

ABSTRACT

Continual improvement and improvement must always be done to create profit and work productivity better than before. Karangsemi Village, Gondang District, Nganjuk Regency produces noni coffee with the main raw material being noni fruit. The process starts from harvesting or selecting noni fruit, washing noni fruit, drying noni fruit, drying noni fruit slices, roasting or frying noni fruit, cooling, packaging, packaging, and marketing. Based on observations of the value of profit and work productivity for 12 months to Rp. 960,000 for profit and 1.62 for productivity value. This shows the low income or profit of noni coffee.

Researchers aim to identify and correct actual problems to increase the profit and productivity of noni coffee using soft system methodology then simulations are performed with dynamic systems. Using soft system methodology, this illustrates a rich picture diagram that produces nine activity models that can improve the Noni coffee argobisnis system. The use of simulations with dynamic systems can show comparisons of various scenarios created to obtain profit and productivity values as well as MAPE Test values that are more feasible to apply. Based on observations obtained that an increase in profit and productivity reached Rp. 2,547,600 and a productivity value of 1.68 and a MAPE Test value of 3.7%. And there is also an increase in profit and productivity reaching Rp. 2,007,400 and productivity value 1,66 and MAPE Test value 2,46% which is appropriate to be applied.

Keywords: Soft System Methodology, Conceptual Models, Dynamic Systems