
 PERPUSTAKAAN	MILIK PERPUSTAKAAN UNIVERSITAS SEBELAS MARET YOGYAKARTA
Menyusul	15 MAY 2006
Referensi	546/TE/Hd.5/2006
Referensi	: Rf 620.82 SUS 06
Selaku Digreses :	

 PERPUSTAKAAN	UNIVERSITAS SEBELAS MARET YOGYAKARTA
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REDESIGN "JUZ AFI ORANGE JUICE" PACKAGE
USING QUALITY FUNCTION DEPLOYMENT METHOD

FINAL REPORT

This is Submitted to Fulfill Pre-Requirements of
Industrial Engineering of International S-1 Program



Written by:

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INTERNATIONAL CLASS IN INDUSTRIAL ENGINEERING PROGRAM
INDUSTRIAL ENGINEERING DEPARTMENT
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ATMA JAYA YOGYAKARTA UNIVERSITY
YOGYAKARTA
2006



APPROVAL

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serviens in lumine veritatis

This final report is dedicated to:
Jesus Christ, my almighty God
My dad and mam, the best parents in the world
Ci Christine and Ko Agus, my sister and my brother
My beloved, Anita
My little brother, Erick
All of people I've ever known
I've been blessed to meet you all in this world

ACKNOWLEDGEMENT

First, the writer would like to thank to God because of His love and mercy, the writer can finish the final report.

This final report is one of the pre-requirements to finish the undergraduate study program in Industrial Engineering Department, Industrial Technology Faculty, Atma Jaya Yogyakarta University.

The writer has been blessed to have so many people helping me on finishing this final report. In this good opportunity, I would like to say thanks to:

1. The writer's beloved Papa, Mama, Ci Christine, and Ko Agus who always pray and give support for the writer. You are the best family in the world. Hopefully, I can make you proud and happy. Thank you so much.
2. Mr. Paulus Mudjihartono, S.T., M.T., as the Dean of Industrial Technology Faculty, Atma Jaya Yogyakarta University.
3. Mr. Parama Kartika Dewa SP, S.T., M.T., as the Head of Industrial Engineering Department, Industrial Technology Faculty, Atma Jaya Yogyakarta University.
4. Mr. Hadi Santono, S.T., M.T., as the Coordinator of International Program of Industrial Engineering Department, Industrial Technology Faculty, Atma Jaya Yogyakarta University.
5. Mrs. M. Chandra Dewi K., S.T., M.T., as the adviser, who has spent his valuable time and effort to give

inputs, guidance, directions, and corrections during the research and final report.

6. My beloved Anita, for your love, patience, and support. Thank's for accompanying me in both good and bad times. Thank's for helping me. Thank you so much.
7. Cek Yang, thank's for accompanying me from Semarang to Yogyakarta, back and forth. Thank you so much.
8. My best friends in Semarang, Mbah Bud, Ryan, A Yi, Nyahnyo, A Yao, Jono, Pop, Ivan, Budiarto, Adrian, Ronny, and Budiman, thanks for sharing everything with me. You are the best friends in my life. Good luck.
9. Jay Chow, Selina, and Nikita, thank's for your beautiful songs, that has companied me when I made this final report. I hope, I can see and duet with you one day.
10. My boarding house friends, Stevi, Cendol, Dong Zuu, Andre, David, Jap'sek, Joab, Bapake, Benny, and Delon, all of you have made me feel like home.
11. My classmates, TIKI batch 01 - 03, thank's for accompanying me during my study.
12. My partners in *Amour Party Planner*, thank's for the great togetherness that we had. Special thank's to Ko Ling, thank's for giving me the opportunity.
13. All responders, thank's for your "voices".
14. Tris, Ko Tino and, all the people who have already help the writer in the inscription of this report.

The writer also realizes that this final report is not perfect enough so the writer hopes the suggestions which can make this report more perfect.

Finally, the writer hopes that this final report can be useful for all.

Yogyakarta, May, 2006



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ABSTRACT

Mr. Sambas Winata, the Distribution General Manager of PT Tang Mas, stated that the marketing of the orange juice grows rapidly, about 30% until 40%, and they can take the same benefit from the growth. The writer concludes orange juice is having a prospective market recently. The prospective market stimulates the arising of many instant orange juice producers in market. The prospective market and increasing number of producers stimulate the competition among the producers. The competition forces the producers to improve their product in order to win the customers. In this research, the writer would like to discuss about improving the packaging to win the customers. In the modern era, there is a new paradigm about the package. According to Hermawan Kertajaya, it was "Packaging sells what it protects".

Based on the reasons above, the writer would like to do a research about the "Juz AFI Orange Juice" package using QFD method. The writer observes the customer's voice then determines the technical response. The writer also finds out the position of the product's package toward its competitors'. In this research, the competitors are "Frutang" and "Modern".

As the result of QFD, the writer will propose design suggestion of "Juz AFI Orange Juice" packer label. The writer uses ergonomic display principle and *Badan POM* regulation to redesign the packer label. The redesigning packer label has good looking, having complete and easy to read the information without removing the trademark of "Juz AFI Orange Juice" package.