

ABSTRAK

UD. Rifky Jaya NiChelin Mojokerto merupakan perusahaan yang bergerak dalam bidang *fashion* yang memproduksi alas kaki seperti sepatu. Perusahaan mampu memenuhi permintaan konsumen, namun perusahaan menyadari bahwa terjadi penurunan permintaan produk sepatu jenis *casual*. Berdasarkan hasil wawancara dengan narasumber yang selaku *owner* dari UD. Rifky Jaya NiChelin Mojokerto. Untuk meningkatkan permintaan pasar, peneliti membuat alternatif pengembangan produk, dengan menggunakan metode *Kansei Engineering*.

Penelitian ini melakukan desain ulang produk sepatu *casual* dengan menggunakan metode *kansei engineering* dan diperlukan data sebanyak 100 responden untuk menganalisis penilaian konsumen terhadap desain sepatu *casual*. Penilaian konsumen yang didapat dari tahap *kansei* mendapatkan *kansei word* sebanyak 12 kata untuk desain sepatu *casual*, kemudian dilakukan pengelompokkan kata *kansei* dan dilakukan eliminasi kata *kansei* sehingga mendapatkan hasil sebanyak 8 kata *kansei* yang terpilih yaitu: desain sepatu *sneakers*, model sepatu multifungsi, model sepatu bertali, desain sepatu *unisex*, warna netral, tampilan sepatu polos, nama *brand* sepatu, dan bahan sepatu kain kanvas. Selanjutnya di uji regresi linier berganda untuk menguatkan kembali bahwa variabel yang terpilih saat penentuan elemen kata *kansei* merupakan variabel yang berpengaruh terhadap desain sepatu *casual*. Hasil yang diperoleh dari rancangan desain sepatu yang baru, bahan sepatu mulanya berbahan kulit sintetis diganti menggunakan bahan kanvas, warna sepatu yang mulanya berwarna coklat tua berubah menjadi warna hitam putih, serta tampilan sepatu polos tidak bermotif dan adanya penambahan nama *brand* pada sisi depan sepatu yang tidak terlalu besar agar tidak mengganggu kesan *simple* pada desain sepatu tersebut.

Kata Kunci: *Kansei Engineering*, Desain Ulang Sepatu *Casual*, UD. Rifky Jaya NiChelin Mojokerto

ABSTRACT

UD. Rifky Jaya NiChelin Mojokerto is a company engaged in the fashion sector that produces footwear such as shoes. The company is able to meet consumer demand, but the company realizes that there has been a decline in demand for casual shoes. Based on the results of interviews with sources who are the owners of UD. Rifky Jaya NiChelin Mojokerto. To increase market demand, researchers create product development alternatives, using the Kansei Engineering method.

This study redesigned casual shoe products using the kansei engineering method and required data from 100 respondents to analyze consumer ratings of casual shoe design. The consumer assessment obtained from the kansei stage obtained 12 kansei words for casual shoe design, then grouped the kansei words and eliminated the kansei words so as to get 8 selected kansei words, namely: sneaker shoe design, multifunctional shoe models, strappy shoe model, unisex shoe designs, neutral colors, plain shoe looks, shoe brand names, and canvas fabric shoe materials. Furthermore, multiple linear regression tests were carried out to reinforce that the variable selected when determining the kansei word element is a variable that influences the design of casual shoes. The results obtained from the new shoe design, the shoe material originally made from synthetic leather was replaced with canvas material, the shoe color which was originally dark brown changed to black and white, and the appearance of the shoe was plain without a pattern and the addition of the brand name on the front side of the shoe not too big so as not to disturb the simple impression of the shoe design.

Keywords: *Kansei Engineering, Casual Shoes Redesign, UD. Rifky Jaya NiChelin Mojokerto*

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