

ABSTRAK

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PROFESSIONAL WORK TITLE (Design Development and Design in the Funitures Production Process at PT Adanu Elok Santika)

During the professional work period as a product designer at PT Adanu Elok Santika with the brand name Meblia Woodcraft which is an industrial furniture company, responsibilities and skills are needed to create attractive and functional products, especially in making 3D models using the Rhino application. The professional work period began on July 16, 2024 and ended on September 18 with placement in the product design division with the task description of finding product references according to client needs, communicating with Meblia Woodcraft designers regarding material selection, recording the right dimensional aspects, and communicating with the head of production. The balance between aesthetics, functionality, and production capability was implemented in producing products including rattan chairs, table legs, monitor tables, bookcases, lamp cups, and stools. The obstacles encountered were difficulties in developing concept ideas according to the wishes of the client or project, sudden changes in design, and miscommunication in delivering dimensions or sizes. The obstacles were resolved through discussions with Meblia Woodcraft designers, preparation of initial prototypes from 3D models, active and open communication, preparation of flexible schedules, and implementation of clear and effective communication strategies.

Keywords: Product design, 3D, Furniture