

ABSTRAK

Peningkatan Daya Saing Produk Umkm Mi ganyong Bu Tati Melalui Pemenuhan Kebutuhan Konsumen Menggunakan QFD

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Pertumbuhan UMKM terus meningkat, saat ini jumlah produsen Mi ganyong di Bukateja, Purbalingga mencapai 21 produsen yang menyebabkan UMKM Mi ganyong Bu Tati kewalahan menghadapi persaingan tersebut. Pengembangan produk merupakan salah satu strategi untuk meningkatkan daya saing. Berdasarkan hasil kuesioner 83.3% konsumen Mi ganyong menginginkan adanya pengembangan produk pada aspek kemasan. Penelitian ini bertujuan untuk mengetahui perencanaan pengembangan produk yang mampu meningkatkan daya saing melalui pemenuhan kebutuhan konsumen menggunakan metode QFD serta mengetahui gambaran pengembangan produk dari hasil perencanaan. QFD (*Quality Function Deployment*) merupakan metode pengembangan produk yang berfokus pada kebutuhan konsumen. Hasil dari penelitian ini adalah terencanaanya pengembangan produk melalui QFD dengan terdapat 8 atribut kebutuhan konsumen yakni menambah porsi mi, peningkatan kualitas kemasan (kemasan tidak mudah rusak), kemasan yang menarik, peningkatan kemampuan kemasan dalam melindungi produk, adanya spot transparan untuk melihat kondisi produk, menambah informasi produk, menjaga kepraktisan kemasan, dan kemudahan membaca informasi produk pada kemasan. Berdasarkan hasil survei akhir pengembangan kemasan yang dilakukan mampu meningkatkan kepuasan konsumen hingga 80.67%, dimana nilai tersebut lebih tinggi 37.33% dari Mi ganyong pesaing. Hal tersebut diharapkan dapat menggambarkan bahwa melalui pengembangan produk pada aspek kemasan mampu meningkatkan daya saing.

Kata Kunci: Daya saing, Mi ganyong, Pengembangan kemasan, QFD, UMKM

ABSTRACT

Increasing The Competitiveness Of Msmes Ganyong Bu Tati Through Fulfilling Consumer Needs Using QFD

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The growth of MSMEs continues to increase, currently there are 21 ganyong noodle producers in Bukateja, Purbalingga which has caused Bu Tati's MSME ganyong noodles to be overwhelmed by the competition. Product development is one strategy to increase competitiveness. Based on the results of the questionnaire, 83.3% of Canna Noodle consumers wanted product development in the packaging aspect. This study aims to determine product development planning that is able to increase competitiveness through meeting consumer needs using the QFD method and to know the description of product development from the planning results. QFD (Quality Function Deployment) is a product development method that focuses on consumer needs. The results of this study are planned product development through QFD with 8 attributes of consumer needs, namely increasing the portion of noodles, improving packaging quality (packaging that is not easily damaged), attractive packaging, increasing the ability of packaging to protect products, having transparent spots to see product conditions, add product information, maintain packaging practicality, and make it easy to read product information on packaging. Based on the results of the final survey, the packaging development that was carried out was able to increase consumer satisfaction by up to 80.67%, where the value was 37.33% higher than competitor. It is hoped that this will illustrate that through product development in the packaging aspect, it is possible to increase competitiveness.

Keywords: *Competitiveness, Mi ganyong, MSME Packaging development,*