

## **ABSTRACT**

*UMKM Sarung Tenun Goyor X is an MSME engaged in textiles. Until now, MSMEs of Goyor Weaving Sarong have never taken productivity measurements to find out the company's productivity achievements. MSMEs only calculate productivity by looking at the sales profits obtained every month. This is, of course, less effective because it does not use the overall resources during the production process. The purpose of this study is to measure the level of productivity of the production division, find out what criteria affect productivity, and determine proposed improvements using the 5W + 1H method. The method used in this study is the Objective Matrix (OMAX) method with the determination of the weight of each ratio using the Analytical Hierarchy Process (AHP) and Traffic Light System (TLS) methods to measure performance levels. From the results of the study, the highest productivity value occurred in November 2020 at 7,432 while the lowest productivity value in May 2020 was 1,592. The highest productivity change index in October was 83.00%. While the decline in the highest productivity change index occurred in May 2020 by 59.06%. The ratio that contributes less to productivity and needs to be improved is the ratio of 2, which is raw material because it has the smallest score of 40. The strategy for increased productivity is to evaluate the causes of decreased productivity from human factors, methods, materials, machines/ tools, and the environment.*

**Keywords:** *Productivity, Objective Matrix (OMAX), Productivity Value, Productivity Change Index, 5W+1H*