

ABSTRACT

SMEs Shagy Lestari is one of the producers of strawberries in the area Rancabali, West Java. Mr. Soemantri and Mrs. Nunung are the owner and founder of Sustainable SMEs Shagy Lestari. Manufacture of processed strawberries is one way in which the owners of SMEs, since SMEs Shagy Lestari location, strategic marketing, travel region Kawah Putih. Dodol strawberries, strawberry sauce and strawberry jam is a product produced SMEs Shagy Lestari.

Based on sales data, the SMEs suffer losses decline in sales in 2013 and 2014, saw a decrease in sales of products dodol strawberries, researchers make SMEs Shagy Lestari products as research objects. This research was conducted by distributing questionnaires to 150 respondents using non-probability sampling technique sampling is purposive sampling. There are two types of questionnaire in this study, questionnaires product packaging and the model canoe. In this study, using methods Product Packaging and models of canoes, the object of this research in the form of Packaging, and the researchers will determine the quality of a packaging, the researchers used a method for Product Quality, so didapatkanlah combining the research methods and research object namely Product Packaging.

The results of the deployment of 150 questionnaires obtained 100 questionnaires that pass screening and produced 24 attributes of product packaging needs dodol strawberries obtained from processed questionnaires. Both the data processing and then do the integration and analysis of data to find True Customer Needs. Formulation of recommendation from analysis of priority recommendations were made to eight attributes were enhanced.

Keywords: Product Quality, Product Packaging, Model Kano, Packaging Design