

Perancangan Bisnis Proses berbasis Robotic Process Automation (RPA) dalam Upaya Perbaikan Operasional Perusahaan = Business Process Design through Robotic Process Automation (RPA) in an Effort to Improve Company Operations

Sulthan Ahmad Dzaki, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920571544&lokasi=lokal>

Abstrak

Perkembangan teknologi digital mendorong perusahaan untuk mengadopsi solusi otomatisasi guna meningkatkan produktivitas operasional. Robotic Process Automation (RPA) menjadi salah satu inovasi yang mampu mengeksekusi tugas berbasis aturan (rule-based) secara cepat, akurat, dan berulang. Penelitian ini bertujuan untuk merancang bisnis proses berbasis RPA dalam upaya memperbaiki kinerja operasional perusahaan. Metode penelitian menggunakan pendekatan kombinasi kualitatif dan kuantitatif dengan tahapan analisis proses bisnis eksisting, identifikasi area proses aktivitas yang dapat diotomatisasi, perancangan alur kerja RPA, serta implementasinya menggunakan tools RPA. Proses simulasi dan uji coba dilakukan untuk mengukur dampak implementasi RPA terhadap efektivitas waktu dan sumber daya yang digunakan. Studi kasus difokuskan pada proses back-office seperti pembuatan laporan, pengolahan data, atau kegiatan administratif lainnya. Kontribusi penelitian ini adalah memberikan kerangka perancangan RPA yang dapat diadaptasi oleh perusahaan, khususnya dalam transformasi digital operasional. Implikasinya, RPA tidak hanya mendorong produktivitas tetapi juga menjadi fondasi menuju otomatisasi cerdas (AI-powered automation) di masa depan.

.....The development of digital technology encourages companies to adopt automation solutions to improve operational productivity. Robotic Process Automation (RPA) is one of the innovations that can execute rule-based tasks quickly, accurately, and repeatedly. This research aims to design an RPA-based business process in an effort to improve the company's operational performance. The research method uses a combination of qualitative and quantitative approaches with the stages of analyzing existing business processes, identifying areas of activity processes that can be automated, designing RPA workflows, and implementing them using RPA tools. Simulation and trial processes are carried out to measure the impact of RPA implementation on the effectiveness of time and resources used. Case studies focus on back-office processes such as report generation, data processing, or other administrative activities. The contribution of this research is to provide an RPA design framework that can be adapted by companies, especially in operational digital transformation. The implication is that RPA not only drives productivity but also becomes the foundation for intelligent automation (AI-powered automation) in the future.