

**TRENDY T-SHIRT PRODUCT DESIGN ON BENK BRAND
USING QUALITY FUNCTION DEPLOYMENT METHOD**

FINAL PROJECT



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Yogyakarta, 29th January 2022

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DEDICATION PAGE

“No one can stop you, except yourself, you can be everything you want,

Life is only once man, don't screw it up”

...

My Family,

This final project is dedicated to my parents who have tried their best to provide the best study and experience for me. They have always been my best supporter since I was born and always will be, now and forever.

...

Mr. Parama and Ma'am Bening,

As my supervisors who always give the best support, directions, and help for me on compiling this project.

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Who always support, give direction, and help me finish this project.

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My Dearest Partner,

Geby Hilda Oge Manggundap

...

My Dearest Friends,

***Nando, Jovando, Melianus, Diki, Felix, Abhirama, Ivan, Eunike, Yovita,
Vando and Chika***

FOREWORD

Praise to God the Almighty, for all the blessings and guidance, so that I could finish this thesis punctually. This thesis is conducted as a requirement to accomplish a bachelor's degree in International Industrial Engineering Program in Faculty of Industrial Technology, University of Atma Jaya Yogyakarta. Hopefully, this thesis can be beneficial for the readers and that it can be a new step towards a better future for me. I would also like to thank all parties involved in this project, namely:

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I realize that this final thesis is still far from the perfection. Therefore, any constructive criticisms and suggestions from the readers will help me improve this final thesis. Hopefully, this thesis will be beneficial for all parties that may need this.

Yogyakarta, January 2022



Riak Gellagat Jagad

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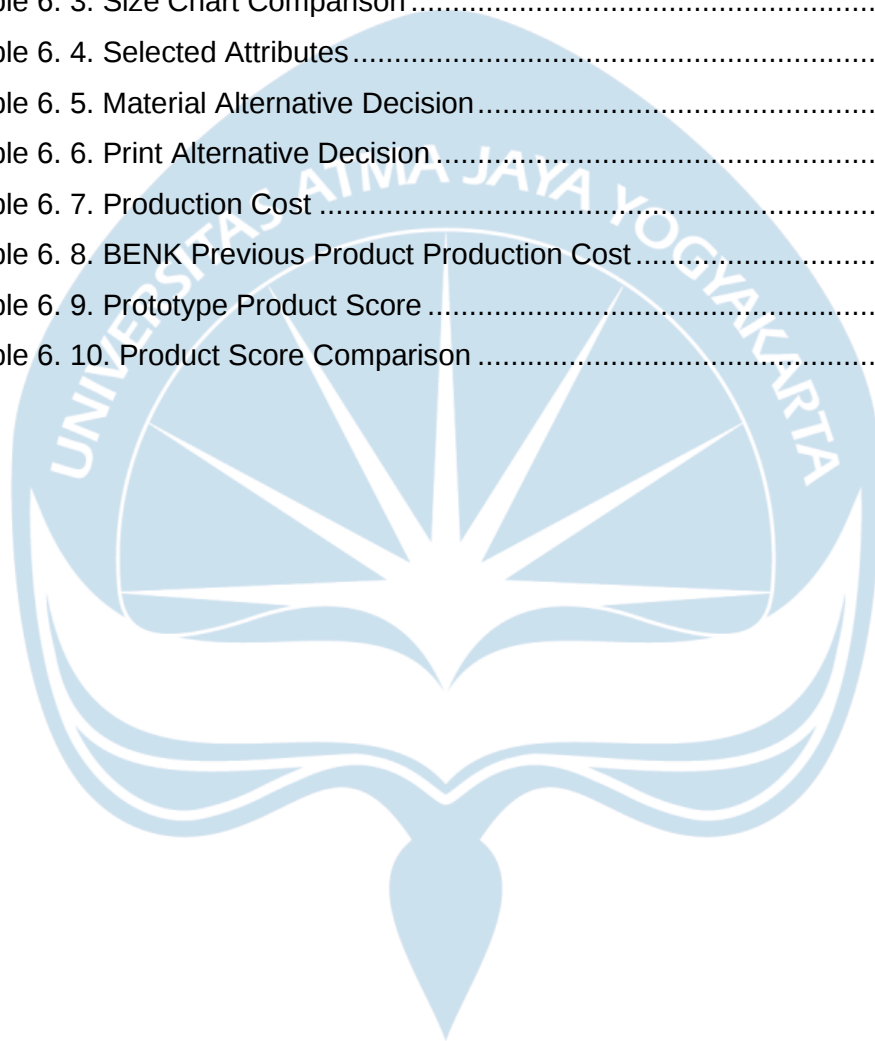
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ABSTRACT

A fashion item is one of the human needs that constantly evolves with time. Fashion nowadays is not only functional, but it has become art media, communication, and self-expression. BENK is one of the pioneers of micro, small or medium enterprises engaged in fashion, mainly t-shirts. BENK is currently experiencing difficulties in restarting its business after a hiatus of approximately six months, caused by the Covid-19 pandemic. Therefore, this study aimed to obtain new attributes arrangement following current market trends and demands; thus, BENK can update its products with these attributes and re-enter the fashion industry market.

The research was processed using the Quality Function Deployment method, that translate the input obtained from the consumer into the output in the form of a priority number of stages that were needed to be carried out to answer the request. Data processing using the QFD method went through several processes: abstract data collection, specific data collection, initial data analysis, VoC input, determination of planning matrix numbers, VoE input, and then the determination of correlation between VoE and correlation between VoE and VoC. Following all the processes, the priority number of each attribute was obtained to design solutions that will be carried out to meet consumer's demands.

The results of this study were 14 different attributes with characteristics desired by consumers. From the 14 attributes, there are 12 attributes that fell into the category of determining factors that consumers consider in choosing a t-shirt product. Then, 11 solution points were obtained to answer consumer's demand which is ranked based on priority.

Keywords: Product Design, Fashion, T-Shirt, Quality Function Deployment, Fashion Attributes.