

ABSTRACTS

Growth in the decorating business competitors, did not rule out the existence of increasingly fierce competition impact felt by the players in it. Seeing the number of competitors who continued to arrive to fill market opportunities decorations and party supplies business, the need for "New Product Development Strategy" by PARTY PARTNER in order to maintain the existence and the competitive advantage that has been previously owned.

Through this research will be the development of the product bunting flags to be examined, so the flag bunting product has other uses than just be rubbish after use in a celebration party.

The method in this research using qualitative methods, techniques of data collection using semi-structured interviews. Interviews in the study carried out to consumers who buy the products PARTY PARTNER bunting flags, from the consumers who buy the flag bunting taken nine participants to be interviewed bunting flags related to product development.

Based on the research results of the study participants desire flag bunting The product is converted into paper lanterns. Some participants thought that the paper lanterns will be made to have a unique and high-value, besides the participants thought that the lanterns can be used as gifts to people nearby.

Based on the research results, to make the product development bunting flags, bunting PARTY PARTNER should change the flag into paper lanterns, paper lanterns that have a unique value so PARTY PARTNER will have more value offered to consumers and can continue to compete with its competitors.

Keywords: Strategy, New Product Development, Bunting Flag