

PENGEMBANGAN KONSEP PRODUK DAN KEMASAN KOKTIL BUAH CARICA (*Carica pubescens*) MENGGUNAKAN METODE VALUE ENGINEERING

Oleh:

Mutiara Ramadhani¹, Iman Sabarisman²

ABSTRAK

Carica merupakan salah satu komoditas hortikultura termasuk dalam golongan buah-buahan yang berkerabat dekat dengan pepaya. Buah carica tidak mudah ditemukan di daerah lain namun, tumbuh dengan subur di Dataran Tinggi Dieng Wonosobo. Tanaman ini diperkirakan masuk Indonesia karena di introduksi oleh pemerintah kolonial Belanda sekitar tahun 1900 pada masa menjelang Perang Dunia II dan berhasil dikembangkan di Dataran Tinggi Dieng. Hal ini dibuktikan dengan sudah adanya tanaman carica Dieng yang berumur 50 tahun yang ditanam di sekitar rumah warga di Desa Sikunang, Desa Sembungan, dan di Desa Dieng. Buah ini sudah diolah oleh warga Wonosobo sejak lama hingga saat ini menjadi produk oleh-oleh unggulan khas Wonosobo. Eksistensi produk manisan carica dalam sirup yang banyak dikonsumsi oleh masyarakat, tidak menjadikan konsumen merasa puas terhadap produk ini. Berdasarkan survei pendahuluan menggunakan penyebaran angket secara *online* diketahui bahwa produk manisan carica dalam sirup perlu dilakukan pengembangan konsep produk dan kemasan karena memiliki beberapa kekurangan seperti sirup terlalu manis, kemasan plastik sulit dibuka dan kemasan plastik mudah bocor. Melihat latar belakang tersebut dilakukan penelitian pengembangan konsep produk dan kemasan manisan carica dalam sirup dengan tujuan untuk mengetahui atribut mutu produk dan kemasan sesuai dengan kebutuhan dan keinginan konsumen, mengetahui prioritas pengembangan atribut mutu produk dan kemasan, serta menghasilkan alternatif desain pengembangan produk dan kemasan koktil buah carica.

Metode yang digunakan dalam pengembangan konsep produk dan kemasan koktil buah carica adalah *value engineering* dengan mengidentifikasi kebutuhan dan keinginan konsumen dan menterjemahkannya menjadi alternatif desain pengembangan. Identifikasi kebutuhan dan keinginan konsumen didapatkan dengan melakukan penyebaran kuesioner menggunakan metode teknik sampling *purposive sampling* dengan target responden yaitu berusia 15-40 tahun, berdomisili di seluruh Indonesia dan pernah mengkonsumsi produk manisan carica dalam sirup selama 1-2 tahun terakhir. Hasil penyebaran kuesioner ukuran konsep produk dan kemasan yang diinginkan adalah berbentuk kubus ukuran 1cmx1cm, warna produk pengembangan kuning cerah, menggunakan kemasan jar, ukuran kemasan 250ml, warna label kemasan kuning bening, label ditempatkan di bagian depan saja serta terdapat informasi nama dan merek produk, alamat produsen, *expired date*, komposisi, informasi nilai gizi, *barcode*, logo halal, kegunaan produk pada label kemasan. Hasil analisis diagram FAST menggunakan *value engineering* menunjukkan bahwa terdapat empat fungsi utama dalam pembuatan konsep koktil buah carica siap konsumsi yaitu fungsi kualitas, fungsi estetika, fungsi ergonomis, dan fungsi harga.

Kata kunci: buah Carica, diagram FAST, koktil buah, *Value Engineering*

¹Mahasiswa Diploma IV Pengembangan Produk Agroindustri, Departemen Teknologi Hayati dan Veteriner, SV, UGM

²Staff Pengajar Pengembangan Produk Agroindustri, Departemen Teknologi Hayati dan Veteriner, SV, UGM

DEVELOPMENT OF CARICA (*Carica pubescens*) FRUIT COCKTAIL PACKAGING AND PRODUCT CONCEPT USING VALUE ENGINEERING METHOD

By:

Mutiara Ramadhani¹, Iman Sabarisman²

ABSTRACT

Carica is one of the horticultural commodities included in the group of fruits that are closely related to papaya. Carica fruit is not easy to find in other areas, however, thrives in the Dieng Wonosobo Plateau. This plant is thought to have entered Indonesia because it was introduced by the Dutch colonial government around 1900 during the period leading up to World War II and was successfully developed in the Dieng Plateau. This is evidenced by the presence of a 50-year-old Dieng Carica plant planted around people's homes in Sikunang Village, Sembungan Village, and Dieng Village. This fruit has been processed by Wonosobo residents for a long time until now into a superior souvenir product typical of Wonosobo. The existence of candied Carica products in syrup, which is widely consumed by the public, does not make consumers feel satisfied with this product. Based on a preliminary survey using online questionnaires, it is known that the candied Carica product in syrup needs to be developed product and packaging concepts because it has several shortcomings such as syrup being too sweet, plastic packaging is difficult to open and plastic packaging is easy to leak. Based on this background, research was carried out on the development of product concepts and packaging of candied Carica in syrup to know the quality attributes of the product and packaging according to the needs and desires of consumers, knowing the priorities for developing product quality attributes and packaging, and producing alternative designs for product development and fruit cocktail packaging. Carica.

The method used in developing product concepts and packaging for the Carica fruit cocktail is value engineering by identifying consumer needs and wants and translating them into alternative development designs. Identification of consumer needs and desires was obtained by distributing questionnaires using purposive sampling technique with the target respondents being 15-40 years old, living throughout Indonesia, and having consumed candied Carica products in syrup for the last 1-2 years. The results of distributing the questionnaire on the size of the product concept and the desired packaging are in the form of a cube measuring 1cmx1cm, the color of the product development is bright yellow, using jar packaging, the packaging size is 250ml, the color of the packaging label is clear yellow, the label is placed on the front only and there is information on the name and brand of the product, manufacturer's address, expired date, composition, nutritional value information, barcode, halal logo, product uses on packaging labels. The results of the FAST diagram analysis using value engineering show that there are four main functions in making the concept of a ready-to-eat Carica fruit cocktail, namely the quality function, aesthetic function, ergonomic function, and price function.

Key words: Carica fruit, FAST diagram, fruit cocktail, Value Engineering

¹Student at Industrial Agriculture Development Programme, Biological Technology and Veterinary Department, Vocational Collage, Universitas Gadjah Mada

²Lecturer at Industrial Agriculture Development Programme, Biological Technology and Veterinary Department, Vocational Collage, Universitas Gadjah Mada