

## **ABSTRACT**

Riskiyya, Eka. 2012, THESIS. "Analysis of Strategies Product Design in Increasing Marketing Volume on Furniture Products of CV. Gardu Antique Indah Situbondo."

Advisor: Dr. Asnawi Nur, M. Ag

---

Keywords: Strategy, Product Design, Marketing Volume.

Due to the fact that basically costumers' needs and wishes always change and even increase from time to time, a company needs to conduct a marketing research as an effort to find out what products are actually required and desired by costumers. Based on these factors, the company, CV. Gardu Antique Indah, declines in sales of the furniture products. These conditions prompt the company to design the appropriate product for costumers. This study is performed to determine the Product Design Strategy undertaken by the company and its benefits in enhancing the marketing volume.

This study is using a qualitative design emphasizing on the case study approach. The data used were primary and secondary data. Data collection procedures were undertaken by conducting interviewing, observing, and documenting. The process of data analysis in this study utilized the Moleong's theory, organizing and sorting the data into patterns, categories, and basic outline of unit. This theory functions is to determine the theme on the data and find out the working hypothesis as prompted on the data. It aimed to finding out the process during designing the product strategy and the benefits for an increase in marketing volume.

The results demonstrate that the implementation of minimalist design strategies on furniture product that was originally on the product of minimalist buffet and guest chairs can increase marketing volume. It even increasingly develops every year when the company began to apply the theory on other furniture products. This can be done by the large number of sales obtained.