

Evaluation of Management Information Systems to Increase Palm Oil Production at PT. Cisadani Sawit Raya Tbk, Labuhanbatu

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Abstract

PT. Cisadane Sawit Raya TBK. Labuhanbatu is a company engaged in the field of oil palm plantation located in Labuhanbatu district. This company is included in the company that has the most producers in the Labuhanbatu area, to increase production output, of course, a good and structured information system is needed. This study discusses the evaluation of a management information system for increasing oil palm production, a good information system is useful for planning, and making decisions about increasing oil palm production for the sustainability of the company, while the author's goal is to see what a management information system is being run by the company to improve yields palm oil production and whether the current information system is effective. The research method used is descriptive qualitative, all data that has been collected is analyzed and then a conclusion is drawn. from the results of data analysis that has been carried out, there is an increase and decrease in oil palm FFB every year, the highest production was in 2017 which increased by 17.2% from the previous year from the data that has been analyzed, it can be concluded that the management information system to increase oil palm production at PT. Cisadane Sawit Raya TBK. Labuhanbatu. This is good because the company's target is met every year, although the replanting of FFB still meets the company's target.

Keywords

management information system; increase production; evaluation



I. Introduction

Indonesia plays an important role in processing palm oil and is the highest producer of Crude Palm Oil (CPO) in the world. CPO is produced from factories that manage palm oil (Fahmi, 2017), to achieve the success of a company, it must always be related to the influence in producing palm oil. The increasing production of palm oil is one of the most important factors to achieve the company's success. Thus, a neat and orderly management system is needed to increase the production that will be obtained.

Along with the expansion and development of information technology, it must be related to the development of computers which are growing rapidly. Between technology and information, there is a very important relationship so that its development cannot be separated, in carrying out information requires a good and modern technology, because with good technology it can help timeliness in obtaining information so as to provide convenience for the wearer (Hanipah & Setiawan, 2018) The Management Information System itself is a

method that is guided by computers and provides information for users who have the same needs. (Irawati et al., 2017), To increase production results, an information system that is well organized and coordinated is needed to achieve the results that have been targeted within the company.

PT. Cisadane Sawit Raya (CSR) is one of the companies engaged in the field of palm oil whose production is distributed to each advanced processing industry. At this time the company continues to focus on increasing palm oil production, but the production process is sometimes much different from what the company had planned.

DI VI SI ON	TOTA L PROD UCTI ON	MONTH											
		JAN	FEB	MAR	APR	MAY	JUN E	JUL	AGS	SEP	OCT	NOV	DEC
		7	6	7	8	7	9	11	12	10	9	7	7
III	18,744. 41	1,312. 11	1,124. 66	1,312. 11	1,499. 55	1,312. 11	1,687. 00	2,061. 89	2,249. 33	1,874. 44	1,687. 00	1,312. 11	1,312. 11
VI	19,693. 16	1,378. 52	1,181. 59	1,378. 52	1,575. 45	1,378. 52	1,772. 38	2,166. 25	2,363. 18	1,969. 32	1,772. 38	1,378. 52	1,378. 52
AR E Y O U C O M I N G	15,822. 93	1,107. 60	949.3 8	1,107. 60	1,265. 83	1,107. 60	1,424. 06	1,740. 52	1,898. 75	1,582. 29	1,424. 06	1,107. 60	1,107. 60
qui ck	18,622. 21	1,303. 55	1,117. 33	1,303. 55	1,489. 78	1,303. 55	1,676. 00	2,048. 44	2,234. 67	1,862. 22	1,676. 00	1,303. 55	1,303. 55
IX	16,416. 33	1,149. 14	984.9 8	1,149. 14	1,313. 31	1,149. 14	1,477. 47	1,805. 80	1,969. 96	1,641. 63	1,477. 47	1,149. 14	1,149. 14
X	18,745. 79	1,312. 21	1,124. 75	1,312. 21	1,499. 66	1,312. 21	1,687. 12	2,062. 04	2,249. 49	1,874. 58	1,687. 12	1,312. 21	1,312. 21
SS	108,04 4.83	7,563. 14	6,482. 69	7,563. 14	8,643. 59	7,563. 14	9,724. 03	11,88 4.93	12,96 5.38	10,80 4.48	9,724. 03	7,563. 14	7,563. 14

Figure 1. Oil palm yields in 2021 at PT. Cisadane Sawit Raya

From the table above, it can be seen that unstable palm oil production increases and decreases from each division and every month, if these problems are not addressed quickly and occur continuously the company will experience difficulties and the worst possibility is collapse (Kartiko Putro, 2017) with If you use a good information system, you can get effective production, therefore all things that are not desired by the company in the production sector such as unstructured production schedules, unnecessary costs, and others can be minimized or minimized. avoid.

Based on the description above, as the author I am interested in conducting research with the title, Evaluation of Management Information Systems to Increase Oil Palm Production at Pt. Cisadane Sawit Raya Tbk Kab. Labuhanbatu.

1.1 Formulation of the Problem

From the results of the background above, it can be concluded that the formulation of the problem is:

1. Is the company management information system PT. Cisadane Sawit Raya TBK. Labuhanbatu in increasing palm oil production is in accordance with the production system?
2. Is the Management Information System to increase the production of palm oil PT. Cisadane Sawit Raya TBK. Labuhanbatu. Has it been effective or not?

1.2 Research Objectives

The aims of this research are:

1. To find out whether the company PT. Cisadane Sawit Raya TBK. Labuhanbatu. in increasing production results are in accordance with the production system
2. To find out whether the Management Information System of PT. Cisadane Sawit Raya TBK. Labuhanbatu. Has it been effective or not?

II. Review of Literature

2.1 Evaluation

Evaluation is a method that is related to measuring and assessing something, in the journal (Bolkihah et al., 2021) Ripley and Franklin say that evaluation is something that has happened after the determination of laws that give a program power, policy, and benefits.

2.2 System

The system which also means systema in Greek has the meaning of a group of components that are interrelated with each other in an orderly and comprehensive manner. The system can also be interpreted as a group of components that are independent but related to each other into one. A management information system is a system related to computers and other network technologies that assist in management roles and produce information for users and assist in making decisions. (Irawati et al., 2017)

In general, the concept of the system is divided into 3, namely: input, process, and output. This is a fundamental system concept because a system can have multiple inputs and outputs.

2.3 Information

Information is data that has been converted into something that is useful for the recipient and is useful for making current and future decisions. (SIHOTANG, 2019) According to McLeod in the journal (Agustin, 2018) information is data that has been carried out or data that has been operated or it can also be said as data that has meaning. Information can also be said to be the basis of existing data for managers and can be processed like any other source. Thus it can be concluded that information is processed data that is useful for those who use it to make decisions.

2.4 Information System

Information systems in a company are needed so that the expectations or goals set by the company can run as expected. So that everything goes according to plan in need of information systems that are arranged in such away.

The information system is a system within an organization or company that requires a storage process, analyzing information for a more specific purpose in supporting management activities for making a decision (Yulianeu & Noer, nd) .

2.5 Management

Management is a process of planning, organizing, coordinating, and also checking all useful capabilities with the aim of achieving goals and desires that have been implemented effectively and efficiently. Effective which can be interpreted as a goal that can be obtained in accordance with the planning that has been implemented and efficient is carried out properly and correctly and arranged according to the time that has been determined. (Auliawati & W, nd). Earnings management practices that are often carried out by management can reduce the quality of a company's financial statements (Sitanggang, 2020). The internal party in this case

is the company's management who is obliged to prepare financial statements. External parties are shareholders, government, creditors and potential investors (Yannizar, 2020).

2.6 Management Information System

Management information systems or MIS become the standard of every organization or group. With the SIM, a job related to analyzing management can be done to completion with the aim of planning, calculating prices, and making a decision (Sitorus et al., 2016), thus it can be interpreted that the Management Information System is a system that gets information when needed by the organization or company in order to assist in making a decision, in order to improve in monitoring planning (Puspitasari et al., 2021) according to Mcleod and Schell in the journal (Irawati et al., 2017) suggests that "MIS is a system based on computers and other networks that is able to produce information for its users in order to support various management functions and make decisions".

2.7 Production

Production is creating new things in the form of services or production, production is an initial and valuable activity in the actions of human activities in contemporary society for cultural activities (Sidik et al., 2018)

In his journal (Sapitri et al., 2017) argues that production is all activities to create and increase the function of goods and services in activities that require aspects of production in economics such as organization, managerial, and skill.

2.8 Increase Production

Increasing production means adding to existing production results for the better and generating profits for the company. Every company wants its company to continue to grow and move forward. Ways to increase oil palm production can use several ways, such as increasing the plantation area, using good seeds, providing fertilizer for plants on a regular basis, eradicating pests that exist in plants, as well as improving enterprise and plantation systems. One of the most effective ways to increase production yields is to use chemicals in low doses such as fertilization, this is very much needed in plantation activities in order to meet the needs needed by plants. (Akmal et al., 2018) all the factors in these elements are processed properly to produce a certain number of outputs (Romppas, 2018).

In connection with this, a good management information system is needed for companies in order to measure the effectiveness and increase oil palm production, processing systems must be arranged and managed in such away.

Palm Oil Processing

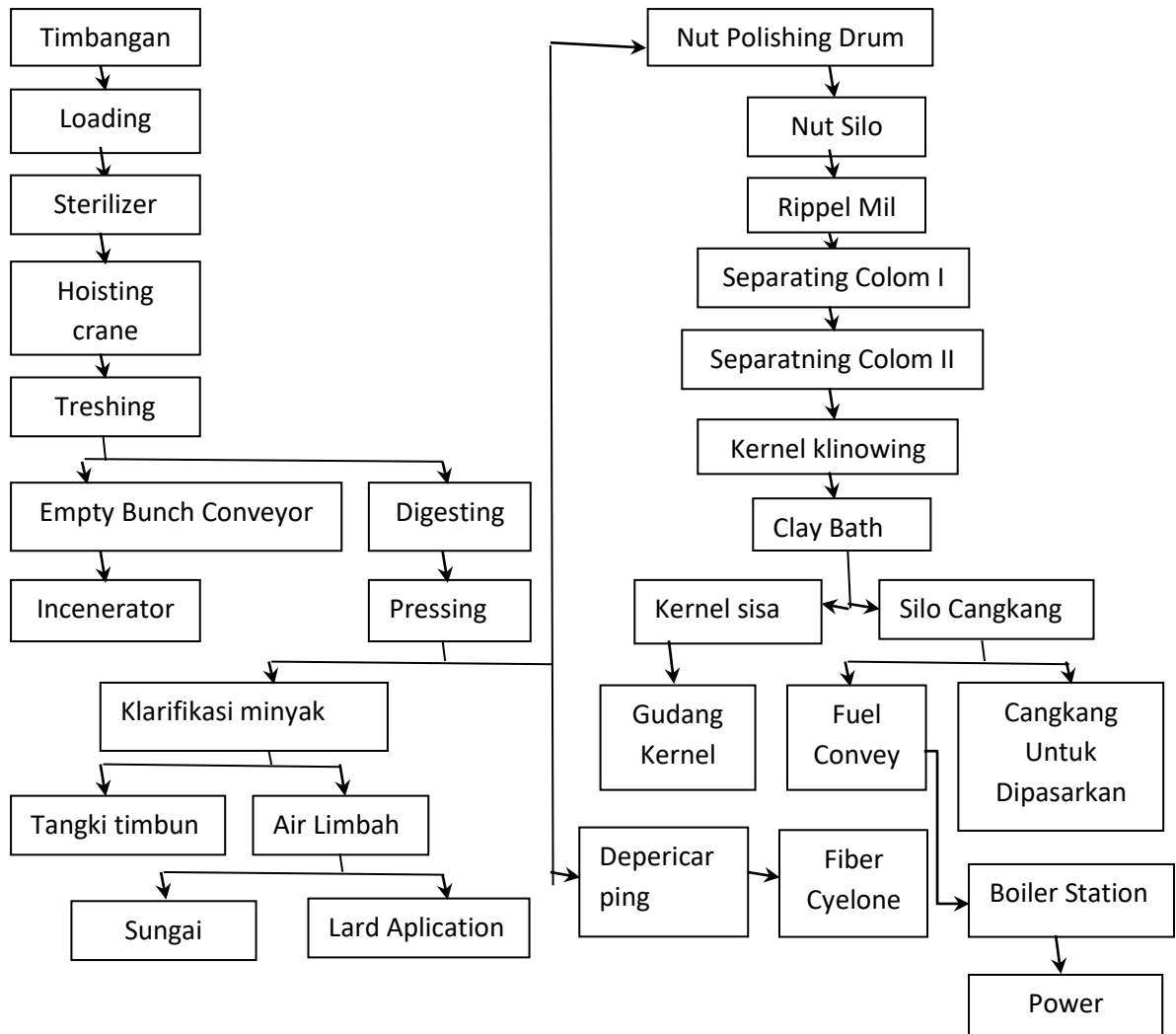


Figure 2. Flow Chart of Palm Oil Processing

2.9 Framework

The relationship between Management Information Systems in increasing the production of the role of management information systems is that which can regulate and manage activities within the organization or company and can then support the company to achieve the goals that have been set (Lipursari, 2019). Thus, regular monitoring of oil palm production with the intention that the use of production can fulfill its responsibilities in carrying out its function to process FFB until it becomes the final production result / CPO continues to increase and has no obstacles (Sidik et al., 2018). Then by making an arrangement of the best management information system so that it can analyze the company's production results and measure the effectiveness of the management information system.

Thus, a research framework can be arranged as follows:

1. How is the current management information system
2. Is the information system effective for increasing oil palm production

2.10 Hypothesis

The hypothesis is a provisional guess from the problem in research, then the truth must be tested with real evidence. Furthermore, based on the formulation of the problem and the conceptual framework listed above, the hypothesis that will be proposed is:

1. provisions of the Management information system that has been implemented by the company to improve the quality of palm oil production.
2. The management information system that has been implemented has been effective and able to increase the yield of palm oil production.

III. Research Methods

3.1 Research Sites

This research was conducted at PT CISADANE SAWIT RAYA TBK. Which is located in the Panai Hulu District, Labuhanbatu Regency, while the determination of the research location was deliberately chosen with the consideration that PT. Cisade Sawit Raya is one of the companies in the palm oil sector that has great competitiveness in the global market number: MISB-ISPO/084

3.2 Types and Sources of Data

The type of this research is a descriptive qualitative analysis that aims at the results of oil palm production such as collecting the desired data and then analyzing it, qualitative data which means data that will be presented in the form of words and also a description of a sentence (Majampoh et al., 2017) said qualitative research is a group that examines words and recorded information from respondents and carries out digging in real situations.

3.3 Data Collection Techniques

for guidelines in analyzing management information systems and then evaluating them to increase production results and then to support the data in the research, secondary data sources obtained from literature and references or parties related to this research are also used, as well as primary data obtained from results of direct interviews with the informants

Qualitative research obtained from the company is data from production results from 2016-2017, then analyzes data related to the research subject. The results of the data that have been obtained will be used to see whether the management information system at the company PT CISADANE SAWIT RAYA TBK is sufficient and has been effective in increasing oil palm production.

IV. Discussion

4.1 Overview of Research Objects

MCC PT. CISADANE SAWIT RAYA TBK LABUHANBATU is a company that is engaged in processing FFB into CPO and kernels. The first planting was in 1990 in the Negrilama Bilahilir plantation with an area of about 7,700 hectares and 90% of the planted area and the total FFB produced annually reached more than 170,000/year and the company's daily production capacity reached 60Ton/hour, FFB produced annually manage not only those sent from the company's own plantations but also from farmers.



Figure 3. *Company Production before Processing*

Workers who work at PT. Cisadani Sawit Raya on average are workers who come from the community around the factory area. In the research process, the author will review the results of the data that has been obtained about PT. Cisadane Sawit Raya on management information systems to increase oil palm production.

ORGANIZATIONAL STRUCTURE PT. CISADANE SAWIT RAYA TBK.
LABUHANBATU REGENCY

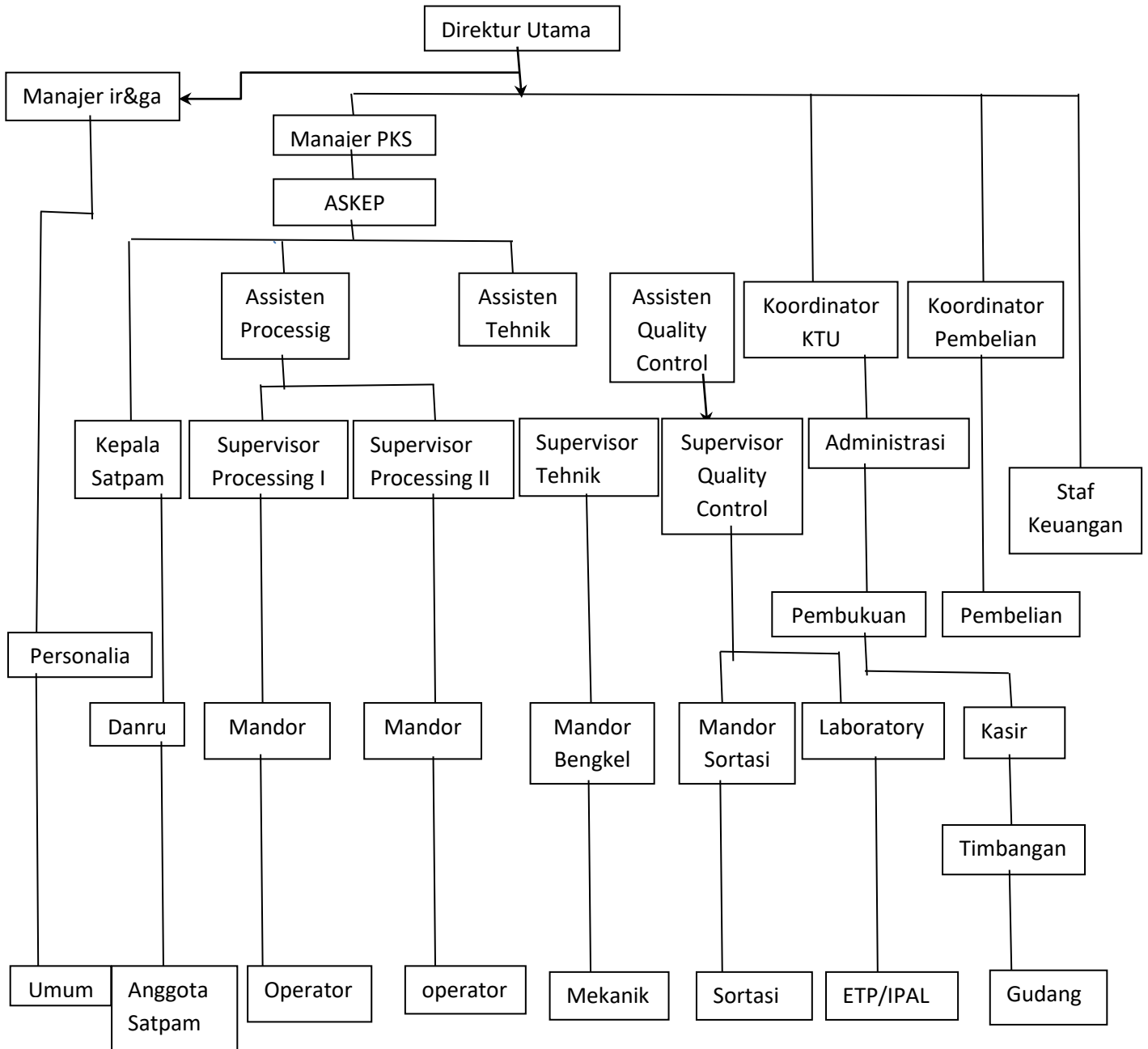


Figure 4. Organizational structure of PT. Cisadane Sawit Raya

4.2 Implementation of Management Information System in Increasing Oil Palm Production

The application of information systems in the production department can have a good influence on the company. It can be seen from the data and its function from the production itself (Fitriyah, 2016)

The design of a management information system to increase oil palm production at PT. CISADANE SAWIT RAYA TBK. KAB.LABUHANBATU The Company believes that competitive strength will support the company in carrying out its strategy and provide a competitive advantage over its competitors. As a company engaged in the processing of palm oil produced from their plantations, they determine the income and profits of the company

they run, in order to achieve the company's goals of PT. CISADANE SAWIT RAYA TBK. LABUHANBATU arranges several management systems in such away. Thus the production process has written rules when carrying out production activities and follows the rules that have been applied by the company.

In the production process itself the company PT. CISADANE SAWIT RAYA TBK. LABUHANBATU applies the recording of working hours of direct workers who carry out the production process. This is to find out the position and working time of each employee who works, thus the company can assess the quality of work of its employees.

Employees who work in the production department are also required to report the results of their work, the contents of the report include, among others, the amount of FFB produced under conditions of garden maintenance and others. This is done in order to inform the production results that are produced and what are the obstacles in the company's production process and make it easier for the recap process

4.3 Evaluation of Elements in Improving Coconut Production Yield PT. CISADANE SAWIT RAYA TBK. LABUHANBATU REGENCY

A good management information system to increase production will ensure the smooth running of the company's production process. To achieve the expected goals, then by evaluating the main structure of the information system according to (Fitriyah, 2016) namely organizational structure, authority, and recording systems, then carrying out work well and usefulness in increasing production and quality employees according to their field of work.

An organizational structure that clearly separates responsibilities by creating several functions in increasing oil palm production, such as garden maintenance, FFB quality, tool, and machine performance, and human resources each employee carries out work with full monitoring, the division of work responsibilities in the company's production process is implemented to facilitate work because employee recruitment is divided according to their respective expertise

In the production process PT. CISADANE SAWIT RAYA TBK. Carry out production activities in accordance with the structure that has been determined by the company.

In order for the company to excel and be able to compete well and continue to improve the results of palm oil production, PT. CSR Implements the following system:

1. Plantation Management Selects Best Agronomic Practices

The company only chooses the best teams to hire in companies with high work commitment and good experience in their fields so that they can excel both in their fields so as to ensure the superiority of the company's operational performance. Through superior agronomic practices and maximum mill operations in order to achieve FFB yields per hectare along with high CPO extraction rates. Company management is supported by effective corporate governance and good human resources as well as comprehensive computer-based management reporting through the implementation of *Enterprise Resource Planning* (ERP) tools. High ethical standards are also strengthened with the support of the three pillars of the Company's Culture (Corporate Culture), namely *Commitment, Synergy, and Responsibility*.

2. Use of superior oil palm seeds

In order to realize high productivity, the company selects seeds from the best oil palm seed suppliers. By selecting a quality and certified seeds, the company can produce high FFB production and OER percentages. In addition, the company also plans harvesting by allocating labor and transportation resources optimally in order to obtain superior harvests.

3. Strategic plantation location

The company has the advantage of a strategic location because this affects the selling price due to the following:

- a. With a strategic location, transportation costs are cheaper and closer to customers

because the majority of the main buyers of CPO are *refineries*, which are located mostly in North Sumatra.

- b. The price of production materials is also cheaper
 - c. Availability of supporting industries such as factory construction contractors so as to speed up repairs in case of damage
 - d. Many large ports are in the North Sumatra area
 - e. Abundance of HR
 - f. Easy access to the garden to be reached by vehicle
4. Relations with the surrounding community

The company always maintains good relations with the community and communities around the company's operational areas through the development of activities for the welfare and economy of the community which is carried out in the *Corporate Social Responsibility program* and in the corridors of the Indonesian Sustainable Palm Oil (ISPO) standard. By building a harmonious relationship with the surrounding community and environment as well as applying the principles of sustainability in all operational activities of the company.

Due to the COVID-19 pandemic, the company is still trying and carrying out various strategies to maintain the company's performance. Currently, the palm oil industry is still showing good performance following the increase in crude palm oil (CPO) prices since mid-2020, and this condition continues to this day. This is due to the limited stock available, thus the company will continue to maintain performance by regulating *cash flow* for operational and business development purposes. In connection with increasing palm oil production, the role of management information systems can result in an increase in production, at PT. CIADANE SAWIT RAYA TBK. LABUHANBATU still buys palm fruit from the community at a high enough price so that the margin they get is quite high.

Therefore the company decided to reduce the purchase of FFB from third parties to maintain profitability. In connection with the revised CPO production target, the company is reviewing approximately 20% but this will not affect profitability because the margin obtained from purchasing FFB by external parties is very thin and the company's profitability is obtained more from its own production.

4.4 The results of Research that has been done at the Company PT. Cisadane Sawit Raya Tbk. Regency. Labuhanstone

Management Information System to increase palm oil production at PT. CISADANE SAWIT RAYA TBK. LABUHANBATU uses a computer system to process documents and has been declared complete starting from the input process to the output.

The company also improves performance, minimizes product loss, and improves employee performance by continuously measuring employee potential by conducting employee education for company development.

Table 1. Production Results of TBS Oil Palm PT. CISADANE SAWIT RAYA TBK 2016-2021

Year	Area Ha	Production result
2016	4,048.57	97,719,709 tons
2017	4,048.57	118,841,648 tons
2018	4,048.57	116.002,069 tons
2019	4,048.57	104,839,126 tons
2020	3,943.55	101,116.64 tons
2021	3,943.55	107,249,595 tons

From the results of data acquisition at PT. CISADANE SAWIT RAYA TBK. shows the results of oil palm FFB production have increased and decreased every year, but these results have exceeded the target set by the company, which is. Total FFB production in 2016 was 97,719,709 tons and increased by 17.8% in 2017 then decreased again in 2018 by 2.3% and in 2019 decreased again by 9.3% and continued to decline in 2020 due to the presence of the plant rejuvenation system in several areas of oil palm plantations that are no longer able to produce FFB yields or have not met the target due to the age of the plants that are quite old. The company is rejuvenating oil palm plantations covering an area of 1,050.2 ha of land, this makes production yields decrease again by 3.5% compared to 2019, then in 2021 FFB production will increase by around 6%.

From the data above, it can be confirmed that the management information system at PT. CISADANE SAWIT RAYA TBK. It has been effective and carried out in accordance with the procedures and standards set by the company, although sometimes there are still some errors.

V. Conclusion

5.1 Conclusion

After analyzing and evaluating a management information system to increase oil palm production, the results of the research in this conclusion are proven that

1. Management information system at PT. CISADANE SAWIT RAYA TBK. in increasing oil palm production is appropriate and sufficient. Both are closely related to each other because the system that is running is well implemented within the company so that production results can be maintained and improved according to the desired target.
2. A good management system can be proven by always meeting the company's production targets every year, which makes the company grow more and more so than PT. CISADANE SAWIT RAYA TBK. To become one of the companies in the palm oil sector that has great competitiveness in the global market number: MISB-ISPO/084
3. At certain times a good information system can make the company's defense in competing stronger, the main purpose of using this information system is to achieve company goals, and the availability of accurate information can minimize errors and make it easier to make a decision.
4. All work is done with their respective fields and expertise, the organizational structure in the company PT. CISADANE MANDIRI TBK. It is also complete with healthy practices and carrying out tasks properly and by inputting data using computer technology so that it adds long-term benefits in production activities and will be more regularly implemented.

5.2 Suggestions

Based on the conclusions above, as a writer, the writer provides the following suggestions:

1. To all employees so that they can be more competent and qualified and maintain their productivity for the betterment of the company
2. It is necessary to improve the quality of human resources

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