

Analysis of the Application of Operational Management in Company Activities PT Aneka Usaha Tanggamus Jaya Unit Usaha Wayku Tanggamus Provinsi Lampung

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ABSTRACT

This research aims to identify how operational management is implemented at PT. Aneka Usaha Tanggamus Jaya Wayku Tanggamus in company activities in the production of bottled drinking water (AMDK). Qualitative descriptive research techniques are used by researchers by analyzing operational management through project management, forecasting management, design of goods and services, managing quality, inventory management, and supply chain management using Miles and Huberman data analysis techniques, namely, data reduction, data display, and concluding drawing, the results found from this research are: In the implementation of operational management PT AUTJ Wayku Tanggamus has implemented project management in the production process and formed company SOPs, in forecasting management PT AUTJ Wayku Tanggamus uses a type of forecasting, namely demand forecasting, in section design goods and services collaborate with external parties in product design and provide services to business partners, partners and customers as outlined in the SOP, Managing Quality which is implemented in quality control is not only carried out alone but in collaboration with local laboratories to carry out quality control PT.AUTJ Wayku Tanggamus established a water reservoir or raw material inventory that is very good and is considered to have very little chance of being contaminated by foreign substances that can damage water quality, and for finished products the company applies.

INTRODUCTION

As a maritime country consisting of an archipelago consisting of hundreds of islands, the Unitary State of the Republic of Indonesia plays an important and essential role in international relations. Investing in transportation can do wonders for a country's economy, cohesiveness, resilience, ability to realize overall goals, and diplomatic relations with other countries.

More and more commodities are being transported, with most of them being transported by sea, in this era of global economic competition. Therefore, more efficient and effective upgrading methods, such as the use of shipping containers, should be considered. The navigation devices and operational equipment currently used are considered more sophisticated. To ensure that a project is implemented on time, within budget, and with high quality, project management includes planning, implementing, controlling and coordinating the project from start to finish (Erviyanto, 2005). As another basic competency, project management is something that almost all managers are involved in. (Benny et al., 2023). There will be a specific section of the long-term plan for a business or organization that deals with operational management. The operational management style of each business is unique and tailored to the specifics of that company's operations. Simply put, operational management is critical to a company's long-term survival. Believe me when I say that every company owner knows how important it is to have a solid plan for financial management and marketing. Therefore, operational management is an additional component that is no less important for every company (Wahjono, 2021).

Management is defined as the efficient use of resources to achieve goals in the Big Indonesian Dictionary, where the term operational is associated with operations. Efendi Suryono, et al. (2019:2) Making products by changing input into output is a process or activity of operational management. To achieve organizational goals, operational management requires a chain reaction of actions linked to decisions that control and coordinate the utilization of different resources. The first step in making a choice is to find out what needs to be improved and what options are out there. Then, you can compare and contrast the options to see which provides the best combination of profit and risk (Wahjono, 2021).

Operational management has a role, especially in the process of changing raw materials into finished goods or products and services (Domingues & Machado, 2017; Fiorentino, 2016). This proves that operational management has an important role in the company because the company's main activities include the manufacture, distribution and sale of products or services in achieving the company's goals, namely obtaining the maximum profit or profit. Operational management also has responsibility for making decisions if problems occur within the company (Peinado et al., 2018). Operational design and management greatly influences how much material resources are consumed to produce the right goods or provide services to customers. In this way the company must be able to ensure that the inventory the company has can meet customer needs.

A company will be able to maximize profits if the company implements good and capable operational management, such that the company will be able to know the direction and goals that the company aspires to. Companies have the right activities to achieve goals, produce quality products and provide good service, and the company will get positive value from customers, for this reason it is very necessary for operational management to be implemented well in a company or organization to achieve the company's goals that have been set. set. Aneka Usaha Tanggamus Jaya Limited Company Wayku Tanggamus is a company engaged in the production of Bottled Drinking Water (AMDK) in Lampung Province. As a company that operates in a highly competitive industry and is sensitive to quality standards, PT AUTJ Wayku Tanggamus needs to implement effective and efficient operational management to ensure the smoothness and success of its company activities. The role of a manager is needed to carry out operational management so that it can run according to the goals and targets to be achieved, the manager himself. Every problem that arises in the organization, from managing workers to supervising the products and services provided, is supervised by the Operations Manager. Improving organizational performance and reducing the likelihood of harm occurring are two of the most important functions of an operations manager. An operations manager needs strong management and communication skills to handle a wide variety of tasks.

Limited Liability Company Aneka Usaha Tanggamus Jaya Wayku Tanggamus which is a Bottled Drinking Water (AMDK) company which was founded in 2006 located in Tanggamus Regency, Lampung Province is a company that produces bottled drinking water whose market coverage is still around Tanggamus Regency, but PT AUTJ Wayku Tanggamus is a Regional Owned Enterprise (BUMD) that provides drinking water to the public with standards and certification. However, in the context of PT Autj Wayku, there has been no in-depth research that specifically investigates the application of operational management in their company activities. Therefore, this research was initiated to fill this knowledge gap and provide a deeper understanding of the extent to which operational management has been implemented in various aspects of PT Autj Wayku company activities in Tanggamus, Lampung Province.

The operational management process at PT Aneka Usaha Tanggamus Jaya Wayku Tanggamus is the key to the company's success in carrying out its operations. The company's main focus includes careful operational planning, product quality control, efficient inventory management, timely production management, smooth supply chain management, professional workforce management, and good maintenance of facilities and infrastructure. Through this approach, the company is able to maintain a good reputation and position in the competitive market.

This research also aims to identify how operational management is implemented at PT. AUTJ Wayku Tanggamus in the company's activities in the production of bottled drinking water (AMDK). Through comprehensive analysis, it is hoped that this research can provide valuable insight for PT Autj Wayku in improving their operational effectiveness and efficiency.

Limited Company Aneka Usaha Tanggamus Jaya Wayku Tanggamus currently has two types of AMDK products, namely 19 liter gallon packaging and 240 ml cup bottled AMDK, with the current production target being 7,500 gallons per month and 5,000 boxes per month for cup packaging, relying on with the currently available workforce of only 8 people in the company, of course PT AUTJ Wayku Tanggamus requires good operational management to maximize potential resources that can be used especially with the hope that the production target for the following year can increase to 11,000 gallons and 10,000 boxes of AMDK packaging,

It is necessary to implement operational management at PT AUTJ Wayku Tanggamus in order to achieve the expected targets by maximizing the resources available in the company starting from maximizing human resources, raw materials and available capital to be able to create Bottled Drinking Water products (AMDK) which is standard and certified.

Formulation of the problem

Based on the phenomena described above, the problem formulation in this research is "How is operational management implemented in the company activities of PT Aneka Usaha Tanggamus Jaya, Wayku Tanggamus Business Unit?"

LITERATURE REVIEW

Management

The old French definition of management is "the art of executing and organizing." Although "manage" can mean a variety of things in Indonesian, including caring for, driving, leading, managing, and running, the word "management" in English comes from this verb. Similar to administration, the term management also comes from Latin, specifically from the derivation of the words *mantis* which means hand and *agree* which means to do. The verb *manager*, which means to handle, is formed by combining the two terms. In English, "managere" means "to manage" when combined with the word "management", while "manager" refers to those who actually do the managing. Finally, "management" can be interpreted as "management" in Indonesian.

Operational Management

Management is a very important thing not only in the business world but in any typical Life. Although varying in the areas they highlight, some of the management definitions proposed by professionals are essentially interchangeable. Herjanto (2008) defines operational management as a continuous and efficient process of integrating different resources effectively through the use of management functions to achieve goals. Operational management is defined by Heizer and Rander (2009) as a sequence of actions that transform input into output, thereby creating value. Activities are carried out to coordinate the flow of manufacturing resources and materials to produce successful output, according to Assauri (2008).

According to Herjanto (2008) in (Kristanto et al., 2022), operational management is a continuous and efficient process that utilizes management functions to integrate different resources effectively in order to achieve goals.).

Managing the processes involved in making a product or providing a service is the goal of operations management, a branch of management science (Purnomo, 2019). Production management, often known as operations management, includes overseeing the transformation of inputs such as land, labor, and capital into outputs such as products and services (Tampubolon 2004).

Operations management, according to experts' definition, is a set of procedures for making goods and providing services by converting inputs, such as raw materials, into outputs, such as finished goods, that can be directly used by consumers.

Project management

Project management is an approach to managing projects by assigning responsibility to resources and taking project leadership as described in the Ervianto Construction Management Journal, Revised Edition. Project components include:

1. Equipment
2. HR
3. Product material
4. Production Costs
5. Technique
6. Working Time.

The aim of this management is to provide the best service.

- a) Project costs as planned.
- b) Projects completed according to deadlines.
- c) The results provided are in line with expectations

Forecasting Management

To address concerns about how to allocate resources for ongoing projects and other similar efforts, project managers perform forecasting, also known as forecasting management (Luvia et al., 2022). For this reason, project managers often start forecasting in the middle of a project to give themselves enough time to compare and contrast current and historical data and make appropriate choices.

According to Nasution (1999) in (Kristanto et al., 2022), several factors, such as accuracy, affordability and ease of use, contribute to good forecasts. The following is a description of the three standards.

1) accuracy

The consistency and regularity of predictions is an indicator of how accurate they are. Misleading prediction results occur when the predicted value is too high or low compared to the actual value. In addition, forecast errors that are not too large are considered consistent with the findings. If the weather forecast is too low, there will not be enough inventory to meet customer demand immediately. A decrease in the number of customers and revenue can do this for a company.

2) Cost

Several factors determine how much it costs to forecast: the number of items or categories to predict, the length of time to forecast, and the methodology used. These three factors will have an impact on the data sought. Not to mention the specialists consulted, data storage mechanisms, and whether processing is done manually or by machine all play a role.

3) Convenience

Companies will benefit from implementing easy forecasting methodologies. There is no point in implementing complex processes if the company's systems cannot accommodate them due to lack of resources (financial, human, and technical).

Design of Goods and Services

The field of operations management utilizes Goods and Services Design theory when designing new products or services. According to this idea, there are a number of fundamental and interconnected components that form the structure of every product or service. Businesses can improve the quality and efficacy of their goods and services by studying this structure. Essentials: According to this school of thought, while developing a product or service, it is important to keep the basics in mind. These fundamental components can include things like raw resources, production methods, product design, and client requirements (Paramansyah, 2022).

Managing Quality

Managing Quality As a management strategy, quality management seeks to ensure that final goods and services meet consumer expectations. As a measure of how well a product or service can meet a client's requirements and desires, quality standards play an important role in quality management. To determine what constitutes a high-quality product or service, we must first establish quality standards. Performance, security, dependability, speed, and convenience are just a few of the many areas that may be covered by quality standards. According to Garvin in Foster & Gardner (2023), the quality dimensions of a product can be divided into 8, namely performance, features, reliability, suitability, durability, repairability, aesthetics, and quality perceived by customers.

Then, to assist companies in ensuring their goods and services meet standards, a world standard known as ISO 9000 was developed. This standard establishes the rules for a quality management system. With the eight principles of quality management outlined by ISO 9000—management leadership, customer satisfaction, continuous improvement, process analysis, data-driven decision making, a systems approach to management, and mutually beneficial relationships between suppliers—in practice, companies can manage product quality and their service better. Heizer et al. (2017) cited research from (Benny et al., 2023).

Inventory Management

The main function of a trading company's daily activities is the acquisition and sale of goods. This process is known as inventory. Having

inventory management that suits a company's needs is very important, considering the importance of accurate inventory management. Meeting customer needs or desires, ensuring products are available when needed, maximizing sales and profitability, minimizing storage space requirements, and avoiding unnecessary small purchases are the goals of inventory management (Ristono, 2009). Inaccurate inventory management practices will cause higher inventory costs (Jappi & Koan, 2014).

Layout Strategies

Layout strategies determine where company resources can be utilized most efficiently and effectively through a series of procedures, and these are activities carried out by operations managers. According to Cuandra et al. (2023), there are a number of layout strategy models that can be used to assess the long-term operational efficiency of operations. These models include Fixed Position Layout, Process Oriented Layout, and Product Oriented Layout. Different types of businesses that can benefit from layout strategies include auto repair shops, libraries, hospitals, schools, manufacturing facilities, and banks (Heizer et al., 2017). :

- 1) Cost Reduction Layout Strategies Equipment and machines with special functions can help businesses reduce operational costs, with the added benefit of less maintenance over time.
- 2) Flexibility Layout Strategies companies can also achieve a high level of operational freezing, where they can work on or complete various processes simultaneously, with its help.
- 3) Task Diversification Layout Strategies offer businesses the opportunity to vary their workers' jobs by equipping them with a variety of machines and equipment, rather than relying on just one tool for all their work.
- 4) Functionality Protection Layout Strategies often provide several units of certain types of machines or equipment. A business can avoid having its operational processes disrupted due to machine failure by taking advantage of its availability.
- 5) Improve work safety standards in the organization
- 6) Improve communication standards between businesses and their customers..

Supply Chain Management

Supply chain management is the supervision of tasks related to the acquisition of inputs, their processing into intermediate products and final products, and their distribution to customers. Management of distribution centers in the flow of finished goods. The act of delivering goods to customers is known as distribution in the context of supply chain management. To optimize revenue, distribution is important to minimize costs associated with product delivery. Various forms of distribution in supply chain management include dropshipping, transit, distributors, decentralization, and direct customer pickup (Adindaluthfi, 2020).

Planning, managing, and activating products are the three main components of supply chain management. Of course all previous actions have

used effective cost-based strategies. Managed and able to increase income. According to authorities such as James A. and Mona J. Fitzsimmons, IT is critical to supply chain management. Therefore, software is needed to oversee the transformation of raw resources into final goods. Become part of the process of documenting product delivery to customers (Hastari, 2023).

METHODOLOGY

Qualitative descriptive research techniques were used by researchers. According to Creswell (2008), it is a strategy for investigating and understanding key phenomena. The researchers asked participants by asking general and broad questions to understand these main symptoms. The most common formats for this data are text and words. Next, the information expressed through words and text is examined. Research findings can take the form of descriptions, and researchers can then draw broad conclusions about the meaning of the data. The researcher then conducted self-reflection, utilizing previous scientific work to provide context.

RESEARCH RESULT

Project Management

According to their respective duties and be the person in charge of a project. In this case, when carrying out a project, of course a project manager is needed to run the project. PT AUTJ Wayku Tanggamus has a position as a manager but not specifically as a project manager because PT AUTJ Wayku Tanggamus itself is a regionally owned business entity and AMDK is a business unit of PT AUTJ Wayku Tanggamus itself so the manager within PT AUTJ Tanggamus Time is for the business unit himself was tasked with planning the bottled drinking water (AMDK) project, scheduling the production process from preparation of raw materials until it was ready to be marketed, as well as carrying out the most intense control, this needed to be done so that the production of Bottled Drinking Water (AMDK) can run smoothly, according to targets and meet the standards or quality desired by customers.

Based on the results of the researcher's interview with the manager of PT AUTJ Wayku Tanggamus in the Bottled Drinking Water Business unit, the first thing to do in carrying out the project is to plan so that it can meet customer needs, so the company needs to carry out careful planning so that in the future it can run according to the guideline of the plan. itself, after that a company SOP was formed to regulate employees so that employees work in accordance with the company SOP which has been designed with the company leadership. In the raw materials section, of course the company collaborates with researchers to determine raw material quality standards so that the raw materials used in producing bottled drinking water can comply with the standards and quality applicable in Indonesia and can provide quality products to customers and the public. In completing the production process, PT AUTJ Wayku Tanggamus pays great attention to the storage of finished products because bottled drinking water must be maintained as well as possible so that there is no reduction in drinking water quality standards and damaged products circulating on the market, therefore before being delivered to PT AUTJ

customers through warehouse staff and cashiers. Production & QC re-check products before they are marketed.

In terms of meeting market needs, currently marketing is still carried out in the Tanggamus district area due to the lack of human resources in the company and PT AUTJ Wayku Tanggamus Bottled Drinking Water still needs further development to be able to compete in a wider market, this is because there are already so many products Bottled drinking water has long been known to the public and has become a favorite so that in its marketing, PT AUTJ Wayku Tanggamus still continues to carry out research so that it can compete in the wider market, while to meet the needs of customers in the Tanggamus area, PT. AUTJ Wayku Tanggamus carries out intensive supplies once a week or two by supplying small stalls owned by the community and wholesale shophouses in the market and can place orders directly to the company when the AMDK stock in the shop runs out.

Forecasting Management

Forecasting or forecasting management To address concerns about how to allocate resources for existing projects and other similar efforts, project managers engage in forecasting, also known as forecasting management (Luvia et al., 2022). PT. AUTJ Wayku Tanggamus uses the type of forecasting that is used, namely demand forecasting, which in this case relates to customer demand regarding the availability of bottled drinking water. In this case, the AMDK business unit manager will forecast production and production capacity as well as the capacity needed to market the product.

Based on the results of the researcher's interviews with business unit managers and the researcher's observations, it was found that in carrying out production with the company's aim of increasing production output, the company manager will ask his subordinates, namely the Head of Marketing, to request data related to sales in the market and request information regarding customer complaints and suggestions given. customers, then from that information the manager will hold a meeting with all staff and employees to forecast production and future production needs and costs.

Design of Goods and Service

Design of Goods and Services is a framework for designing goods and services used by operations managers. According to this idea, there are a number of fundamental, interconnected components that form the structure of any product or service. Businesses can improve the efficiency and effectiveness of their goods and services by studying this framework.

In this section, PT AUTJ Wayku Tanggamus collaborates with external parties in carrying out product design, in this case product packaging, where in terms of product packaging in AMDK, it is a crucial thing to do, where bottled drinking water not only meets drinking water quality standards but also how customers see the product packaging design, in this case the manager together with the leadership and production staff will collaborate with external parties in product design where the product packaging design itself is determined after doing some research and looking at other beverage packaging references, and

the most determining factor is The design of the product itself is also the efficiency of the packaging itself where AMDK is intended to provide convenience in carrying drinking water and must be as efficient as possible for use by the public, but not only from the level of usability, the aesthetic value of the packaging is also very much taken into consideration because packaging that has a high aesthetic value of course will attract the market.

Services offered by the company PT. AUTJ Wayku is to provide the best and friendliest service possible for customers and business partners where this service is regulated in the company's SOP so that in providing service to customers and business partners of course the production of Bottled Drinking Water will be stable and increase, here PT. AUTJ Wayku Tanggamus really pays attention to the trust of customers and business partners, one example is when a defect occurs in a product being marketed then PT. accidentally escaped the market due to company negligence. So in this case PT.AUTJ Wayku Tanggamus business partners and customers can increase the trust of customers, business partners, and can expand their market by offering these things.

Managing Quality

Managing Quality is a management method that seeks to ensure the quality of goods or services is in accordance with what consumers expect. The degree to which a product or service meets consumer demand is directly related to quality standards, which play an important role in quality management.

Based on observations and interviews with researchers at PT. water until the finished product is ready to be marketed, in this case the QC staff will ensure, check and evaluate the condition of the product whether it meets the standards specified for marketing or whether it requires further processing or can even be declared defective. Water supply is an integral part of the water production flow. bottled drinks. Tank for Chlorination (CaCl_2 4 ppm) Filter for Sand (SiO_2) Filter for Carbon (Activated Carbon) Ultrafine filter (up to 10) Ultraviolet Sterilization Bottle Labeling and Closing Storage, Disposal and Packing. Additionally, machines and equipment are designed to simplify cleaning and sanitation measures. To ensure that goods remain uncontaminated, all machinery and equipment that comes into contact with the product must be made from food grade materials, have corrosion resistance, and not react with chemicals. To prevent cross-contamination of AMDK products, machine placement must be sequential and organized according to the production flow.

The Quality Control process implemented by the company itself is not only carried out by the Quality Control section but also collaborates with local laboratories to determine whether the water source used for drinking water production is suitable and suitable for use or not and the company also collaborates to create a water tester. with high accuracy and precision regarding measuring water content to determine whether the water can be used or not, this is because drinking water is a primary human need and drinking water is also at risk of contamination, in this section the QC team not only carries out quality control on water but also on raw packaging materials and packaging so

whether the packaging can be used to hold water or not and how long the packaging will last for use.

Inventory Management

According to Ristono (2009), Fulfilling customer desires or requests, ensuring products are available when needed, maximizing sales and profitability, minimizing storage space requirements, and avoiding unnecessary small purchases are the goals of inventory management.

Based on direct observations by researchers at the research location, it is known that the storage of raw materials and finished products implemented by PT. AUTJ Wayku Tanggamus is very good and neat where PT. to be contaminated with foreign substances which can damage water quality, and for finished products the company applies this, whereas in terms of product packaging, PT. For storage of finished products, PT. AUTJ applies the FIFO method in its process for the reason of making it easier to estimate goods in and out and prioritizing goods at the beginning of production to be immediately marketed to maintain the quality of goods.

Layout Strategy

Layout strategies are procedures used by operations managers to identify potential locations for improving the efficacy and efficiency of resource formation across various business processes. According to Heizer et al. (2017), the ultimate goal of layout strategy is to gain competitive advantage through the development of efficient and effective layouts. The main objective of creating a manufacturing facility layout strategy is primarily to reduce costs or increase efficiency in managing all production facilities and work areas

In this case, PT AUTJ Wayku Tanggamus has a fairly narrow area so it needs to be as efficient as possible in arranging production machines, employee offices and storage warehouses. The results that researchers found during direct observation were that the water treatment machines would be placed separately and far from the activities of non-production employees. so as not to pollute the water, and the packaging machine will be placed close to the water treatment to make it easier and more efficient to pack water into packaging containers. And the storage warehouse will be next to the non-production employee room. This layout makes it easier for employees to work because this layout has been designed separately for production activities and non-production activities.

For communication between employees, managers will utilize smartphone technology and have also distributed loudspeakers at several points to make it easier for managers to provide instructions or information to employees so that this arrangement does not affect the production process and is actually more efficient in production machines, storage warehouses and employee offices. are in their respective sections with the hope that in the future PT.AUTJ can produce maximum bottled drinking water products.

Supply Chain Management

Supply chain management is the supervision of tasks related to the acquisition of inputs, their processing into intermediate products and final

products, and their distribution to customers. Management of distribution centers in the flow of finished goods. Distributing goods and services to customers is an important part of supply chain management.

Related to supply chain management as a bottled drinking water company, PT.AUTJ Wayku Tanggamus built a company close to a water source because in terms of the availability of raw materials, AMDK companies need spring water as a source of raw materials, PT.AUTJ Time Tanggamus to maintain the quality of the material. As much as possible, take water directly from springs because if the water is sent via water transport cars it will reduce the quality of the water and require additional costs to purify the water again so the option to increase the water supply from other places by sending it by car and the like is the last option. when the water supply decreases drastically in the springs. For packaging raw materials, PT. Wayku Tanggamus uses cars and motorbikes that have been prepared to go around delivering AMDK products to business partners, wholesalers and small stalls once a week or two so that the availability of bottled drinking water in the Tanggamus area is maintained.

CONCLUSIONS AND RECOMMENDATIONS

Based on the description of project management, forecasting management, design of goods and services, managing quality, inventory management, strategic layout, and supply chain management implemented by PT AUTJ Wayku Tanggamus in the Bottled Drinking Water (AMDK) business unit, it can be concluded that the company It has a holistic and planned approach in managing all aspects from production to distribution of AMDK products.

In the implementation of operational management, PT AUTJ Wayku Tanggamus has implemented project management in the production process and formed company SOPs, in forecasting management PT AUTJ Wayku Tanggamus uses a type of forecasting, namely demand forecasting, in the design gods and services section, collaborating with external parties in product design and providing services to business colleagues, partners and customers as outlined in the SOP, Managing Quality which is implemented in quality control is not only carried out alone but in collaboration with local laboratories to carry out quality control. The storage of raw materials and finished products implemented by PT. AUTJ Wayku Tanggamus is very good and neat where PT. AUTJ Wayku Tanggamus has established a water reservoir or raw material inventory which is very good and is considered very unlikely to be contaminated by foreign substances which can damage the quality. water, and for finished products the company implements, in the strategic layout of PT AUTJ Wayku Tanggamus as efficiently as possible in arranging their tools and machines, and related to supply chain management as a bottled drinking water company PT.AUTJ Wayku Tanggamus builds companies close to water sources because in terms of the availability of raw materials, AMDK companies require spring water as a source of raw materials.

Suggestions that the author can give to PT.AUTJ Wayku Tanggamus to increase production of bottled drinking water with operational management are as follows:

1. It is necessary to specifically prepare a special position as a project manager so that business unit managers can focus on company management.
2. Can carry out regular data collection to obtain accurate information and data related to customer needs and market movements so that the production forecasting process can be effective and precise.
3. It is necessary to increase the number of qualified and competent human resources in their fields so that the production of bottled drinking water can increase, especially in the marketing sector so that PT.AUTJ Wayku Tanggamus can expand the market.
4. It is necessary to redesign the packaging to be more contemporary and more popular with the public so that the product design of PT. AUTJ Wayku Tanggamus is not left behind by other products.

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