Abstract

Nowadays, automotive industry is highly growing up. A company providing low cost and product differentiation will gain an advantage in doing the business. The objective of this research is to reduce the problems obtaining in the production process of launching a new product by apply Failure Mode and effect Analysis (FMEA).

The FMEA is applied in this research for problems analysis and controllable factors in launching a new production. The working steps starts with process boundary selection and analysis of risk. Pareto chart is used for selecting failure mode to improvement. This research target is 50% problem reduction in launching a new product production. Then fish bone diagram is used for root cause analysis. After completed the improvement, the evaluation of improvement is done. The result of this research found that the problem is reduced by 42.05%. Although the improvement cannot achieve the target, a part of the problem is reduced. Therefore, continuous improvement is required.