

## **ABSTRACT**

### ***DESIGNING RATTAN UMKM MANAGEMENT STRATEGIES WITH A SERVICE DESIGN APPROACH (CASE STUDY: CV RR INTERNATIONAL)***

*Rattan has provided many benefits for people's lives, one of which is the raw material for the high-value furniture and handicraft industry so that it is in great demand by local and international markets. According to data from the Central Statistics Agency (BPS), the export performance of Indonesia's furniture and handicraft industry weakened in the first semester of 2023. The decline in export performance has a huge impact on rattan MSMEs, one of which occurred at CV. RR International. Based on the results of interviews conducted with Mr. Ucok as head of production of CV. RR International, the decline in export performance has occurred from the end of 2022, which initially could send 4-6 containers now only 1 container and sometimes less than 1 container in one month. This decline in exports occurred due to the decreasing number of purchases from foreign customers, had an impact on the termination of employment (PHK) of employees because there was no income to provide wages for workers, and led to bankruptcy if left unchecked. So it is necessary to have a management strategy for CV. RR International so that it can survive in the market. This research uses service design to create several management strategies for CV. RR International. Using a qualitative case study approach with literature studies, observations, questionnaires and interviews. The analysis used in this research is Root Cause Analysis 5 Why, SWOT, and Service design. This study aims to determine the main factors causing the decline in purchases at CV. RR International, Mapping the design of rattan MSME management strategies with a service design approach and making strategies that are in accordance with the domestic market according to the wishes of CV. RR International. The results of this study are in the form of several management strategies which will later choose one strategy that best suits CV. RR International at this time.*

**Keyword:** *Rattan Micro Small Medium Enterprises, Management Strategy, Service Design*