INTISARI

Langkah penerapan kebijakan kantong plastik berbayar yang dilakukan oleh pemerintah dinilai kurang tepat sebagai bentuk penanganan permasalahan sampah. Namun dengan berkaca pada pengalaman kebijakan ini, serta didasari upaya untuk ikut peduli terhadap pelestarian lingkungan, pasar-pasar swalayan besar kini menempuh strategi menawarkan tas belanja ramah lingkungan kepada para pelanggannya. Penawaran tas belanja ini merupakan wujud kontribusi perusahaan untuk melaksanakan pemasaran hijau atau *green marketing*. Hal ini seiring dengan kesadaran masyarakat terhadap lingkungan yang semakin meningkat, di mana kini masyarakat mulai mencari *eco-friendly/green product*. Namun begitu, dalam perkembangannya, tidak semua *shopping bag* dapat memenuhi keinginan dan harapan konsumen. Sehingga untuk mengantisipasi hal tersebut, diperlukan adanya inovasi terhadap produk *reusable shopping bag*. Untuk melakukan inovasi tersebut, perlu diketahui beberapa aspek terkait *customer needs*.

Tujuan dari penelitian ini yaitu untuk mengetahui tipe *reusable shopping bag* yang diminati konsumen untuk dikembangkan, serta atribut dan spesifikasi yang diharapkan ada pada produk tersebut. Metode *Kansei Engineering* digunakan dalam penelitian ini sebab memiliki kemampuan dalam menangkap perasaan dan emosi *customer* terhadap suatu produk ke dalam bentuk elemen desain. Hal ini dikarenakan adanya pergeseran tren yang terjadi pada konsumen dalam menentukan pembelian suatu produk yang telah melibatkan aspek emosionalnya. Sedangkan untuk tetap mencapai kepuasan fungsionalitas dan kegunaan produk, maka digunakan metode *Quality Function Deployment* (QFD) melalui analisis *House of Quality* (HOQ) untuk mengetahui atribut utama yang signifikan pengaruhnya terhadap terhadap pengembangan *reusable shopping bag*. Penelitian ini dimulai dengan menentukan domain produk yang akan dikembangkan, mengeksplorasi pendapat sejumlah responden untuk memperoleh *Kansei Words* dan kemudian mengelompokkannya berdasarkan kesamaan makna. Hasil pengelompokkan (atribut) menjadi input dalam penyusunan HOQ sebagai *customer needs*. Dalam hal ini, diperoleh delapan atribut hasil pengumpulan *Kansei Words* yang valid dan reliabel untuk digunakan sebagai input HOQ yaitu *simplicity, appealing, reliability, comfort, practical, fashionability, multifunctional,* dan *affordability*.

Berdasarkan analisis hasil penelitian, diperoleh kesimpulan bahwa *reusable shopping bag* Tipe 2 menjadi produk yang diminati untuk dikembangkan dengan mengutamakan atribut yang dianggap paling penting oleh konsumen yaitu *appealing, comfort, fashionability,* serta *affordability*. Selain itu, variabel kesesuaian harga dengan fungsi dan kualitas yang ditawarkan, ukuran tidak *bulky*, serta pola pemotongan (model) tas menjadi prioritas dalam *technical requirements*. Meski Kansei Words telah didapatkan, namun tingkat independensi konsumen dalam mengungkapkan kesan terhadap suatu produk (*Kansei Words*) belum diukur. Terkait dinamika *requirement*s dari konsumen, belum dapat dipastikan sudah ditangkap dengan baik sebab belum dilakukan validasi terhadap hasil penelitian.

Kata kunci: *Kansei Engineering, Kansei Words, Quality Function Deployment, House of Quality*

ABSTRACT

The step in implementing the paid plastic bag policy by the government is considered inadequate as a form of handling the plastic waste problem. However, reflecting on the experience of this policy, and based on efforts to care for environmental conservation, major supermarkets are now pursuing a strategy of offering environmentally friendly shopping bags to their customers. This is a form of the company's contribution on implementing green marketing. Additionally, this is also in line with public awareness-raising of the environmental care, where people are now starting to look for eco-friendly / green products. However, in its development, not all shopping bags can fulfill the desires and expectations of consumers. As the way to anticipate this issue, product innovation is needed. To do this innovation, it is necessary to define several aspects related to customer needs.

The purpose of this study is to determine the type of reusable shopping bag that consumers are interested in, as well as the attributes and specifications expected from this product. In this study, the Kansei Engineering method is used as it has the ability to capture customers' feelings and emotions about a product into design elements. A shift in trends that occur in consumers in determining the purchase of a product, involved emotional aspects. Meanwhile, to achieve satisfaction of product functionality and usability, the Quality Function Deployment (QFD) method is used through House of Quality (HOQ) analysis to determine the main attributes that have a significant effect on the development of reusable shopping bags. This research started by determining the domain of the product to be developed, exploring the opinions of a number of respondents to obtain Kansei Words and then grouping them based on similarities in meaning. The results of grouping step (attributes) become input in the preparation of HOQ as customer needs. In this case, eight attributes obtained from the collection of Kansei Words are valid and reliable to be used as HOQ input, namely simplicity, appealing, reliability, comfort, practical, fashionability, multifunctionality, and affordability.

Based on the analysis of the results, it is concluded that reusable shopping bag Type 2 is a product that is in demand to be developed by prioritizing the attributes considered most important by consumers, namely appealing, comfort, fashionability, and affordability. In addition, the variable price that is suitable with the offered function and quality, no *bulky* size, and the pattern of bag-cutting (model) are priorities in *technical requirements*. Although the Kansei Words have been obtained, but the consumer independence level in expressing impressions of a product (Kansei Words) has not been measured. It is also known that the dynamics of consumers' requirements cannot be ascertained that they have been properly captured, because the results of this research have not been validated.

Keywords: Kansei Engineering, Kansei Words, Quality Function Deployment, House of Quality