# ENHANCING KOPYOR COCONUT PRODUCTS THROUGH VALUE CHAIN MAPPING AND PACKAGING DESIGN AT CINTA BUMI NUSANTARA CO.

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# DECLARATION OF ORIGINALITY AND COPYRIGHT TRANSFER

Currently, I declare that the final undergraduate report titled "Enhancing Kopyor Coconut Products through Value Chain Mapping and Packaging Design at Cinta Bumi Nusantara Co." is my work under the supervision of Deasy Kartika Rahayu Kuncoro S.T, M.T. It has never been published in any form by any higher education organization. An information source from or quoted from published or unpublished works by other authors is mentioned in the text and included in the references at the end of this paper.

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Bogor, July 2024

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# ABSTRAK

JOSEPHINE FATIMA DEVI. *Enhancing Kopyor Coconut Products through Value Chain Mapping and Packaging Design at Cinta Bumi Nusantara Co.* Dibimbing oleh DEASY KARTIKA RAHAYU KUNCORO.

Cinta Bumi Nusantara Co. menghadapi tantangan besar dalam mengubah kelapa kopyor yang mudah rusak dan besar menjadi produk siap pasar. Studi ini menangani tantangan tersebut dengan mengoptimalkan proses produksi melalui pemetaan rantai nilai dan meningkatkan daya tarik produk menggunakan prinsip Kansei Engineering. Pengembangan air kelapa kopyor siap minum dan daging kelapa kopyor beku-kering efektif mengurangi masalah kerusakan dan kebesaran produk. Teknik pengawetan yang canggih memperpanjang umur simpan dan mempertahankan kualitas nutrisi produk, memenuhi permintaan konsumen akan bahan alami berkualitas tinggi. Pemetaan rantai nilai memastikan produksi dan distribusi yang efisien, selaras dengan preferensi konsumen terhadap kenyamanan, keterjangkauan, dan kualitas. Selain itu, Kansei Engineering mengarahkan desain kemasan yang beresonansi secara emosional dengan konsumen, dengan fokus pada atribut kunci seperti visualisasi produk, warna cerah, dan kesederhanaan. Elemen desain ini sangat penting dalam meningkatkan daya tarik konsumen dan membedakan produk di pasar. Temuan ini menunjukkan bahwa dengan mengintegrasikan teknik pengawetan yang tepat sasaran dengan kemasan yang beresonansi secara emosional, Cinta Bumi Nusantara Co. dapat berhasil mengatasi tantangan kerusakan dan kebesaran kelapa kopyor, sekaligus memastikan posisi kompetitif di pasar.

Kata kunci: *Preferensi konsumen, Kansei Engineering, Kelapa kopyor, Pertanian berkelanjutan, Rantai nilai*

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# ABSTRACT

JOSEPHINE FATIMA DEVI. *Enhancing Kopyor Coconut Products through Value Chain Mapping and Packaging Design at Cinta Bumi Nusantara Co.* Supervised by DEASY KARTIKA RAHAYU KUNCORO.

Cinta Bumi Nusantara Co. faces significant challenges transforming highly perishable and bulky kopyor coconuts into market-ready products. This study addresses these challenges by optimizing the production process through value chain mapping and enhancing product appeal using Kansei Engineering principles. Developing ready-to-drink kopyor coconut water and freeze-dried kopyor coconut flesh effectively mitigates the issues of perishability and bulkiness. Advanced preservation techniques extend shelf life and maintain the nutritional quality of the products, meeting consumer demands for natural, high-quality ingredients. Value chain mapping ensured efficient production and distribution, aligning with consumer preferences for convenience, affordability, and quality. Additionally, Kansei Engineering guided the design of packaging that resonates emotionally with consumers, focusing on key attributes such as product visualization, bright colors, and simplicity. These design elements were crucial in enhancing consumer appeal and differentiating the products. The findings suggest that by integrating targeted preservation techniques with emotionally resonant packaging, Cinta Bumi Nusantara Co. can successfully address the inherent challenges of kopyor coconut perishability and bulkiness, securing a competitive position in the market.

*Keywords*: Consumer preference, Kansei Engineering, Kopyor coconut, Sustainable Agriculture, Value chain

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Hopefully, this undergraduate thesis can be as beneficial as it is supposed to be for the industry, writer, reader, and the advancement of knowledge.

Bogor, July 2024

*Josephine Fatima Devi*

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