

ANALISIS PROSES BISNIS MENGGUNAKAN BUSINESS PROCESS IMPROVEMENT PADA CANGGU WOODEN GREEN PARADISE

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ABSTRAK

Dokumentasi proses bisnis merupakan elemen kritikal dalam menjaga konsistensi layanan akomodasi tetap mencapai tujuan pelayanan yang maksimal, khususnya bagi usaha vila berkembang. Penelitian ini berfokus pada Canggu Wooden Green Paradise yang menghadapi inefisiensi operasional pada tiga alur kerja utama, diantaranya yaitu, pelayanan penerimaan tamu yang melambat, birokrasi pemeliharaan/perbaikan darurat alat yang memakan waktu, serta alur pelatihan staf baru yang kurang terstruktur. Penelitian ini menggunakan kerangka kerja *Business Process Management* (BPM) dan *Business Process Improvement* (BPI). Identifikasi proses bisnis menggunakan *Business Process Model and Notation* (BPMN), serta *Value Chain Analysis* (VCA). Teknik *Five Why's Analysis* diimplementasikan untuk mengidentifikasi akar penyebab masalah operasional secara mendalam antar divisi. Berdasarkan hasil analisis akar masalah, model rekomendasi proses bisnis (*to-be*) melalui penerapan elemen *streamlining tools*, seperti eliminasi birokrasi, standarisasi instruksi kerja tertulis, dan digitalisasi sistem penerimaan tamu. Validasi model rekomendasi dilakukan melalui metode *Focus Group Discussion* (FGD) bersama jajaran manajemen dan staf operasional vila. Hasil penelitian menghasilkan usulan perbaikan proses bisnis guna memotong rantai birokrasi pengadaan, meminimalkan ketergantungan pelatihan pada senior, serta mempercepat waktu pelayanan administrasi penerimaan tamu.

Kata Kunci: *Business Process Improvement*, *Value Chain Analysis*, Analisis Proses Bisnis

***Business Process Analysis Using Business Process Improvement at Canggu
Wooden Green Paradise***

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ABSTRACT

Business process documentation is a critical element in maintaining service consistency to achieve maximum service goals, particularly for growing villa businesses. This study focuses on Canggu Wooden Green Paradise, which faces operational inefficiencies in three main workflows: slow guest check-in services, time-consuming bureaucracy for emergency equipment maintenance/repairs, and an unstructured onboarding process for new staff. The research utilizes the Business Process Management (BPM) and Business Process Improvement (BPI) frameworks. Business processes were identified using Business Process Model and Notation (BPMN) alongside Value Chain Analysis (VCA). The Five Why's Analysis technique was implemented to thoroughly identify the root causes of operational issues across divisions. Based on the root cause analysis, a recommended (to-be) business process model was developed through the application of streamlining tools, such as eliminating bureaucracy, standardizing written work instructions, and digitizing the guest check-in system. The recommended model was validated through a Focus Group Discussion (FGD) with the villa's management and operational staff. The results of this study propose business process improvements to streamline procurement bureaucracy, minimize reliance on senior staff during training, and accelerate administrative response times for guest reception services.

Keywords: Business Process Improvement, Value Chain Analysis, Process Business Analysis