

## **ABSTRACT**

*PT ABC is a company engaged in the manufacture of footwear, namely shoes. One of the products produced is a shoe with the Decathlon brand. Based on company data for the period January to December 2019, the average proportion of defective products was 12%. This exceeds the tolerance set by the company, which is 10%. The focus of the discussion in this study is to make improvements to the most problematic process, namely the stockfitting process. This study uses the DMAI approach to solve the problem. First, determine the stages, identify the CTQ of the product and process to see the unfulfilled requirements. Second, the measurement or measurement stage is carried out through the calculation of process disturbances and capabilities that oversee the performance of the company's production process with the results obtained through the calculation of stops and the capability that shoe production is within control and stable with a sigma level of 3,551. Then the Analyze stage, by analyzing the problem using several tools, namely fishbone, 5 why's, and infusion with analysis to help prioritize problems using the FMEA tool. After the repair, the repair stage is carried out or the repair design is based on priority, thus manipulating the repair of repairs to repairs to improvements, this design is against checking standards, and visual appearance, in the hope of minimizing the implementation of defects.*

*Keywords: Shoes, CTQ, DMAI, Defect*