

ANALISIS SISTEM PENGEMASAN DALAM UPAYA MENGURANGI RISIKO KERUSAKAN PRODUK PADA TOKO ONLINE JPNS STORE

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Abstrak

Pesatnya perkembangan perdagangan berbasis e-commerce mendorong pelaku usaha untuk menerapkan sistem pengemasan yang mampu menjaga kualitas produk selama proses distribusi. Meskipun demikian, risiko kerusakan produk masih menjadi permasalahan yang sering dihadapi akibat belum optimalnya penerapan sistem pengemasan. Penelitian ini bertujuan untuk menganalisis sistem pengemasan yang diterapkan pada JPNS Store serta merumuskan strategi optimalisasi yang efektif dalam mengurangi risiko kerusakan produk selama proses distribusi. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara semi-terstruktur, dan dokumentasi. Informan penelitian terdiri atas pemilik usaha, staf pengemasan, konsumen, serta pihak jasa ekspedisi yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Selanjutnya, faktor-faktor strategis internal dan eksternal diidentifikasi dan dianalisis menggunakan Matriks Internal Factor Analysis Summary (IFAS) dan External Factor Analysis Summary (EFAS). Posisi strategis perusahaan ditentukan melalui Matriks Internal-External (IE), sedangkan penetapan strategi prioritas dilakukan menggunakan Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan bahwa sistem pengemasan di JPNS Store telah mencakup pemeriksaan produk, penggunaan material pelindung, proses packing, quality control, pelabelan, hingga pengiriman.

Kata Kunci: sistem pengemasan, risiko kerusakan produk, IFAS, EFAS, IE Matrix, QSPM, e-commerce.

Abstract

The rapid growth of e-commerce has prompted businesses to implement packaging systems capable of maintaining product quality during the distribution process. However, the risk of product damage remains a common problem due to the suboptimal implementation of packaging systems. This study aims to analyze the packaging system used at JPNS Store and formulate effective optimization strategies to reduce the risk of product damage during the distribution process. The study employs a descriptive qualitative approach with data collection techniques including observation, semi-structured interviews, and documentation. Research informants consist of business owners, packaging staff, consumers, and shipping service providers selected using purposive sampling. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. Subsequently, internal and external strategic factors were identified and analyzed using the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices. The company's strategic position was determined using the Internal-External (IE) Matrix, while priority strategies were established using the Quantitative Strategic Planning Matrix (QSPM). The results of the study indicate that the packaging system at JPNS Store encompasses product inspection, the use of protective materials, the packing process, quality control, labeling, and delivery.

Keyword: packaging systems, product damage risk, IFAS, EFAS, IE Matrix, QSPM, e-commerce.