

JUDUL:
PERANCANGAN STRATEGI PEMASARAN PADA CAFE GARTENHUTTE
DENGAN PENDEKATAN *DESIGN THINKING*, *QUALITY FUNCTION DEPLOYMENT*, DAN
MEMPERTIMBANGKAN PERILAKU KONSUMEN

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ABSTRAK

Cafe Gartenhutte adalah usaha kuliner yang berlokasi di Desa Selotapak, Kecamatan Trawas, Kabupaten Mojokerto, dengan konsep suasana alam pegunungan sebagai daya tarik utama. Meningkatnya persaingan bisnis kafe di kawasan wisata Trawas menuntut Cafe Gartenhutte untuk memiliki strategi pemasaran yang adaptif dan berorientasi pada kebutuhan konsumen. Penelitian ini bertujuan merancang strategi pemasaran guna meningkatkan loyalitas konsumen dan memperkuat posisi kompetitif usaha. Metode *Design Thinking* digunakan untuk menggali kebutuhan dan pengalaman konsumen, sedangkan *Quality Function Deployment* (QFD) digunakan untuk menerjemahkan kebutuhan tersebut ke dalam prioritas strategi pemasaran yang aplikatif. Pengumpulan data dilakukan melalui observasi dan wawancara. Hasil penelitian menunjukkan bahwa konsumen tidak hanya mempertimbangkan kualitas produk, tetapi juga kenyamanan suasana, kualitas pelayanan, dan pengalaman yang ditawarkan. Strategi pemasaran yang dihasilkan berfokus pada peningkatan pengalaman konsumen dan optimalisasi media digital untuk mendukung pengembangan usaha secara berkelanjutan. Data dikumpulkan melalui wawancara terhadap 15 konsumen dan 1 pemilik usaha dengan pendekatan *Design Thinking* dan *Quality Function Deployment* (QFD). Hasil penelitian menunjukkan bahwa pelanggan didominasi usia muda yang mengutamakan kenyamanan, pelayanan cepat, dan promosi digital aktif. Dari analisis QFD diperoleh 9 usulan strategi utama, yaitu sistem pemesanan digital (*QR Order Menu*), pelatihan staf, promosi media sosial, inovasi menu, penataan area, penambahan fasilitas Wi-Fi dan colokan, program loyalitas digital, acara tematik, serta kolaborasi komunitas lokal. Seluruh strategi dinilai layak diterapkan secara bertahap dengan estimasi biaya Rp10–15 juta. Pendekatan ini menghasilkan strategi yang empatik, realistis, dan mampu meningkatkan kepuasan pelanggan Cafe Gartenhutte.

Kata Kunci: *Design thinking, Quality Function Deployment, Strategi Pemasaran, Perilaku Konsumen*

TITLE:
DESIGN OF MARKETING STRATEGY AT CAFE GARTENHUTTE USING
DESIGN THINKING AND QUALITY FUNCTION DEPLOYMENT APPROACHES
BY CONSIDERING CONSUMER BEHAVIOR

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ABSTRACT

Cafe Gartenhutte is a culinary business located in Selotapak Village, Trawas District, Mojokerto Regency, featuring a natural mountain atmosphere as its main attraction. The increasing competition among cafés in the Trawas tourism area requires Cafe Gartenhutte to adopt adaptive marketing strategies that focus on consumer needs. This study aims to design marketing strategies to enhance customer loyalty and strengthen the café's competitive position. The Design Thinking method is used to explore customer needs and experiences, while Quality Function Deployment (QFD) is applied to translate these needs into practical marketing strategy priorities. Data were collected through observation and interviews. The results show that consumers consider not only product quality but also ambiance comfort, service quality, and overall experience. The proposed marketing strategies focus on enhancing customer experience and optimizing digital media to support sustainable business development. Data were gathered through interviews with 15 consumers and 1 business owner using the Design Thinking and QFD approaches. The findings indicate that the majority of customers are young adults who value comfort, fast service, and active digital promotion. The QFD analysis produced nine main strategic recommendations: a digital ordering system (QR Order Menu), staff training, social media promotion, menu innovation, area layout improvement, additional Wi-Fi and power outlets, a digital loyalty program, thematic events, and collaboration with local communities. All strategies are considered feasible to be implemented gradually with an estimated cost of IDR 10–15 million. This approach results in empathetic, realistic, and effective strategies that enhance customer satisfaction at Cafe Gartenhutte.

Keywords: Design Thinking, Quality Function Deployment, Marketing Strategy, Consumer Behavior