Pengembangan Produk Ronde Beku Berdasarkan Persepsi Emosional Konsumen Dengan Pendekatan Food
Quality Function Deployment
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PENGEMBANGAN PRODUK RONDE BEKU BERDASARKAN PERSEPSI EMOSIONAL KONSUMEN DENGAN PENDEKATAN *FOOD QUALITY FUNCTION DEPLOYMENT*

INTISARI

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Pergeseran preferensi konsumen terhadap kepraktisan dan kemudahan dalam penyajian sejak pandemi Covid-19 mendorong pelaku UMKM untuk mengikuti tren tersebut, salah satunya dengan menyediakan produk *frozen food*. Di sisi lain, minat konsumen terhadap makanan tradisional seperti ronde cenderung menurun seiring meningkatnya popularitas minuman modern yang menawarkan variasi rasa dan tampilan lebih beragam. Kondisi ini menunjukkan perlunya inovasi produk ronde agar tetap relevan dan mampu bersaing di pasar. Penelitian ini bertujuan untuk mengembangkan produk ronde beku berdasarkan persepsi emosional konsumen melalui pendekatan metode *Food Quality Function Deployment* (QFD). Identifikasi kebutuhan konsumen dilakukan melalui ekstraksi dari ulasan pada platform digital, kemudian diuji *semantic differential* dan analisis faktor untuk memperoleh atribut kebutuhan konsumen. Selanjutnya diterjemahkan menjadi karakteristik teknis melalui matriks *House of Quality* sebagai dasar penyusunan konsep. Hasil penelitian ini diperoleh kebutuhan konsumen produk meliputi kenyal, lembut, isi banyak, manis, besar, kombinasi sesuai, variatif, unik, dan khas, sedangkan kebutuhan konsumen kemasan meliputi higienis, aman, kemasan bagus, baru, dan rapi. Pengujian prototipe memperoleh hasil bahwa adanya perbedaan yang lebih baik dari persepsi konsumen terhadap prototipe dibandingkan produk awal.

Kata kunci: *Food Quality Function Deployment*, *paired samples t-test*, rekayasa Kansei, ronde beku

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DEVELOPMENT OF FROZEN RONDE BASED ON CONSUMER EMOTIONAL PERCEPTIONS USING THE *FOOD QUALITY FUNCTION DEPLOYMENT* APPROACH

ABSTRACT

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The shift in consumer preferences toward practicality and convinience since the Covid-19 pandemic has encouraged SMEs to adapt to these trends, particularly by providing frozen food products. On the other hand, consumer interest in traditional foods such as ronde has tended to decline alongside the rising popularity of modern beverages that offer more diverse flavors and appearances. This condition indicates the need for product innovation so that ronde remains relevant and competitive in the market. This study aimed to develop a frozen ronde product based on consumers' emotional perceptions using the *Food Quality Function Deployment* (QFD) approach. Consumer needs were identified through the extraction of reviews from digital platforms, followed by semantic differential testing and factor analysis to obtain consumer need attributes. These attributes were then translated into technical characteristics through the House of Quality (HoQ) matrix as the basis for concept development. The results identified the following consumer needs for the product: chewy, soft, generously filled, sweet, large, well-balanced, varied, unique, and distinctive, while the consumer needs for the packaging included hygienic, safe, attractive, new, and neat. Prototype testing showed that there was a difference in consumers' perceptions between the developed prototype and the initial product.

Keywords: Food Quality Function Deployment, frozen ronde, Kansei Engineering, paired samples t-test