

# PERANCANGAN TAS RANSEL MENGGUNAKAN METODE *QUALITY FUNCTION DEPLOYMENT (QFD)*

Nama Mahasiswa : Shofiyatun Nikmah  
NIM : 2011610024  
Pembimbing : Niswatun Faria, S.T., M.Sc.

## ABSTRAK

Aktivitas manusia untuk melakukan *travelling* atau berwisata mulai meningkat pasca *pandemic*. Sektor pariwisata telah menyumbang devisa negara hingga \$18 Milyar pada tahun 2019 (BPS, 2021). Salah satu pengembang properti di sektor pariwisata diuntungkan dengan meningkatnya angka pariwisata. Banyaknya hari libur nasional di paruh pertama 2023 menyebabkan kenaikan pendapatan dari sektor perhotelan sebesar 39% dari total pendapatannya. Pendapatan tersebut di dapat seiring dengan maraknya jumlah wisatawan yang mengeluarkan uangnya untuk kebutuhan liburan, perjalanan bisnis, maupun hanya sekedar menikmati alam. Umum nya para wisatawan menggunakan tas ransel atau tas koper selama bepergian. Tas ransel cenderung lebih diminati karena dianggap lebih praktis dan mudah dibawa, sehingga cocok untuk perjalanan domestik maupun perjalanan jauh. Dalam penelitian ini, peneliti membuat desain tas ransel *backpack* dengan metode *Quality Function Deployment (QFD)* dan membentuk *House of Quality (HOQ)*. Berdasarkan penelitian ini, didapat kriteria keinginan konsumen, karakteristik teknis, target operasional, serta benchmarking dengan para kompetitor seperti Deuter Speed 20 L, Berghaus 35 L, dan REI Co-op 45L. Adapun spesifikasi tas ransel *backpack* adalah sebagai berikut: bentuk persegi panjang, dimensi 30 L (30 cm x 18 cm x 55 cm), warna abu-abu dan hitam (tanpa motif), serta beberapa komponen seperti kantung utama, kantung laptop, kantung barang elektronik, kantung masker, kantung handsanitizer, obat-obatan, botol, payung, *rain cover*, gagang tas bahu, strap penstabil, strap dada, strap perekat, dan *cover* tas tambahan.

**Kata Kunci** : Pariwisata, QFD, Tas Ransel

## **DESIGN OF A RANSEL BAG USING QUALITY FUNCTION DEPLOYMENT (QFD)**

*By* : Shofiyatun Nikmah  
*Student Identify Number* : 2011610024  
*Supervisor* : Niswaton Faria, S.T., M.Sc.

### **ABSTRACT**

*Human activities for travelling or tourism began to increase after the pandemic. The tourism sector has contributed up to \$18 billion in foreign exchange in 2019 (BPS, 2021). One of the property developers in the tourism sector benefited from the increase in tourism numbers. The large number of public holidays in the first half of 2023 led to an increase in revenue from the hospitality sector by 39% of its total revenue. The revenue was generated as more tourists spent their money on holidays, business trips, or just to enjoy nature. It is common for travellers to use backpacks or suitcases while travelling. Backpacks tend to be more in demand because they are considered more practical and easy to carry, making them suitable for domestic and long-distance travel. In this study, researchers created a backpack design using the Quality Function Deployment (QFD) method and formed a House of Quality (HOQ). Based on this research, we obtained voice of consumer's criteria, technical characteristics, operational targets, and benchmarking with competitors such as Deuter Speed 20 L, Berghaus 35 L, and REI Co-op 45L. The specifications of the backpack are as follows: rectangular shape, 30 L dimensions (30 cm x 18 cm x 55 cm), grey and black colours (without motifs), as well as several components such as the main pocket, laptop pocket, electronic item pocket, mask pocket, hand sanitizer pocket, medicine, bottle, umbrella, rain cover, shoulder bag handle, stabilising strap, chest strap, adhesive strap, and additional bag cover.*

**Keywords** : *QFD, Ransel Bag, Tourism*