

ABSTRACT

Facing the situation of competition in an increasingly difficult market, packaging design serves as one of the most influential tool to attract consumers because its function is directly dealing with consumers. Rizqia SMEs is one of the SMEs in Ciwidey district that sells a wide variety of processed foods typical Ciwidey. Product packaging design keripik sambal stroberi Rizqia SMEs used by SMEs Rizqia is still not able to meet the target market and has many shortcomings of competitor information provided in the packaging of keripik sambal stroberi SMEs Rizqia very simple make consumers still feel hesitant to buy the product keripik sambal stroberi Rizqia SMEs. Rizqia SMEs has the objective to be able to focus the targeted marketing by selling its products to stores larger and expanding market. Limitations of packaging used keripik sambal stroberi products Rizqia become barriers to attract attention. Therefore, SMEs Rizqia need to do packaging design improvements so as to create a package that gives attractiveness and quality assurance of the product packaged keripik sambal stroberi.

This study aims to provide recommendations for improvement keripik sambal stroberi 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, GAP calculations, 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 aluminum foil, shaped standing pouch with a color combination of red and white, using writing Sans Serif font, positioning the product information on the front and back of the packaging, as well as using cover packaging zipper lock with 2 size variant.

Keywords: design, packaging, Quality Function Deployment, QFD