

INTISARI

Sebagai pusat perbelanjaan/ mal terbesar di Jawa Tengah saat ini, kemampuan jelajah pengunjung di mal menjadi terbatas karena jarak tempuh yang jauh, selain juga karena kemauan jelajah pengunjung itu sendiri, dan menjadi salah satu pemicu permasalahan tingkat ketersewaan unit yang rendah di area koridor sekunder lantai 1 Hartono Mall Yogyakarta.

Penelitian ini dilakukan untuk menjawab permasalahan yang ada dengan menggunakan adaptasi pada metode *Computerized Relative Allocation of Facilities Technique* (CRAFT) sebagai *improvement* tata letak (*layout*) yang memperpendek jarak antar blok/ departemen berdasarkan kebutuhan pengunjung (*voice of costumers*). Adaptasi yang dilakukan dari metode analisis pabrik ini menjadi metode analisis mal adalah pada bagian input dan target serta pada *Activity Relationship Chart* (ARC). Dengan meningkatkan kemampuan (aliran kegiatan pada pabrik) dan kemauan jelajah (biaya pada pabrik) dari para pengunjung mal, maka sirkulasi dan penyebarannya akan lebih merata serta tingkat keterpaparan unit akan optimal (efisiensi biaya *material handling* pada pabrik).

Hasil analisis dan eksplorasi, dipilih tata letak (*layout*) iterasi 2 yang memiliki total FTC jarak paling pendek (653,6 meter) dibandingkan dengan *initial layout* (789,2 meter), melalui beberapa eksplorasi iterasi yang bisa dilakukan di area yang diteliti. Dampak yang didapatkan adalah menyelesaikan permasalahan ketersewaan unit dan memaksimalkan keuntungan sewa per meter persegi luas lantai area tersebut.

Kata Kunci: adaptasi metode, Computerized Relative Allocation of Facilities Technique (CRAFT), improvement algoritm, sirkulasi mal, permasalahan mal, jarak tempuh pengunjung mal, efektifitas, voice of costumers, Activity Relationship Chart (ARC), Worksheet Activity Relationship Chart, sitasi literatur, tata letak mal, initial layout, centroid, from to chart, iterasi.

ABSTRACT

As the largest shopping mall in Central Java today, the ability of visitors to roam the mall to be limited because of the distance traveled, as well as the cruising willingness of the visitors themselves, and became one of the triggers problems low level of the unit in the area of the 2nd corridor on 1st floor Hartono Mall Yogyakarta.

This research was conducted to answer the existing problems by using adaptation on Computerized Relative Allocation of Facilities Technique (CRAFT) method as improvement of layout that shorten the distance between the blocks / departments based on the needs of the visitors (voice of costumers). Adapted from plant analysis method to the method of mall analysis is on the input and target and on the Activity Relationship Chart (ARC). By increasing the ability (the flow of activities at the plant) and cruising willingness (cost at the plant) of the mall visitors, then the circulation and distribution will be more evenly distributed and also the unit exposure rate will be optimal (material handling material cost efficiency at the plant).

The results of the analysis and exploration, chosen iteration 2 layout that has the total FTC the shortest distance (653.6 meters) compared to the initial layout (789.2 meters), through some iteration exploration that can be done in the area studied. The impacts were to solve the problem of unit rent and maximize the rent gain per square meter of floor.

Keywords: method adaptation, Computerized Relative Allocation of Facilities Technique (CRAFT), improvement algorithm, mall circulation, mall matters, mall visitor distance, effectiveness, voice of costumers, Activity Relationship Chart (ARC), Worksheet Activity Relationship Chart, , layout mall, initial layout, centroid, from to chart, iteration.