ABSTRACT

Recorded in August 2000 market share for the product urinal owned by PT. Surya Toto Indonesia recorded 43% of all urinals needs in Indonesia. But over time, the negative trend in sales began to arise, this is due to the increasingly stringent national competition and in adding to the number of sanitary wares products from China who jumped dramatically from 11 thousand tonnes in 1999 to 55 thousand tons in 2005. Necessitating a design of urinals that can answer this need, in order can get a quality design of urinals. In addition to answering the needs of the design quality urinals should also pay attention to environmental aspects, where the manufacturing process and the life Cyle time does not cause negative impacts to the environment.

The approach used in this research is Green Quality Function Deployment Method. This method is a product development process based on describe the quality of consumer's desires and the environment.

Based on the process iteration I of QFD, there were five technical characteristics that be priorities in the development of urinals. While the Green House of the processing results obtained 8 (eight) environmental impacts should be prioritized in undertaken. IPAL program is reduction of combustion and choosing eco-friendly fuel.

Based on iterations I of HOQ and the result of Green House then selected concept 1, where this concept give an impact on the environment of 0.013 mpts / 1 hour of use. Replacement of materials on the part p-traps, pipes, electric sensor faucet with an aluminum material can reduce the environmental impact by 30%.

Key words : Quality, Green, Green Quality Function Deployment, Green House