PENGEMBANGAN KONSEP PRODUK TEH HIJAU PT PAGILARAN MENGGUNAKAN *CONJOINT ANALYSIS* DAN *QUALITY FUNCTION DEPLOYMENT* (QFD)

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INTISARI

Teh (*Camellia sinensis*) menghasilkan minuman yang paling banyak dikonsumsi di dunia. Nilai penjualan minuman teh (selain teh siap minum) diestimasikan meningkat sebesar 11,3% pada tahun 2015 menuju 2020. Teh hijau mendominasi sebesar 61% pasar teh. Produk teh khususnya teh hijau memiliki peluang untuk dikembangkan. Selain itu, Kementerian Perindustrian mendorong industri nasional mengembangkan hilirisasi produk pertanian. Sejalan dengan strategi Kementerian Perindustrian dan mengamati penjualan minuman teh yang terus meningkat, PT Pagilaran yang bergerak di bidang perkebunan, perindustrian, perdagangan, dan konsultasi untuk komoditas teh dan kopi, tertarik mengembangkan produk teh hijau untuk dijual ke konsumen akhir. Penelitian ini bertujuan mengembangkan konsep produk teh hijau sesuai kebutuhan kelompok konsumen terpilih dan kebutuhan teknis perusahaan.

Metode pengembangan konsep produk teh hijau yang digunakan adalah *Clustering Analysis, Conjoint Analysis*, dan *Quality Function Deployment* (QFD). Konsumen teh hijau dibagi ke dalam tiga klaster berdasarkan kemiripan karakteristik. Klaster yang terbentuk dianalisis dan dipilih klaster paling potensial untuk dijadikan target pasar. Kebutuhan konsumen teh hijau diperoleh berdasarkan preferensi konsumen klaster terpilih melalui wawancara dan kuesioner. Konsep produk teh hijau disusun melalui *conjoint analysis* dengan perangkingan kombinasi atribut sesuai preferensi konsumen. Kebutuhan konsumen diterjemahkan ke dalam kebutuhan teknis melalui wawancara dengan pihak PT Pagilaran.

Hasil penelitian menunjukkan terdapat tiga klaster konsumen teh hijau di Daerah Istimewa Yogyakarta. Segmen yang menjadi target pasar bagi PT Pagilaran adalah Klaster Sehat. Karakteristik konsumen Klaster Sehat yaitu konsumen yang menerapkan gaya hidup sehat, mengutamakan khasiat kesehatan dan kecantikan dari mengonsumsi teh hijau celup, dan mempertimbangkan harga dalam membeli produk teh hijau baru. Terdapat 14 atribut kebutuhan konsumen yang diterjemahkan ke dalam 8 kebutuhan teknis. Atribut kebutuhan konsumen dikelompokkan ke dalam dua level yakni atribut *the best to drink* dan atribut *good packaging and labelling*. Rancangan kebutuhan teknis untuk memenuhi kebutuhan konsumen Klaster Sehat yaitu label pada kemasan, grading teh, kualitas pucuk daun teh, bentuk kemasan, segel kemasan mudah dibuka dan ditutup, volume produk, produktivitas kebun plasma dan metode perkebunan.

Kata kunci: *conjoint analysis*, **klaster, teh hijau,** *quality function deployment*

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CONCEPT DEVELOPMENT OF PAGILARAN'S GREEN TEA USING CONJOINT ANALYSIS AND QUALITY FUNCTION DEPLOYMENT (QFD) METHOD

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ABSTRACT

Tea (*Camellia sinensis*) is the manufactured drink most consumed in the world. Sales value of tea (exclude ready to drink products) is estimated to increase about 11,3% by 2020. Green tea is dominating 61% of all tea market. Tea, especially green tea is still have a good potential to be more developed. In addition, the Ministry of Industry encourages national industries to develop downstream agricultural products. In line with the strategy of the Ministry of Industru and observing tea's good potential in the market, PT Pagilaran, which business is in the field of tea and coffee plantation, manufacturing, trade, and consultation, is interested to develop green tea product which sale to end consumer. This research was done in order to help PT Pagilaran to develop green tea product concept in accordance to selected consumers group and company's technical needs.

This research was done using Clustering Analysis, Conjoint Analysis, and Quality Function Deployment (QFD) method. Consumers of green tea was divided into three clusters based on characteristics similarity. Furthermore, those clusters was analyzed and one cluster was selected to become the most potential consumers target. Selected consumers group was filtered based on their preference resulted from questionaire and interview that had been done before. Green tea product concept was generated using conjoint analysis by prioritizing attribute combination based on consumers preferences. Consumers' needs was translated into technical needs according to the interview result with PT Pagilaran representative.

The result of this research shows that there are three consumers clusters in Special Region of Yogyakarta province. Consumers segment that should be targeted by PT Pagilaran is healthy clusters, which consist of those consumers who concern more on healthy lifestyle, consuming green tea packed in a bag because its benefit for health and beauty, and price sensitive in buying new green tea products. There are 14 attributes of consumers needs that later translated into 8 technical needs. Consumers needs attributes is classified into two groups, which are the best to drink attribute and good packaging and labelling attribute. The design of technical needs to fulfill the consumers on healthy cluster needs are label on the packaging, tea leaf grading, tea leaf quality, packaging form, easy to open and close packaging seal, product volume, productivity of plasma garden, and plantation method.

Keywords: **conjoint analysis, cluster, green tea, quality function deployment**

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