

PERANCANGAN DESAIN RANGKAIAN BUKET BUNGA TANGAN RAMAH LINGKUNGAN MENGGUNAKAN METODE *KANSEI* *ENGINEERING* BERDASARKAN PREFERENSI KONSUMEN GENERASI Z

INTISARI

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Permasalahan sampah di Indonesia telah mendorong peningkatan kesadaran akan pentingnya produk ramah lingkungan, terutama di kalangan Generasi Z yang peduli terhadap isu keberlanjutan. Salah satu produk yang diminati adalah buket bunga tangan, meskipun umumnya masih menggunakan *wrapping* berbahan plastik. Joure florist memiliki peluang untuk merancang buket yang tidak hanya estetik, tetapi juga ramah lingkungan. Penelitian ini menggunakan metode *Kansei Engineering* untuk menerjemahkan preferensi emosional generasi Z ke dalam elemen desain buket yang sesuai kebutuhan afektif konsumen.

Penelitian ini diawali dengan pengumpulan 51 kata dan frasa *kansei* melalui studi literatur dan wawancara dengan pihak toko bunga. Selanjutnya 23 kata dan frasa Kansei terpilih berdasarkan kuesioner wawancara dan divalidasi oleh *expert* kemudian digunakan dalam penyusunan kuesioner *Semantic Differential* I. Hasil kuesioner tersebut diuji validitas dan reliabilitasnya serta diolah dengan menggunakan analisis faktor. Sebanyak 9 kata dan frasa Kansei terpilih digunakan dalam penilaian foto produk buket bunga ramah lingkungan dengan menggunakan kuesioner SD II yang kemudian dianalisis dengan *Quantification Theory* I.

Hasil penelitian ini didapatkan 9 pasang kata dan frasa Kansei pada produk buket bunga tangan ramah lingkungan, antara lain tidak cerah – cerah, tidak pastel – pastel, mahal – terjangkau, jumlah tangkai bunga sedikit – jumlah tangkai bunga banyak, tidak menarik – menarik, tidak estetik – estetik, pita motif – pita polos, ukuran tidak medium – ukuran medium, dan pita tidak mengilap – pita mengilap. Konsep desain buket bunga tangan ramah lingkungan yang sesuai dengan preferensi konsumen generasi Z memiliki spesifikasi warna dominan pink, komposisi bunga 2 warna, jenis kertas pembungkus utama kertas *honeycomb*, gaya pembungkusan *round simple wrap*, bahan pita *glitter*, dan harga buket sebesar Rp65.000,00 – Rp80.000,00.

Kata kunci: Analisis Faktor, Buket Bunga Tangan Ramah Lingkungan, Generasi Z, *Kansei Engineering*, Preferensi Konsumen, *Quantification Theory* I.

DESIGNING AN ECO-FRIENDLY HAND FLOWER BOUQUET ARRANGEMENT USING KANSEI ENGINEERING METHOD BASED ON GENERATION Z CONSUMER PREFERENCES

ABSTRACT

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The issue of waste in Indonesia has driven increased awareness of the importance of environmentally friendly products, especially among Generation Z, who are highly concerned with sustainability issues. One of the popular products is the hand bouquet, although it is commonly still wrapped in plastic-based materials. Joune Florist sees an opportunity to design bouquets that are not only aesthetically pleasing but also environmentally friendly. This study employs the Kansei Engineering method to translate the emotional preferences of Generation Z into bouquet design elements that meet consumers' affective needs.

This research began with the collection of 51 Kansei words and phrases through literature studies and interviews with flower shops. Furthermore, 23 Kansei words and phrases were selected based on the interview questionnaire and validated by experts and then used in the preparation of the Semantic Differential I questionnaire. The results of the questionnaire were tested for validity and reliability and processed using factor analysis. A total of 9 selected Kansei words and phrases were used in the assessment of photos of environmentally friendly flower bouquet products using the SD II questionnaire, which was then analyzed with Quantification Theory I.

The results of this study identified 9 pairs of Kansei words and phrases related to eco-friendly hand bouquet products, namely: not bright – bright, not pastel – pastel, expensive – affordable, few flower stems – many flower stems, unattractive – attractive, not aesthetic – aesthetic, patterned ribbon – plain ribbon, not medium size – medium size, and non-glossy ribbon – glossy ribbon. The design concept of an eco-friendly hand bouquet that aligns with Generation Z consumer preferences includes the following specifications: dominant pink color, two-color flower composition, primary wrapping material of honeycomb paper, round simple wrap style, glitter ribbon material, and a price range of Rp65.000.00 – Rp80.000.00.

Keywords: Factor Analysis, Eco-friendly Hand Flower Bouquet, Generation Z, Kansei Engineering, Consumer Preference, Quantification Theory I.