

## **ABSTRACT**

*CV Chicken Dai Ichi is a business engaged in the food business that provides products in the form of broiler (broiler) domiciled in Gunungkidul Regency, DI Yogyakarta. One of the problems found in the CV Chicken Dai Ichi company is product sales that do not reach the target of 100 tons per year. Given these problems, product innovation is needed, one of which is through the development of chicken meat product packaging. The product development design design process is facilitated by the Quality Function Deployment (QFD) method as a reference in the design process.*

*The design begins with analyzing the results of the voice of customer with the QFD method. The reference standard for the design is based on the guidelines on how to process and handle frozen processed food by the Food and Drug Administration.*

*The results of this study are packaging designs that comply with operational standards for frozen chicken meat using the vacuum packaging method. The results of the packaging design are designed according to the technical characteristics and packaging specifications for frozen chicken meat products.*

*Designed packaging can increase sales opportunities by expanding the market. This is because the proposed packaging products are able to improve the quality of packaged chicken meat products so that they are able to reach a wider market with an increase in the value of packaged chicken meat products.*

***Keywords: Product Development, Quality Function Deployment, Product Packaging Design, Vacuum Packaging***