

ABSTRAK

Pemerintah Republik Indonesia melalui Kementerian Perindustrian pada Februari 2017 telah menginisiasi terciptanya mobil pedesaan nasional. Mobil tersebut diharapkan memiliki fitur fungsional yang dapat memfasilitasi kegiatan perekonomian dan kesejahteraan sosial masyarakat pedesaan. Penelitian ini mencoba untuk melakukan tahapan perencanaan produk (*product planning*) *utility trailer* dari tahapan identifikasi kebutuhan pengguna, hingga menerjemahkannya dalam target spesifikasi. Sasaran pengguna produk ini adalah penduduk dengan mata pencaharian utama di bidang pertanian sawah, perikanan laut (nelayan), dan UMKM kuliner.

Penelitian diawali dengan mengidentifikasi kebutuhan calon pengguna (*customer needs*). Proses identifikasi dilakukan dengan metode *in-depth interview* untuk mengetahui kebutuhan calon pengguna. *Customer needs* tersebut kemudian dinilai derajat kepentingannya (*Degree of Importance*) melalui survei. Hasil penilaian tersebut kemudian digunakan sebagai variabel hitung dalam matriks HOQ. Dalam matriks HOQ, *customer needs* dan solusi rancangan diintegrasikan. Setiap solusi dinilai ketepatan dan kebermanfaatannya. Hasil dari perhitungan matriks ini berupa skor *Absolute Weight* yang dapat menunjukkan solusi terbaik.

Konsep dikembangkan dengan bertumpu pada solusi dengan nilai *Absolute Weight* tertinggi. Penelitian ini menghasilkan 6 konsep *trailer*, yakni: *trailer* pertanian dengan fitur perontok padi dan penggiling gabah, *trailer* perikanan dengan fitur *box* berpendingin dan tanki ikan hidup, serta *trailer* UMKM kuliner dengan fitur warung (*booth*) *portable* dan *take-away booth*.

Kata kunci: Kendaraan pedesaan, *product planning*, *trailer*, *Quality Function Development*, *House of Quality*

ABSTRACT

The Government of the Republic of Indonesia through the Ministry of Industry in February 2017 has initiated the invention of a national rural vehicle. The vehicle is expected to have functional features that can facilitate economic activities and social welfare of rural communities. This study attempts to perform the product planning procedure for rural vehicle's utility trailer. The target users of this product are rural residents whose main occupations are in the fields of rice farming, sea fishery, and culinary micro businesses.

The study begins by identifying the needs of prospective users (customer needs). The identification process is carried out using the in-depth interview method to determine the needs of prospective users. The customer needs are then assessed by the degree of importance through a survey. The assessment results are then used as a calculated variable in the HOQ matrix. In the HOQ matrix, customer needs and design solutions are integrated. Each solution is assessed for its accuracy and usefulness. The results of this matrix calculation are in the form of absolute weight scores that can show the best solution.

The raw product concept is developed by relying on solutions with the highest absolute weight value. This study delivers 6 trailer concepts, namely: agricultural trailers with rice thresher and grain grinder features, fishery trailers with refrigerated boxes and tanks for live fish, and micro businesses culinary trailers with portable booths and take-away booths.

Keywords: Rural vehicle, product planning, trailer, Quality Function Development, House of Quality