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DESIGN OF GOODS AND SERVICES IN DEVELOPING BUSINESS

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ABSTRAK

Products and services presented to the public are the basis of the company's existence. Because the needs and wants of the market are always changing, it is necessary to adjust and develop goods and services. This paper aims to explain the design of products and services in developing a business conceptually and accompanied by several applications in the company. This paper is a descriptive qualitative literature review that aims to analyze the design strategy of goods and services in developing a business. This paper uses the method of documentation from books, journals, and websites to collect data which will then analyze deductively, inductively, and comparatively. The finding in this paper is that companies are required to consistently have the ability to come up with new products to be designed, developed, and marketed. In general, there are four product life cycles, namely the introduction stage, the development stage, the maturity stage, and the decline stage. Product development has several steps, including product selection, initial design, prototype development, testing, and final design. In service design, management needs to know consumers' expectations, and the strategy applied to service design defines the accuracy of what goods need to be used in service companies. Meanwhile, in a goods company, product design is made to make the product more attractive and unique to increase the selling value and develop the business. The similarity of this paper with others is the discussion of the design of goods and services, while the difference is that this paper is a dissertation on the application of goods and services in a company
Keywords: *Design of goods and services, product life cycle; business innovation*

Abstrak

Abstrak Produk barang dan jasa yang disajikan kepada masyarakat merupakan dasar dari keberadaan perusahaan. Karena kebutuhan dan keinginan pasar yang selalu berubah, maka perlu adanya penyesuaian dan pengembangan barang dan jasa. Makalah ini bertujuan untuk menerangkan desain produk dan jasa dalam mengembangkan bsinis secara konseptual dan disertai beberapa aplikasi di perusahaan. Makalah ini merupakan kajian pustaka yang bersifat deskriptif kualitatif yang bertujuan untuk menganalisis strategi desain barang dan jasa dalam mengembangkan bisnis. Makalah ini menggunakan metode dokumentasi dari buku, jurnal dan website sebagai metode pengumpulan data yang kemudian akan dianalisis secara deduktif, induktif dan komparatif. Temuan dalam makalah ini adalah perusahaan dituntut untuk secara konsisten memiliki kemampuan untuk memunculkan produk baru untuk di desain, dikembangkan, dan dipasarkan. Secara umum, terdapat empat siklus kehidupan produk, yaitu tahapan perkenalan, tahapan perkembangan, tahapan kedewasaan, dan tahapan penurunan. Pengembangan produk memiliki beberapa langkah diantaranya yaitu pemilihan produk, rancangan awal, pembangunan prototipe, test, dan desain akhir. Jika dalam rancangan jasa, pihak manajemen perlu untuk mengetahui harapan-harapan dari konsumen dan strategi yang diterapkan pada desain jasa mendefinisikan akurasi kebutuhan barang apa saja yang akan dipakai dalam perusahaan jasa. Sedangkan dalam perusahaan barang, desain produk dibuat agar produk lebih menarik dan unik, sehingga dapat meningkatkan nilai jual dan mengembangkan bisnis. Persamaan makalah ini dengan lainnya adalah pembahasan desain barang dan jasa, sedangkan perbedaannya adalah makalah ini disertasi aplikasi barang dan jasa dalam sebuah perusahaan.
Kata Kunci: *Desain barang dan jasa, siklus kehidupan produk; inovasi bisnis*

1. INTRODUCTION

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The increasing competition in the business world is why companies continue to carry out maximum strategies and innovations to survive in similar industries. Goods are the main key to success for a company, making production or manufacturing its main focus. For service companies, the design and quality of service is the main key to success. A product or service must have a form or design that is formed. Both from the physical design of the goods as well as the designs of services. The aesthetics and design of goods and services have become a priority value. In marketing, one factor that attracts customer interest is the product's design. In addition, the design of the service type will have a big influence on business development. Product and service design is needed to satisfy consumers. Product and service designs will emerge from time to time due to changes in the offering of various similar products and services on the market.

Product ideas can come from internal and external company sources and can obtain internal product and design ideas from workers, the marketing department, and the research and development department. Workers can be a great source of ideas because of the large number of workers. With various backgrounds and skills, they have sources of ideas for designs and products, and there will be more and more. The marketing department is also a source for ideas to emerge because of the direct involvement of this department with consumers. The marketing division seeks to provide information to consumers about the existence of products while also providing information to the organization about the world of competition and unsatisfied societal needs. The research and development division is responsible for realizing consumer desires that have yet to be satisfied, trying to continue to outperform competitors.

Therefore, this section develops a lot of ideas and ideas to achieve excellence. Sources of ideas and design ideas from outside the company include consumers, competitors, and suppliers. The different wants of consumers and the different types of consumers give rise to ideas about the products that can be made and offered to them. Meanwhile, the emergence of competitors with counterfeit goods or with new ideas will spur companies to produce new products to outperform them. Companies can also get product and service ideas by looking at the various supply items available at suppliers. Looking at various raw materials will create ideas to develop products using these materials.

The design of goods and services arises because of economic, social and demographic, political, third-party, legal responsibilities, competition, and technology. In designing the product must consider several factors. These factors are cost, quality, time to market, customer satisfaction, and competitive advantage. Cannot do product design in a short time and must pass several processes to arrive at an effort to realize the idea in a real product. The stages in product design are (1) Translating consumer wants and needs into the products and services needed, (2) Refining existing goods and services, (3) Developing new goods and services, (4) Formulating quality objectives, (5) Formulate cost targets, (6) Compile and test the prototype, and (7) Document the specifications of the goods and services produced.

Product design is a challenging problem. Because there is a life cycle that is limited to products that will reduce the value or even make products become extinct or lost on the market if prevention and quality improvement steps are not taken, or proactive steps are taken to prevent product extinction. The design of goods and services to produce products, goods, and services sold in the community results from continuous innovation. Companies or manufacturers will continue to strive to produce products with a design that impacts the benefits and functions of the product so that it can fulfill what consumers need. Therefore, it is necessary to know the meaning and intricacies of the design of goods and services, the concepts and types of goods and services product design, as well as the benefits of product design for business development. Seeing how important it is to understand the design of goods and services in developing a business, this article aims to explain the design of goods and services in developing a business conceptually, along with its application in a company.

2. LITERATURE REVIEW

Menurut Erza, Artisans of Wiradesa Batik Village need to develop product designs, the wrong one of which can be done by adding a stamp tool so that the pattern or motif can be printed and produced more and varied but still maintain the characteristics of Pekalongan batik patterns or motifs. In addition, using more colours diverse in the manufacture of batik is intended so that consumers do not feel the colour of the product Wiradesa Batik Village is monotonous. For finished products, artisans are always expected to update or follow the trend of clothing models that are popular with consumers; by doing this, It is hoped that the batik clothing models produced can attract more consumers to products in Wiradesa Batik Village. Positive influence product design and significant effect on operational performance, product quality and positive

effect considerable impact on operational performance, as well as product design and product quality as a whole together have a positive and significant effect on operational performance (Erza, 2021).

3. RESEARCH METHOD

This article is library research with a qualitative descriptive approach by describing or explaining the design of goods and services in developing a business. This article uses documentation of data collection methods and various articles and books. Then analyzed using content analysis, namely by analyzing descriptive literature data or scientific analysis of the message of a premise. While the method of data analysis is deductive, inductive, and comparative.

4. RESULT AND DISCUSSION

4.1. Definition of Products and Services

A product is a form of goods or services made and traded by producers or sellers to consumers or buyers. It is also an important object and influence to determine success and bring profit or profit to the company. It will make the company's operational and financial conditions stable. As quoted from Kotler, something that can be sold or offered to consumers to meet consumer needs is called a product. Product design is an activity related to creativity in the form of a product that pays attention to the process of making the product as a whole by involving a plan. This opinion is realized, has a unique value, and is designed to meet the satisfaction of consumers. In general, services can be defined as service activities. According to Roger (2000), services are aspects of it, namely services for repair, treatment, government, restaurant and hostelry, transportation, insurance, trade, finance, education, law, health, entertainment, and professions that require other services. From the definition described above, it can be concluded that there is uniqueness in the service, the service cannot be seen physically or directly, but the results can be seen after it is done.

4.2. Purpose of Design of Goods and Services

The goal of product and service design is customer satisfaction. The second cost, or profit, is quality, appearance, ease of production to assemble, maintenance, and service. Design for operations takes responsibility for designing the goods and services available to the organization. Companies must consider the various limitations and provisions in society and government regulations in designing goods and services. The government or community organizations such as the Indonesian consumer institute have stipulated various legal provisions regarding goods and services. Examples of government decrees are SNI and SII. SNI is usually used as a reference standard for product quality. Some exported products must also fulfill additional conditions that importers usually request. Such as crystal sugar products from the Banyumas area, exported to Europe, Japan, and America. These craftsmen must have certification for product processing and quality standards held directly by the importer.

The legal environment includes rules regarding producer liability for errors and losses incurred due to product failure. In Indonesia, there are relatively few public demands for producer responsibility. Usually, consumer organizations as non-governmental organizations that will prosecute product faults. For information service products, broadcasting institutions are institutions that protect consumers from broadcasts that are considered irresponsible. Product design must also pay attention to the natural environment. The company's concern for environmental sustainability is shown by the design of environmentally friendly products that began to emerge at the end of the 20th century. A refrigerator product design that no longer consumes freon is a product breakthrough in the environmental realm. Along with increasing public awareness of environmental sustainability, companies that only design their products with paying attention to elements of environmental concern will be slowly abandoned by consumers. Eco-friendly design is not only at the product's core but can be started from environmentally friendly packaging.

4.3. Product Life Cycles

It is a concept or basis which states that all new products from companies that are marketed to the public will go through a product life cycle process. The cycle has 4 phases, according to Kosasih (2009), the introduction phase of the product life cycle is the first four phases The phase when the company begins to introduce the products it makes to the public. This phase has the characteristics of (a) Mass promotion, (b) Sales profits are still relatively low, and (c) Total production is still relatively low. Second is the development phase (Growth). The phase has the characteristics of (a) being produced in large quantities, (b) the market expanding, and (c) sales profits continuing to increase. The third is the Maturity Phase. The phase when sales

profits have reached the peak or peak point, and the competition that occurs will be increasingly fierce and fight for the market. And fourth, the Decline phase. The phase when profits start to decline, if the company does not immediately take preventive steps, then it is likely that the product will be unable to compete in the market

4.4. Standardization

Standardization focuses on eliminating diversity in products, services, or processes. In other words, standardization is the uniformity of the resulting product. Process standardization usually occurs in service products. Server standardization is carried out for cases that often arise from publishing procedures. Usually, this procedure serves as a guide to produce the same quality of service and the minimum standard of service that consumers must accept. Companies usually issue regulations and work procedures to guarantee the standardization of the production process. Process standardization is enforced with the hope that it will produce the same product with the efficient use of resources. Product standardization means equalizing the size, details, or types of goods the company produces. Product standardization is usually done in mass production. The mass production of this standard product will usually use machines. Thus, for mass products, human labor is usually less, and machines replace more. The advantages of standardization include (a) fewer components must be stored and produced, (b) reduced costs and time, (c) purchasing, handling, and inspection of materials will be carried out regularly, (d) can fulfill orders from inventory, (e) there are opportunities to mass-produce and implement automation, and (f) there is a need for fewer components resulting in increased costs of refining designs and improving quality control procedures. The disadvantages of standardization are (a) design stall due to many imperfections, (b) the high cost of changing designs, and (3) decreased variety due to a lack of consumer interest.

4.5. The product development process

The product development process identifies the company's sequence or activities to compile, design, sell and market the product. A product decision can be linked to market dynamics, company capabilities, and the product life cycle if a quality product strategy is implemented. (Render & Heizer, 2005). Funds are an aspect that companies must own to develop products, understand all changes that exist in the market, and obtain the resources and potentials needed. Because the product development system is not only to make the product successful in the market but will also determine the company's future success. According to Ricky and Ronald (2006), steps in product development: (1) Product Idea Selection. The product must get an idea at the start of product development. Managers need first to classify which products and markets they want to emphasize to state the purpose of the new product. How much effort must be devoted to developing breakthrough products, modifying old or old products, and imitating products from foreign parties must also be stated by the brand or brand. Selection of product ideas needs to be done because marketing also needs to consider reasons and financial and technical factors. If the market needs to get the main attention because it will test the capabilities and quality of the products made when launched in the market; (2) Screening. This process is designed to eliminate main ideas that have no relationship or are closely related to the capabilities or goals of the company. Parties from technicians, production, and marketing need to provide input at this stage; (3) Concept Testing. After filtering the ideas, the next step is that the company will use the results of market research as an effort to gain insight from consumers about the price and benefits of the product. The collection of opinions that have been filtered is then used for the creation and development of existing concepts for the product. Tests were carried out from several existing product concepts and finally selected, the most suitable product concept; (4) Business Analysis After insights from customers have been collected, an analysis of sales volume is carried out, as well as a comparison of basic and variable costs with the expected total income to evaluate it so that it follows company goals; (5) Prototype Development is carried out by the research and technical division of the company, which will make prototypes when the company has determined the potential profitability of the product. Due to the need for extensive development of equipment and components, prototyping can be quite expensive; and (6) Product Testing and Market Testing The company does limited production using what it learned from prototypes. Then the product testing process will be carried out by the company to see whether the product meets the performance requirements. If fulfilled, we will market the product to areas still limited. This stage becomes quite expensive as well because it requires some promotion and distribution channels to be established to test the market.

Meanwhile, according to Phillip Kotler, the stages of product development include (1) Idea Generation (2) Idea Screening, (3) Concept Testing and Development, (4) Marketing Strategy Development, (5) Business Analysis, (6) Product Development (7) Market Testing and (8) Commercialization. Companies must carry

out product development because several factors drive it. Including (1) Technology Development, (2) they are Changing Consumer Tastes, (3) Competition, (4) Excessive Product Capacity, (5) Short Product Life Cycles (6) Desire to Increase Profits. Every company will experience various obstacles when trying to develop new products. Then the company must have strategies to deal with any obstacles and changes in the business climate that often occur. As quoted by Phillip Kotler, there are three product development strategies: (1) Quality Improvement Strategy and (2) Feature Improvement Strategy. And (3) a Style Improvement Strategy.

4.6. Design in Products and Services for Business Development

Products with a good design are an investment for the company's future. Design is an important aspect. Product design significantly influences purchasing decisions (Rachman, 2015); (1) Increasing consumer satisfaction Customers tend to look at products based on the shape of the design or appearance presented. After knowing the attractive value of a design, we will learn more about the quality and ease of use, and the lack of constraints on use will make consumers conclude that the product is quality; (2) Provide more value to the product. The more creative and attractive the product design, the more added value it will provide in aesthetics and usability, increasing customer interest in the product; (3) Increasing quality of the company If the company has created a careful product design, with the optimization of the use of resources, the company can be said to be successful in improving quality; and (4) Improvement in business development A design on good production results are needed to be able to reach a market on a wider scale. If the aesthetic value and usability of the product are high, then sales and the business's development will increase.

In general, companies prefer standardization because, with standardization, they can produce products in large quantities. With high production, companies can save on production costs, especially fixed costs. The desires of producers and consumers are often different; producers want to produce at a low cost, while consumers want various products. Product variations will cost a lot. Reconciling the two, according to Anil, 2009), can be solved without (1) losing the advantages of using standardization and (2) solving problems related to the desire for product variations. The answer to both is usually mass customization, a strategy for producing standard goods or services but with uniformity in standard products and services. Some of the tactics that can do are: delayed differentiation and others are modular designs. Delayed differentiation is a delaying tactic. With this technique, a product or service is produced completely once the consumer's desires or specifications of the consumer's needs are known (Winanto, et.al. 2022)

There are many variations in how this tactic is carried out, such as the production of goods still needs to be completed but will be completed after receiving orders from consumers. If an order comes in, the consumer will state the desired details so that the producer can fulfill it. Modular designs group various parts into one component that can easily replace with another. One example of a popular modular design product is the computer. Computers have modular parts that can replace if damaged, and they can create a computer with various capabilities by designing the product as modular in various configurations. One of the advantages of a modular design of equipment compared to similar components that do not use a modular design is the ease of diagnosing failures because there are only a few parts to inspect. The same advantage exists in the ease of repair and replacement; damaged or failed modules are easily removed and replaced with good ones. Module production and assembly are generally simple. Only a few parts are involved, so purchasing and inventory management can be carried out routinely, and manufacturing and assembly activities are more standardized to make training costs cheaper. The drawback of modular design is the inability to disassemble multiple modules to replace damaged parts; the entire module has to be canceled—usually at a higher cost.

Reliability is the ability of a product, part, or system to fulfill its function under certain conditions. Required should remember that reliability is related to use under normal conditions. Thus, probability can be the probability that a product or component can fulfill its function under normal use conditions. Aspects that must know related to a product or component reliability; (a) reliability related to the length of time of use, (b) conditions of use, (c) can be applied to individual components and the product as a whole, (d) how serious the damage, (e) how quickly damage is replaced or repaired, (f) can replace the reliability of the system with other components that are better, (g) the degree of damage, and (h) reliability related to maintenance. There are two probabilities in reliability, namely (1) the probability of a product or system functioning in a "given trial." The reliability function focuses on "one point in time." This model is used if one must operate the system in one time or a relatively short time and (2) the probability of the product or system functioning in the "given time." This model focuses on the length of repair or service. Thus, probability is reflected relative

to time. Potential ways to increase reliability (a) improve product design, (b) improve production or assembly techniques, (c) increase test effort, (d) use redundancy, (e) improve preventive maintenance procedures, (f) increase user knowledge and (g) improve system design (Nisa, et.al. 2022).

Robust design is a design that produces products or services with more functionality under various conditions. The stronger the product or service is designed, the less likely the product will fail in use and malfunction due to environmental changes. Thus, the stronger products or services can be designed, the higher the ability to satisfy consumers. The same argument as the reason for producing strong products is related to the production process—Taguchi's Approach. Japanese engineer, Genichi Taguchi's approach is based on a robust design. It is often easier to design a product insensitive to environmental factors, whether in manufacturing or in use. At the core of Taguchi's approach, parameter design involves determining product and process specifications that will result in a product design that is robust in terms of manufacturing variations, product defects, and in various conditions during the use.

4.7. Strategy Issues of Product and Service Design

In developing the system and structure of an efficient organization, there are several important issues that companies need to understand regarding product design, namely (Yuliarti, Permana, & Pratama, 2008): (1) Robust Design. Designs that are designed and manufactured in conditions that are not possible in the process but can still follow requests from customers. So that small changes in the product assembly process will not give negative results. A design like this can be called a tough design because it has gone through a relatively tough process. (2) Modular Design. Components or parts of products are classified into parts that are easily replaced and easily segmented. So that the product can be a product that is flexible and ergonomic. And (3) Computer Aided Manufacturing and Computer Aided Design (CAM and CAD). The CAM system can work by adjusting the existing grooves in machining by reading the incoming input from a computer-aided design system with a 3D input format. The CAM system works on a 3D format basis. Therefore, triangulating the 3D input and determining a new toolpath is necessary. Tool paths need to be made by eliminating gouging or without gouging, and it is also necessary to make a chisel model sculpting simulation on top of the 3D product model (Kiswanto, 2005). (4) Environmentally Friendly Design. It is necessary to carry out a product design process that is still carried out with environmentally friendly protocols, or called environmentally friendly designs that are broad in the production process. This process can be carried out by (a) Using recyclable raw materials, (b) Using tools and additional materials that are safe, lightweight, and do not pose a hazard and (c) Using less energy (energy saving). And (5) Value Analysis. This issue is done before production, and there is a focus on design improvement. To produce a superior product, analyze how to play a role by improving production methods. Value analysis requires minor changes in its implementation because this issue has a large share in the production process. Product review, whether the product can be said to be successful or not during the production process.

The product was made because of a need. Products are needed because they are used and taken advantage of as well as their value for individual and multiperson interests. This means that individuals may need products for household needs, institutional needs, for the benefit of organizations, or even the state. Because the number of producers or product makers is more than 1 or it can be said to be many, a market may offer or provide many of the same products produced by several producers, which is where the trigger for competition in the market occurs. When viewed from the consumer side, consumers will only choose products that meet the criteria owned by each consumer or are said to be the most appropriate product and meet the wants and needs of each consumer (Maulidizen, et.al. 2022)

There are examples of macro-observations that can be used to determine needs, namely macro-observations of demographic and social changes in the composition of society. For example, a study of 270 million Indonesians was conducted, resulting in an age grouping of (a) 15% of the population aged less than 15 years, (b) 25% of the population aged between 16 to 30 years, (c) 30% of the population aged between 31 to 45 years and (d) 30% of the population aged between 46 and over. This age group data can provide insight into a prospective entrepreneur to make products needed by the age level in the data above. For example, the age group over 45 will generally need glasses to assist in reading and writing. Of course, it would make sense to create a company that produces glasses for reading aids because there is a target market of 30% of 170 million people). A deeper insight search is also needed to continue the business plan. It is necessary to study the average age of eyewear products. Then it is also necessary to study people's income and how many people have above-average, middle, and below-average national income. For people with high incomes, there may be a need for an item accompanied by a desire to show its prestige. Glasses products sometimes don't function

as reading aids but as tools to show prestige to others. By the way, the person wants eyewear products with additional ingredients, such as diamonds or other precious materials. Then the manufacture of glasses is carried out by incorporating the elements that are expected to be desired by the consumer.

Quoted from Trott, 2008, Innovation has several models, including (1) the Coincidence Model. There have been many incidents regarding product innovation that have occurred "accidentally" or are called coincidences that still have benefits or are the basis for Innovation in this modern world. Luck is also a factor in the occurrence of this model. However, it still needs some initial knowledge about the basis of the Innovation. (2) Linear Models. World War 2 became the basis for the formation of this innovation model. Because at that time, many inventors or manufacturers began to combine aspects of science with creativity to produce a product that had better function, shape, design and benefits. After that event, this model was widely used and even became the dominant policy in science and technology for 40 years as a reference for building new products requiring Innovation. (3) Simultaneous Circuit Model. This model reveals that Innovation is a combination of 3 functions that will create Innovation with aspects of science and technology to make Innovation more focused and complete. And (4) Interactive Model. The development of the existing models then sequences and links together the models originating from technology and aspects of market needs. Interactions that exist in the market, basic science, and organizational capabilities trigger the emergence of this interactive model of Innovation. When this Innovation first started has yet to be known for certain. The existence of a continuous and dynamic cycle from what is needed by society to product invention and marketing has been shown by the interactive model.

5. CONCLUSIONS

The ability to create consistent and continuous innovations that are beneficial and able to meet consumer needs for manufacturing companies that produce physical goods or manufactures, as well as companies engaged in services, is one of the indicators of a company's success. An operations manager is responsible for designing an operating system that can make new products that penetrate broad market segments and create big profits for the company. What kinds of services are provided can be shown through a view of the service strategy. In this way, the direction of the business can be identified by both consumers and employees. The company must be able to define precisely what things will be bound in the service business and what goods may be used to run this business. Management must be able to read customers' expectations to determine the right service plan in accordance with the customer's wishes. Designs on production results can be utilized and developed to improve the business itself. Design preparation and its process must be read and executed optimally by the company; aspects of making designs, the process of creating designs from start to finish of production, as well as the stages that exist in several types of manufacture or composition of goods and services. The method of a product that could be better can cause a decrease in company profits, narrow market segments, and decrease the selling value of a product. Conversely, with good product and service design and paying attention to the above aspects, one can trust companies to make their business grow and get increased profits.

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