ABSTRACT

Today’s competitive environments, tight economic situation, complex technology, and so on, moreover in facing global market era. This era, make it possible for customers to choose product that they want to buy freely. This situation, like or not, forces every company to develop their abilities all the time. Because if they want to survive longer, they have to fulfill the market need by doing many changes.

These improvements could be implemented by increasing of effectiveness and efficiency cost on product. In recent years, furnitures nowadays become product of innovation which past through so many process to make it. In this case, a kind of furniture that writer want to be researched is 'home-door.' So many changes happen to product function, from primary to tertiary function, or the other side. Value Engineering can identify those functions and then analyze them systematically and creatively.

In its application, Value Engineering direct to 5 (five) steps of Value Engineering Job Plan. Those steps start from information phase, then it’s followed by creative phase, analysis phase, development phase, and it was ended up by presentation phase. The result of this process are some chosen alternatives with better value wherein value itself is a function of product performance and cost. Furthermore, those chosen alternatives will be analyzed by cost reduction anlysis. This analysis will show us some information such as percentage shape of part which make up ‘home-door,’ relationship between used criteria with cost reduction or performance improvement, and value analysis of each chosen alternatives is also performed.

It's hoped that output of those chosen alternatives can fulfill their market need of furniture in Denpasar Bali as their priority function. From company side, it’s useful to find out accurately cost which can be reduced without sacrificing quality of that product itself.