

Lecture Notes in Mechanical Engineering

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Ahmad Razlan Yusoff ·

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Mohd Yazid Abu *Editors*

iMEC-APCOMS 2019

Proceedings of the 4th International
Manufacturing Engineering Conference
and The 5th Asia Pacific Conference
on Manufacturing Systems

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5th Asia-Pacific Conference on Manufacturing Systems
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Foreword

For the third time, the 4th International Manufacturing Engineering Conference (iMEC) 2019 is co-organized with 5th Asia-Pacific Conference on Manufacturing System (APCOMS) 2019, owned by Fakultas Teknologi Industri, Institut Teknologi Bandung (ITB), Indonesia. Starting from 2019, the collaboration has been extended to the other institutions including Universiti Teknikal Malaysia Melaka (UTEM), Malaysia and Universitas Sebelas Maret, Indonesia. This extended collaboration aims to intensify knowledge sharing and experiences between higher learning institutions in Malaysia and Republic of Indonesia.

We are immensely pleased to welcome all delegates and distinguished guests to the iMEC-APCOMS 2019, held in the heart of Putrajaya, Malaysia. The conference aims to bring the researchers, academicians, scientists, students, engineers and practitioners around the world to present their latest findings, ideas, development and applications in manufacturing engineering and other related areas. With rapid advancements in manufacturing engineering that currently gearing towards Industry 4.0, iMEC provides an excellent avenue for the community to keep pace with the changes. In 2019, the conference theme is “Intelligent Engineering & Sustainable Development” which reflects to the acceleration of knowledge and technology in global manufacturing. In addition to three keynote speeches, there are 93 papers will be presented in 13 technical sessions. The papers published in these proceedings have underwent an intense peer review from the member of Technical Review Committee. The accepted submissions were categorized based on the conference topics which related to manufacturing systems, manufacturing processes, manufacturing automation and materials.

We are honoured to collaborate with respective institutions to make this conference a grand success. A sincere thanks to all members of the Organizing Committee for their infinite contribution. Not forgetting to all sponsors—Atomic Solutions, Crest, FESTO and others—for their kind gesture and continuous support.

Further, we would like to extend our appreciation to all authors for participation and high-quality contribution to the proceedings. Last but not least, we are grateful to publisher support especially to Dr. Christoph Baumann and Ms. Megana Dinesh. We hope this book will escalate the knowledge sharing and resources in the field of manufacturing engineering.

August 2019

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Contents

Manufacturing Systems

Formulation of Marketing Strategies in Expedition Services Company with SWOT and QSPM Methods	3
Nanang Alamsyah, Arina Luthfini Lubis, and Dede Hamdi	
Optimization of CNG Multi-depot Distribution to Determine Model Routes and GTM Totals Using Tabu Search and Differential Evolution Methods	10
Afni Khadijah and Huswatun Hasanah	
Capacity Planning and Assembly Line Balancing for Long-Term Routine and Short-Term Intermittent Demand in Small Medium Enterprises	17
Disa Agatha Willim, Wildan Trusaji, and Anas Ma’ruf	
Optimal Down-Time Target for Performance Based Remanufactured Lease Contract	24
Hennie Husniah, Andi Cakravastia, and Bermawi P. Iskandar	
Fuzzy Initial Condition in a Technology Transfer Model with Competing Followers	30
Hennie Husniah, Rachmawati Wangsaputra, and Asep K. Supriatna	
Order Acceptance and Scheduling Model for Small-Sized Metal Manufacturing Company	36
Silfia Nurul Ariyani, Fariz Muharram Hasby, and Anas Ma’ruf	
Measurement of Manufacturing Readiness Level for the Tartaric Sulphur Acid Anodizing Method in Aircraft Component Production	42
Fariz Muharram Hasby, Hanifa Laila Novianti, and Iwan Inrawan Wiratmadja	

Measurement of Technoware and Humanware Readiness to Fulfill SNI 07-2052-2002 in a Steel Manufacturing Company	48
Violla Tania, Praditya Ajidarma, Mohammad Mi'radj Isnaini, and Dradjad Irianto	
Fuzzy Analytical Hierarchy Process with Unsymmetrical Triangular Fuzzy Number for Supplier Selection Process	54
Irene Septin Maharani, Ririn Diar Astanti, and The Jin Ai	
Analysis of Humanware Readiness Level for a Technology Transfer Process: Case Study in Arms Manufacturing Industry	60
Lucky Apriandi, Praditya Ajidarma, Fariz Muharram Hasby, and Dradjad Irianto	
Inventory Policy for Cross Selling Item	67
Nadia Laksita Devy, The Jin Ai, and Ririn Diar Astanti	
Analysis of Magnetic Component Manufacturing Cost Through the Application of Time-Driven Activity-Based Costing	74
Nik Nurharyantie Nik Mohd Kamil, Mohd Yazid Abu, Nurul Farahin Zamrud, and Filzah Lina Mohd Safeiee	
The Impact of Capacity Cost Rate and Time Equation of Time-Driven Activity-Based Costing (TDABC) on Electric Component	81
Nurul Farahin Zamrud, Mohd Yazid Abu, Nik Nurharyantie Nik Mohd Kamil, and Filzah Lina Mohd Safeiee	
The Application of Time-Driven Activity Based Costing System on Inductors in Electrics and Electronics Industry	88
Filzah Lina Mohd Safeiee, Mohd Yazid Abu, Nik Nurharyantie Nik Mohd Kamil, and Nurul Farahin Zamrud	
Review on the Prominence of SMEs in Malaysia and Its' Imprint on University Industry Collaboration	96
Darshana Kumari Ragupathy, Shamsuddin Baharin, and Faiz Bin Mohd Turan	
Critical Success Factors that Affect Implementation of Construction Project in Improving Project Performance: A Case of Cement Plant Construction Industry	101
Ahmad Subekti, Nilda Tri Putri, and Henmaidi	
Proposing of Mahalanobis-Taguchi System and Time-Driven Activity-Based Costing on Magnetic Component of Electrical & Electronic Industry	108
Nik Nurharyantie Nik Mohd Kamil, Mohd Yazid Abu, Nurul Farahin Zamrud, and Filzah Lina Mohd Safeiee	

Optimization of Utilities Capacity at Aircraft Heavy Maintenance Center Using Linear Programming Models 115
 M. Johny Ali Firdaus, Muhammad Gharutha, and Rachmawati Wangsaputra

Diagnosis and Costing Optimization on Inductors in Electrics and Electronics Industry 121
 Filzah Lina Mohd Safeiee, Mohd Yazid Abu, Nik Nurharyantie Nik Mohd Kamil, and Nurul Farahin Zamrud

A Quality Improvement Model Based on Taguchi’s Loss Function Considering Imperfect Quality Inspection 128
 Maghfira Devi Ramadhanty, Cucuk Nur Rosyidi, and Wakhid Ahmad Jauhari

Identifying Bottleneck Process Using Production Time Study in Concrete Pole Manufacturing Company in Malaysia 134
 Afiqah Alias, Atiah Abdullah Sidek, Md. Yusof Ismail, and Muataz Hazza

The Development of Industry 4.0 Readiness Model. Case Study in Indonesia’s Priority Industrial Sector of Chemical 140
 Idriwal Mayusda and Iwan Inrawan Wiratmadja

Open Innovation Practices and Sustainability Performance in Small and Medium Industries 147
 Amelia Kurniawati, Praditya Ajidarma, Iwan Inrawan Wiratmadja, Indryati Sunaryo, and T. M. A. Ari Samadhi

Product-Service System Inventory Control for Malaysian Palm Oil Industry: A Case Study Utilizing IDEF0 Modelling 153
 Fatkhurrahman Manani and Siti Zubaidah Ismail

Designing Product-Service System Inventory Control: System Requirements Analysis of Raw Material in Automotive Industry 159
 Farah Ameelia Mohammad and Siti Zubaidah Ismail

Reliability Centered Maintenance of Mining Equipment: A Case Study in Mining of a Cement Plant Industry 165
 Endi Alta, Nilda Tri Putri, and Henmaidi

A Comparative Study of Product Costing by Using Activity-Based Costing (ABC) and Time-Driven Activity-Based Costing (TDABC) Method 171
 N. F. Zamrud, M. Y. Abu, N. N. N. M. Kamil, and F. L. M. Safeiee

Quality Improvement Model Considering Rework and Imperfect Inspection 179
 Kuncoro Sakti Pambudi, Cucuk Nur Rosyidi, and Wakhid Ahmad Jauhari

Develop Accessibility Design for Increase Disabilities Labor Participation in Manufactured in Indonesia with Design Thinking Approach 186
A. M. Hilmy Nur, Roemintoyo, and Budi Siswanto

Location-Allocation Model of Raw Material and Transportation Modes in Cajuput Oil Supply Chain Network (A Case in Indonesia) 193
Muhammad Hisjam, Finda Arwi Mahardika, Budi Widodo, Bobby Kurniawan, and Masoud Rahiminezhad Galankashi

Job Shop Scheduling in Single Machine: An Overview 199
Yosi Agustina Hidayat, Kiendl Valavani Setio, Harry Winata, and Nadhira Radhiyani

Potential Failure Modes of Cement Production Process: A Case Study 205
Elita Amrina and Mutty Oktaviani

Six Sigma Implementation to Reduce Rejection Rate in Textile Mills 211
Angelia, Wildan Trusaji, Wisnu Aribowo, and Dradjad Irianto

Application of Technometric to Improve Productivity in Indonesian Small Medium Industries (SMI) 217
Augustina Asih Rumanti, Iwan Inrawan Wiradmadja, Praditya Ajidarma, and Melita Hidayat

Ant Colony Optimization-Based Multiple-AGV Route-and-Velocity Planning for Warehouse Operations 224
Anugrah K. Pamosoaji and Sarifah Putri Raflesia

Dual-Channel Warehouse Raw Material Inventory Model for Probabilistic Demand 230
Docki Saraswati and Hana Tyasari

Eye Segment Movements as Indicators of Mental Workload in Air Traffic Control Tasks 238
Vivi Triyanti, Hastian Abdul Azis, Hardianto Iridiastadi, and Yassierli

Mixed Model Assembly Line Balancing for Human-Robot Shared Tasks 245
Susanto Yaphiar, Cahyadi Nugraha, and Anas Ma'ruf

Project Manufacture Scheduling Using Resource Constrained Multi Project Optimization Model (A Case Study in Machine Manufacturing Company Solo) 253
Seamus Tadeo Marpaung, Cucuk Nur Rosyidi, and Wakhid Ahmad Jauhari

Scheduling an Aircraft Maintenance Shop with Dedicated Technician and Dedicated Machine Constraints 260
 Wisnu Aribowo, Oktifian Windhi Prastomo, and Abdul Hakim Halim

Value Stream Mapping – A Tool to Detect and Reduce Waste for a Lean Manufacturing System 266
 Noraini Mohd Razali and Mohd Nizam Ab Rahman

Make or Buy Decision with Price and Quality Dependent Demand 272
 Cucuk Nur Rosyidi

Participatory Ergonomics Intervention for Exploring Risk Factors Lead to Work-Related Musculoskeletal Disorders Among Automotive Production Workers 278
 Fazilah Abdul Aziz, Zakri Ghazalli, and Nik Mohd Zuki Nik Mohamed

A Closed-Loop Supply Chain Model for Manufacturer-Collector-Retailer with Rework, Waste Disposal, Carbon Cap and Trade Regulation 284
 Niimas Ayu Frensilia Putri Adam, Wakhid Ahmad Jauhari, and Cucuk Nur Rosyidi

Optimization of Woven Fabric Production Process on Picanol Omniplus Air Jet Machine Using Taguchi Multi-response and Grey Relational Analysis Methods 291
 Yunus Nazar, Eko Pujiyanto, and Cucuk Nur Rosyidi

Re-designing an Assembly Lines at an Automotive Manufacturing Company 298
 Leonard Leymena, Cucuk Nur Rosyidi, and Wakhid Ahmad Jauhari

A Three-Echelon Inventory Model for Deteriorated and Imperfect Items with Energy Usage and Carbon Emissions 305
 Aldy Fajrianto, Wakhid Ahmad Jauhari, and Cucuk Nur Rosyidi

An Assignment Model to Support the Assembly Line Activities by Considering the Operator’s Unique Classification – The Computational Results 313
 Rudy Prijo Utomo, Mohammad Mi’radj Isnaini, and Anas Ma’ruf

Capacity Planning Model for Make-To-Order Companies Considering Lateness Penalty Cost Based on Critical Resources 320
 Wisnu Aribowo, Muhammad Afandi Hudzaifah, and Abdul Hakim Halim

An Optimization Model for Coal Procurement Networks with Coal Blending Facilities 326
 Muhammad Imaduddin and Sukoyo

Competing Risk Models in Reliability Systems, an Exponential Distribution Model with Gamma Prior Distribution, a Bayesian Analysis Approach	335
Ismed Iskandar, Muchamad Oktaviandri, Rachmawati Wangsaputra, and Zamzuri Hamedon	
Dump Truck Maintenance Contract Model Considering Operational Conditions (Load, Road Inclination and Environment Condition)	342
Fadhli Nishfi, Bermawi Priyatna Iskandar, and Rachmawati Wangsaputra	
Intelligent Condition Based Maintenance Using Adaptive Resonance Theory-2 Neural Network	349
R. Wangsaputra, H. Husniah, and Prasadhi Artono	
Nash Game Theory Leasing Contract Model of New and Recondition Complex Equipment	355
Mochamad Azka Harish, Andi Cakravastia, and Bermawi P. Iskandar	
Materials	
Refining the Composition of Recycled Spent Lubricants Mixed with Alumina Nanofluids for Machining Purpose	365
Lim Syh Kai, Nurrina Rosli, and Ahmad Razlan Yusoff	
Fatigue and Harmonic Analysis of a Diesel Engine Crankshaft Using ANSYS	371
Aisha Muhammad, Mohammed A. H. Ali, and Ibrahim Haruna Shanono	
Tensile Properties Comparison of Cassava Peel/Lycal, E-Glass 135/Lycal and Hybrid Cassava Peel+E-Glass 135/Lycal Composite with Hand Lay up Manufacturing Method	377
Lathifa Rusita Isna, Nur Mufidatul Ula, Syamsul Rizal, and Afid Nugroho	
Dip-Coating Methods for Carbon Membrane Fabrication: Effects of Coating-Carbonization-Cycles on Hydrogen Separation Prepared from P84/NCC	384
Norazlianie Sazali, Mohd Syafiq Sharip, Haziqatulhanis Ibrahim, Ahmad Shahir Jamaludin, and Wan Norharyati Wan Salleh	
Current Advances in Membranes for Competent Hydrogen Purification: A Short Review	390
Mohd Syafiq Sharip, Norazlianie Sazali, Mohd Nizar Mhd Razali, Farhana Aziz, and Mohd Hafiz Dzarfan Othman	
Microstructure and Mechanism of Silicanizing Process on Mild Steel Substrate Using Tronoh Silica Sand at 1000 °C for 4 H	396
Yusnenti Faziran Mohd Yunos and Mohd Yusri Ibrahim	

Surface Roughness and Tool Wear in Edge Trimming of Carbon Fiber Reinforced Polymer (CFRP): Variation in Tool Geometrical Design 402
 Syahrul Azwan Sundi, R. Izamshah, M. S. Kasim, M. F. Jaafar, and M. H. Hassan

Surface Roughness and Cutting Forces During Edge Trimming of Multi-directional Carbon Fiber Reinforced Polymer (CFRP)..... 409
 Syahrul Azwan Sundi, R. Izamshah, M. S. Kasim, M. F. Jaafar, and M. H. Hassan

A Brief Review on Utilization of Hybrid Nanofluid in Heat Exchangers: Theoretical and Experimental 416
 Haziqatulhanis Ibrahim, Norazlianie Sazali, Ahmad Shahir Jamaludin, Wan Norharyati Wan Salleh, and M. H. D. Othman

A Review on Effectiveness of Numerous Technologies by Utilizing Hydrogen 423
 Mohd Syafiq Sharip, Norazlianie Sazali, Haziqatulhanis Ibrahim, Ahmad Shahir Jamaludin, and Farhana Aziz

Phosphorus/Nitrogen Grafted Lignin as a Biobased Flame Retardant for Unsaturated Polyester Resin 429
 Salman Farishi, Annisa Rifathin, and Benni F. Ramadhoni

Effect of Glass Fibers and Aramid Fiber on Mechanical Properties of Composite Based Unmanned Aerial Vehicle (UAV) Skin 435
 Benni F. Ramadhoni, Ara Gradiniar Rizkyta, Atik Bintoro, and Afid Nugroho

Surface Roughness of Laser Modified Die Surface Change Under Thermal Cyclic Loading 441
 Annie Lau Sheng, Izwan Ismail, Fazliana Fauzun, and Syarifah Nur Aqida

Tensile Properties of Hybrid Woven Glass Fibre/PALF Reinforced Polymer Composite 448
 Mawarnie Ismail, M. R. M. Rejab, J. P. Siregar, Zalinawati Muhamad, and Ma Quanjin

Modification of Layered Structure in Manganese Oxide Nanorods for Electrode of Supercapacitor 455
 Radhiyah Abd Aziz and Rajan Jose

Investigation on the Effect of Build Orientation and Heat Treatment on Tensile Strength and Fracture Mechanism of FDM 3D Printed PLA 461
 Nanang Fatchurrohman, Nurul Najihah Najlaa Noor Hamdan, Mebrahitom Asmelash Gebremariam, and Kushendarsyah Saptaji

Influence of Glass Fiber Content on the Flexural Properties of Polyamide 6-Polypropylene Blend Composites	466
Nurizzathanis Mohamad Kusaseh, Dewan Muhammad Nuruzzaman, Mohammad Asaduzzaman Chowdhury, A. K. M. Asif Iqbal, Noor Mazni Ismail, Nanang Fatchurrohman, and Chan Shin Yi	
Effect of Delamination in Drilling of Natural Fibre-Reinforced Composite	472
Suraya Hamirudin Husin, Nurul Mohd Helmi, Nanang Fatchurrohman, Mebrahitom A. Gebremariam, and Azmir Azhari	
Investigation on Microstructure and Hardness of Aluminium-Aluminium Oxide Functionally Graded Material	478
Dewan Muhammad Nuruzzaman, A. K. M. Asif Iqbal, Maziyana Marzuki, Mohammad Asaduzzaman Chowdhury, Noor Mazni Ismail, Muhammad Ihsan Abdul Latiff, Md. Mustafizur Rahman, and Mebrahitom Asmelash Gebremariam	
The Effect of MAPE Compatibilizer Agent on the Tensile Strength of Recycled PET/HDPE Plastic Composite	484
Nik Ruqiyah Nik Hassan, Noor Mazni Ismail, Dewan Muhammad Nuruzzaman, Noraini Mohd Razali, and Suriati Ghazali	
Rheological Properties of Magnetorheological Polishing Fluid for Micro Mould Polishing	490
Nurain Abdul Mutalib, Izwan Ismail, Sofarina M. Soffie, and Syarifah Nur Aqida Syed Ahmad	
Effect of Aluminum Surface Treatment on the Damping Properties of Aluminum-Rubber Bonding System	497
Qumrul Ahsan, Adilla Fasha Ahmad Mawardi, Sivarao Subramonian, Mohd Rizal Alkahari, and Azma Putra	
Manufacturing Processes	
Finite Element Analysis of Baseplate for Failure Estimation in Light Railway Transit Fastening Systems	505
Noraishah Mohamad Noor, Muhammad Nashrur Faizzi Abdul Razak, and Ahmad Razlan Yusoff	
Enhancement of Surface Integrity in Cryogenic High Speed Ball Nose End Milling Process of Inconel 718	512
Musfirah Abdul Hadi and Jaharah A. Ghani	

Toolpath and Holes Accuracy of Robotic Machining for Drilling Process 519
 Mohd Shahir Kasim, Mohammad Shah All-Hafiz, Nurwahida Rosli, W Noor Fatimah Mohamad, Raja Izamshah, Mohd Amran Md Ali, and Abu Abdullah

Optimization of Speed Cylinder and Distance Speed Cylinder Hydraulic Movement of Kobelco Tire Curing Machine 525
 Deri Teguh Santoso and Pajar Barokah

Eco Design for Rooftop in Urban Housing 531
 Norasmiza Mohd and Zubair Khalil

Investigation on the Effect of Multiple Passes in Plain Waterjet Cleaning of Paint 537
 Mohd Nazir Mat Nawawi, Hafiz Husin, M. A. Gebremariam, and Azmir Azhari

Investigation on the Effect of Abrasive Waterjet Parameter on Machining Stainless Steel 544
 Hafiz Husin, Mohd Nazir Mat Nawawi, M. A. Gebremariam, and Azmir Azhari

Extension of an Analytical Model for a Contour-Parallel Strategy in the Triangular Pocket Machining 550
 Mochammad Chaeron, Budi Saputra Wahyuaji, and Apriani Soepardi

Study on Operational Characteristic of Microwave Oven Driven Plasma Spray Device 558
 Muhammad Fahmi Izuwan, Ahmad Redza, and Mohd Nizar

Comparative Study of Tool Path Strategies in CNC Machining for Part with B-spline Surfaces 564
 Zainal Fahmi Zainol Abidin and Muhammed Nafis Osman Zahid

Taguchi Multi Respond for Eri Silk/Cotton Yarn Process Parameters Optimization Using Rieter R35 Rotor Open End Machine 570
 Ridya Amerani Pra Lovian, Cucuk Nur Rosyidi, and Eko Pujiyanto

Effect of Machining Process Parameters on Acceleration Signal in Determining Surface Quality of Milling Process at Ductile Iron 577
 Norlida Jamil and Ahmad Razlan Yusoff

Study of Cutting Speed Effects on Lubricant Oil Film Thickness Under Minimum Quantity Lubrication 584
 Nur Izzati Khoirunnisa Ismail, Nurrina Rosli, and Kenji Amagai

Tool Deterioration of Stainless Steel 316 in Wet Milling Operation Using Carbide Tool 590
Amirul Ashraf Makhtar, Nurul Hidayah Razak, and Zhan Chen

Effect of Lubricating Oil on Sliding Loss and Power Loss of Nylon Gear 596
Mohammad Asaduzzaman Chowdhury, Md. Azizul Islam, Dewan Muhammad Nuruzzaman, Bengir Ahmed Shuvo, Rajib Nandee, and Uttam Kumar Debnath

Manufacturing Automation

Effect of Grouser Angle of Attack on Performance of Adjustable Robot Wheel Assistive Grouser 605
Siti Suhaila Sabarudin, Ahmad Najmuddin Ibrahim, and Yasuhiro Fukuoka

Parametric Study of CNG-DI Engine Operational Parameters by Using Analytical Vehicle Model 611
Mohd Fadzil Abdul Rahim, Abdul Aziz Jaafar, Rizalman Mamat, and Zahari Taha

Author Index 617

Manufacturing Systems



Formulation of Marketing Strategies in Expedition Services Company with SWOT and QSPM Methods

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Abstract. This research was conducted to determine what strategies the company should do in increasing project load. The company engaged in export and import expedition services has problems with unstable project load, especially in export projects in the past two years. The stages of research are divided into 3 stages: (1) input stage using Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix, (2) matching stage using Internal-External (IE) Matrix, the Strategic Position and Action Evaluation (SPACE) Matrix & the Strength-Weakness-Opportunity-Threat (SWOT) Matrix, (3) decision stage using the Quantitative Strategic Planning Matrix (QSPM) Matrix. In addition, the Analytic Hierarchy Process (AHP) method is used for weighting variables at the input stage. Based on the input stage, there are 8 key questions external factors and 12 key questions internal factors. From IE & SPACE Matrix, it shows the current position of the company in a conservative profile where the strategy that must be carried out is hold and maintain. The results of the SWOT matrix analysis are alternative strategies that are raised based on the comparison between S-O, S-T, W-O, and W-T. Then the QSPM matrix analysis will compare the value of interests between existing strategies and alternative strategies produced by the SWOT matrix. It is show that the proposed weighted strategy value of 6.27 while the existing strategic weighting is 5.56. Based on the results of the analysis, the things that must be done by the company are improving the internal relations, expanding marketing network, and adjusting prices.

Keywords: Strategic management · Strategy formulation · Expedition services company

1 Introduction

One of the processes in manufacturing is the distribution of goods through the supply chain. An expedition company in 2020 the vision, mission and goals for the future were first announced in the 2015 strategy and recently focused and re-emphasized in “Strategy 2020: Focus, Connect, Grow.” A strategy that is simple but not mediocre. Built on three pillars of Focus, Connect, and Develop, this strategy sets out a clear plan for the coming years with ambitious but achievable goals. It is a global logistics

company with a position that right in the developing world market. The company remains focused on the logistics sector as the core of our business while continuing to contribute to a better world, which we call “Undergoing Responsibility.” But based on the data and information the authors receive has a lack of stability in marketing, especially in the export section that is not stuck, the following are Project-Load data for 2 years, namely 2016 and 2017 (Table 1 and Fig. 1).

Table 1. Project load

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2016	36	28	36	33	28	23	13	24	19	30	22	12	25.33
2017	13	10	12	20	18	17	13	28	8	18	34	16	17.25

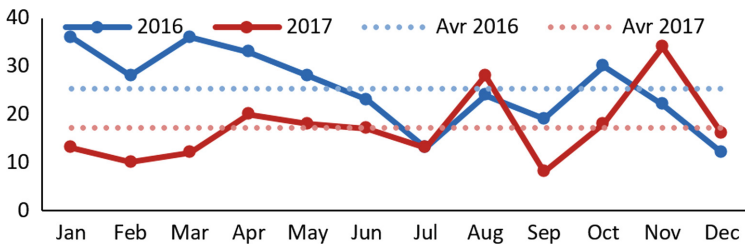


Fig. 1. Project-load fluctuation

Therefore, we need to know how to determine a good strategy for the company to stabilize and improve the company’s project load, is to make observations on the internal and external parties of the company. Then do data processing with the SWOT and QSPM methods.

2 Research Methodology

The stages of research that have been carried out begin with the identification of problems through observation. Then proceed with identifying internal and external factors that affect the company through interviews with the head of the company’s branch. Factors, both internal and external, that have been identified are given scores based on questionnaires that have been filled by customers and branch heads and given weights using the calculation of Analytical Hierarchy Process (AHP) [2]. With these scores and weights, we can create an IFE & EFE matrix, so that we can find out the scores of Strength (S), Weakness (W), Opportunity (O), and Threat (T). The IE and SPACE matrix can inform us of the position of the company in what quadrant. Each quadrant has a different strategy recommendation. The SWOT matrix helps us in choosing strategies that are in accordance with the comparison between SO, ST, WO, and WT. The QSPM matrix serves to find out whether the strategy we are proposing is better than the existing strategy [3] (Figs. 2 and 3).

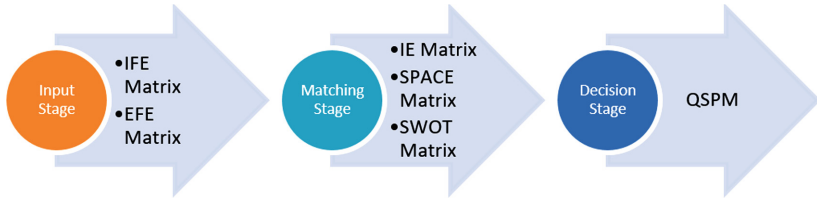


Fig. 2. Strategy-formulation analytical framework [1]

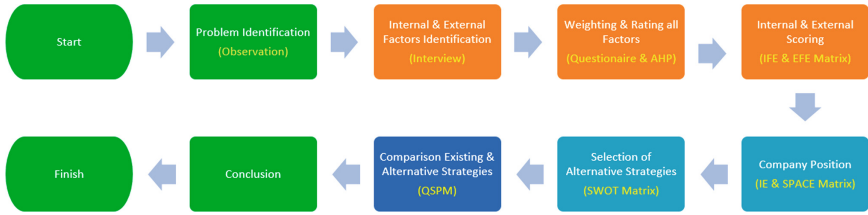


Fig. 3. Stages of research

3 Finding and Discussion

See Tables 2, 3, 4, 5, 6 and 7 and Figs. 4 and 5.

Table 2. Key questions internal & external factors

No.	Item description	Forces
I1	More than ever emphasize low price and value versus rivals	Marketing
I2	More than ever emphasize how the product/service will make your life better	Marketing
I3	Does the firm have good relations with its investors and stockholders?	Finance
I4	Are the firm's financial managers experienced and will trained?	Finance
I5	Is the firm's debt situation excellent?	Finance
I6	Are facilities, equipment, machinery, and offices in good condition?	Operation
I7	Are facilities, resources, and markets strategically located?	Operation
I8	Is communication between R&D and other organizational units effective?	R&D*
I9	Is there a chief information officer or director of information systems positions in the firm?	MIS**
I10	Do managers from all functional areas of the firm contribute input to the information system?	MIS
I11	Are strategists of the firm familiar with the information systems of rival firms?	MIS
I12	Is the firm's information system continually being improved in content and user-friendliness?	MIS
E1	Worker productivity levels	Economic
E2	Value of dollar in world markets	Economic
E3	Tax rates	Economic
E4	Attitudes toward work	Social
E5	Ethical concerns	Social
E6	Attitudes toward product quality	Social
E7	Attitudes toward customer service	Social
E8	Import – Export regulations	Political

Note: *R&D: Research and Development; **MIS: Management Information System

Table 3. Pairwise comparisons of IFE

No.	I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	I11	I12
I1	1.00	0.20	0.33	0.25	0.16	0.50	0.14	0.33	0.12	0.20	0.20	0.25
I2	5.00	1.00	1.66	1.25	0.83	2.50	0.71	1.66	0.62	1.00	1.00	1.25
I3	3.00	0.60	1.00	0.75	0.50	1.50	0.42	1.00	0.37	0.60	0.60	0.75
I4	4.00	0.80	1.33	1.00	0.66	2.00	0.57	1.33	0.50	0.80	0.80	1.00
I5	6.00	1.20	2.00	1.50	1.00	3.00	0.85	2.00	0.75	1.20	1.20	1.50
I6	2.00	0.40	0.66	0.50	0.33	1.00	0.28	0.66	0.25	0.40	0.40	0.50
I7	7.00	1.40	2.33	1.75	1.16	3.50	1.00	2.33	0.87	1.40	1.40	1.75
I8	3.00	0.60	1.00	0.75	0.50	1.50	0.42	1.00	0.37	0.60	0.60	0.75
I9	8.00	1.60	2.66	2.00	1.33	4.00	1.14	2.66	1.00	1.60	1.60	2.00
I10	5.00	1.00	1.66	1.25	0.83	2.50	0.71	1.66	0.62	1.00	1.00	1.25
I11	5.00	1.00	1.66	1.25	0.83	2.50	0.71	1.66	0.62	1.00	1.00	1.25
I12	4.00	0.80	1.33	1.00	0.66	2.00	0.57	1.33	0.50	0.80	0.80	1.00
Sum	53.00	10.60	17.66	13.25	8.83	26.50	7.57	17.66	6.62	10.60	10.60	13.25

Table 4. Pairwise comparisons of EFE

No.	E1	E2	E3	E4	E5	E6	E7	E8
E1	1.00	0.20	0.20	0.20	3.00	3.00	0.25	5.00
E2	5.00	1.00	1.00	1.00	1.67	1.67	1.25	1.00
E3	5.00	1.00	1.00	1.00	1.67	1.67	1.25	1.00
E4	5.00	1.00	1.00	1.00	1.67	1.67	1.25	1.00
E5	0.33	0.60	0.60	0.60	1.00	1.00	0.75	0.60
E6	0.33	0.60	0.60	0.60	1.00	1.00	0.75	0.60
E7	4.00	0.80	0.80	0.80	1.33	1.33	1.00	0.80
E8	0.20	1.00	1.00	1.00	1.67	1.67	1.25	1.00
Sum	20.87	6.20	6.20	6.20	13.00	13.00	7.75	11.00

Table 5. IFE & EFE matrix

Key internal factors	Weight	Rating	Weighted score	Key external factors	Weight	Rating	Weighted score
Strengths				Opportunities			
I1	0.02	3	0.06	E1	0.13	3	0.41
I4	0.09	3	0.28	E4	0.15	3	0.46
I6	0.06	3	0.17	E6	0.15	3	0.46
I8	0.08	3	0.23	E7	0.15	3	0.46
I10	0.11	3	0.34				1.8
I11	0.04	3	0.11				
			1.19				
Weaknesses				Threats			
I2	0.13	2	0.26	E2	0.08	2	0.15
I3	0.06	2	0.11	E3	0.08	2	0.15
I5	0.15	2	0.3	E5	0.12	2	0.25
I7	0.09	2	0.19	E8	0.13	2	0.25
I9	0.09	2	0.19				0.8
I12	0.08	2	0.15				
			1.21				
Total	1		2.4	Total	1		2.6

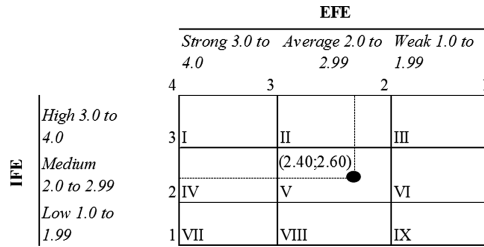


Fig. 4. IE matrix

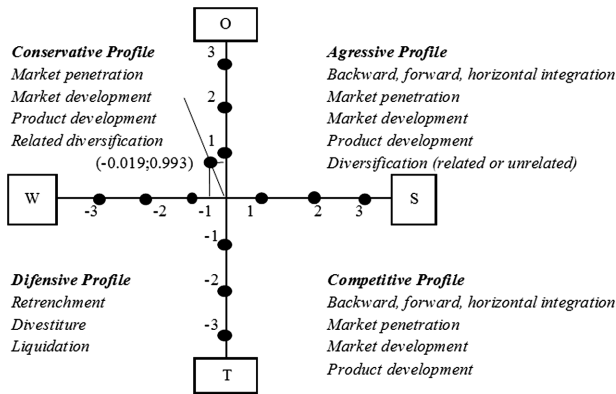


Fig. 5. SPACE matrix

Table 6. SWOT matrix

	Strength	Weakness
Opportunities	<p>SO strategies</p> <p>All notifications let post and distribute to all department by system information of there (S5, O1)</p> <p>Expand market and coming to customer for do cooperations (S3, S4, O2, O3, O4)</p>	<p>WO strategies</p> <p>Increasing the company information systems (W5, W6, O2)</p> <p>Repair relationships with the cooperations (W2, O2)</p> <p>Do calculation price on the input, process, output for repair debt situation (W3, O3, O4)</p>
Threats	<p>ST Strategies</p> <p>Create the ethical rule for employee toward work (S4, T3)</p> <p>Do changed price for get more profit toward service import & export (S2, T4)</p>	<p>WT Strategies</p> <p>Determine BEP price of service/product to minimize the loss value of dollar in world markets (W5, T1, T4)</p>

Table 7. QSPM matrix

Key factors	Strategic alternative				
	Weight	Focus		Company repair	
		Connected		Expand market	
		Evolved		Change price	
	AS	TAS	AS	TAS	
<i>Opportunities</i>					
<i>E1</i>	0.14	3	0.41	4	0.55
<i>E4</i>	0.15	2	0.31	4	0.62
<i>E6</i>	0.15	3	0.46	3	0.46
<i>E7</i>	0.15	3	0.46	3	0.46
<i>Threats</i>					
<i>E2</i>	0.08	3	0.23	4	0.31
<i>E3</i>	0.08	2	0.15	3	0.23
<i>E5</i>	0.12	3	0.37	3	0.37
<i>E8</i>	0.13	3	0.38	3	0.38
	1.00				
<i>Strength</i>					
<i>I1</i>	0.02	2	0.04	2	0.04
<i>I4</i>	0.09	4	0.38	4	0.38
<i>I6</i>	0.06	3	0.17	3	0.17
<i>I8</i>	0.08	2	0.15	2	0.15
<i>I10</i>	0.11	2	0.23	2	0.23
<i>I11</i>	0.04	2	0.08	1	0.04
<i>Weakness</i>					
<i>I2</i>	0.13	3	0.40	3	0.40
<i>I3</i>	0.06	3	0.17	3	0.17
<i>I5</i>	0.15	2	0.30	3	0.45
<i>I7</i>	0.09	3	0.28	3	0.28
<i>I9</i>	0.09	4	0.38	4	0.38
<i>I12</i>	0.08	3	0.23	3	0.23
<i>Total</i>	1.00	55	5.56	60	6.27

4 Conclusion

Based on the input stage, there are 8 key questions external factors and 12 key questions internal factors. From IE & SPACE Matrix, it shows the current position of the company in a conservative profile where the strategy that must be carried out is hold and maintain. The results of the SWOT matrix analysis are alternative strategies that are raised based on the comparison between S-O, S-T, W-O, and W-T. Then the QSPM matrix analysis will compare the value of interests between existing strategies and alternative strategies produced by the SWOT matrix. It is show that the proposed weighted strategy value of 6.27 while the existing strategic weighting is 5.56. Based on

the results of the analysis, the things that must be done by the company are improving the internal relations, expanding marketing network, and adjusting prices.

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Optimization of CNG Multi-depot Distribution to Determine Model Routes and GTM Totals Using Tabu Search and Differential Evolution Methods

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Abstract. Fuel Gas Filling Station Sadikun Bekasi and Fuel Gas Filling Station Sadikun Sukabumi multi-depots have 30 consumers of distribution area such as Bogor, Tangerang, and Cilegon. They distribute Compressed Natural Gas (CNG) to industrial consumers by using a trailer-based Gas Transport Module (GTM). The CNG purchase agreement between the provider of CNG to consumers who will fulfill the request per day without time limitation (time windows) and the distribution frequency set by the company. To optimize the distribution of CNG in this research is conducted using Tabu Search (TS) and the Different Evolution (DE) Methods. Meanwhile, TS Method has reducing total distribution costs as Rp 45.294.844, the reducing of mileage distribution as 1532, 3 km, and the route of distribution is reduced. Starting from 17-trips to 6-trips as the offer route of distribution using 6 GTM. It affects increasing the utility value of GTM as 22.70%. DE Method has reduced total distribution costs as Rp 36.571.190, the reducing of mileage distribution as 1.441,7 km, and the route of distribution is reduced. Starting from 17-trips to 8-trips as the offer route of distribution using 8 GTM. It affects increasing the utility value of GTM as 29.95%. This study shows that Tabu Search (TS) Method is more reliable.

Keywords: Compressed Natural Gas · Tabu Search · Differential Evolution

1 Introduction

Today, the largest contribution of gas utilization is industrial sector reached 44% of totals and will increase in 2050 to 69%. In the industrial sector, natural gas is not only consumed to fuel, but also as raw material. By 2050, the power generation sector, commercial, and transportation of each section of gas utilization are 26%, 13% and 1%. At the same time, the part of household sector is below 1% [1]. To satisfy the demand of industrial gas needs which to increase annually, then the perpetrators of the natural gas business needs to expand the infrastructure of pipelines, increase the optimization value of the production process and supply chain from upstream to downstream in order to the availability of gas supply awake in various regions, price stability, and timeliness of the distribution of precision so that the cycle of industrial production in Indonesia continues to perform well.

The study focuses on multi-depot of Fuel Gas Filling Station Sadikun Bekasi and Sukabumi which are 30 consumer distribution areas such as Bogor, Tangerang, and Cilegon. The distribution of Compressed Natural Gas (CNG) to industrial consumers uses a trailer-based Gas Transport Module (GTM) that is specifically used for the transport of gas. The Gas Sales Purchase Agreement between the CNG provider to consumers who will perform the request of CNG per day without a time limit (time windows) and the distribution frequency set by the company depot. The Problem in research is related to quantity different in each point, charge, the limited capacity of fleet limited fleet, the distance, those who to traffic congestion. The distribution still uses the one-on-one. To minimize the total cost of distribution made the determination of the route and the number of the distribution of CNG optimal industry to reduce fixed cost and variable cost are conducted by using Tabu Search (TS) and the Different Evolution (DE) algorithm of The Vehicle Routing Problem with Times Window (VRPTW).

2 Literature Review

2.1 Tabu Search (TS)

Tabu Search is a method that is incorporated in a class called meta-heuristics. TS method has proven successful in solving problems related to the combinatorial optimization problems. The basis of TS meta-heuristic is to use aggressive strategies escort to cut local search procedure to carry out exploration in the solution set in order to avoid being stuck in local optima. When local optima encountered, an aggressive strategy to move to the best solution in every neighbor even if it resulted in a decrease in the value of interest.

2.2 Different Evolution (DE)

Differential Evolution algorithm is not much different from other Evolutionary algorithms. DE uses vectors that represent all of candidate solutions which its search technique performed simultaneously on a number of solutions called the population. Initial population (zero generation) is formed by generating a random number, while the next population is the result of the evolution of vectors that have been through the stages of reproduction, mutation, recombination and selection. Each individual is defined as a D-dimensional vector in which the vectors are denoted as $x_{i,g}$ which is a member of the population in g-generation. Population denoted as P_x comprising the vectors are N_p dimension where N_p is the population size.

2.3 The Vehicle Routing Problem with Times Window (VRPTW)

VRP with time windows (VRPTW) is the development of CVRP which has a capacity constraint applied and each i-consumer associated with interval $[a_i, b_i]$ called time window. The instant time when the vehicle leaves the depot, travel time T_{IJ} , for each

notation $(i, j) \in A$ (or the notation for $e \in E$) and the addition of the service time for each i -consumer have been determined [2].

Service to customers should be initiated which is associated in the time window and the vehicle must stop at customer locations are for the time instant. Sometimes, in the case of an earlier arrival at the location of the i -consumer, vehicles are generally allowed to wait until the instant time a_i , i.e. until the service begins.

3 Research Methodology

The data used in the research is the historical data in 2015 regarding the distribution of CNG from CNG provider company depot to various consumer depots which have a demand regardless of time of delivery (time windows). Here is a secondary data that is required in this study.

- (a) Fleet data used
- (b) Data of distribution costs (fixed cost and variable cost)
- (c) The number of CNG by consumer demand
- (d) Data of mileage of the vehicle from the depot to the consumer
- (e) Data of matrix consumer depot locations

Overall the data processed by designing mathematical models and algorithms VRPTW translated into programming language Matlab R2015b (ver.7.9.0) by entering the objective function and constraints are predetermined.

Constraint

Q = The number of transported for customers j

j Point = 1, 2, 3, ..., 32

d_{ij} = The distance from i to j

FC_1 = Fixed costs vehicles

VC_1 = Variable costs vehicles

Variable

$$X_{ijk} = \begin{cases} 1 & (i \text{ point connected to } j \text{ point on the day to } k) \\ 0 & \text{No} \end{cases}$$

$$Y_k = \begin{cases} \text{Vehicle used} \\ 0 & \text{No} \end{cases}$$