ABSTRACT

Along with the many of cigarette products especially middle end class market, more increase the competition of the cigarette company (PR) in selling the product. In order to be the product that sell can be accept by consumer, PR must consider the cigarette quality, where the quality is appropriate with consumer needs then the consumer satisfying about cigarette could be done. More near the cigarette product to the consumer, more exclusive. This historical power is difficult to be broken and become the strength of PR competition in live. This research is done in CV. Ulung that product cigarette Oeloeng, with the competitor i.e. Nangka cigarette, Laksmi Cigarette Kudu Cigarette and Kopi Cigarette.

Quality Function Deployment (QFD) is planning tools that used to fill the needs of consumers to cigarette product. The first step is collecting the data with interview using questioner as measuring tool. After understanding the voice of costumer then PR Oeloeng emerge the technical concept. The relationship between consumer needs and technical concepts of company can result the attribute that will be priority to be developed.

The result from this research shows that the development priority that must be done by PR Oeloeng is cigarette tastes that appropriate with the consumer needs without leave the image of taste of Oeloeng Cigarette. Beside that, important to increase the workers ability of Oeloeng so will result the cigarette appropriate with consumer needs and able to compete in market.

Key Words: Quality Function Deployment, Oeloeng Cigarette Company.