

ABSTRACT

Strawberry is a tropical plant that well known as it's sour taste. In Indonesia, the distribution area of these plants is still limited only in the highlands of the Java, Bali and Sumatra Island. One of strawberry producers is Barokah Tani Agro Farm. It is located in Ciwidey, West Java. It is also one of small medium enterprises that established since 2002. Barokah Tani Agro Farm has 200 farmers and already marketed its product in several area of West Java and Jakarta. In current situation, the production of Barokah Tani Argo Farm strawberry's is good enough and tend to increase.

But, there are some problems face by Barokah Tani Argo Farm such as the decrease of strawberry sales and consumer complaints about the freshness of fruits. It is caused by the distribution process that takes a long time. Therefore, the aim of this research is to formulate and to give a recommendation for the distribution business process of Barokah Tani Argo Farm.

The existing business process is analysed using Model-Based and Integration Process Implementation (MIPI) method. There are 5 steps of MIPI method that used in this research which the identification of business needs, the identification of an existing business process, the modelling and analyze process, the redesign of proposed business process and the implementation of proposed business process.

The result gives more effective and efficient distribution business process for Barokah Tani Argo Farm. Based on time perspectives, the total of existing cycle time is 659.42 minutes and after experiencing improvement, the total of proposed cylce time now is 362.67 minutes.

keywords: the distribution process, model-based and integration process implementation (MIPI), the business process