

## ABSTRACT

*CV. HR Putra is a chicken farm that produces eggs that the amount of production is always an increase each year due to the ever increasing number of requests. In production planning, CV. HR Putra does not use a particular method, but only based on an estimate of planning and experience alone, and in determining the amount of production is always fixed so it is always difficult to meet the increasing demand.*

*The purpose of this study is to build production planning formulation in CV. HR Putra to determine the feed type and the type of vitamin to maximize the volume of production and minimize production cost.*

*Production planning is done using Goal Programming method. Based on the results of calculations performed, then feed the core and selected vitamins are Comfeed and Egg stimulant because it produces the greatest amount of production with the smallest production costs after the search using a formulation later in the process of using goal programming method with the help of software winQsb.*

*The study is expected to help the company to make decisions about production planning and calculation using this method is expected to simplify the calculation to calculate the optimal production quantities.*

*Key words: Goal Programming, Total Production, Feed Type Core, Vitamin Type*