ABSTRAK

Penelitan ini bertujuan untuk mengetahui analisis implementasi sistem *Enterprise Resource Planning* (ERP) di PT Sinkona Indonesia Lestari pada Unit Marketing dan Sales Internasional. Implementasi sistem *Enterprise Resource Planning* (ERP) mampu meningkatkan efisiensi dan dapat memberikan pelayanan lebih bagi konsumen, yang akhirnya dapat menghasilkan nilai tambah dan memberikan keuntungan yang maksimal bagi semua pihak yang berkepentingan (*stakeholder*) atas perusahaan.

Metode yang digunakan dalam penelitian ini yaitu penelitian kualitatif dengan jenis penelitian kualitatif interaktif. Teknik pemerolehan data menggunakan instrumen wawancara, observasi dan studi dokumentasi. Hasil penelitian menunjukan bahwasannya implementasi sistem *Enterprise Resource Planning* (ERP) di PT Sinkona Indonesia Lestari sudah berjalan dengan baik, di katakan baik karena hasil penelitian yang dilakukan di Unit Marketing dan Sales Internasional sistem *Enterprise Resource Planning* (ERP) bisa membantu menyelesaikan pekerjaan, meningkatkan kualitas infoemasi, menyatukan setiap unit yang ada di perusahaan, dan mengoptimalkan kinerja oprasional perusahaan.

Dari hasil penelitian mengenai implementasi sistem *Enterprise Resource Planning* (ERP) dapat di katakan berjalan baik hal ini di buktikan dengan data jawaban wawancara yang peneliti lakukan kepada informan kunci, yaitu terkait penerapan sistem *Enterprise Resource Planning* (ERP), faktor keberhasilan penrapan sistem *Enterprise Resource Planning* (ERP), dan adaptasi karyawan terhadap penerapan sistem *Enterprise Resource Planning* (ERP).

Kata Kunci: Implementasi sistem *Enterprise Resource Planning* (ERP)

ABSTRACT

This research aims to determine the analysis of the implementation of the Enterprise Resource Planning (ERP) system at PT Sinkona Indonesia Lestari in the International Marketing and Sales Unit. Implementation of the Enterprise Resource Planning (ERP) system is able to increase efficiency and provide better services for consumers, which ultimately can produce added value and provide maximum benefits for all interested parties (stakeholders) in the company.

The method used in this research is qualitative research with an interactive qualitative research type. Data collection techniques use interview instruments, observation and documentation studies. The research results show that the implementation of the Enterprise Resource Planning (ERP) system at PT Sinkona Indonesia Lestari has gone well, it is said to be good because the results of research conducted at the International Marketing and Sales Unit, the Enterprise Resource Planning (ERP) system can help complete work, improve quality information, uniting every unit in the company, and optimizing the company's operational performance.

From the results of research regarding the implementation of the Enterprise Resource Planning (ERP) system, it can be said that it is going well. This is proven by data from interview answers conducted by researchers with key informants, namely related to the implementation of the Enterprise Resource Planning (ERP) system, factors for the success of implementing the Enterprise Resource Planning system. (ERP), and employee adaptation to the implementation of the Enterprise Resource Planning (ERP) system.

Keywords: Implementation of an Enterprise Resource Planning (ERP) system