

Abstract

Dama Kara is a company that is famous for batik fashion located in the city of Bandung. Starting to be inspired to help people with special needs from friends with autism, the company took the initiative to develop this fashion product by giving appreciation to adopting the paintings of friends with autism into products called even volume collections. Therefore, to prepare a smoother, more effective and efficient production system, the management of the Dama Kara company made changes in its production line, namely by rearranging existing facilities by moving office space and administrative parts from the first floor to the third floor so that it had an impact on changing the layout of the quality control and finishing parts. Data collection is carried out by interviews, visits to field locations, visual observations and literature studies, as for the stages of solving problems, it is carried out through the step of the design thinking method process and to understand more closely the profile of the company's business model such as its business activities (key activities), sources of resources in the company, knowing its business both internally and externally is carried out through the Business Model method approach. Canvas (BMC) and for design solutions to changes in the rearrangement of production facilities are carried out through the Activity Relationship Chart (ARC) analysis approach strategy, namely by bringing the distribution of material flows closer to each operation. The results of the proposed layout design could increase the efficiency from 14.5% to 40.5%. It is hoped that this research can be used as reference input to further streamline the production process and produce better company performance.

Keywords: Material flow, design thinking, business model, solution design.