

ABSTRACT

In the era of the Asean Economic Community (AEC), Minister of Labour suggests the Indonesian people to have special skills and complete themselves with certification. In addition, according to Moelyono, as the owner of GMC Animation Art Gallery, said that Indonesia animators sought by the world of animation because they have high creativity and their ability not much different from the animator from Europe. One way to increase the special ability that is by training and certification. One of training and certification institute is Telkom PCC that dedicated by PT. Telekomunikasi Indonesia Tbk. in developing the Indonesian people. Creative Multimedia Professional is one of the courses held by TPCC related to animations. The study program CMP is not currently able to achieve the target number of students that have been planned before, even the number of students has decreased in the last three years. Therefore, Telkom PCC do to make the product quality improvement for study program CMP to give the benefits for the institution.

This study aims to provide recommendations to improve the quality of study program CMP is based on true customer needs 9 consider from the integration of Kano model and Education Quality. This study using Quality Function Deployment (QFD). QFD is one of method that can translate customer needs into product characteristics taking into consideration the ability of TPCC to make it happen. QFD method consists of four stages, but this study was conducted only two stages. The first step is the House of Quality to determine priorities based on the technical characteristics of the target has not been achieved. Technical characteristics priorities that include that are the material of learning has been appropriate with the need of industry, the standard maximum time of learning, management of activities outside the curriculum, and management advisor activities. Furthermore, the development of a concept to define the concept of an alternative to the company and as a reference in determining the critical part on QFD iteration two. The next step is Part Deployment to determine the priority of critical parts. Priorities critical part include, the media feedback of alumni / graduates, the maximum time learning, types of seminars, training material content according to the needs of multimedia company, the type of student activities, the type of content the student activities, the type of student organizations structure, and frequency of student organizations management structure. The next priorities critical part will be used as a reference of recommendations to the company.

Recommendations proposed in this study based on critical part that has not achieved and suitable with the alternative concept that resulted, such as making the media feedback of alumni / graduates, the maximum time learning appropriate to the type of training programs, types of workshop conducted, the content of training materials in accordance with the needs of the multimedia company, the type of student activities outside the curriculum such as community animators, student activity material

content was adjusted from results of cooperation with multimedia company, type of student organizational structure be adapted to the needs of organization, and the frequency of student organizations management structure..

Keywords: Quality Function Deployment, true customer needs, Part Deployment, CMP