

ABSTRACT

PT. Brodo Ganesha Indonesia has been established since 2010, producing various kinds of leather shoes for men named Bro.do. Through the year, the total sales earned by the company is around to 30 billion rupiah. However, the achieved revenue is still below the target, whereas they spend much the promotional costs in social media. The promotion by Bro.do is not able to make Bro.do achieve its sales target. Based on the preliminary survey, it is known that Bro.do has a problem in digital marketing program, the marketing messages that Bro.do wishes to deliver to the audiences. This research aims to provide product development recommendations based on eight customer needs. This research uses Quality Function Deployment (QFD) method. QFD method is a technique that can translate customer needs into product characteristics by considering Bro.do ability to make it happen. In the first stage, House of Quality (HOQ) phase 1 was conducted to determine priority of critical-to-satisfaction requirements (CTSs). The next stage is the concepts development. In this stage, the alternative concepts will be generated and selected by Bro.do to be developed. The third stage is HOQ phase 2. This stage is done to determine the priority of functional requirements (FRs). This stage will generate FRs priority based on the priority of CTSs in HOQ phase 1. Recommendations are given based on FRs priorities that would be developed, i.e. information criteria, content types, video content criteria, number of Instagram service features used, image size (story), image size (post), video resolution (story), video resolution (post), the type of influencer, and the type of interaction.

Keywords: *Bro.do, Customer Needs, Digital Marketing, House of Quality, Quality Function Deployment*