

ABSTRAK

Selama berjalannya usaha industri rumahan UD. Assa'adah menjual produk songkok pada masyarakat umum yang ada di berbagai kota di Jawa Timur. UD. Assa'adah berencana ingin mengembangkan produk songkok yaitu dengan membidik pengunjung wisata religi yang ada di Kota Gresik. Rata-rata pengunjung wisata religi cukup banyak, di wisata religi Sunan Maulana Malik Ibrahim sebesar 103068 pengunjung setiap bulan dan di wisata religi Sunan Giri sebesar 108657 pengunjung setiap bulan. Dalam observasi yang dilakukan ke lapangan minat pengguna songkok bludru di tempat wisata religi sebesar 89% dibandingkan pengguna songkok biasa. UD Assa'adah juga ingin mengembangkan produk songkok. Agar dapat menghasilkan produk yang sesuai dengan kriteria konsumen, dan meningkatkan pendapatan atas penjualan, serta meningkatkan efisiensi waktu dari pengembangan produk maka UD. Assa'adah perlu melakukan pengembangan produk dengan metode *Quality function deployment* dan *Value Engineering*.

Kata Kunci: Karakteristik, House of Quality, Metode Quality Function Deployment, Metode Value Engineering.

ABSTRACT

During the course of the home industry business UD. Assa'adah sells songkok products to the general public in various cities in East Java. UD. Assa'adah plans to develop songkok products by targeting religious tourism visitors in the city of Gresik. The average number of visitors to religious tourism is quite a lot, in the religious tourism of Sunan Maulana Malik Ibrahim there are 103068 visitors per month and in the religious tourism of Sunan Giri there are 108657 visitors per month. In observations made to the field, the interest in wearing velvet caps at religious tourism sites was 89% compared to regular cap users. UD Assa'adah also wants to develop songkok products. In order to be able to produce products that meet consumer criteria, and increase revenue from sales, as well as improve time efficiency from product development, UD. Assa'adah needs to carry out product development using the Quality function deployment and Value Engineering methods.

Keywords : *Characteristics, House of Quality, Quality Function Deployment Method, Value Engineering Method*

