

PENILAIAN DAN ANALISIS TEKNOLOGI SISTEM MANUFAKTUR DENGAN METODE *ATLAS PROJECT*

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ABSTRACT

Globalization competition have urging the international integration to increase dependence upon countries, needs of developing countries, cash flow gap disintegration and also increasing of the information and technology among countries that had generate integration and globalization of the international market. Such conditions motivated for a global company to think more seriously about the strategy that they must consider to obtain the sustainable competitive advantage.

Therefore, this is very important to find, identify and to develop the overall company resources to keep and maintain the competition. One of technique and method that can applied for the task in this research is Atlas Project Method. The method try to analyze each components of the technology by using some technometric model for the estimate. Atlas Project Method define the technology in several type of technology, which is known as Technoware, Humanware, Infoware, and Orgaware.

The research shows that a global company could be a have strengthness and weakness in one of several type of technology – which is mentioned above – by T-H-I-O diagram. This diagram is the final result that shows whether the company is likely strong in one of components or weak in other components more over. This research is performed at Indonesia Steel Tube Works, Ltd., Co., which is a joint venture company between two Japanese investore and one Indonesian investor. This company is moving around in galvanized and welded steel pipe business at Simongan 105, Semarang, Central Java for about 30 years ago. The result shows that this company have strengthness in Technoware and infoware, while in other hand likely still weak in Humanware and Orgaware. This result give more attention for the company to review and to improve strategy for the future. The company have to maintain each machine and tools which is used in very production process, and so they must reduce cost of maintenance to minimalization total production cost.

Keywords : competition, strategy, technology, Atlas Project Method, T-H-I-O diagram