ABSTRAK

Penelitian ini dilatarbelakangi oleh kemasan pada label roti tawar New Prima Bakery yang kurang menarik sehingga diperlukan rancangan ulang berdasarkan keinginan konsumen. Tujuan penelitian untuk mengetahui mengetahui atribut-atribut yang menjadi masalah sehingga dilakukan rancangan ulang label kemasan roti tawar New Prima Bakery dengan menggunakan metode Kano dan Triz. Serta merancang ulang label kemasan roti tawar berdasarkan keinginan konsumen dengan metode Kano dan Triz. Jenis penelitian dalam penelitian ini yaitu deskriptif kuantitatif. Data yang digunakan berupa data primer dan sekunder. Hasil penelitian menunjukkan, 7 atribut kategori *indifferent*, yang berarti aribut tersebut berada pada kategori kurang diperhatikan oleh pelanggan. Dan 6 atribut kategori *reverse*, yang berarti derajat kepuasan konsumen akan menjadi lebih tinggi jika layanan berlangsung dengan semestinya. Sedangkan dengan metode Triz terdapat 9 atribut yang menjadi masalah sehingga diperlukan *analysis of system, analysis of contradiction, resolve the contradiction* dan usulan solusi perbaikan. Merancang ulang label kemasan roti tawar berdasarkan keinginan konsumen dengan metode Kano dan Triz terdiri dari: mencantumkan tanggal kadaluarsa pada kemasan roti tawar New Prima Bakery, penempatan informasi pada kemasan yang mudah dibaca, terdapat informasi komposisi pada kemasan roti tawar New Prima Bakery, tersedia informasi sertifikasi halal pada kemasan roti tawar New Prima Bakery, tersedia informasi nilai angka kecukupan gizi pada kemasan roti tawar New Prima Bakery, tersedia informasi saran penyimpanan pada kemasan roti tawar New Prima Bakery, tersedia nomor BPOM pada kemasan roti tawar New Prima Bakery, label kemasan roti tawar New Prima Bakery mudah diingat, dan label kemasan roti tawar New Prima Bakery menarik.

Kata Kunci: *Rancangan, Kemasan, Kano, Triz*

ABSTRACT

This research was motivated by the unattractive packaging on the New Prima Bakery white bread label which required a redesign based on consumer desires. The aim of the research was to find out the attributes that were a problem so that a redesign of the New Prima Bakery white bread packaging label was carried out using the Kano and Triz methods. As well as redesigning white bread packaging labels based on consumer wishes using the Kano and Triz methods. The type of research in this study is descriptive quantitative. The data used are primary and secondary data. The results showed that 7 attributes were indifferent categories, which meant that these attributes were in the category of less attention from customers. And 6 attributes of the reverse category, which means the degree of customer satisfaction will be higher if the service takes place properly. Whereas with the Triz method there are 9 attributes that are a problem so that analysis of the system, analysis of contradiction, resolve the contradiction and proposed improvement solutions are needed. Redesigning white bread packaging labels based on consumer desires with the Kano and Triz methods consisting of: include the expiration date on the New Prima Bakery white bread packaging, place information on the packaging that is easy to read, there is composition information on the New Prima Bakery white bread packaging, provide information on halal certification on the New Prima Bakery white bread packaging, provide information on the value of the nutritional adequacy rate on the packaging New Prima Bakery white bread, provided information on storage suggestions on New Prima Bakery white bread packaging, available BPOM number on New Prima Bakery white bread packaging, New Prima Bakery white bread packaging labels are easy to remember, and New Prima Bakery white bread packaging labels are attractive.

Keywords: Design, Packaging, Canoe, Triz