

ABSTRACT

UKM Keripik Ilil is one of the Small Medium Enterprise (SME) in the field of culinary snack food in Bandung city which process banana into banana's chips called Keripik Pisang Ilil. UKM Keripik Ilil wants to expand market and sell Keripik Pisang Ilil to major retailers such as Yogya and Borma. However, the company goal is still not achievable because the packaging of Keripik Pisang Ilil has not been standardized yet. it is felts by customer after the preliminary study to determine the customer response to the packaging of Keripik Pisang Ilil. Therefore, UKM Keripik Ilil should improve the packaging of the product so that it could attract more customer and can be sold at major retailers.

This research aimed to give recommendation of improved packaging design of Keripik Pisang Ilil based on the needs and customer wants. This research is using Quality Function Deployment Method because this method is a customer-oriented which will improve customer satisfaction. QFD is done by using a two-stages and one other stage is concept development. This research uses a true customer needs, Cano Category and Values Category Customer Satisfaction Value as an input.

From the research results, can be identified there are 28 attributes customer needs related to packaging of Keripik Pisang Ilil. From the identified attribute there are 17 Technical Requirements that need to be considered in packaging design, and there are also 8 Critical Part which each target translated into recommendation of Keripik Pisang Ilil Packaging.

Keyword : Packaging, Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment