ADVERTISING PROJECT PLANNING AND CONTROL USING LEAN CRITICAL CHAIN PROJECT MANAGEMENT  
(CASE STUDY : BANK JATIM ADVERTISING PROJECT 2012)

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Abstract
Advertising new product line-up, services, or program are essential marketing activity for all company as well as Bank JATIM, who entrusted their advertising project to advertising agency named PT. Kompakindo Media Dewata. During the process of making advertising, agency must handle several types of waste or non-value adding activity in which may reduce overall project accomplishment performance. Effective project schedule planning and control plays significant role in project execution.

This research applies waste identification method through Lean Thinking approach in order to get mitigation solution preventing waste event. Current project execution schedule has been rescheduled using Critical Chain Project Management (CCPM) and S-Curve Monitoring in order to improve overall project performance by decreasing project duration and keep maintaining minimum risk of project delay through translocating project buffer consumption by the end of schedule.

From the result of this research, it is known there are 7 working days that can be used as time buffer. If that time buffer is not being used, then the project duration may decreased to 27 working days from previously 34 working days. This can be achieved by minimizing project waste. There are eight waste in advertising project practice has been identified from research and two of them are critical waste. They are unsatisfied design and waiting which becomes main focus in this research. This paper serves as an overview of project planning aims to be applied in each phase of future advertising project management.

Keyword : Advertising, Lean Project, Waste, Critical Chain
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