

# Perancangan Kemasan Furnitur Built-in dengan Pendekatan Berpikir Disain, Studi Kasus: PT Masterindo Inti Graha = Designing Built-in Furniture Packaging using Design Thinking Approach, A Study Case of PT Masterindo Inti Graha

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## Abstrak

Industri furnitur secara global dan nasional dikuasai oleh sektor industri Furnitur kayu. Bersamaan dengan kapasitas pasar yang terus berkembang, Furnitur industri kayu memiliki potensi ekonomi menjanjikan untuk pembangunan ekonomi Indonesia. Built-in Furniture (Furnitur Tanam) adalah produk yang melekat secara permanen terhadap bangunan dan dirancang untuk tidak diubah dalam jangka panjang, misalnia kitchen set dan wardrobe. Namun hingga saat ini bisnis built-in furniture kurang menaruh perhatian pada model kemasan dikarenakan bentuk, ukuran, dan bahan yang berbeda setiap produk. Hal ini menimbulkan kerusakan persentase kerusakan produk cukup besar dalam proses transportasi. Penelitian ini mengupayakan bantuan untuk industri built-in furniture di Jakarta untuk memiliki rancangan baru kemasan produk yang aman bagi berbagai lini produk, efisiensi pengemasan, dan harga yang optimal.

Penelitian ini bertujuan untuk menentukan atribut kebutuhan konsumen dan bisnis itu sendiri serta melakukan pembobotan terhadap kualitas kemasan furnitur. Hal tersebut bertujuan untuk memberikan rekomendasi rancangan kemasan furnitur untuk mengurangi kerusakan dan mempercepat proses pengemasan dalam proses produksi. Penelitian ini mengintegrasikan metode Design Thinking. Metode Design Thinking membantu menganalisis permasalahan dari sudut pandang produk dan pengguna sehingga dapat memberikan solusi kreatif yang menyeimbangkan perancangan dan pengembangan produk dengan mempertimbangkan faktor logistik dan ergonomi, Penelitian ini menghasilkan rancangan kemasan furnitur untuk industri built-in furniture di Jakarta.

.....The Furniture industry globally and nationally is controlled by the wood Furniture industry sector. Regarding the market capacity that continues to grow, the Furniture industry has promising economic potential for Indonesia's economic development. Built-in furniture is a product that is permanently attached to a building and is designed not to be changed in the long run, for example kitchen sets and wardrobe. However, until now the wooden built-in furniture business has not been given enough attention to the packaging model depending on the shape, size and material that is different for each product. This causes a significant percentage of product damage in the transportation process. This research is seeking assistance for the built-in furniture industry in Jakarta to have a safe product packaging design for various product lines, packaging efficiency, and optimal prices.

This study aims to determine the attributes of the needs of consumers and the business itself as well as weighting the quality of furniture packaging. This is intended to provide a discussion of furniture packaging design to reduce damage and improve the packaging process in the production process. This research integrates Design Thinking methods which helps to analyze specific problems from product development and design approach wit consideration of logistics dan ergonomics factors. This research resulted in Furniture packaging design for the wood furniture industry in Jakarta