

ABSTRACT

The Dhuta Rahayu Event Tent MSME in Cilacap faces challenges in meeting surging demand due to the limited number of permanent workers, resulting in order rejections and loss of potential revenue. This issue is critical as operational efficiency and adaptive workforce management are essential for maintaining competitiveness amidst market fluctuations. This study aims to optimize resources by applying work measurement techniques using work sampling and time study methods, as well as forecasting to predict demand and manpowering to calculate optimal labor needs. Work sampling is used to identify the proportion of productive and non-productive activities during the tent setup process, while time study determines the standard time for each work activity. Forecasting is then applied to historical data from 2024 to project future demand, and manpowering is used to determine the number of additional workers required. The results show that the best forecasting method is the Linear Trend Model, which yields the lowest MAPE. Workforce planning based on standard time and projected demand produces optimal labor requirements. Employing freelance workers during peak periods proves more effective than overtime, as it helps maintain permanent workers' health and productivity, improves service capacity, and reduces revenue loss. This strategy enables Dhuta Rahayu MSME to enhance operational efficiency, business sustainability, and competitiveness in the event tent service market.

Keywords: *event tent, labor planning, MSME, operational efficiency, work measurement*