

## PERANCANGAN KONSEP *REELS* INSTAGRAM UMKM BAKSO SAPI *FROZEN IMS MENGGUNAKAN REKAYASA KANSEI*

### INTISARI

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*Reels* Instagram UMKM Bakso Sapi IMS selalu tidak sampai ke target konsumen karena tidak sesuai dengan kebutuhan afektif konsumennya. Strategi yang dapat dilakukan oleh UMKM Bakso Sapi IMS adalah mengembangkan *reels* Instagram yang sesuai dengan kebutuhan afektif target konsumen. Rekayasa *kansei* dapat digunakan untuk menerjemahkan kebutuhan konsumen menjadi rancangan konsep *reels* Instagram melalui kata dan frasa *kansei*.

Dalam melaksanakan penelitian, dilakukan 1 wawancara pendahuluan dan penyebaran tiga kuesioner. Responden dari penelitian merupakan pengguna Instagram, perempuan, dan generasi millennial. Wawancara pendahuluan kepada pemilik usaha, 2 orang ahli Instagram, dan 10 perwakilan konsumen Bakso Sapi IMS menghasilkan 280 kata dan frasa *kansei*. Kuesioner wawancara menghasilkan 55 pasang kata dan frasa *kansei* untuk digunakan pada kuesioner *semantic differential* I. Hasil kata dan frasa *kansei* dari kuesioner SD I diuji validitas dan reliabilitasnya, kemudian direduksi menjadi 10 pasang menggunakan metode *Principal Component Analysis* (PCA). Selanjutnya hasil data dimasukkan ke kuesioner *semantic differential* II dengan 16 sampel *reels* Instagram, kemudian diolah dengan *Quantification Theory Type I*.

Hasil penelitian menunjukkan bahwa terdapat 10 pasang kata dan frasa *kansei* yang menggambarkan konsep *reels* Instagram UMKM Bakso Sapi IMS. Pasangan kata dan frasa *kansei* tersebut yaitu tidak viral – viral, sejenis – beragam, sulit dikenali – mudah dikenali, asinkron – sinkron, gelap – cerah, sepi – hidup, biasa – unik, kompleks – simpel, tidak estetik – estetik, tidak bertema – bertema. Rancangan konsep *reels* Instagram UMKM Bakso Sapi IMS yang dihasilkan memiliki elemen desain berupa *copywriting* dengan format *short form*, menampilkan tema warna panas dan diisi oleh *voice over* yang dikombinasikan dengan musik, konsep cara memasak dengan visualisasi *live action* yang berdurasi di atas 1 menit dengan peletakan elemen teks di bagian tengah video.

Kata kunci: *Reels* Instagram, UMKM Bakso Sapi IMS, *Kansei Engineering*, *Principal Component Analysis*, *Quantification Theory Type I*

## **INSTAGRAM REELS CONCEPT DESIGN OF IMS FROZEN BEEF MEATBALLS MSME USING KANSEI ENGINEERING**

### **ABSTRACT**

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The Instagram video content of the IMS Beef Meatball UMKM does not always reach the target consumers because it does not suit their emotional needs. The strategy that can be carried out by the IMS Bakso Beef MSME is to develop Instagram video content that suits the emotional needs of target consumers. Kansei engineering can be used to translate consumer needs into concept designs for Instagram video content through Kansei words.

In carrying out the research, one preliminary interview was conducted, and three questionnaires were distributed. Respondents from the research were women from millennial generation which use Instagram. Preliminary interviews with business owners, 2 Instagram experts, and 10 IMS Beef Meatball consumer representatives produced 280 kansei words. The interview questionnaire produced 55 pairs of Kansei words for use in the Semantic Differential I questionnaire. The results of the Kansei words from the SD I questionnaire were tested for validity and reliability, then reduced to 10 pairs using the Principal Component Analysis (PCA) method. Next, the data results were entered into a Semantic Differential II questionnaire with 16 samples of Instagram video content, then processed using Quantification Theory Type I.

The research results show that there are 10 pairs of kansei words that describe the concept of the IMS Bakso Beef Instagram video content. The kansei word pairs are not viral – viral, akin – diverse, difficult to recognize – easy to recognize, asynchronous – synchronous, dark – bright, quiet – noisy, ordinary – unique, complex – simple, not aesthetic – aesthetic, unthemed – themed. The resulting concept design for the UMKM Bakso Beef IMS Instagram video content has attributes in the form of copywriting in short form format, displays a hot color theme, and is filled with voiceover combined with music. It is a cooking concept with live action visualization that lasts over 1 minute with the placement of elements text in the middle of the video.

**Keywords:** Instagram Video Content, Bakso Sapi IMS MSME, *Kansei Engineering, Principal Component Analysis, Quantification Theory Type I*