Implementation of lean concepts in manufacturing has been widely applied and many companies who benefit from the application of lean concepts. Increasing number of companies that come to enliven the competition, making the company should be more careful in choosing the market sector as well as maintain and expand its market share. Increasing competition forced the Company to better focus on the marketing process. PT. Pertamina as a national company engaged in the oil & gas, has a variety of products that aim to meet local needs of fuel and lubricating oil. PT. Pertamina UPMS V, is one of the branches of PT. Pertamina, which served to focus on the marketing of products including lubricants to reach the target market that the company will be realized. This research will be focused in the marketing process lubricants UPMS V Surabaya. Under current conditions there are activities that are categorized as waste in the process of V UPMS service Lubricate the buying process, especially on oil products. In building a solution to minimize the waste that occurs in the service process required a mapping problem which aims to identify existing waste as well as the cause in the service process. In this study the big picture mapping will be used to map the overall process in Pertamina UPMS V. Of Root Cause Analysis found the root problems that occurred in the marketing process Pertamina UPMS V. From the results of research on waste that often happens is waiting and defects. Based on the Failure Mode and Effect Analysis (FMEA) obtained the critical causes of waste are waiting in the service of lubricant purchasing products which takes 2 days for the process, causing a critical defect of the waste is not a consumer transaction. Based on the FMEA woke up three alternative solutions for the waste that occurs. The third alternative was chosen tersbut of improvement recommendations that the application of E-Marketing software.

Keyword: Lean Thinking, BigPicture Mapping, Root Cause Analysis, dan Failure Mode and Effect Analysis.
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