INTISARI

Tata letak ruang kerja adalah faktor penting yang memengaruhi efisiensi operasional suatu organisasi. Penelitian ini dilakukan untuk mengoptimalkan tata letak ruang kerja PT Jakarta Industrial Estate Pulogadung (JIEP) yang saat ini menunjukkan inefisiensi akibat jarak fisik yang terlalu jauh antara unit-unit kerja dengan intensitas komunikasi tinggi. Penempatan unit seperti Marketing & Sales, Finance & Accounting, dan Corporate Legal di lantai berbeda menghambat alur kerja, meningkatkan waktu koordinasi, dan mengurangi produktivitas.

Penelitian ini menggunakan kombinasi metode Activity Relationship Chart (ARC) dan Computerized Relative Allocation of Facilities Technique (CRAFT). Metode ARC digunakan untuk memetakan derajat kedekatan antarunit kerja berdasarkan intensitas komunikasi dan kebutuhan koordinasi, sementara CRAFT digunakan untuk mengoptimalkan tata letak melalui iterasi perbaikan tata ruang. Analisis dilakukan menggunakan data primer dari wawancara dan pengukuran jarak antarunit kerja dengan bantuan perangkat lunak.

Hasil penelitian menunjukkan bahwa tata letak baru yang dihasilkan melalui empat iterasi CRAFT berhasil mengurangi total jarak tempuh komunikasi dari 17.077,07 m/bulan menjadi 12.256,14 m/bulan, menghasilkan efisiensi sebesar 28,23%. Penempatan ulang unit-unit kerja yang memiliki intensitas komunikasi tinggi di lantai yang sama, serta kedekatan unit-unit yang sering berinteraksi dalam pengawasan proyek, membuktikan efektivitas metode yang digunakan. Temuan ini memberikan rekomendasi konkret untuk meningkatkan efisiensi operasional PT JIEP melalui pengaturan ulang tata letak ruang kerja yang lebih strategis.

***Kata kunci**: Tata Letak Ruang kerja, Activity Relationship Chart (ARC), Computerized Relative Allocation of Facilities Technique (CRAFT), Efisiensi Operasional*

ABSTRACT

Office layout is a critical factor influencing the operational efficiency of an organization. This study aims to optimize the office layout of PT Jakarta Industrial Estate Pulogadung (JIEP), which currently suffers from inefficiencies due to the long physical distance between high-communication units. The placement of units such as Marketing & Sales, Finance & Accounting, and Corporate Legal on different floors hinders workflow, prolongs coordination time, and reduces productivity.

The study employs a combination of the Activity Relationship Chart (ARC) and the Computerized Relative Allocation of Facilities Technique (CRAFT). ARC was used to map the proximity degree between work units based on communication intensity and coordination needs, while CRAFT optimized the layout through iterative space allocation improvements. The analysis was conducted using primary data from interviews and distance measurements between units, supported by software tools.

The results show that the new layout produced through four iterations of CRAFT successfully reduced the total communication distance from 17,077.07 m/month to 11,990.93 m/month, achieving a 29.78% efficiency improvement. The repositioning of high-communication units on the same floor and closer proximity of units frequently interacting in project supervision demonstrated the effectiveness of the methods. These findings provide concrete recommendations for improving PT JIEP's operational efficiency through a more strategic office layout arrangement.

Keywords: *Office Layout, Activity Relationship Chart, Computerized Relative Allocation of Facilities Technique (CRAFT), operational efficiency*