Small and Medium Enterprise (SME) which producing crackers are often found in Surabaya. Most of the existing SME crackers, still using manual production processes and low for the use of technology. Manual process lead to long production process. Based on this problem, a technology is required so it could help SMEs in the production process. Nowadays, there is a new technology called Smart Cracker that could help SMEs in dryers’ process and packaging process. However, Cracker Smart tools that exist today still have a shortfall in the production process. Based on the poor product development, an upgrade would be conducted for this Smart Cracker by using QFD (Quality Function Deployment). The purpose of product development is to know the desired and expected products by the user. The output of this study are; customer requirements, performance, features, conformance to specifications, safety, ease of servicing / repair, durability and cost of the tool. The upgrade for Smart Cracker includes the repair tool comes with a target value for the QFD level 1, specifications for QFD level 2 and process planning for QFD level 3. Based on the calculation of NPV investment feasibility study for Smart Cracker appliance repair at the end of the year to 5 obtained a value of Rp 308,444,371 with a large investment of Rp 18,823,650. Smart Cracker NPV improvement is more profitable than the NPV obtained using the manual method of Rp 14,010,328. Investment in the Smart Cracker is worth considering.

Keywords: IKM, Smart Cracker, Product Development, QFD
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