ABSTRACT

On 2013, ITS got support to continue Business Incubator Programme on 2012 from Ministry of Koperasi and Micro, Small and Medium Enterprises (SMEs). Business Incubator Programme on 2013 manage to coach tenant’s SMEs programme through Business Incubator on 20 University. Almost of all Incubator Business Incubator Center in a University have web site as the source of information and promotion media for tenant such as products that they have. From the existing website, ITS was in lowest position by 12%. Business Incubator ITS Website only have 11 web site components content from 91 recommended web site components content’s as the result of observation to website related website and journal reference. Therefore organizer and coacher of Incubator Industry ITS willing to improve their web site in order to be an informative website. To create it become more attractive, QFD (Quality Function Deployment) is used to deal with customer requirement and customer voice. This research aim to get VOC (Voice of Customer), technical response, and recommendation of improvement and development of website component. As a result, attribute and technical responses were built. There are 58 attributes that was recommended as the website component from the categories in marketing communication mix strategy. Finally, there are 10 technical responses should be in Incubator Industry ITS’s website. These are homepage, about us, business incubator, agenda, gallery, business article, news and events, tenant, tenant’s product, and contact.

Key words: Content Analysis, Incubator Website, QFD
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