

**PENGEMBANGAN PRODUK *HEALTHY DESSERT BOX***  
**MENGGUNAKAN METODE *QUALITY FUNCTION DEPLOYMENT***  
**DI “SIWI CHEESECAKE”, PURBALINGGA, JAWA TENGAH**

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**Abstrak**

Premium Dessert Box merupakan salah satu produk dari Siwi Cheesecake Purbalingga dengan ciri khas rasa yang manis dan kenampakan berlayer berisi bolu, krim, dan topping. Produksi Premium Dessert Box hanya bertahan di bulan Juli hingga Agustus tahun 2019 karena kurangnya minat konsumen dan banyaknya produk serupa. Penelitian ini mengembangkan Premium Dessert Box rendah gula dengan varian rasa *Aloe vera* dan substitusi gula stevia sebagai pengganti gula tebu sesuai dengan keinginan dan kebutuhan konsumen.

Penelitian dilakukan menggunakan metode *Quality Function Deployment* (QFD). Metode QFD ini dilakukan penentuan atribut produk dan kuesioner pengembangan produk untuk dapat diketahui kebutuhan teknis yang dibutuhkan oleh konsumen dalam pengembangan produk. Hasil metode QFD digambarkan dalam *House of Quality* (HoQ) yang berisi kebutuhan teknis yang diperlukan serta pengembangan yang tepat untuk dilakukan.

Terdapat enam atribut produk yang penting untuk dilakukan perbaikan berdasarkan nilai gap negative, diurutkan dari yang terbesar antara lain produk rendah gula, varian rasa, tekstur produk, kelengkapan informasi, kenampakan produk, dan rasa manis produk. Konsep produk yang diinginkan oleh konsumen yaitu *dessert box* dengan varian *Aloe vera*, kenampakan berlayer, tekstur lembut, rasa manis yang cukup dengan substitusi gula stevia sebagai pengganti gula tebu, dan informasi kemasan yang terdiri dari logo produk, tanggal kedaluwarsa, komposisi produk, berat bersih produk, dan varian rasa produk. Produk Premium Dessert Box yang telah dikembangkan sudah cukup baik dan diterima oleh konsumen berdasarkan uji hedonik yang telah dilakukan.

**Kata kunci:** *Dessert Box*, Gula Stevia, Lidah Buaya, *Quality Function Deployment*

**DEVELOPMENT OF PRODUCT OF HEALTHY DESSERT BOX  
USING QUALITY FUNCTION DEPLOYMENT METHOD IN  
“SIWI CHEESECAKE”, PURBALINGGA, JAWA TENGAH**

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**Abstract**

*Premium Dessert Box is a product from Siwi Cheesecake Purbalingga with a sweet taste characteristic and a layered appearance that contains cake, cream, and toppings. Premium Dessert Box’s production only lasts from July to August 2019 due to the lack of consumer interest and many similar products. This study develops a low-sugar Premium Dessert Box with Aloe vera flavor variant and stevia sugar to substitute the cane sugar according to the needs and wants of consumers.*

*The research was conducted using the Quality Function Deployment (QFD) method. This method is used to determine product attributes and product development questionnaires to determine the technical needs needed by consumers in product development. The results of the QFD method are described in the House of Quality (HoQ) which show the technical requirements needed and the right development to be carried out.*

*There are six product attributes that are important to be improved based on the negative gap value. Sorted from the largest, they include low sugar product, flavor variant, product texture, completeness of information, product appearance, and product sweetness. The product concept desired by consumer is a dessert box with Aloe vera variant, with layered appearance, with soft texture, with enough sweet taste, with stevia sugar as substitution, and with packaging information which consists of product logo, expiration date, product ingredients, product net weight, and product flavor variant. At last, the Premium Dessert Box product that has been developed received a good response because it has been accepted by consumers based on the hedonic test that has been carried out.*

**Key words:** *Aloe vera, Dessert Box, Stevia Sugar, Quality Function Deployment*