

CHAPTER 2

LITERATURE REVIEW

2.1. The Brief Description of The Earlier Researches

"*Analisis Desain Kemasan 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 Kemasan 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/A/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 "Juz 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 packer label of "Juz AFI Orange Juice" based on customer's voice and ergonomic point of view.



Table 2.1. The Difference of the Earlier Researches with the Current Research

No	Observer	Object	Purpose	Method
1	Chrisdiyanti (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 AFI Orange Juice" package	a. To know the attributes of "Juz AFI Orange Juice" package that influences the customers' satisfactions. b. To know the position of "Juz AFI Orange Juice" package toward its competitors' in market. c. To propose suggestion for redesigning the packer label of "Juz AFI Orange Juice".	Quality Function Deployment Method