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This study aims to evaluate and improve the productivity of PT X, an organic coconut sugar company facing challenges in operational efficiency. The company's productivity is analyzed using the Objective Matrix (OMAX) and Productivity Evaluation Tree (PET) methods to identify key factors affecting productivity and develop improvement strategies. The data used includes total production, raw material usage, energy consumption, working hours, and defective products over a specific period. The results indicate that PT X's productivity level is not yet optimal, with major issues in energy efficiency and raw material utilization. The OMAX analysis successfully identifies critical productivity ratios, while PET is used to develop productivity enhancement strategies, such as optimizing production processes and reducing resource waste. Implementing these strategies is expected to improve operational efficiency, product quality, and PT X's competitiveness in the international market. In conclusion, the OMAX and PET methods provide a strategic approach to achieving comprehensive and sustainable productivity improvement.

Key words: Produktivity, Coconut Sugar , OMAX, Productivity Evaluation Tree (PET).