

PENGUKURAN DAN PERBAIKAN KINERJA PRODUK BRONIS KRISPI DENGAN METODE *QUALITY FUNCTION DEPLOYMENT*

Oleh

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ABSTRAK

PT ABC merupakan perusahaan yang bergerak di bidang *Food and Beverage* (FnB) yang terletak di Klaten, Jawa Tengah. PT ABC telah menghasilkan beberapa produk yang telah dijual di pasaran seperti susu kurma, *topping* kurma, *dates cookies*, *lactea*, selai, dan bronis krispi kurma. Sebagian besar produk yang dihasilkan menggunakan bahan dasar dari kurma. Pengembangan produk terus dilakukan oleh perusahaan salah satunya adalah bronis krispi kurma. Produk tersebut telah dijual namun belum dilakukan uji pasar. Penelitian ini bertujuan untuk mengetahui kinerja bronis krispi kurma terhadap atribut rasa, tekstur, aroma, warna, bentuk, dan ukuran untuk evaluasi kinerja produk. Kinerja produk diukur menggunakan *Voice of Customer* dan dianalisis menggunakan metode *Quality Function Deployment* (QFD). Berdasarkan hasil analisis QFD menggunakan salah satu alat yaitu *House of Quality* (HOQ) terdapat atribut yang perlu diperbaiki. Perbaikan produk dilakukan menggunakan 3 formulasi perbaikan sebagai rancangan percobaan yaitu formulasi 1, formulasi 2, dan formulasi 3. Formulasi 1 merupakan formulasi terbaik atau disebut sebagai produk perbaikan yang ditentukan menggunakan metode *analytical hierarchy process* (AHP) berdasarkan hasil uji perbandingan berpasangan oleh panelis. Kinerja produk perbaikan dibandingkan dengan kinerja produk awal. Diperoleh hasil, bahwa kinerja produk perbaikan memiliki nilai yang lebih tinggi daripada kinerja produk awal.

Kata kunci: bronis krispi, kurma, *Voice of Customer*, *Quality Function Deployment*

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**MEASUREMENT AND IMPROVEMENT OF DATE CRISPY BROWNIES
PRODUCT PERFORMANCE USING THE QUALITY FUNCTION
DEPLOYMENT METHOD**

by

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ABSTRACT

PT ABC is a company engaged in the Food and Beverage (FnB) sector, located in Klaten, Central Java. PT ABC has produced several products that have been marketed, such as date milk, date topping, date cookies, lactea, jam, and crispy date brownies. Most of the products are made using dates as the main ingredient. The company continues to develop its products, one of which is the crispy date brownie. Although the product has already been sold, market testing has not yet been conducted. This study aims to evaluate the performance of crispy date brownies based on attributes such as taste, texture, aroma, color, shape, and size for product performance assessment. Product performance was measured using the Voice of Customer and analyzed using the Quality Function Deployment (QFD) method. Based on the QFD analysis using one of its tools, the House of Quality (HOQ), certain attributes were identified as needing improvement. Product improvement was carried out using three revised formulations as experimental designs: formulation 1, formulation 2, and formulation 3. Formulation 1 was determined as the best formulation or the improved product, selected using the Analytical Hierarchy Process (AHP) method based on pairwise comparison test results by panelists. The performance of the improved product was then compared to the initial product's performance. The results showed that the improved product had a higher performance score than the initial product.

Keywords: *crispy brownies, dates, Voice of Customer, Quality Function Deployment*

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