

ABSTRACT

This study aims to analyze what kind of tools to create innovative products to support the needs of rattan Craftsmen. Rattan is an NTFP plant whose shape is round, long, and has an elastic texture. 85% of rattan raw materials come from Indonesia, Rattan has a lot of demand in the market. Large orders meant they had to go back and forth to the oven, making workers feel tired quickly. In the previous tool, there was no rattan bending tool to adjust the size, the raffia rope for tying the rattan looked untidy, and using a simple tool meant that it used extra energy to roll the small rattan. productivity will be disrupted because the company does not have a system that can increase productivity in improving company performance in business competition. The research method used in this research is a mixed method with data collection through observation, interviews, literature study, and design thinking. This problem moved the author to look for a solution. The solution found was combining several bending tools and ovens into 1 product with a crankshaft and steam system. In this way, it is hoped that it can support company productivity and increase the sales value of export activities.

Keywords: *Rattan, Company Productivity, Steam Bending, and Crankshaft System.*