

**PENERAPAN KONSEP *GREEN* LOGISTIK PADA MANAJEMEN TRANSPORTASI
MENUJU SUSTAINABILITAS PERUSAHAAN
(STUDI KASUS: PT. SEI CABANG SEMARANG)**

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ABSTRAK

Perubahan iklim dan lingkungan merupakan salah satu isu terbesar yang dihadapi dunia saat ini. Hampir semua perusahaan multinasional yang berpusat di negara maju telah berkomitmen terhadap lingkungan, salah satunya PT.Sharp Elektronik Indonesia (SEI). Saat ini belum dilakukan pengukuran penerapan dan pelaksanaan kebijakan dan komitmen lingkungan PT.SEI pusat pada PT. SEI Cabang Semarang. Pada operasional distribusi belum mempertimbangkan dampak lingkungan. Tujuan penelitian ini yaitu mengevaluasi tingkat kesadaran lingkungan dan penerapan kebijakan lingkungan, optimasi transportasi dengan pendekatan model desain jaringan *green supply chain*, serta menentukan moda transportasi yang *sustainable* untuk distribusi produk.

Hasil evaluasi dengan kuesioner menunjukkan kesadaran lingkungan karyawan sebesar 83%, tetapi kebijakan lingkungan yang dikerjakan perusahaan hanya 60%. Dari hasil optimasi transportasi berdasarkan permintaan rata-rata per bulan selama periode 2009 dengan pendekatan model desain jaringan *green supply chain* menunjukkan pengurangan total biaya kirim sebesar Rp 2.708.500,00/ bulan dan pengurangan emisi CO² sebesar 0,349 kg/ bulan. Moda transportasi yang terbaik secara ekonomi, lingkungan, dan sosial yaitu truk berkapasitas 15,67 m³ untuk kota dengan permintaan besar dan truk berkapasitas 9,23m³ untuk permintaan kecil. Pemilihan moda tersebut meningkatkan efisiensi secara ekonomi, mengurangi dampak lingkungan dan meningkatkan dampak sosial.

Kata Kunci: *Green Logistics*, Optimasi Transportasi, Sustainability, Kesadaran Lingkungan

ABSTRACT

Climate change and the environment is one of the biggest issues facing the world today. Almost all multinationals company headquartered in developed countries have committed to the environment, one of them is PT.Sharp Electronic Indonesia (SEI). Currently measurement of the application and implementation of environmental policies and commitment PT.SEI center at PT. SEI Branch Semarang have not done yet. The distribution operations have not considered the environmental impact. The purpose of this study was to evaluate the level of environmental awareness and environmental policy implementation, transportation optimization with green supply chain network design model approach, and determine a sustainable transportation modes for product distribution.

The evaluation results with questionnaires showing employees' environmental awareness by 83%, but the company's environmental policy which worked only 60%. From the results of the transportation optimization based on average demand per month during the period 2009 with model approach of green supply chain network design shows a total reduction of shipping costs by Rp 2.708.500,00 / month and reduction of CO² emissions amounted to 0,349 kg / month. The best transportation modes that are economically, environmentally, and socially is a truck with capacity of 15,67 m³ to town with a large demand and truck with capacity of 9,23 m³ for a small demand. Selection of these modes increase in economic efficiency, reduce environmental impacts and increase social impact.

Keywords: Green Logistics, Transportation Optimization, Sustainability, Environmental awareness