

**PENGEMBANGAN DESAIN PRODUK GULA AREN PADA
AGROINDUSTRI GULA AREN DI
KECAMATAN SUNGAYANG KABUPATEN TANAH DATAR**

SKRIPSI



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Abstrak

Agroindustri gula aren di Kecamatan Sungayang memiliki peran penting bagi perekonomian lokal. Produksi gula aren mayoritas masih dilakukan secara tradisional dengan mutu produk dan kemasan yang rendah. Penelitian ini bertujuan untuk menggambarkan kondisi agroindustri serta menganalisis desain produk gula aren sesuai preferensi konsumen. Penelitian dilakukan secara deskriptif kuantitatif melalui observasi, wawancara, dan survei terhadap 30 konsumen menggunakan metode *Kansei Engineering* dengan 50 *kansei word*, yang diolah melalui analisis faktor yaitu KMO dan *Barlett's test*, PCA, dan rotasi Varimax menggunakan aplikasi SPSS. Hasil penelitian menunjukkan agroindustri gula aren di Sungayang saat ini menghadapi sejumlah kendala, seperti keterbatasan kepemilikan pohon yang membuat produsen bergantung pada pasokan nira petani dengan sistem bagi hasil yang rentan fluktuasi akibat musim, umur pohon, serta serangan hama. Produk didominasi berbentuk silinder dan sebagian berbentuk tempurung, dikemas sederhana tanpa label, dan dipasarkan melalui pedagang pengepul. Analisis faktor menghasilkan lima dimensi preferensi konsumen yang menjadi dasar rekomendasi pengembangan desain, antara lain penambahan label produk, peningkatan daya tahan kemasan, penerapan desain modern, penyempurnaan tekstur produk, serta standarisasi ukuran produk. Penelitian ini menyimpulkan perlunya pengembangan desain produk untuk menjawab persepsi negatif konsumen guna memperkuat daya saing gula aren Sungayang. Saran pada penelitian ini adalah kepada pelaku agroindustri gula aren di Kecamatan Sungayang untuk mulai memperhatikan pengembangan produk guna mempertahankan produk gula aren di pasar dan meningkatkan daya saing produk dibandingkan pesaing.

Kata kunci: Agroindustri, Gula Aren, *Kansei Engineering*, Preferensi Konsumen

PRODUCT DESIGN DEVELOPMENT OF PALM SUGAR IN THE PALM SUGAR AGROINDUSTRY OF SUNGAYANG SUB- DISTRICT, TANAH DATAR REGENCY

Abstract

The palm sugar agroindustry in Sungayang Sub-District is important factor in the local economy. However, production procces still using traditional methods, resulting low product and packaging quality. This study aims to describe the existing condition of the agroindustry and to analyze palm sugar product and packaging design based on consumer preferences. The research was conducted using a descriptive quantitative approach through observation. There were 30 consumers interviewed, using the Kansei Engineering method with 50 kansei words. Data were processed using factor analysis including KMO and Bartlett's test, PCA, and Varimax rotation with SPSS. The findings showed that the palm sugar agroindustry in Sungayang faced two big challenges. First, limited tree ownership, which forces producers to rely on palm sap supplied by farmers through a profit-sharing system. Second, product fluctuations caused by seasonal changes, tree age, and pest attacks. The products were packaged simply without labels, and distributed through middlemen. Factor analysis identified five dimensions of consumer preference that serve as the basis for design development recommendations. First, the detailed information of product labels. Second, improvement of packaging durability. Third, application of modern designs. Fourth, improvement of product texture. Fifth, standardization of product sizes. This study showed that product design development is necessary to reduce negative consumer perceptions and strengthen the competitiveness of Sungayang palm sugar agroindustry. It is recommended that producers in Sungayang Sub-District pay greater attention to product development, particularly in packaging and labeling, in order to maintain market and enhance competitiveness.

Keywords: Agroindustry, Consumer Preferences, Kansei Engineering, Palm Sugar