

ABSTRAK

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Program Studi : Teknik Industri
Judul : MENINGKATKAN NILAI PRILAKU TEAM LEADER SEBAGAI ROLE MODEL DALAM BUDAYA KERJA POSITIVE DI PT. ASTRA DAIHATSU MOTOR.

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PT. Astra Daihatsu Motor merupakan Agen Tunggal Pemegang Merek (ATPM) mobil Daihatsu di Indonesia yang berhak mengimpor, merakit dan membuat kendaraan bermerk Daihatsu dan Toyota, komponen serta bisnis terkait di Indonesia. Penelitian ini dilakukan pada area *Assembly* Divisi Sunter *Assembly* Plant. Tujuan penelitian ini untuk menyelesaikan permasalahan terkait dengan nilai *I CARE* indeks prilaku team leader yang mengalami penurunan dari tahun 2021-2022 sebesar 5%. Dari hasil analisis peneliti menemukan pengaruh nilai prilaku team leader terhadap hasil kerja timnya sehingga target *productivity* tidak tercapai. Peneliti menggunakan metode *design thinking* untuk menyelesaikan permasalahan yang terjadi. Terdapat 5 tahap dalam *design thinking*, yaitu: *Empathy*, *Define*, *Ideate*, *Prototype*, *Uji*. Pada tahapan *empathy* didapatkan dua persona dari hasil analisis demografi team leader. Tahap *define* menemukan *real need* persona, hasil *define* selanjutnya dijadikan dasar dalam tahap *ideate*. Hasilnya, peneliti membuat program *development* dalam training *leader basic rule* yang dibuat pada tahap *prototype*. *Prototype* yang telah berhasil memenuhi kebutuhan persona selanjutnya dilakukan uji. Hasilnya terdapat *feedback* dan proses iterasi untuk menyempurnakan *prototype* yang dibuat. Hasil penelitian ini telah dilakukan evaluasi dengan hasil peningkatan point indeks *I CARE* prilaku team leader menjadi 73% atau naik 11%. Serta tercapainya beberapa indikator keberhasilan team leader di area kerjanya.

Kata Kunci: *Design Thinking*, *I CARE*, *Team Leader*, *Leader Basic Rule*.

ABSTRACT

PT. Astra Daihatsu Motor is the Sole Agent (ATPM) for Daihatsu cars in Indonesia with the right to import, assemble and manufacture Daihatsu and Toyota branded vehicles, components and related businesses in Indonesia. This research was conducted in the assembly area of the Sunter Assembly Plant Division. The purpose of this research is to solve problems related to the *I CARE* value of the team leader behavior index which has decreased from 2021-2022 by 5%. From the results of the analysis, the researchers found the effect of the team leader's behavioral values on the results of his team's work so that the productivity target was not achieved. Researchers use the design thinking method to solve the problems that occur. There are 5 stages in design thinking, namely: *Empathy*, *Define*, *Ideate*, *Prototype*, *Test*. At the *empathy* stage, two personas are obtained from the results of the team leader's demographic analysis. The *define*

stage finds the real need persona, the results of the define are then used as the basis for the idea stage. As a result, the researcher created a development program in the basic rule training leader which was made at the prototype stage. Prototypes that have successfully met the persona needs are then tested. As a result, there is feedback and an iteration process to perfect the prototype made. The results of this study have been evaluated with the result of increasing the I CARE index point for the behavior of the team leader to 73% or an increase of 11%. As well as achieving several indicators of team leader success in their work area.

Keywords: Design Thinking, I CARE, Team Leader, Leader Basic Rule.

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