



ABSTRACT

PRODUCTION CAPACITY PLANNING ANALYSIS OF TISSUE CULTURE POTATO SEED AT PT. INTISA

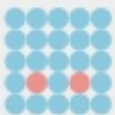
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Potato is one of the important food crops of Indonesia. Although potato is not the main food, however consumption of potato increase year by year. Availability of high quality seed, therefore, is an important aspect in potato production. A large scale of commercially oriented production requires high quality seeds in great quantities. Tissue culture propagation can contribute substantially in this condition. By this method, it could produce a large-scale seed rapidly.

This research was held in PT. Intisa. The primary data were collected from observation, interview and distributing questionnaire to the company's employee and other external institution whereas the secondary data were collected from references and internal administration. The data analysis included demand forecasting using minitab 11 for windows, goal programming using LINDO 6.10 for windows, time frame analysis, SWOT analysis and financial analysis.

This research shows that goal programming model can be used as model for production planning in the firm. The production planning, bases on firm's room capacity of plantlet production are 1.144.000 plantlet, 5.720.000 tuber of G-0, 1.430.000 kg of G-1. Monthly productions planning with regard to the time frame analysis are 99.000 plantlet, 485.100 tuber of G-0, 115.211,25 kg of G-1. Some applicable strategies base on SWOT analysis are market development, collaboration with the farmers, location development and area production extension, product development and diversification, local materials utility, and firm's facilities optimalization.

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