

ABSTRACT

Shredded mushroom is one of the favorite processed food products because it contains nutrition and benefits. Business competition is getting tougher by the presence of SMEs competitors that also manages processed foods shredded mushrooms. Currently, Kencana Mas SMEs has not been able to compete and increase market expansion because it has not achieved the standard of packaging product and customer needs. Therefore, Kencana Mas SMEs need to make improvements of packaging design in order to create a packaging that provides attractiveness and quality assurance of shredded mushroom product are packed.

This study aims to provide recommendations for improvement shredded mushroom packaging design using Quality Function Deployment (QFD). The QFD method is chosen based on customer involvement in improving packaging design process to give the assurance customer satisfaction. The study was conducted by interviewing customers, preparation of Voice of Customer, distributing questionnaires, GAP calculations, the determination of the technical characteristics, the manufacturing matrix House of Quality, concept development design, determination of part specification, manufacture Part Deployment matrix, and design visualization.

The design of the packaging design improvements resulting aluminum foil, shaped standing pouch with a color combination of yellow and brown, using writing Sans Serif font, positioning the product information on the front and back of the packaging, as well as using cover packaging zipper lock.

Keywords: design, packaging, Quality Function Deployment, QFD