ABSTRACT

PT Agro Jabar is one of the companies engaged in the agribusiness sector. The core product of PT Agro Jabar is C-Legar Sari Lemon. There are two systems that PT Agro Jabar use to sale C-Legar Sari Lemon, the systems are offline and online. Until now, sales of C-Legar Sari Lemon are still dominated by offline. For online marketing, one of the media used by C-Legar Sari Lemon is Instagram. Even so, there are still shortcomings in Instagram social media used by the sale of C-Legar Sari Lemon. This also led to the sale of C-Legar Sari Lemon has never met the sales target throughout 2018 until 2020. In addition, the percentage of target market knowledge of C-Legar Sari Lemon products is still very low. Therefore, the basis of this research is to design the attributes of need on the Instagram account C-Legar Sari Lemon. Processing in designing attribute needs is done with the integration of Kano Refined Model and Information Quality dimension. The dimensions used are timeliness, accessibility, understandability, completeness, responsiveness, and creative integration. From these dimensions obtained 18 attributes of needs for managing Instagram account. The attributes of needs will determine True Customer Needs as the basis for the formulation of recommendations for improvement of Instagram management C-Legar Sari Lemon. The results showed from 18 attributes there are 12 attributes identified as True Customer Needs. The result of the identification will be the formulation of the final recommendation with consideration of the C-Legar Sari Lemon.

Keywords: Instagram, Kano Refined Model, Information Quality