

## ABSTRACT

*Tahu kinanti is a company who specialize produce tofu product, tofu is one of the food products who processed by soybeans in ingredients and its favorite because it contains nutrition and benefits. Business competition in tofu industries is getting tougher by the presence of competitors that also manages and produce processed tofu. Currently, Tahu kinanti has not been able to compete and increase market expansion because it has not achieved the standard of packaging product and customer needs, it proven by complained customers about problem of packaging product. Therefore, Tahu kinanti needs to make improvements of packaging design in order to create a packaging that provides attractiveness and quality assurance of tofu product are packed.*

*This study aims to provide recommendations for improvement tofu packaging design using Quality Function Deployment (QFD). The QFD method is chosen based on customer involvement in improving packaging design process to give the assurance customer satisfaction. The study was conducted by interviewing customers, preparation of Voice of Customer, distributing questionnaires, the determination of the technical characteristics, the manufacturing matrix House of Quality, concept development design, determination of part specification, manufacture Part Deployment matrix, and design visualization.*

*The design of the packaging design improvements resulting PET plastic, shaped log with a interesting white colour combination and transparant, using writing Sans Serif font, positioning the product information above the packaging, as well as using material cover packaging by alumunium foil and the cover lock system is using vacuum sealed.*

***Keywords: Design, packaging, HOQ, matrix, Quality Function Deployment***