YAYASAN AKRAB PEKANBARU
Akrab Juara : Jurnal Ilmu-ilmu Sosial
Volume 10 Nomor 2 Edisi Mei 2025 (728-737)
https://doi.org/10.58487/akrabjuara.v10i2

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BREAD PRODUCTION PROCESS AT JASUN BAKERY UMKM IN SUKABUMI CITY

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(Naskah diterima: 1 April 2025, disetujui: 28 April 2025)

Abstract

Management originates from the word "to manage" which means to control or regulate. Management, as a process of managing resources to achieve goals, is the foundation for understanding the importance of production process management. The production process itself is a series of activities that transform raw materials into finished products. This study focuses on analyzing the bread production process at Jasun Bakery Sukabumi City. The aim of this study is to identify the challenges faced in the bread production process and to find solutions to overcome them. The research method used in this study is a qualitative research method, an approach in conducting research that is oriented toward natural phenomena or events. Based on the results of the research conducted at Jasun Bakery Sukabumi City, it is found that the selection of raw materials should be done more carefully, the baking process should be more closely monitored, and the management of raw material inventory should be improved. Thus, it is expected that the quality of bread products can be improved and production efficiency can be achieved. There are several main challenges at Jasun Bakery Sukabumi City, namely the less careful selection of raw materials, the lack of supervision in the baking process, and problems with raw material inventory.
Keywords: *Management, Process Production*

Abstrak

Manajemen berasal dari kata *to manage* yang artinya mengelola atau mengatur, manajemen sebagai proses pengelolaan sumber daya untuk mencapai tujuan, menjadi landasan dalam memahami pentingnya pengaturan proses produksi. Proses produksi sendiri merupakan rangkaian kegiatan mengubah bahan baku menjadi produk jadi. Penelitian ini berfokus pada analisis proses produksi roti di Jasun Bakery Kota Sukabumi. Penelitian ini bertujuan untuk mengidentifikasi kendala yang dihadapi dalam proses produksi roti serta mencari solusi untuk mengatasinya. Metode penelitian yang digunakan pada penelitian ini adalah metode penelitian kualitatif, suatu pendekatan dalam melakukan penelitian yang berorientasi pada fenomena atau gejala yang bersifat alami. Berdasarkan hasil penelitian yang penulis lakukan pada Jasun Bakery Kota Sukabumi adalah pada saat pemilihan bahan baku dilakukan dengan lebih cermat, pengawasan proses pemanggangan diperketat, dan pengelolaan persediaan bahan baku ditingkatkan. Dengan demikian, diharapkan kualitas produk roti dapat ditingkatkan dan efisiensi produksi dapat tercapai. Terdapat beberapa kendala utama di Jasun Bakery Kota Sukabumi, yaitu pemilihan bahan baku yang kurang teliti, kurangnya pengawasan pada proses pemanggangan, serta masalah pada persediaan bahan baku.
Kata kunci: Manajemen, Proses, Produksi

I. INTRODUCTION

The bakery industry in Indonesia is growing rapidly. This rapid growth is driven by various factors, including lifestyle changes, including dietary changes and fast food consumption. Indonesians are increasingly open to international cuisine and snacks, which has made bread and bakery products popular.

Jasun Bakery, a small and medium-sized enterprise (UMKM) in Sukabumi City, is a food company focused on bread production. The production process of white bread is one of the activities carried out at Jasun Bakery. Production data can be seen in Table 1.1.

No	Month	Production (Pack)	Production Failure (Pack)	Production failure percentage (%)
1	January	700	46	6,57%
2	February	740	35	4,73%
3	March	738	40	5,42%
4	April	710	50	7,04%
5	May	800	28	3,50%
6	June	700	13	1,86%
7	July	740	54	7,30%
8	August	800	47	5,88%
9	September	700	25	3,57%
10	October	735	42	5,71%
11	November	700	41	5,86%
12	December	710	34	4,79%

Source: Jasun Bakery, Sukabumi City, MSME

The white bread production process also encounters various challenges. Initially, good-quality raw materials deteriorate due to improper storage. Failure to properly mix or mix the ingredients during the mixing process can lead to excessive mixing time, resulting in an overly tough dough. Negligence during the baking process, due to limited staffing, often leads to one employee handling multiple tasks.

This study aims to gather information related to the production process, the challenges encountered, and solutions to address these challenges during white bread production at Jasun Bakery, Sukabumi City, MSME.

II. THEORETICAL STUDY

According to Daryanto (2021:1), production management is a branch of management whose activities involve organizing the creation and enhancement of the utility of goods or services. To manage these activities, decisions must be made related to efforts to achieve the goals of producing goods and services as planned.

According to Daryanto (2021:14), the production process is an operational activity, or production, which can be briefly described as a series of activities or processes for converting inputs into outputs.

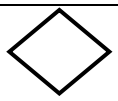
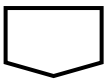
According to Daryanto (2021:41), production is the transformation of materials from sources into desired products by consumers, which can be goods or services. Therefore, production is a broader concept than manufacturing (processing), as processing is merely a "special form" of production.

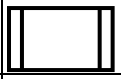
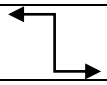
According to Novianti and Afriyadi in Fadhilah and Aftiyadi (2023:2), a flowmap is a diagram that shows the flow of data in the form of information and documentation within a system. Flowmaps can be used to systematically depict or illustrate the steps of a production process.

According to Herny Nurhayati and AZ Nurzannah in the National Seminar on Technology and Applied Research (2023:2), the symbols used to create a complete flowchart can be seen in the symbols that indicate and describe the activities carried out, indicating input, output, processing, and storage media.

The flowchart symbols can be seen in the following table.

Table 2.1 Flowchart Symbols

No	Simbol	Nama	Penjelasan
1		Terminal	Allows the start or end of a process flow.
2		Proses	A symbol that shows each processing performed by the computer.
3		Data	Input-output, untuk memasukan data maupun menunjukkan hasil dari suatu proses.
4		Decision	A condition that produces several possible answers or choices.
5		*Predefined Process*	Symbols for providing places in storage.
6		*Connector*	A procedure that will enter and exit through this symbol in the same sheet.
7		*Off Line Connector*	It is a symbol for entering and exiting a procedure.
8		*Flow* atau arus	Symbols used to connect one symbol to another.
9		Dokumen	Symbol for data in document form.

10		*Predefined Process*	States a set of process steps written in procedures.
11		*Display*	Symbols for the output shown by a device, such as a printer or plotter.
12		*Database*	To save data.
13		*Manual Input*	The process of entering input into the system.
14		*Manual Operation*	Manual processes or operations such as filling out forms or checking documents.
15		*Swim Line*	Used to show information such as where the process was carried out and who carried it out.
16		*Stored* Data	Describes the information stored in data storage media in general.

Source: Vinsalia and Umami (2020) in Fadhilah and Afriyadi (2023:2)

III. RESEARCH METHODS

The research method used by the author is qualitative research, an approach to conducting research that focuses on natural phenomena or symptoms. According to Bogdad and Taylor (1982) in Zuchri Abdussamad (2021: 30), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. The data collection techniques used by the author in compiling this final assignment are as follows:

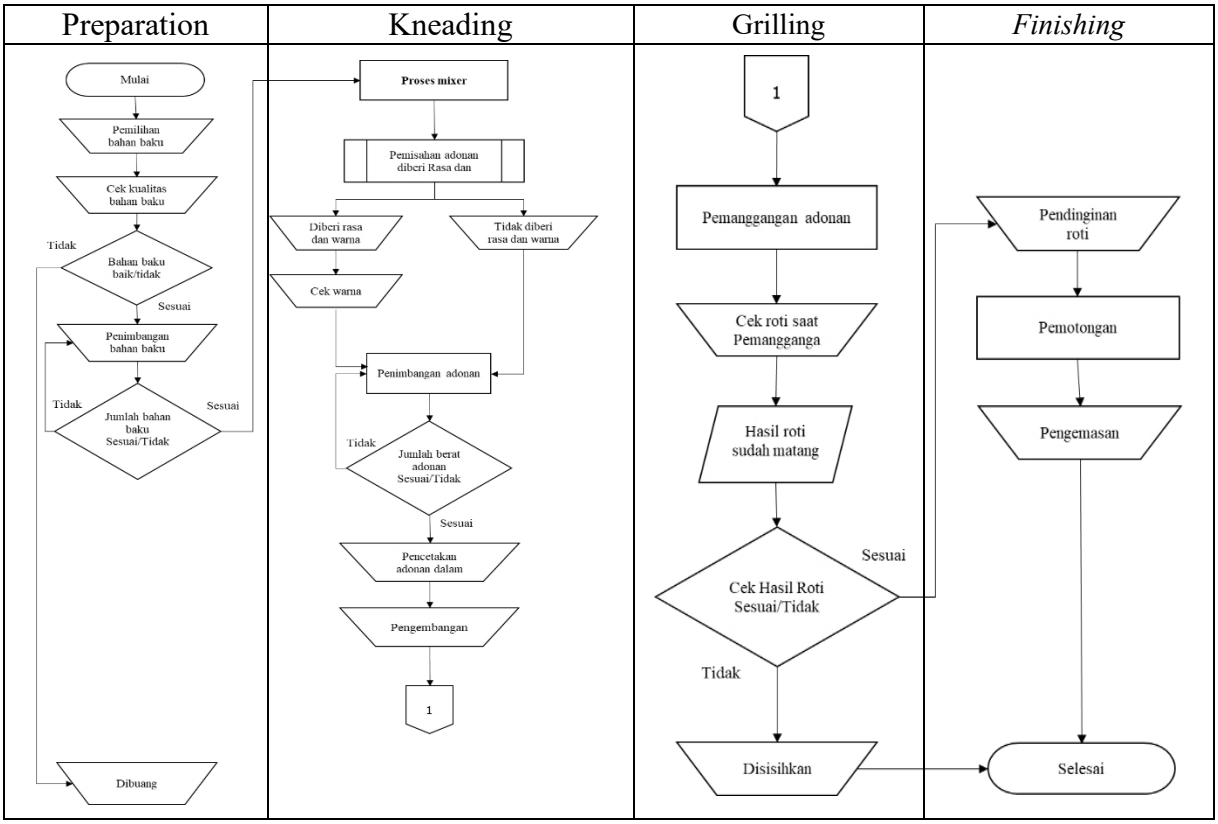
1. Observation, a data collection method conducted through direct observation of the research object to observe the direct activities carried out by the Jasun Bakery MSME in Sukabumi City.
2. Interviews, conducted in a structured manner to obtain information regarding the general company overview and production process at the Jasun Bakery MSME, so that problems occurring within the company can be easily identified.
3. Literature Review, a data collection method using written sources consisting of books, reference sources, and other sources related to the research.

IV. RESEARCH RESULTS

Based on the author's research, the bread production process at Jasun Bakery is quite good, characterized by consistent taste and product quality, resulting in customer satisfaction. Jasun Bakery's strength lies in its production using selected raw materials, resulting in the highest quality bread. Jasun Bakery offers three types of white bread: cheese, pandan, and original. One of Jasun Bakery's most popular white breads is the cheese variant, which has distinctive characteristics that distinguish it from other white breads. Furthermore, Jasun Bakery offers an affordable price.

Jasun Bakery's white bread has a short shelf life of around 3-4 days, as it is produced without preservatives. The white bread production process at Jasun Bakery, a micro, small, and medium enterprise (MSME), in Sukabumi City, involves various processes, including preparation, kneading, baking, and finishing.

The white bread production process at Jasun Bakery, a micro, small, and medium enterprise (MSME), in Sukabumi City, can be illustrated in the following flow chart.



Source: Data processed 2024

Figure 4.1 Flowmap of the white bread production process

The following are the steps in the white bread production process at the Jasun Bakery MSME in Sukabumi City:

1. Raw material selection process

   In this process, all raw materials to be used for making white bread are first sorted.

2. Raw material quality checking process

   In this process, all selected raw materials are first checked according to predetermined quality standards. If the raw material quality is difficult to meet, it will proceed to the weighing process. However, if any raw material does not meet the quality standards, it will be discarded.

3. Raw material weighing process

   In this process, all raw materials that have been sorted and quality checked are then weighed according to the specified recipe measurements. If the measurements are incorrect, the dough will fail. If the raw material weights are correct, the dough will continue to the kneading process. However, if the weights are incorrect, the dough will return to the weighing process.

4. Mixing Process

   All the weighed ingredients then enter the mixing process. This process involves placing all the ingredients into a mixer and mixing for 10-15 minutes until the dough is smooth. Problems often arise during this process, such as leaving the dough mixed for too long, resulting in a tough dough.

5. Dough Separating Process

   In this process, the mixed dough is divided into two parts: one for flavoring and coloring, and the other for unflavored.

6. Flavoring Process

   In this process, breads with different flavors are flavored and colored. The pandan variant is flavored and colored using pandan paste, and the cheese variant is flavored using grated cheese.

7. Color Checking Process

   In this process, the colored dough, specifically the pandan variant, is double-checked to ensure sufficient color is used.

8. Dough Weighing Process

   In this process, the finished dough, whether flavored and colored or not, is weighed before being molded. This is done to ensure all the loaves are the same and to avoid differences in size or weight. If the weight is the same, the molding process can proceed. However, if the weight is different, the dough will be reweighed.

9. Molding Process

   In this process, all the weighed dough will be poured into a baking pan. The pan used is 10x10x10cm.

10. The Breading Process

    After the molding process, the dough is raised. This process ensures the bread, which has been molded in the pan, rises and ensures optimal results when baked.

11. The Baking Process

    The next process is baking. The bread, placed in the pan, is then placed in a preheated oven. During this process, employees must be extra careful and meticulous, as if the oven is too hot or the baking process takes too long, the bread will burn.

12. The Baking Checking Process

    Employees in the baking process must constantly check and ensure the bread is cooked perfectly.

13. The Baking Results

    The baked bread is then removed from the oven. The bread is then checked for any defects or if it is cooked as expected. If it is, it can proceed to the final process. However, if the results are not as expected, it is discarded.

14. The Cooling Process

    The bread, which has been baked to the desired quality, is then cooled for 10 minutes.

15. Cutting Process

    In this process, the cooled bread is then sliced using a bread-slicing machine.

16. Packaging Process

    The final process involves packaging the cooled and sliced bread in pre-prepared plastic bags. After the packaging process, the bread is ready for marketing.

Based on the author's research into the bread production process at the Jasun Bakery MSME in Sukabumi City, several obstacles were identified that could hinder the productivity of white bread production. These obstacles include:

1. Raw Material Inventory

   The purchased raw materials are of good quality, but due to a lack of attention to irregular storage, the quality of the raw materials is compromised.

2. Mixing Process

   The time required to mix bread dough should be 10-15 minutes. However, due to limited staff and the need for one person to multitask, the mixing process often takes longer. This results in the dough becoming too tough.

3. Baking Process

   Limited staff and lack of supervision lead to inconsistent bread quality. Bread often burns or has an unsatisfactory texture due to employee negligence during baking.

4. Product Result

   The resulting bread is hard, burnt, and doesn't rise due to errors in the kneading process, oven temperature settings, and the quality of the raw materials used.

To produce quality products consistently, continuous improvement efforts are required in the selection and management of raw materials, optimization of the processing or mixing process, and regular monitoring/supervision during production. The solutions implemented by Jasun Bakery, a micro, small, and medium enterprise (MSME), in Sukabumi City, to address the challenges encountered during production include:

1. Raw Material Inventory

   Jasun Bakery conducts more thorough inspections of each raw material before use and stores raw materials in a clean, dry place, using airtight containers.

2. Mixing Process

   Jasun Bakery implements a 10-15 minute timer, allowing employees to leave the dough for a while without constant supervision. The mixer speed is also constantly monitored.

3. Baking Process

   The owner of Jasun Bakery is directly involved in the production process, particularly in monitoring the baking process and ensuring that the oven temperature is consistently maintained to produce quality products.

4. Failed Products

   To address the issue of failed products, Jasun Bakery has implemented creative solutions. Bread that is still fit for consumption will be distributed to employees as a form of appreciation, while slightly damaged bread will be repaired and sold at a more affordable price.

V. CONCLUSION

Based on research conducted at the Jasun Bakery MSME in Sukabumi City, it can be concluded that:

1. The bread production process at Jasun Bakery is quite good, as evidenced by the consistency of taste and product quality, resulting in customer satisfaction.
2. The quality of bread produced by the Jasun Bakery MSME in Sukabumi is hampered by several factors, such as poor raw material storage management, resulting in poor quality ingredients, and limited employee numbers and lack of supervision, resulting in the final product not meeting expected standards.

3. Jasun Bakery has taken steps to address production constraints, such as conducting stricter inspections of raw materials, storing raw materials properly, and increasing direct owner supervision during the baking process. To minimize losses due to product failure, the company has implemented creative solutions by distributing bread to employees or selling it at a more affordable price.

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