

ABSTRACT

Responsive innovation is one of the crucial factors for businesses to remain competitive in an era of rapid technological advancements. The frequent failure of innovation is often caused by the complexity of human behavior. This research focuses on the application of responsive innovation in an inefficient product development business process at a carton box manufacturing company, using the Lean Six Sigma (LSS) and RSM Design (Recognize, Scrutinize, Materialize) approaches. The study was conducted at PT. ABC Bandung & Subang, a carton box manufacturing company. The purpose of this research is to evaluate how the implementation of responsive innovation can improve company performance and to detail the contribution of such innovation in the business process. This research employs a qualitative approach, with data collected through Focus Group Discussions (FGD), observations, and document studies. The results of the research indicate that the application of responsive innovation using LSS and RSM successfully enhanced the performance of the product development process. The study found a significant improvement in lead time, reducing it from 48 days to 16.75 days. This research provides empirical evidence of the benefits of implementing responsive innovation in the product development business process at a manufacturing company. These findings can serve as a reference for other companies seeking to improve their performance and competitiveness through innovation.

Keywords: *Responsive Innovation, Lean Six Sigma, RSM, Manufacturing Company.*