

ABSTRACT

The nation prioritizes the education sector, as evidenced by the 2022 RAPBN (State Revenue and Expenditure Budget Plan) in which the education sector receives the largest budget. Education is not only about theory, but ethics, behavior, manners, and other things that can be used to adapt in the midst of society are part of education. One of the learning methods that is considered effective is the method of learning outside of school or also known as a Study Tour or Field Trip, where students are given the opportunity to practice directly and compare a theory with the real environment. Based on the results of interviews with five teachers from different schools in the city of Bandung, there were complaints or difficulties felt by the teachers in preparing and organizing study tour / field trip activities. Travelmates used this opportunity as an opportunity to create a product for the problems that occurred.

This research was made with the aim of getting a new product design concept or design from the Travelmates application. This type of research is descriptive with a quantitative approach. The research was conducted on private elementary school teachers in the city of Bandung. Questionnaires were distributed to 123 respondents using the Convenience Sampling technique. The analysis technique uses the QFD (Quality Function Deployment) method with the HOQ (House of Quality) analysis tool.

Keywords : Design Product, QFD (Quality Function Deployment), House of Quality, Voice of Customer, Technical Response