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OPTIMALISASI PRODUK TENUN BERBASIS LINEAR PROGRAM UNTUK MENINGKATKAN LABA BISNIS DI ERA PANDEMIC COVID-19

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Abstract

The purpose of this research was carried out in order to increase business profits in Textile Industry Companies in the Covid 19 Pandemic Era. The research method used in this study is a descriptive quantitative approach. The results of this study indicate that (1). The type of polyester cotton (T / C) blended fabric product which is produced at



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6.67 doz (80 pcs) generates a business profit of US \$ 133,400, - and (2) for 100% Cotton fabric products produced at 6.67 doz (80 pcs) resulting in a business profit of US \$ 100,050, - so that the total business profit of US \$ 233,450, - Optimization of woven products is an implication of the results of optimization of production in an effort to increase business profit. Woven product entrepreneurs can increase business profits through a linear program.

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