CHAPTER 2
LITERATURE REVIEW

2.1. The Brief Description of The Earlier Researches

"Analisis Desain Kemassan Produk Deterjen yang Ergonomis Dengan Menggunakan Metode Quality Function Deployment" was the final report of Chrisdiyanti (2004). The writer investigated the attributes of detergent package that influence the customers to decide buying the product. The writer also proposed suggestion for redesigning the display package. The writer analyzed the data use QFD method.

"Usulan Perbaikan Desain display Informasi Kemassan Obat Batuk dan Pilek Tussigon" was the final report title of Istianti (2005). The purposes of the final report are to know the customer's need about the carton package of syrup cough medicine. The writer also proposed suggestion for redesigning the informative display package without violating Surat Keputusan Menteri Kesehatan Republik Indonesia No 4234/L/SK/71. The writer used rational method.

2.2. The Special Characteristic of The Current Research

The purposes of this final report are to know the attributes influencing the customers' satisfactions on orange juice package and the position of "Jus Afi Orange Juice" package toward its competitors' in the market. The writer uses OFD method to develop the
product’s package. The final result is suggestion for redesigning the packet label of “Juz AFI Orange Juice” based on customer’s voice and ergonomic point of view.
<table>
<thead>
<tr>
<th>No</th>
<th>Observer</th>
<th>Object</th>
<th>Purpose</th>
<th>Method</th>
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</table>
| 1  | Chiridinanti (2004) | Detergent package | a. To know the attributes of detergent package that influences the customers to decide buying the product.  
b. To propose suggestion for redesigning the display package. | Quality Function Deployment  
Method and ergonomic display |
| 2  | Istianti (2005)      | "Tussigon Syrup Cough Medicine" package | a. To know the attributes of the carton package that influences the customer decision on buying the product.  
b. To propose suggestion for redesigning the display package. | Rational method |
| 3  | Susanto (2006)        | "Juz API Orange Juice" package | a. To know the attributes of "Juz API Orange Juice" package that influences the customers' satisfactions.  
b. To know the position of "Juz API Orange Juice" package toward its competitors in market.  
c. To propose suggestion for redesigning the packer label of "Juz API Orange Juice". | Quality Function Deployment  
Method |