

# Redesigning Ground Handling Operations Business Process at PT Aero Gemilang Airline = Redesain Proses Bisnis Operasi "Ground Handling" di PT Aero Gemilang

Alya Khanaya Putri, author

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## Abstrak

COVID-19 telah membentuk dunia dalam kondisi yang berbeda-beda. Ini telah mengubah cara kita bertindak, berperilaku, dan memandang sesuatu. Banyak industri yang sangat terkena dampak virus ini, lima industri teratas adalah Penerbangan, Hotel & Hiburan, Mobil, Ritel Khusus, dan Peralatan & Layanan Energi. Dari kelima industri tersebut, Industri Penerbangan merupakan industri yang paling terkena dampaknya. Manajemen pelayanan di bidang penerbangan perlu lebih terjamin pasca pandemi agar operasionalnya terjamin. Dalam penelitian ini dilakukan studi kasus pada maskapai penerbangan Indonesia. Ini melibatkan Ground Handling Operations (GHO) / Operasi Penanganan Darat yang operasinya dilakukan secara manual. Sebagai solusinya, kemajuan teknologi melalui Business Process Reengineering (BPR) akan berperan dalam penelitian ini. Metode tersebut bertujuan untuk mengubah proses bisnis awal perusahaan secara drastis melalui penghapusan proses dan integrasi teknologi. Dua fase rekayasa proses bisnis adalah perbaikan proses dan pemodelan proses atau simulasi proses bisnis yang ada. Tujuh skenario perbaikan dihasilkan pada penelitian ini dan waktu pemrosesan untuk setiap kasus berbeda-beda. Setelah simulasi setiap skenario dihasilkan, maka dibuatlah prototipe digital skenario terbaik melalui Pendekatan Manajemen Strategis dan Minimum Viable Product (MVP).

.....COVID-19 has shaped the world in different conditions. It has changed the way we act, behave, and perceive things. Many industries are highly impacted by the virus, those top five being, Aviation, Hotel & Leisure, Automobiles, Specialty Retail, and Energy Equipment & Services. Out of those five, Aviation Industry is the highly impacted one. The service management inside aviation needs to be further assured for post pandemic so they will obtain their operational excellence back. In this research, a case study on an Indonesian flight carrier is conducted. It involves Ground Handling Operations (GHO) that involves manual & repetitive activities. As a solution, the advancement of technology through Business Process Reengineering will play a role in this research. The method aims to change the company's initial business process drastically by process elimination and technology integration. The two phases of business process engineering are process improvement and process modelling or simulation of existing business processes. Seven improvement scenarios are generated on this research and the processing times for each case vary. After the simulation of each scenario is generated, a digital prototype of the best scenario is made through Strategic Management and Minimum Viable Product (MVP) Approaches.