

**Rubber Production Optimization
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In the mid of the year 2001 rubber production has been the second contribution to the total revenue of the state owned estate (PTPN) VII after palm oil. PTPN VII produces rubber ranging from High Grade (SIR HG with three subgrade), Ribbed Smoked Sheet (RSS with five subgrade) to Low Grade (SIR LG with two subgrade).

This study is aimed to find out the most optimum production mix which is result in maximum profit. Time series is used to forecast demand and goal programming to determine the optimum production mix. This analysis used supplay of raw material, production cost, total revenue, capacity of machinery, machine hour, and market demand as constraints.

The results the optimum production mix are SIR HG 3,563,953 Kg, RSS 2,225,091 Kg, and SIR LG 3,132,946 Kg. There are excess capacity of machinery and machine hour which can be utilised to proceed the exess of raw material of LG to be stock and other joint operation with partners. For HG production this is some more 929.953 Kg raw of material to supply.