IMPLEMENTATION OF GREEN QUALITY FUNCTION DEPLOYMENT II FOR DEVELOPING GREEN PRODUCT IN UPT ANEKA INDUSTRI & KERAJINAN SURABAYA (SUB UPT KERAMIK-MALANG)

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Industrial sectors have contribute significantly to the environment impact. Industrial sectors in are characterized by UKM’s dominance. Globally, this sector has most influence to the environment. In the fact, UKM disable to compete in global market. This condition was caused disability of using environmental issues being a strength to be market winner which started to be a green industry. Therefore, it needs UKM to be strengthen with environmental awareness such as green product development. In this research Green Quality Function Deployment methodology is proposed to use for evaluation quality, environment and cost factors consideration are represented by House of Quality, Green House, and Concept Comparison House. According to the analysis, production impact of ceramics product, the best alternative of waste reusing, attribute of ceramics product which considered in customer needs and wants, environmental-friendly, saving cost have known. So that, UKM’s product able to compete in local or global market.

Keywords : Green QFD II, Ceramics Product, Environmental-Friendly