

## **ABSTRACT**

*Tamper Coffee is one of the essential tools in the process of making espresso. In the tamper design that is often used in coffee shops have problems that cause users difficulty in using it so it takes a long time in making one cup of espresso. As for some complaints from users is a difficult to use product, size is not appropriate, the design is too plain, fast product blister, products less comfortable to use. It is therefore necessary to draft proposals that can assist the user in using it. Because the coffee tamper products are oriented to the user, the method used is Kansei Engineering. Kansei Engineering method is a methodologi that can be used to understand and translate human needs into a product design, psychologically and physiological. Some of the terms in Kansei engineering are word kansei, semantic differential, KJ method, factor analysis and product specification. Based on research, there are 14 proven valid and reliable Word Kansei that are grouped into 3 factors that affect the design of the coffee tamper. This research results in some changes in existing designs such as mechanisms, structures, materials, features and sizes. The changes obtained are as follows: it has 3 tamper, portafilter retaining base, a buffer connecting the tamper and the base, and a handle that can press 3 coffee grounds at the same time.*

*Keys Keta: Kansei Engineering, Tamper coffee, Kansei Word, kj method*