

RINGKASAN

Penerapan inovasi untuk mengembangkan kemasan getuk goreng sebagai produk makanan khas daerah perlu dilakukan. Inovasi ini berdasarkan pada permintaan dari pembeli dengan harapan besar dapat memenangkan persaingan dengan usaha lain, meningkatkan penjualan dan laba. Penelitian ini bertujuan mengidentifikasi *kansei words* desain kemasan ramah lingkungan produk getuk goreng, mengetahui elemen (atribut) desain kemasan getuk goreng yang mempengaruhi *kansei* konsumen, serta merancang pengembangan desain kemasan getuk goreng berdasarkan *kansei* konsumen. Variabel yang diamati adalah variabel independent (atribut kemasan) dan variabel dependent (keseluruhan respon dari sekian atribut kemasan). Dalam penelitian ini *trend* Twiter sebagai dasar penentuan *kansei words* dan survei kemasan sejenis dilakukan guna menentukan elemen (atribut) desain kemasan. Metode *Kansei Engineering* digunakan dalam menterjemahkan kebutuhan emosional (kesan, perasaan, dan permintaan) konsumen getuk goreng ke dalam parameter desain yang konkrit. Analisis data lanjutan dilakukan dengan PCA (*Principal Component Analysis*), *Factor Analysis* (FA), dan PLS (*Partial Least Square*) guna sebagai dasar matematis penentuan rancangan pengembangan desain kemasan ramah lingkungan getuk goreng. Hasil penelitian ini didapat sejumlah 30 kata *kansei* konsumen, 7 atribut/elemen desain, dan sejumlah rancangan desain kemasan ramah lingkungan yang mungkin untuk produk makanan khas daerah getuk goreng.

Kata kunci: Kemasan, Getuk Goreng, *Kansei* Konsumen, Elemen/Atribut, Kategori, dan *Kansei Engineering*.

SUMMARY

The application of innovation was needed for developing getuk goreng packaging as traditional food. This innovation based on the demand of customers was decent to applied with their biggest prospect can make the winner competition of others industry, increase selling product and profit. The objective of our research are identification the kansei words about environmentally friendly packaging design of getuk goreng products, to find out the elements/attributes of packaging design for getuk goreng that can influence customer's kansei, and then make a plan the development packaging design for getuk goreng based on the customer's kansei. The observed variables were the independent's variables (attributes of packaging) and dependent's variable (over all of attributes responses). The Twitter's trend was become basis to determining the kansei words inside of this research and we do survey about same packaging was become basis determining the elements (attributes) of packaging design. The Kansei Engineering method was used to interpretation the emotional getuk goreng's consumer needs (impression, feeling, and demand) become the real/konkrit design parameters. The intermediately analysis this research we use PCA (Principal Component Analysis), Factor Analysis(FA), and PLS (Partial Least Square) and then we use the result become mathematics base on determine the development environmentally friendly packaging for getuk goreng. The result of this research show we get 30 kansei words, 7 elements/attributes packaging design, and some of plan of environmentally friendly packaging design that possible to applied. Key words: Packaging, Getuk Goreng, Consumer's Kansei, Element/Attribute, Category, and Kansei Engineering.

