PENGEMBANGAN KEMASAN PRODUK KERIPIK TEMPE SAGU PADA UMKM PAK MARYONO DI BANTUL, YOGYAKARTA

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ABSTRAK

Pengemasan keripik tempe sagu kremes yang diproduksi oleh UMKM Pak Maryono dapat dikatakan masih sederhana, yaitu hanya menggunakan plastik PP *(polypropylene)* polos dan belum terdapat label standar sesuai anjuran pemerintah. Selain itu, pada kemasan juga belum tercantum informasi umur simpan. Hal tersebut dilatarbelakangi karena produk keripik tempe sagu ini belum pernah diuji tentang umur simpan sebelumnya. Tujuan dari penelitian ini adalah untuk menciptakan kemasan keripik tempe sagu berdasarkan *value* tertinggi, dan juga menduga umur simpan produk keripik tempe sagu menggunakan kemasan baru tersebut.

Pengembangan kemasan dilakukan dengan metode *value analysis* yang terdiri dari 4 tahap, yaitu tahap informasi dengan mengidentifikasi atribut kebutuhan konsumen konsumen, tahap kreativitas dengan menentukan spesifikasi desain kemasan menggunakan diagram FAST dan membuat purwarupa *(prototype)*, tahap analisis dan evaluasi dengan melakukan analisis terhadap alternatif-alternatif yang ada, menentukan performansi dan *value*, serta melakukan pengujian umur simpan produk dengan pendekatan kadar air kritis dan tahap implementasi dengan menentukan *prototype* desain kemasan terbaik.

Berdasarkan konsep *value* tertinggi maka disimpulkan bahwa kemasan keripik tempe sagu terpilih dengan kriteria pelabelan berdasarkan aturan BPOM Nomor HK.03.1.5.12.11.09955 Tahun 2011, merupakan kemasan yang berbentuk tabung, dengan kemasan primer menggunakan plastik PP *(polypropylene)*, kemasan sekunder berbahan kertas *ivory*, memiliki warna utama merah-kuning, dan memiliki pegangan berupa tali. Keripik tempe sagu tersebut memiliki umur simpan selama 61 hari jika disimpan pada RH 74,9%.

Kata kunci : keripik tempe sagu, kemasan, *value analysis*, umur simpan, kadar air kritis

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PACKAGING DESIGN DEVELOPMENT OF SAGO TEMPE CHIPS AT MR.MARYONO SMALL-MEDIUM ENTERPRISES, AT BANTUL, YOGYAKARTA

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ABSTRACT

The packaging of sago tempe chips made by Mr.Maryono Small-Medium Enterprises could be considered as a simple one. It was consist of PP *(polypropylene)* plastic and there had been no standard label as recommended by the government. Additionally, there was no expired date information on the packaging. It was caused by the product itself which had never been tested on the shelf-life before. The purposes of this study were to create the sago tempe chips packaging based on the highest value and to predict the sago tempe chips shelf-life using the new packaging.

The packaging development was done using value analysis method which was consist of 4 stages. The first was information stage by identifying attributes based on customer preference. The second stage was creativity by determining packaging design using FAST diagram and making its prototypes. The third stage was analysis and evaluation by analizing the alternatives of design and determining the performance and value. In this phase, the shelf-life testing was also done using accelerated method and critical moisture content approach The last stage was implementation by deciding the best prototype.

Based on the highest value concept, the packaging chosen which is has the standard label as National Food and Drug Agency Number HK.03.1.5.12.11.09955 Year 2011 mentioned is the concept using tube packaging, PP *(polypropylene)* plastic for primary packaging, ivory paper for the secondary packaging, has red-yellow colour, and also has rope handle. The sago tempeh chips stored at relative humidity of 74,9% has shelf-life of 61 days.

Keywords : sago tempe chips, packaging, value analysis, shelf-life, critical moisture content

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