

ABSTRAK

Angke Dellyani : Efektivitas Tata Kelola Pengembangan Industri Hilir Teh Walini
(Studi Kasus Industri Hilir Teh Walini Ptpn Viii)

Penelitian ini bertujuan untuk menganalisis pelayanan produksi dalam upaya pengembangan bisnis industri pada hilirisasi produk Teh Walini di PTPN VIII. Industri hilir memiliki peran strategis dalam meningkatkan nilai tambah komoditas perkebunan, namun dalam pelaksanaannya sering kali menghadapi tantangan operasional dan manajemen pelayanan produksi yang kompleks. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa pelayanan produksi pada Industri Hilir Teh Walini PTPN VIII telah berjalan cukup baik dalam aspek teknis operasional, namun masih memerlukan optimalisasi pada efisiensi rantai pasok dan inovasi strategi pengembangan bisnis agar dapat bersaing secara lebih kompetitif di pasar global maupun domestik. Kendala utama yang ditemukan meliputi keterbatasan infrastruktur teknologi dan fluktuasi ketersediaan bahan baku yang memengaruhi konsistensi output produksi.

Kata Kunci: Pelayanan Produksi, Pengembangan Bisnis, Industri Hilir, Teh Walini, PTPN VIII.

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

ABSTRACT

Angke Dellyani : Effectiveness of Management for the Development of the Walini Tea Downstream Industry (Case Study of the Walini Tea Downstream Industry Ptpn Viii)

This study aims to analyze production services in an effort to develop industrial business in the downstreaming of Walini Tea products at PTPN VIII. The downstream industry plays a strategic role in increasing the added value of plantation commodities, yet in its implementation, it often faces operational challenges and complex production service management. The research method used is a descriptive method with a qualitative approach. Data collection techniques were carried out through observation, in-depth interviews, and documentation studies. The results showed that production services in the Walini Tea Downstream Industry of PTPN VIII have been running quite well in technical operational aspects, but still require optimization in supply chain efficiency and business development strategy innovation to compete more competitively in both global and domestic markets. The main constraints found include limited technological infrastructure and fluctuations in raw material availability that affect the consistency of production output.

Keywords: *Production Services, Business Development, Downstream Industry, Walini Tea, PTPN VIII.*