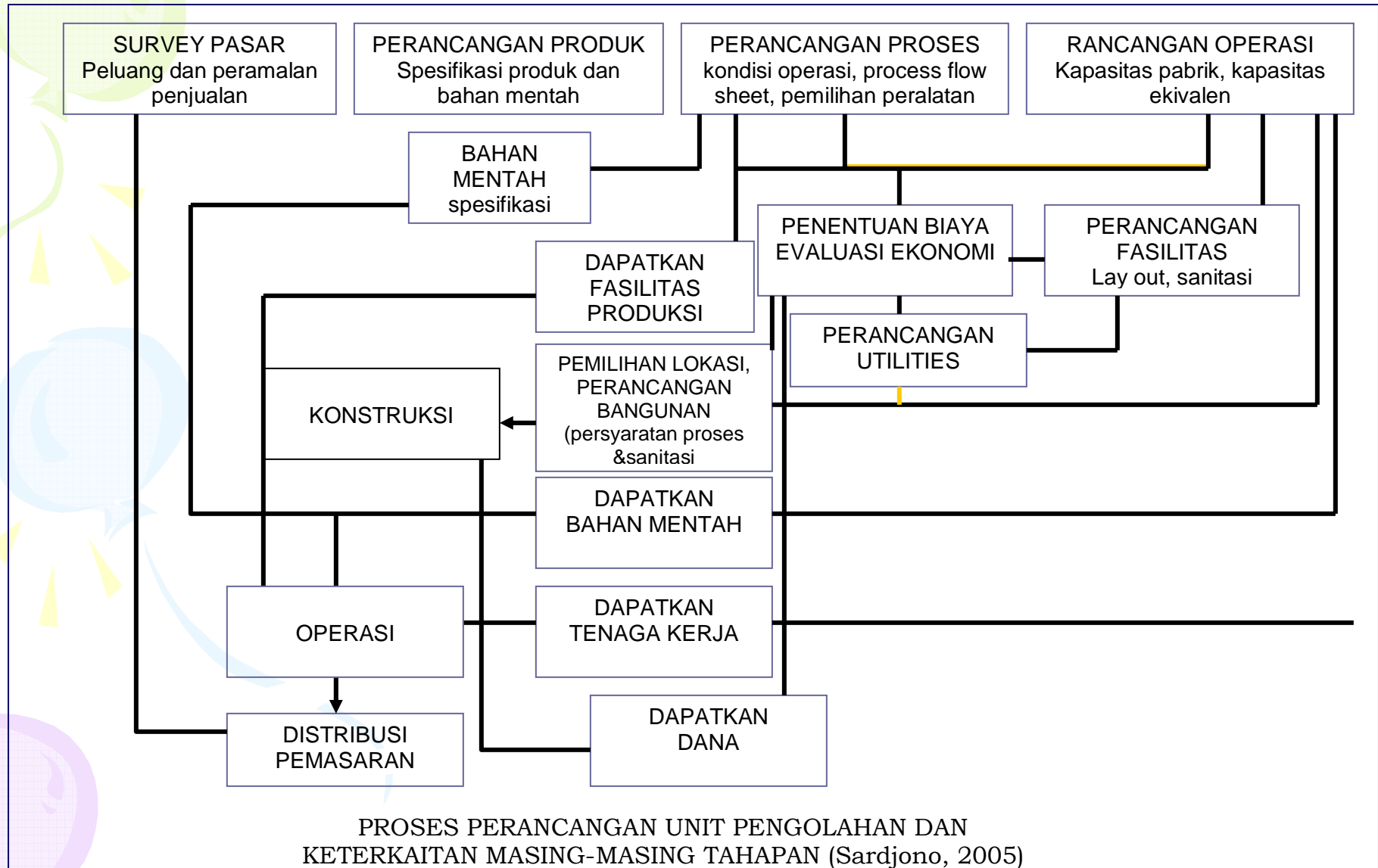


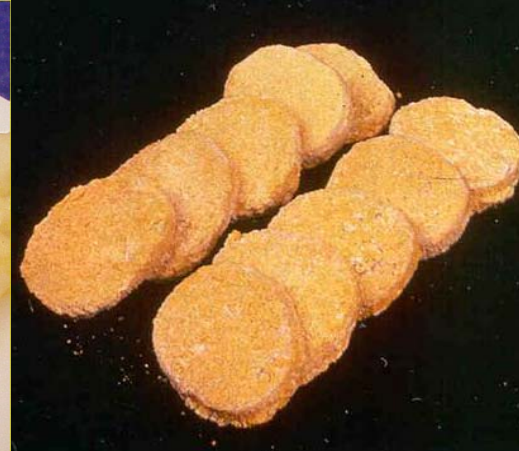


BAHAN AJAR 3

- 
- 
- Product design



PERANCANGAN PRODUK ("PRODUCT DESIGN")



PERANCANGAN PRODUK ("PRODUCT DESIGN")

APA YANG AKAN DIBUAT / DIPRODUKSI ?

PRODUK BARU
MODIFIKASI
PRODUK SEJENIS YG
ADA



PROSPEK / PELUANG



TREND PASAR / KONSUMEN

→ SURVEY PASAR

PRELIMINARY STUDIES OF FOODS PRODUCTS

1. Characterization of products, including legal and commercial aspects, as well as consumption trend. The aim is to define the technical, legal and commercial quality of products.
2. Market analysis, based on quality and product specifications. This evaluation must include the competitiveness of products, determining their technology and probable change in a future
3. Study of response to product price, difficulty of distribution and supply of product according to different specification

Dimana yang memiliki peluang besar?

	diperoleh	Tidak diperoleh
diinginkan	B	A
Tidak diinginkan	C	D

**PRODUK YANG DIRANCANG
MEMILIKI KEUNGGULAN!!!**

PRODUK INOVATIF



Rural Industrialization
Solusi Pengembangan
Industri Pangan



MAJOR TRENDS IN CONSUMER REQUIREMENT

■ **More convenience**

shelf life

storage

preparation for consumption

■ **Higher quality**

fresher

more natural

nutritionally healthier

minimally package

safer

→ **REACTION OF THE FOOD INDUSTRY ?**

FOOD INDUSTRY

→ innovation in food processing

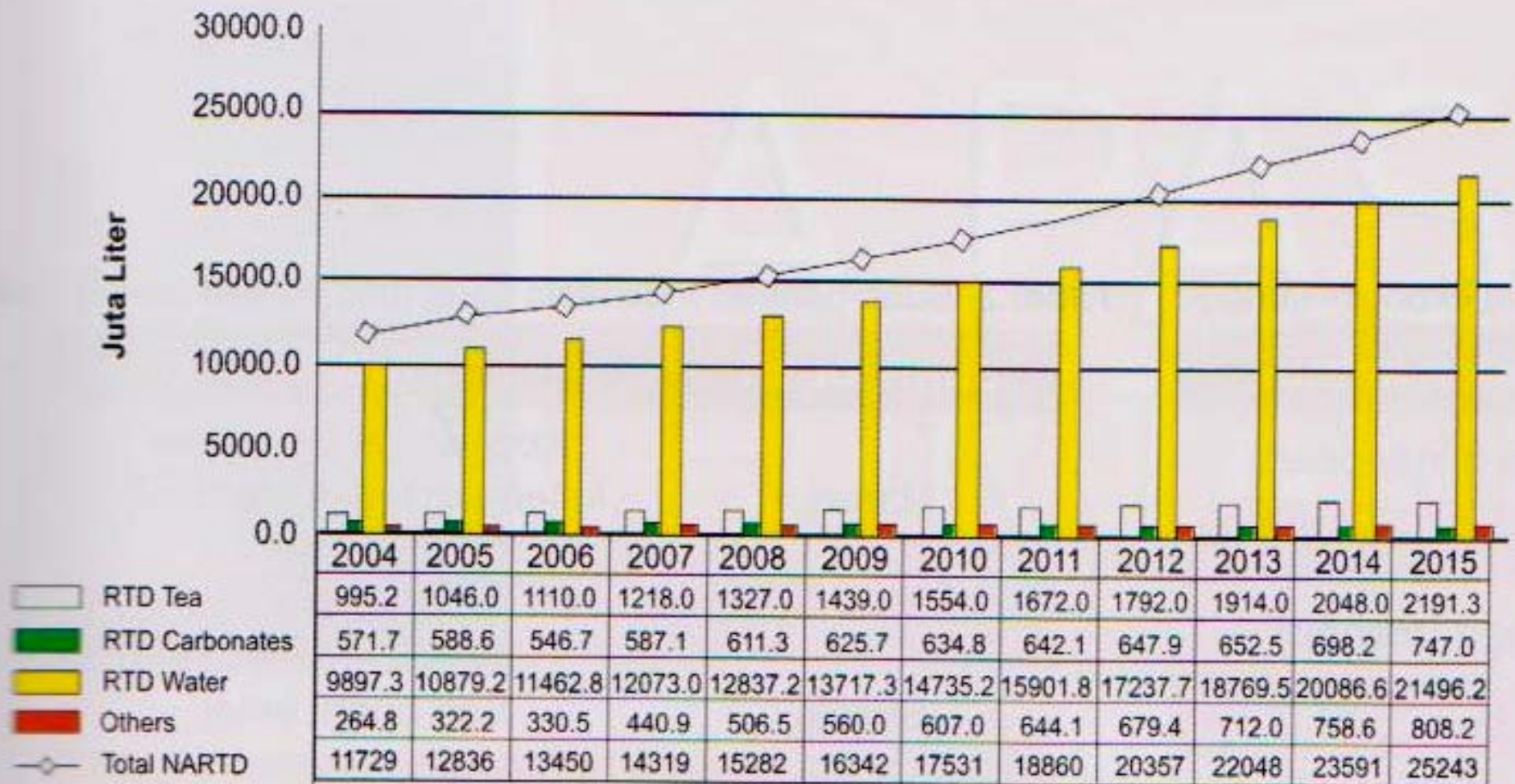
- Milder processing
minimal over heating, less intensive heating
- Fewer additives
less used of chemical preservative
- Increased use of combination or hurdle technologies
- Evaluation and use of naturally occurring preservation system
- Reduction in level of salt, fat, sugar
- Reduced, environmentally friendly packaging
- More attention to elimination of food poisoning microorganisms from the most often contaminated foods

PRELIMINARY STUDIES OF FOODS PRODUCTS

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**READY TO DRINK
PRODUCTS**



Gambar 1. Tren pertumbuhan minuman ringan siap saji
Sumber: ASRIM, 2009

1. Sari buah
2. Berkarbonasi
3. Air minum dalam kemasan (AMDK)
4. Teh siap saji
5. Kopi dan susu siap saji
6. Minuman isotonik

APAKAH PRODUK YANG DIBUAT PUNYA PELUANG?

- KEGUNAAN
- SPESIFIKASI
- KUALITAS
- KETERSEDIAAN
- PRODUK SEJENIS / PENGGANTI
- PERJANJIAN PERDAGANGAN /
PERLINDUNGAN
- PERUBAHAN-PERUBAHAN
YANG TERJADI



Hasil olah daging / ikan

INOVASI ???

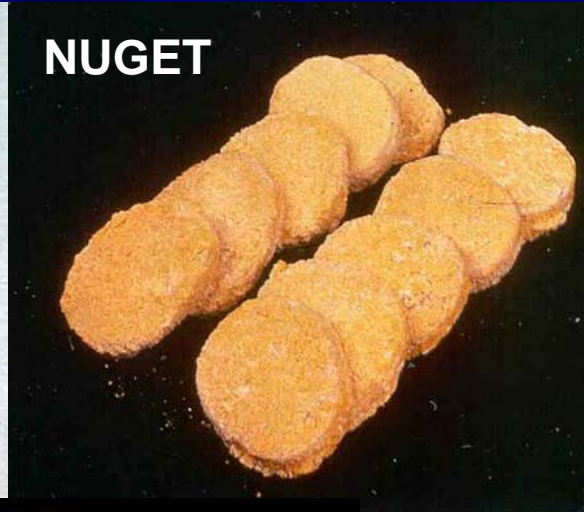


Bentuk beku?

BURGER



NUGET



CAKE IKAN

INOVASI?

RASA (pedas?)

BENTUK/ UKURAN

KOMPOSISI (rendah lemak, fungsional)

WARNA / KEMASAN

Tabel 1. Buah-buahan Indonesia yang bernilai ekonomis tinggi

Tanaman halaman	Tanaman kebun
Sirsak (soursup)	Nanas (pineapple)
Delima (pomegranate)	Jambu biji (guava)
Nangka (jackfruit)	Mangga (mango)
Lengkeng (longan)	Markisa (passionfruit)
Leci (lychee)	Pisang (banana)
Terong Belanda (tamarillo)	Rambutan
Manggis (mangosteen)	Jeruk (tangerine)
Mengkudu (noni)	Kakao (cocoa)
Asam jawa (tamarind)	Kelapa (coconut)
	Pepaya (papaya)

Sumber: APSARI, 2009

Tabel 2. Buah-buahan Indonesia yang mempunyai nilai ekspor

Jenis buah	Produk
Nanas	Konsentrat sari buah kalengan, selai, kecipik, manisan
Markisa	Puree/pulp, sirup, sari buah
Sirsak	Sari buah, selai
Kakao	Coklat bubuk, coklat batang
Rambutan	Buah kaleng, cocktail
Delima merah	Sari buah kaya antioksidan

Sumber: APSARI, 2009

**KECENDERUNGAN
KONSUMEN SAAT INI DAN
YANG AKAN DATANG**



**PEMBENTUKAN
“IMAGE” PASAR**

