

ABSTRACT

APPLICATION OF STANDARD OPERATIONAL PROCEDURE (SOP) TO KAYU MANIS BATAM'S INTERIOR & WOOD CUSTOM

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This work practice intends to design a standard operating procedure or SOP on kayu manis batam's UMKM, that located at Bukit Jodoh Block 1 No. 61B, Sungai Panas, Batam-Kepri. The arrangement of the Standard operational procedure (SOP) is used to increase the commitment on kayu manis batam's UMKM so it could keep on increasing the performance on the marketing system.

The implementation of this practice is using interview method, observation, designing, and implementing to get the data that can be used to get the result of this work practice. The intended result here can be done by implementing the processed plan. The beginning of the project is started by collecting data and make direct visit to the workplace which the practice is conducted, which is the residence of the owner of kayu manis batam.

Project designing stage is focused on a series of standard operational procedure in the marketing field. Through the result of the analysis conducted by the writer when conducting this research, it can be concluded that standard operational procedure is really helpful in increasing the work process efficiency for the daily basis of the employees and minimalizing the level of errors that would happen.

Keywords: prosedur standar operasi, marketing, wood sector.