

ABSTRACT

APPLICATION OF QUALITY FUNCTION DEPLOYMENT IN DEVELOPING SMME (Small Micro Medium Enterprise) MAKARONI GODAS PRODUCT

SMME Macaroni Godas is a SMME formed since December 8, 2016 which is engaged in snack macaroni fry. Over time, the level of sales in Small Micro Medium Enterprise Makaroni Godas is not satisfactory that is only about 15-17 packs per day, therefore the development of products become necessary to make products that become consumer needs. QFD method is chosen as the method used to do product development, because this QFD method serves to translate consumer needs into technical steps that can be used by SMME Godas. From the results of QFD analysis it is identified that there are 15 criterias that become consumer needs. From the criteria is known that the label halal becomes the most important criteria with a weight of 19.12% while the criteria with the lowest weight is the look of the brand design. From the technical parameters known that the top three parameters are the number of spices, the selection of raw materials, and packaging materials become the most influential technical criteria in the fulfillment of consumer desires. By developing the products with those parameters Godas has fulfilled the consumer needs of 85,20%, after implementation there is an increase of average sales equal to 44,89% per month.

Keywords: macaroni, QFD, customer needs, technical parameters