



## INTISARI

Keju cheddar olahan sudah menjadi bahan makanan yang banyak dikonsumsi masyarakat Indonesia. Tingginya nilai impor, tingginya konsumsi, dan kurangnya suplai produksi lokal menjadikan penelitian ini penting untuk dilakukan. Proses pengumpulan data dilakukan dengan survei awal, wawancara, dan penyebaran kuesioner. Uji validitas dan reliabilitas kuesioner dilakukan dengan SPSS 16.0. Data penelitian digunakan untuk mengonstruksi *house of quality* keju cheddar olahan. Analisis konjoin dilakukan dengan menggunakan *software 1000minds*<sup>®</sup>. Atribut produk keju cheddar olahan yang dianggap penting oleh responden adalah bentuk, tekstur, rasa, ukuran produk, kandungan gizi, warna, ketahanan produk, aroma, dan sertifikasi halal. Responden mengharapkan keju cheddar olahan yang mengandung rasa gurih susu dan keju, berwarna kuning pucat, memiliki aroma susu dan keju, serta berukuran kecil & sedang. Responden juga mengharapkan keju dengan rasa asam, bertekstur *creamy* & lembut, dan tersusun atas 2 komponen kemasan.

Kata kunci: *quality function deployment*, *house of quality*, keju cheddar olahan, pengembangan produk.



### ***ABSTRACT***

*Processed cheddar cheese has become widely consumed food ingredient by Indonesian people. The high import value, high consumption, and the lack of domestic products circulated in market make this research important to do. The process of data collection was carried out with initial survey, interviews, and questionnaires. The research data were analyzed using software SPSS 16.0, house of quality, and software 1000minds<sup>®</sup>. The attributes of processed cheddar cheese which considered important by respondents are shape, texture, taste, product size, nutrient content, colour, product durability, aroma, and halal certification. Respondents expect processed cheddar cheese which is containing savoury milk and cheese, have pale yellow colour, has a milk and cheese aroma, and packed in small & medium size. Respondents also expect cheese with sour taste, creamy & soft texture, and composed of 2 packaging components.*

*Keywords: quality function deployment, house of quality, processed cheddar cheese, product development.*