ABSTRACT

Badger Invaders is one of the clothing fashion retail industries, based in Bandung, which produces clothing and other accessories. After nearly 20 years of existence, many orders have come from outside the city of Bandung so that business expansion can be done to various major cities in Indonesia. Besides, other product lines were also added, such as bags, sandals, belts, wallets, socks and glasses. The company has also developed a website that functions as a online transaction system. With a website and outlets, the company now has two transaction systems, online and offline. However, Instagram as their social media is the only way to promote its products online. It is also known that there are still deficiencies in managing Instagram social media. This is the basis for this research to design the attribute needs associated with Instagram Badger Invaders management based on the integration of Fuzzy-Information Quality and Fuzzy-Refined Kano. The dimensions used includes timeliness, responsiveness, intrinsic, understandability, accessibility, completeness, creative integration. From these dimensions, there are 21 need attributes of Instagram account management are obtained. The results showed that of the 21 attribute needs there were 14 attributes as True Customer Needs that had to be developed and prioritized. These requirement attribute recommendations are formulated based on the integration of Fuzzy-Information Quality and Fuzzy-Refined Kano.

Keywords: Instagram, Information Quality, Refined Kano, Fuzzy Logic, True Customer Needs