

## **ABSTRACT**

*Productivity is one important factor to maintain the existence of a company. Getuk Goreng MSMEs Eka Sari is one of the MSMEs that is engaged in the processing industry in the form of making fried getuk. The problem faced by MSMEs is that there is a decrease and increase in production every month. Production results that do not reach the target cause unstable productivity. Therefore, it is necessary to measure productivity to find out what factors influence the level of productivity. Productivity measurement is carried out using the POSPAC method, by measuring productivity based on several elements such as production, organization, sales, product, labor, and capital. This study uses historical data for July 2022 – February 2023. The results of productivity measurements are used as material for evaluating companies to be more effective and efficient in utilizing resources. The highest value of Production Productivity Index is 102.97%, Organizational Productivity Index is 111.47%, Sales Productivity Index is 109.62%, Product Productivity Index is 106.28%, Labor Productivity Index is 117.27%, and Capital Productivity Index is 177.72%.*

**Keywords:** *MSMEs, Productivity, Productivity Measurement, POSPAC*