

Abstrak

Industri *precast concrete* merupakan salah satu industri yang terus berkembang di Indonesia. Pasar industri *precast concrete* Indonesia merupakan pasar konstruksi terbesar di Asia Tenggara. Hal tersebut membuat persaingan antara perusahaan produk *precast concrete* saling bersaing. Inovasi dan efisiensi harus dilakukan agar dapat bertahan di dunia persaingan industri *precast concrete*. Pemenuhan keinginan konsumen terhadap produk harus diperhatikan oleh perusahaan. Inovasi harus dilakukan agar keinginan konsumen dapat dipenuhi. Penelitian ini dilakukan untuk membuat inovasi produk dengan memperhatikan kebutuhan konsumen dengan memperhatikan dampak lingkungan yang diakibatkan dari proses produksi. penelitian ini juga dilakukan untuk menilai biaya yang dapat direduksi pada proses produksi. Metode yang digunakan pada penelitian ini yaitu metode *Green QFD II* tahap kedua yaitu *Concept Comparison House*. Perbaikan kualitas produk di analisa menggunakan *House of Quality* agar sesuai dengan kebutuhan konsumen. Perbaikan dampak lingkungan dilakukan dengan analisa menggunakan *Green House*. Reduksi biaya produksi dilakukan dengan menggunakan analisa *Cost House*. Gabungan hasil perbaikan dari *House of Quality*, *Green House*, *Cost House* akan digabungkan pada *Consept Comparison House* untuk mengevaluasi hasil inovasi produk dengan produk awal.

Kata Kunci : *Precast concrete, Green QFD II, House of Quality, Green House, Cost House, Concept Comparison House*

Abstract

The precast concrete industry is one industry that continues to grow in Indonesia. Indonesia's precast concrete industry market is the largest construction market in Southeast Asia. This makes competition between companies of precast concrete products compete with each other. Innovation and efficiency must be carried out in order to survive in the competitive world of the precast concrete industry. Fulfillment of customer needs for the product must be considered by the company. Innovations must be made so that customer needs can be fulfilled. This research was conducted to make product innovations by observe the customer needs and the environmental impacts resulting from the production process. This research was also conducted to assess the costs that can be reduced in the production process. The method used in this study is the second stage of the Green QFD II method, the Concept Comparison House. Product quality improvement is analyzed using the House of Quality to suit the customer needs. The improvement of environmental impact is carried out by analysis using the Green House. Reduction of production costs is done by using a Cost House analysis. Combined results of improvements from the House of Quality, Green House, Cost House will be combined in the Consept Comparison House to evaluate the results of product innovation with initial products.

Keywords: *Precast concrete, Green QFD II, House of Quality, Green House, Cost House, Concept Comparison House*