

ABSTRACT

Market competition in the handicraft industry requires high attention to product quality. Sentra Keramik Kiaracandong, as one of the businesses in this field, faces production challenges with a defect rate in pottery products exceeding the company's tolerance limit of 5%. In addressing the defect issue, the company must be able to identify which issues need to be prioritized first. One of the strategic approaches that can be applied is risk management. The risk management approach was chosen as a framework because it can address issues systematically and proactively. Through the House of Risk (HOR) method, the company can identify, analyze, and prioritize risks and their preventive actions. The research results identified 17 risk events with 22 risk sources. In the HOR phase 1 analysis, it showed that the highest priority risk sources were gypsum powder contamination in the clay mixture and poor raw material quality. Based on this analysis, 15 preventive action proposals were developed, with three main priorities recommended through HOR phase 2, namely the installation of hygiene instruction signs, the use of instruction signs to cover mixing containers, and the redesign of equipment in the printing area. This strategy design considers the actual conditions in the field and the principles of easy and functional implementation. This research can help the company identify risk priorities and develop effective preventive measures.

Keywords: Pottery, Risk, Risk Management, House of Risk