

## ***ABSTRACT***

*CV. Kembar Mekar is a medium-sized company engaged in the manufacture of animal feed in Indonesia. In the process of making animal feed, the process of transporting raw materials from storage to the milling, and sorting is an important initial process for the manufacture of animal feed. The process moving for each type of raw material with an average of 5 minutes starting from the storage of raw materials to metal material to the mill. Stacking is often the result of a non-continuous introduction of raw materials into the machine, and much of the waste that is still unfiltered makes the engine quickly damaged. Using the process of designing Nigel Cross's rational product and MHE Conveyor's calculation through six stages: clarifying objectives, establishing functions, setting requirements, determining characteristics, generating alternatives, evaluating alternatives, and calculating the specification to produce material handling equipment that can avoid the accumulation of materials Crude to the mill and reduce the garbage that goes into the engine with a conveyor belt to optimize the process of transferring the raw material to the milling machine.*

**Keywords :** *Optimizing, Material Handling Equipment, Transferring the Raw Material.*