

ABSTRAK

Wahyudi, 105961104224 Analisis Model Transportasi Usaha Pengepul Jagung Ud. Cahaya Lau Di Kelurahan Empoang Kecamatan Binamu Kabupaten Jeneponto, Dibimbing Oleh Dewi Sartika Dan Al Aswar Rusman

Penelitian ini menganalisis pola, efisiensi, dan efektivitas transportasi pada UD. Cahaya Lau, Jeneponto. Transportasi menjadi komponen krusial karena berdampak signifikan pada biaya logistik dan daya saing usaha. Menggunakan pendekatan deskriptif kuantitatif, penelitian ini menguji model transportasi melalui metode *North-West Corner* (NWC), *Least Cost*, dan *Vogel's Approximation Method* (VAM), dengan uji optimalitas MODI via *software* POM-QM. Hasil penelitian menunjukkan pola distribusi dilakukan secara langsung dari petani ke pembeli utama. Berdasarkan analisis, metode VAM menghasilkan biaya minimum sebesar 148 satuan biaya, lebih rendah dibandingkan NWC dan *Least Cost* (152 satuan biaya). Secara keseluruhan, sistem transportasi dinilai efisien berdasarkan rendahnya rasio biaya terhadap pendapatan, serta efektif dari aspek ketepatan waktu dan keandalan distribusi. Optimalisasi model ini terbukti mampu menekan biaya operasional dan mendukung keberlanjutan usaha pengepul jagung.

Kata kunci: model transportasi, efisiensi, efektivitas, jagung, pengepul.

ABSTRACT

Wahyudi, 105961104224 *Analysis Of The Transportation Model Of Ud. Cahaya Lau's Corn Collector Business In Empoang Village, Binamu District, Jeneponto Regency, Guided By Dewi Sartika And Al Aswar Rusman.*

This study analyzes transportation patterns and evaluates the efficiency and effectiveness of the transportation model at UD. Cahaya Lau, a corn collector in Jeneponto. As a critical component of logistics costs, transportation significantly influences business competitiveness. Using a quantitative descriptive approach and a case study method, the research evaluates transportation models using the North-West Corner (NWC), Least Cost, and Vogel's Approximation Method (VAM), with optimality testing conducted via the MODI method and POM-QM software. The results reveal that UD. Cahaya Lau employs a direct distribution pattern from farmers to primary buyers. Optimization analysis shows that VAM yields the minimum transportation cost of 148 units, outperforming NWC and Least Cost, which both resulted in 152 units. Efficiency analysis indicates that transportation costs per kilogram are well-managed with a low cost-to-revenue ratio. Furthermore, the system is deemed effective in terms of timeliness and distribution reliability. Implementing an optimal transportation model is proven to enhance cost efficiency and support the long-term sustainability of the corn collection business.

Keywords: *transportation model, efficiency, effectiveness, corn distribution, collecting enterprise.*