

PENGEMBANGAN DESAIN PRODUK KERAJINAN *SOKASI* BERBASIS MATERIAL KOMPOSIT Matrik *POLYESTER* BERPENGUAT SERAT BATANG BAMBU

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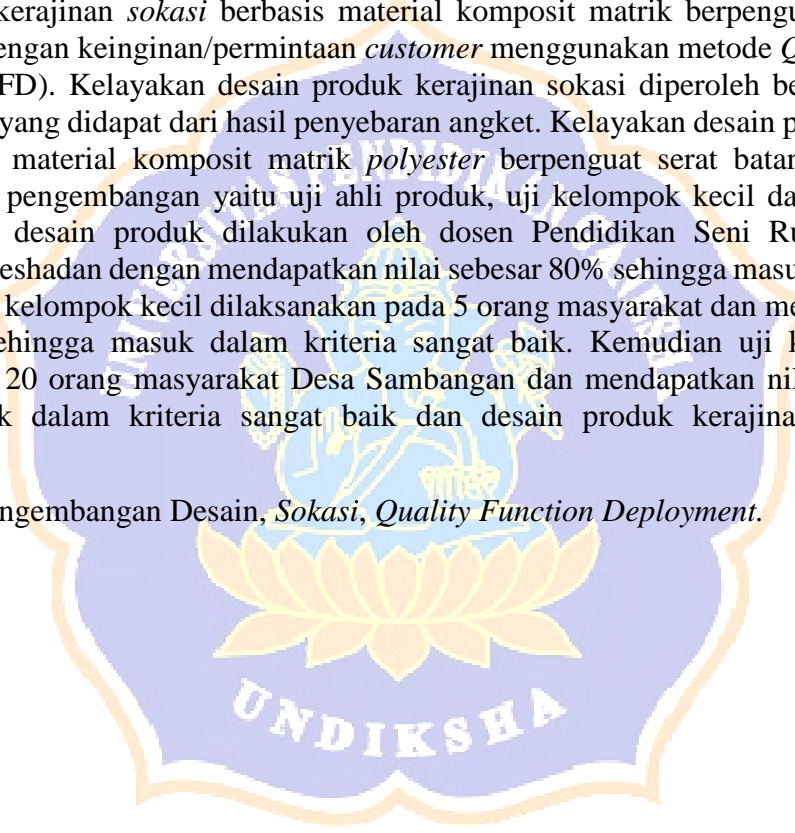
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Abstrak

Penelitian ini merupakan penelitian pengembangan yang bertujuan untuk menghasilkan desain produk kerajinan *sokasi* berbasis material komposit matrik berpenguat serat batang bambu sesuai dengan keinginan/permintaan *customer* menggunakan metode *Quality Function Deployment* (QFD). Kelayakan desain produk kerajinan *sokasi* diperoleh berdasarkan hasil pengujian data, yang didapat dari hasil penyebaran angket. Kelayakan desain produk kerajinan *sokasi* berbasis material komposit matrik *polyester* berpenguat serat batang bambu telah melewati tahap pengembangan yaitu uji ahli produk, uji kelompok kecil dan uji kelompok besar. Uji ahli desain produk dilakukan oleh dosen Pendidikan Seni Rupa Universitas Pendidikan Ganeshadan dengan mendapatkan nilai sebesar 80% sehingga masuk dalam kriteria sangat baik. Uji kelompok kecil dilaksanakan pada 5 orang masyarakat dan mendapatkan nilai sebesar 82% sehingga masuk dalam kriteria sangat baik. Kemudian uji kelompok besar dilakukan pada 20 orang masyarakat Desa Sambangan dan mendapatkan nilai sebesar 86% sehingga masuk dalam kriteria sangat baik dan desain produk kerajinan *sokasi* layak digunakan.

Kata kunci: Pengembangan Desain, *Sokasi*, *Quality Function Deployment*.



DEVELOPMENT OF *SOKASI* CRAFT PRODUCT DESIGN BASED ON MATERIAL COMPOSITE MATERIALS OF *POLYESTER* FIBER BAMBOO FIBER

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Abstract

This research is a research development that aims to produce a design product based on composite rod reinforced bamboo fiber reinforced material according to the wishes / requests of customers using the *Quality Function Deployment* (QFD) method. The feasibility of the design of the craft product *sokasi* is obtained based on the results of testing the data, which is obtained from the results of questionnaire distribution. The feasibility of the design of handicraft products based on composite material of bamboo fiber reinforced composite matrix has passed the development stage, namely product expert test, small group test and large group test. The product design expert test was conducted by the lecturer of the Fine Arts Education University of Ganeshadan University with a score of 80% so it was included in the very good criteria. The small group test was carried out on 5 people and got a score of 82% so it was included in the very good criteria. Then a large group test was carried out on 20 people of Sambangan Village community and got a value of 86% so that it was included in the very good criteria and the design of the handicraft product was suitable for use.

Key Words : Design Development, *Sokasi*, *Quality Function Deployment*

