Novelty of this research is to obtain the joining factor between two sub model. The first one is qualified management and the second one is waste management in printing company. Another novelty in this study is the parameter of qualified management sub model and parameter of waste management in printing company. This research used primary and secondary data. Modelling approach is used as research method. Primary data is collected by individual and group interview which is guided by structural questionnaire, direct observation, and Focus Group Discussion (FGD). Secondary data such as printing management and public policy, waste management, and environment management, are collected by literature review, report exploring, and measuring from institutional that related to printing management. Tools of analysis in this study are Policy analysis, verification, and Quantitative Strategic Planning Matrix (QSPM). To arrange the model, the first step is to determine the management factors and the result are as below: drafts, raw materials, machines, human resources, finance, production process, product, solid waste management, and liquid waste management. For each factors, there are some parameters and standards which are related to qualified printing company. The model of this study is the model of qualified and environment insight of printing management. This model is develop from the whole system in strategic planning of qualified and environment insight printing management. As a tool of decision making, this model can be used to verify and prove the actual performance of three different scale of printing company. This model can also be used to solve the quality problem for these companies. Verification in PT Percetakan Gramedia (as a large scale printing) result that this company has “good” performance with deviation value 8.89%, and there are two strategies for it. Verification in PT Percetakan Penebar Swadaya (as a medium scale printing) result that this company has “no good” performance with deviation value 17.64%, and there are four strategies for it. Verification in Percetakan IPB Press (as a small scale printing) result that this company has “no good” performance with deviation value 44.16%, and there are nine strategies for it. Implementation of this model can help the user in information availability which is useful for decision making effectively. With this strategy as a tool of company policy, the company can improve its performance to achieve qualified and environment insight of printing management.

Keywords: model, printing, quality, environment insight, waste