PRODUCT LIFE CYCLE ANALYSIS BASED ON CRAFT SUBSECTOR OF CREATIVE INDUSTRY USING SYSTEM DYNAMIC APPROACH
(STUDY CASE: TULUNGAGUNG’S MARBLE AND ONIX INDUSTRY)

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ABSTRACT

Tulungagung’s onix and marble industry is one of the craft-based creative industries that have the potential to be developed as one of regional unique characteristic. But the problem often occurs is the decreasing of sales level of certain products because UKM don’t have a deep understanding of the dynamical competition of existing product. Study of the product life cycle is needed to provide comprehension about dynamical competition of Tulungagung’s onix and marbel industry, so that policymaker can determine appropriate strategies in every phase of product life cycle, that will increase profits, especially at the maturity phase. The research methodology used is dynamic system, because the system reviewed is dynamic and has interdependensi, which will affect in duration of every phase’s life cycle of a product.

Based on the research, product life cycle of onix and marble is discovered. Enhancement of UKM development’s contribution, technology, and marketing strategy can increase sales, especially on maturity phase, and extend this phase. In other words there is influence between the contribution given by the stakeholders of the product life cycle.

Keyword: Tulungagung’s onix and marble industry, product life cycle, system dynamic