

Syndi Aprilia Lestari NPM 21.03.3.1.1.00044. Pengembangan Desain Kemasan dan Analisis Finansial Susu Kambing Etawa Kelompok Ternak Melati. Dibawah bimbingan **Dian Farida Asfan, S.T., M.T. dan Dr. Iffan Maflahah, S.TP., M.Si.**

ABSTRAK

Susu kambing memiliki nilai gizi tinggi, namun desain kemasan yang kurang menarik dapat menghambat daya saing produk di pasar. Penelitian ini bertujuan untuk mengembangkan desain kemasan dan menganalisis kelayakan finansial usaha susu kambing etawa di Kelompok Ternak Melati. Metode yang digunakan yaitu value engineering untuk mengembangkan desain kemasan, serta melakukan pendekatan finansial yang mencakup perhitungan operating profit, net profit, profit rate, benefit cost ratio (BCR), rentabilitas, break even point (BEP), dan jangka waktu pengembalian investasi. Proses perancangan melibatkan lima tahapan value engineering, yaitu tahap informasi, tahap kreatif, tahap analisis, tahap pengembangan, dan tahap rekomendasi. Kemudian dilakukan juga analisis nilai tambah setelah dilakukan analisis value engineering. Analisis value engineering diperoleh informasi terkait preferensi konsumen terhadap atribut desain yaitu warna label, jenis kemasan dan berat bersih (netto) yang dikumpulkan dari 100 responden. Berdasarkan ketiga atribut kemasan tersebut diperoleh satu atribut yang dianggap paling penting oleh konsumen yaitu warna label dengan nilai bobot sebesar 0,359. Hasil pengembangan desain kemasan terpilih yaitu alternatif kemasan berbentuk botol berbahan plastik 250 ml berlabel biru seharga Rp 12.850. Hasil analisis finansial pengembangan menunjukkan bahwa usaha susu kambing pasteurisasi layak dijalankan dengan nilai net profit sebesar Rp 394.694.505, BCR sebesar 3 per tahun, dan periode pengembalian investasi selama 1 tahun 2 bulan. Inovasi kemasan terbukti mendukung potensi ekonomi usaha susu kambing.

Kata Kunci : *Desain Kemasan, Susu Kambing, Value Engineering, Analisis Finansial*

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ABSTRACT

Goat milk has high nutritional value however, an unattractive packaging design can hinder the product's competitiveness in the market. This study aims to develop a packaging design and analyze the financial feasibility of the Etawa goat milk business in Kelompok Ternak Melati. The method used was value engineering to develop the packaging design, combined with a financial approach that includes calculations of operating profit, net profit, profit rate, benefit-cost ratio (BCR), profitability, break-even point (BEP), and payback period. The design process involved five stages of value engineering: the information stage, the creative stage, the analysis stage, the development stage, and the recommendation stage. In addition, a value-added analysis was conducted following the value engineering process. The value engineering analysis provided insights into consumer preferences regarding packaging design attributes, namely label color, packaging type, and net weight, gathered from 100 respondents. Among these three attributes, label color was identified as the most important by consumers, with a weight score of 0.359. The selected packaging design was a 250 ml plastic bottle with a blue label priced at Rp 12,850. The financial feasibility analysis of the developed packaging indicated that the pasteurized goat milk business is viable, with a net profit of Rp 394,694,505, a BCR of 3 per year, and an investment payback period of 1 year and 2 months. The packaging innovation has proven to support the economic potential of the goat milk business.

Keywords : *Packaging Design, Goat Milk, Value Engineering, Financial Analysis*