

ABSTRACT

Keripik Pisang Sambal Kampoeng is a snack made by small medium enterprise named Pelagi Rasa. At this time, the owner of Pelangi Rasa wants to expand its market by distribute the product to supermarket. In order to market the product to supermarket, the packaging must meet the packaging standards set by the government and the product already has the SNI (Standar Nasional Indonesia) certification. The current packaging of Keripik Pisang Sambal Kampoeng is made by plastic and print paper as the label with minimum of product informations. Therefore, this research is aimed to make a packaging design for Keripik Pisang Sambal Kampoeng that can fulfill customer needs with Quality Function Deployment methods.

The result of this research is the packaging use orange as its color, the shape is standing pouch with zipper to open the packaging, made by alumunium foil with its dimension 21 cms height, 13 cms length and 8 cms width, and lists the product informations that comply with packaging standards set by government.

Keywords: packaging design, SME, Quality Funtional Deployment, customer needs.