ABSTRAK

Radifan Ari. NIM: 230204717. **Analisis *SOP* Kegiatan Operasional Divisi Overseas Network Development Pada PT Airrowes Global Logistik**. Tugas Akhir. Jakarta: Politeknik APP Jakarta. Juli 2026.

Kegiatan *freight forwarding* memerlukan penerapan *Standard Operating Procedure* (*SOP*) yang baik untuk mendukung kelancaran proses ekspor dan impor, mulai dari penerimaan *inquiry*, penyusunan *quotation*, hingga koordinasi pengiriman barang internasional. Tugas akhir ini bertujuan untuk mengetahui *SOP* yang diterapkan, menganalisis pelaksanaan kegiatan operasional, mengevaluasi kesesuaian antara *SOP* dengan pelaksanaannya, serta mengidentifikasi kendala yang terjadi pada Divisi *Overseas Network Development* PT Airrowes Global Logistik. Metode yang digunakan adalah analisis deskriptif dengan pendekatan kualitatif melalui teknik pengumpulan data berupa observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa secara umum pelaksanaan kegiatan operasional telah sesuai dengan *SOP* perusahaan. Namun, masih ditemukan beberapa kendala, seperti *inquiry* yang tidak lengkap, kesalahan penyusunan *quotation*, keterbatasan layanan dan *space* dari *shipping line*, gangguan sistem, keterlambatan respons dari *carrier* maupun *shipper*, serta proses negosiasi yang menyebabkan keterlambatan penyampaian *quotation*. Sebagai upaya perbaikan, diusulkan penerapan *database historical rate*, *database* riwayat negosiasi, *checklist* persyaratan *pick up*, serta optimalisasi pengelolaan email dan koordinasi antarpihak. Hasil penelitian ini diharapkan dapat menjadi bahan evaluasi bagi perusahaan dalam meningkatkan efektivitas penerapan *SOP* dan kualitas pelayanan.

Kata Kunci: Standar Operasional Perusahaan, Ekspor dan Impor, *Freight Forwarding*.

ABSTRACT

Radifan Ari. *Student ID:* 230204717. ***Analysis of Standard Operating Procedures in Operational Activities of the Overseas Network Development Division at PT Airrowes Global Logistik***. *Final Project.* Jakarta: *APP Polytechnic Jakarta. July 2026.*

Freight forwarding activities require the effective implementation of Standard Operating Procedures (SOPs) to ensure the smooth execution of export and import processes, including inquiry handling, quotation preparation, and international shipment coordination. This final project aims to examine the SOPs implemented by the Overseas Network Development Division of PT Airrowes Global Logistik, analyze their operational implementation, evaluate the conformity between the established SOPs and actual practices, and identify operational challenges encountered during their implementation. The study employed a descriptive qualitative approach using observation, interviews, documentation, and literature review as data collection methods. The findings indicate that, in general, operational activities have been carried out in accordance with the company's SOPs. Nevertheless, several issues were identified, including incomplete inquiries, quotation preparation errors, limited shipping line services and cargo space, system disruptions, delayed responses from carriers and shippers, and negotiation processes that postponed quotation delivery. To improve operational effectiveness, several recommendations are proposed, including the development of a historical rate database, a negotiation history database, a pickup requirement checklist, and the optimization of email management and stakholder coordination. The findings are expected to serve as an evaluation reference for improving SOP implementation and service quality within the company.

Keywords: *Standard Operating Procedure, Export and Import, Freight Forwarding.*