

## ***ABSTRACT***

This study aims to explore the application of Business Process Improvement (BPI) as a strategic approach to enhancing operational effectiveness at Gocean Export, a company engaged in seafood export. The complexity of operational processes often leads to inefficiencies in terms of time, cost, and service quality. In this context, BPI is utilized to identify non-value-adding activities and design more efficient business process improvements.

Using a qualitative approach, this research employs a case study method involving in-depth interviews, direct observations, and document analysis. The primary focus of the study is to identify key challenges in the business process, formulate improvement strategies, and analyze opportunities to enhance effectiveness through the implementation of BPI.

This research is expected to contribute to the development of more efficient operational strategies, particularly in the context of the export service industry. Moreover, the findings can serve as a practical reference for other companies facing similar challenges in improving the effectiveness of their business processes.

**Keywords:** Business Process Improvement (BPI), operational effectiveness, export process, Gocean Export.