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PERFURENCE

REDESIGN "JUZ AFI ORANGE JUICE" PACKAGE USING QUALITY FUNCTION DEPLOYMENT METHOD

FINAL REPORT

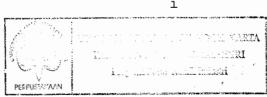
This is Submitted to Fulfill Pre-Requirements of Industrial Engineering of International S-1 Program



Written by: Christian Susanto 02 14 03311

INTERNATIONAL CLASS IN INDUSTRIAL ENGINEERING PROGRAM
INDUSTRIAL ENGINEERING DEPARTMENT
FACULTY OF INDUSTRIAL TECHNOLOGY
ATMA JAYA YOGYAKARTA UNIVERSITY
YOGYAKARTA

2006



APPROVAL

Final Report of International S-1 Program

Title:

REDESIGN "JUZ AFI ORANGE JUICE" PACKAGE USING QUALITY FUNCTION DEPLOYMENT METHOD

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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

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ABSTRACT

Sambas Winata, the Distribution General Mr. 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 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.