

Perancangan food delivery packaging dengan menggunakan metode qfde dan triz = Designing food delivery packaging using qfde and triz methods

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Abstrak

Pasar home delivery food service Indonesia diproyeksikan akan terus bertumbuh hingga tahun 2020. Pertumbuhan tersebut dipicu oleh perubahan pola konsumsi pangan masyarakat, perkembangan teknologi digital, serta munculnya third-party delivery. Melihat tren tersebut, kemasan makanan memainkan peran yang penting bagi berjalannya sistem. Namun, hingga saat ini kemasan pada delivery order masih serupa dengan kemasan pada pemesanan take-out. Melihat hal tersebut, beberapa permasalahan mungkin terjadi di antaranya seperti berubahnya suhu makanan selama transportasi, presentasi makanan menjadi buruk, berubahnya rasa makanan, dan penyebab lainnya yang berimbas pada menurunnya kepuasan konsumen terhadap kualitas food delivery services dan restoran. Menanggapi persoalan tersebut, penelitian ini mencoba untuk mengkaji rancangan food delivery packaging yang tepat sehingga kualitas makanan tetap dapat dipertahankan dengan menerapkan metode Quality Function Deployment for Environment (QFDE) dan Teoriya Rezhenija Izobretatelskih Zadach (TRIZ).

Metode QFDE difungsikan sebagai alat bantu menganalisis permasalahan, dengan mendengarkan suara konsumen dalam perancangan solusi yang memperhatikan aspek lingkungan. Metode TRIZ digunakan sebagai alat bantu creativity technique, untuk menghadirkan solusi inventif bagi rancangan solusi penelitian. Penelitian ini berhasil menjawab tujuan penelitian yaitu untuk mengetahui atribut kebutuhan konsumen serta pembobotan kepentingannya terhadap kualitas kemasan makanan, serta berhasil memberikan rekomendasi rancangan kemasan makanan dengan fokus fungsi untuk menjaga higienitas makanan selama proses pengiriman.

.....The Indonesian food delivery service market is projected to continue to grow until 2020. This growth is triggered by changes in societal food consumption patterns, the development of digital technology, and the emergence of third-party delivery. Looking at these trends, food packaging plays an important role for the running of the system. However, until now the packaging on the delivery order is still similar to the package on take-out orders. Seeing this, several problems might occur such as changes in food temperature during transportation, poor presentation of food, changing food tastes, and other causes that impact on decreasing consumer satisfaction with the quality of food delivery services and restaurants. Responding to the problem, this study attempts to examine the proper food delivery packaging design so that food quality can still be maintained by applying the Quality Function Deployment for Environment (QFDE) method and Teoriya Rezhenija Izobretatelskih Zadach (TRIZ).

The QFDE method is used as a tool to analyze problems, by listening to consumers voices in designing environmental conscious solutions. The TRIZ method is used as creativity techniques, to present inventive solutions for the design of research solutions. This study succeeded in answering the research objectives, namely to find out the attributes of consumer needs and weighting their importance to the quality of food packaging, as well as succeed in providing food packaging design recommendations with a function focus to maintain food hygiene during the delivery process.