

ABSTRAK

CV Daun Agel merupakan salah satu UMKM yang bergerak di bidang kerajinan tas berbahan dasar daun agel yang berlokasi di Kabupaten Bangkalan. Produk tas yang dihasilkan ditujukan untuk konsumen kelas menengah ke atas, namun dalam beberapa tahun terakhir mengalami penurunan penjualan akibat model produk yang monoton dan kurang mengikuti tren pasar. Penelitian ini bertujuan untuk mengembangkan desain produk tas daun agel agar lebih menarik dan sesuai dengan kebutuhan konsumen. Metode yang digunakan dalam penelitian ini adalah *Quality Function Deployment* (QFD), yang dimulai dengan mengidentifikasi kebutuhan konsumen (*Voice of Customer*), menyusun respon teknis, dan membuat matriks *House of Quality* (HoQ). Data diperoleh dari 70 responden melalui penyebaran kuesioner, dan hasil uji validitas serta reliabilitas menunjukkan bahwa semua instrumen dinyatakan valid dan reliabel. Berdasarkan hasil perhitungan matriks QFD, atribut yang paling penting menurut konsumen adalah kombinasi bahan kuat dan tahan lama, ukuran tas bervariasi, kenyamanan bahan, serta pilihan model yang mengikuti tren seperti sling bag dan backpack. Salah satu atribut dengan skor *Importance to Customer* tertinggi adalah “menggunakan bahan yang kuat dan tahan lama” dengan nilai 3,04, serta nilai rasio perbaikan sebesar 1,31 dan sales point 1,5. Penelitian ini menghasilkan sembilan usulan desain pengembangan produk tas, seperti penggabungan daun agel dan kulit, desain tas ukuran besar dan kecil, serta penggunaan warna *earth tone*. Strategi pengembangan ini diharapkan mampu meningkatkan daya saing produk CV Daun Agel dan memenuhi kebutuhan visual dan fungsional konsumen masa kini.

Kata kunci: Daun Agel, Pengembangan Produk, *Quality Function Deployment* (QFD), Tas, *Voice of Customer*.

ABSTRACT

CV Daun Agel is one of the MSMEs engaged in the field of bag crafts made from agel leaves located in Bangkalan Regency. The bag products produced are aimed at middle to upper class consumers, but in recent years there has been a decline in sales due to monotonous product models and less following market trends. This study aims to develop the design of agel leaf bag products to be more attractive and in accordance with consumer needs. The method used in this study is Quality Function Deployment (QFD), which begins with identifying consumer needs (Voice of Customer), compiling technical responses, and creating a House of Quality (HoQ) matrix. Data were obtained from 70 respondents through questionnaires, and the results of the validity and reliability tests showed that all instruments were declared valid and reliable. Based on the results of the QFD matrix calculation, the most important attributes according to consumers are a combination of strong and durable materials, varying bag sizes, material comfort, and a choice of models that follow trends such as sling bags and backpacks. One of the attributes with the highest Importance to Customer score is "using strong and durable materials" with a value of 3.04, and an improvement ratio value of 1.31 and a sales point of 1.5. This study produced nine proposed designs for bag product development, such as combining agel leaves and leather, large and small bag designs, and the use of earth tone colors. This development strategy is expected to increase the competitiveness of CV Daun Agel products and meet the visual and functional needs of today's consumers.

Keywords: *Agel Leaves, Bags, Product Development, Quality Function Deployment (QFD), Voice of Customer.*