

ANALISIS PROSES BISNIS PADA MAULA HIJAB: PENANGANAN PESANAN PRODUK PADA PLATFORM SHOPEE DENGAN METODE BPI DAN FMEA

Julien Kristin, Ahmad Hanafi, Ulfi Saidata Aesyti

INTISARI

Latar Belakang: Maula Hijab, sebuah perusahaan fashion hijab di Indonesia yang didirikan pada tahun 2017, salah satu pemasarannya melalui platform Shopee. Meskipun penjualannya meningkat pesat, perusahaan menghadapi tantangan dalam katalogisasi dan pengiriman pesanan. Dari 136.500 ulasan pelanggan di Shopee, 6.591 ulasan memberi penilaian di bawah empat bintang, dengan banyak keluhan mengenai ketidaksesuaian pesanan. Untuk mengatasi masalah ini, diperlukan analisis proses penanganan pesanan menggunakan metode *Business Process Improvement* dan *Business Process Modelling Notation* (BPMN).

Tujuan: Penelitian ini bertujuan memetakan dan mengevaluasi proses bisnis penanganan pesanan produk Maula Hijab di Shopee, memahami alur kerja dan prosedur yang terlibat, serta mengidentifikasi hambatan dan tantangan utama yang memerlukan perbaikan atau pengoptimalan.

Metode Penelitian: Metode *Business Process Improvement* dengan Pemodelan *Business Process Modelling Notation* digunakan karena berfokus pada pengguna untuk mencapai solusi. Metode ini terdiri dari lima tahapan: *Organizing for improvement*, *Understanding the process*, *Streamlining*, *Measurements and controls*, dan *Continuous improvement*.

Hasil: Pengujian *Business Process Modelling Notation* (BPMN) menggunakan metode *Business Process Improvement* mendapatkan nilai 4 dengan kategori "Permasalahan terselesaikan," menunjukkan bahwa BPMN berhasil menyelesaikan masalah penanganan pesanan dan pengemasan produk di Maula Hijab.

Kesimpulan: Penelitian ini berhasil memetakan dan mengevaluasi proses bisnis penanganan pesanan produk Maula Hijab di Shopee, mengidentifikasi hambatan utama seperti kesalahan pemeriksaan ketersediaan dan pengambilan barang. Metode *Business Process Improvement* (BPI) dengan *Business Process Modelling Notation* (BPMN) membantu mengidentifikasi dan memperbaiki kegagalan proses bisnis. Implementasi proses bisnis baru terbukti mengurangi ketidaksesuaian pesanan dan meningkatkan kepuasan pelanggan.

Kata-kunci: *Business Process Modelling Notation*, *Business Process Improvement*, *Failure Mode and Effect Analysis*.

BUSINESS PROCESS ANALYSIS IN MAULA HIJAB: PENANGANAN PESANAN PRODUK PADA PLATFORM SHOPEE DENGAN METODE BPI DAN FMEA

Julien Kristin, Ahmad Hanafi, Ulfi Saidata Aesyti

ABSTRACT

Background: *Maula Hijab, a hijab fashion company in Indonesia founded in 2017, markets its products through the Shopee platform. Despite rapid sales growth, the company faces challenges in cataloging and order fulfillment. Out of 136,500 customer reviews on Shopee, 6,591 reviews rated below four stars, with many complaints about order discrepancies. To address these issues, an analysis of the order handling process using the Business Process Improvement method and Business Process Modelling Notation (BPMN) is necessary.*

Objective: *This research aims to map and evaluate the business processes for handling Maula Hijab product orders on Shopee, understand the workflows and procedures involved, and identify key obstacles and challenges that require improvement or optimization.*

Method: *The Business Process Improvement method with Business Process Modelling Notation is used because it focuses on the user to achieve solutions. This method consists of five stages: Organizing for improvement, Understanding the process, Streamlining, Measurements and controls, and Continuous improvement.*

Result: *Testing Business Process Modelling Notation (BPMN) using the Business Process Improvement method received a score of 4 in the 'Problem Solved' category, indicating that BPMN successfully addressed the issues in order handling and product packaging at Maula Hijab.*

Conclusion: *This research successfully mapped and evaluated the business process of handling product orders at Maula Hijab on Shopee, identifying key obstacles such as errors in availability checks and item retrieval. The Business Process Improvement (BPI) method with Business Process Modelling Notation (BPMN) helped identify and address process failures. The implementation of the new business process has proven to reduce order discrepancies and enhance customer satisfaction..*

Keywords: *Business Process Modelling Notation, Business Process Improvement, Failure Mode and Effect Analysis*