

# Aplikasi Manajemen Gemba/Genchi genbutsu dalam Astra Honda Motor dan Showa Manufacturing Indonesia = Application of Gemba Management/Genchi genbutsu in Astra Honda Motor and Showa Manufacturing Indonesia

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## Abstrak

[<b> ABSTRAK</b><br> Jepang sebagai negara industri maju telah mengembangkan investasinya sampai ke Indonesia. Perusahaan Jepang memiliki bentuk ciri khas manajemen yakni manajemen gemba/genchi genbutsu. Skripsi ini menjelaskan tentang manajemen gemba dimana manajemen tersebut membuat atasan harus langsung terjun ke lapangan. Astra Honda Motor dan Showa Manufacturing Indonesia merupakan perusahaan Jepang yang bergerak di bidang otomotif dan manajemen gemba merupakan salah satu manajemen yang ada di dalamnya. Penelitian ini adalah penelitian kualitatif yang datanya didapat melalui studi pustaka dan wawancara, dengan desain eksposisi. Analisis dari skripsi ini berfokus pada proses, kelebihan, kekurangan, kesempatan, ancaman dan efektivitas dari aplikasi manajemen gemba di kedua perusahaan tersebut.<hr>

<b>ABSTRACT</b><br> Japan as one of the advanced industrial countries has developed their investment to Indonesia. Japanese company has their own management characteristic called gemba management / genchi genbutsu. This thesis mainly discuss about gemba management, which require the manager to directly visit the plant. Astra Honda Motor and Showa Manufacturing Indonesia are some of the Japanese automotive company that implements the gemba management. This study is a qualitative research where?s the data is obtained through library research and interviews, with exposition design. The analysis from this thesis focused on the process, strength, weakness, opportunity, threat and effectiveness from the implementation of gemba management in both company.;<br>Japan as one of the advanced industrial countries has developed their investment to Indonesia. Japanese company has their own management characteristic called gemba management / genchi genbutsu. This thesis mainly discuss about gemba management, which require the manager to directly visit the plant. Astra Honda Motor and Showa Manufacturing Indonesia are some of the Japanese automotive company that implements the gemba management. This study is a qualitative research where?s the data is obtained through library research and interviews, with exposition design. The analysis from this thesis focused on the process, strength, weakness, opportunity, threat and effectiveness from the implementation of gemba management in both company.;<br>Japan as one of the advanced industrial countries has developed their investment to Indonesia. Japanese company has their own management characteristic called

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