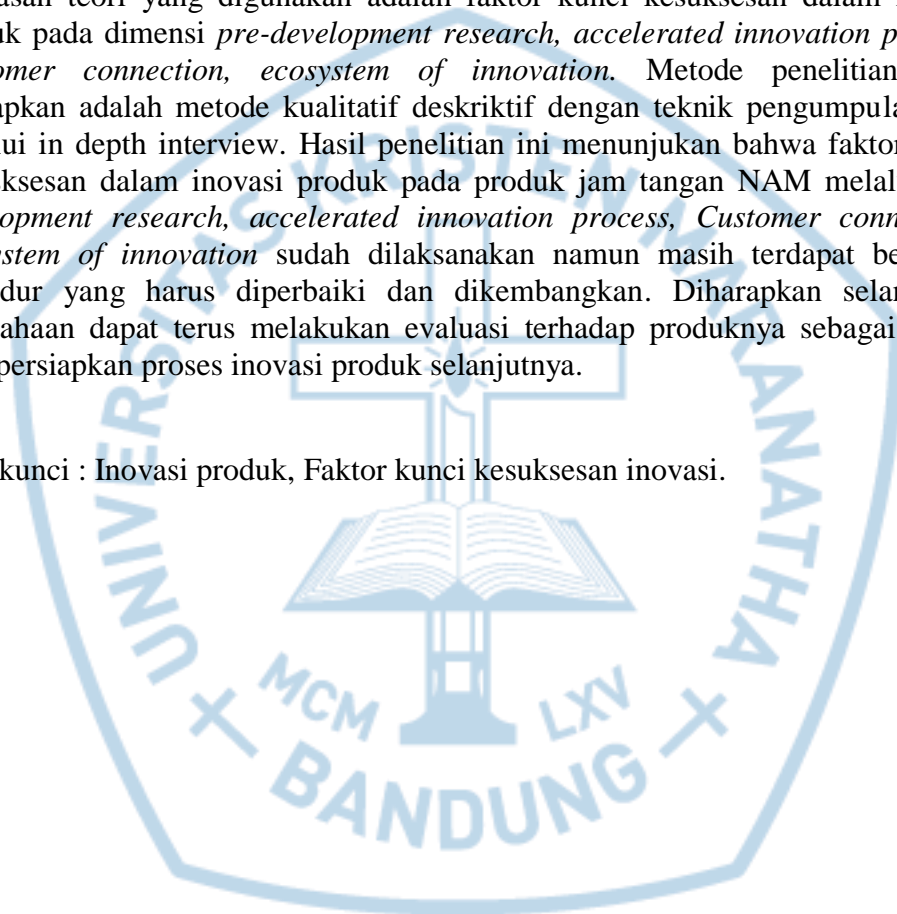


ABSTRAK

Pada era globalisasi sekarang ini, kegiatan usaha pada dasarnya bertujuan untuk mendapat keuntungan yang maksimal guna mempertahankan keberadaan perusahaan ditengah persaingan. Perusahaan harus mampu memuaskan kebutuhan dan keinginan konsumen agar dapat menguntungkan. Tujuan penelitian adalah untuk mengkaji rancangan inovasi produk yang mencakup faktor kunci kesuksesan dalam inovasi produk yang meliputi *pre-development research, accelerated innovation process, Customer connection, ecosystem of innovation*. Landasan teori yang digunakan adalah faktor kunci kesuksesan dalam inovasi produk pada dimensi *pre-development research, accelerated innovation process, Customer connection, ecosystem of innovation*. Metode penelitian yang diterapkan adalah metode kualitatif deskriptif dengan teknik pengumpulan data melalui in depth interview. Hasil penelitian ini menunjukkan bahwa faktor kunci kesuksesan dalam inovasi produk pada produk jam tangan NAM melalui *pre-development research, accelerated innovation process, Customer connection, ecosystem of innovation* sudah dilaksanakan namun masih terdapat beberapa prosedur yang harus diperbaiki dan dikembangkan. Diharapkan selanjutnya perusahaan dapat terus melakukan evaluasi terhadap produknya sebagai upaya mempersiapkan proses inovasi produk selanjutnya.

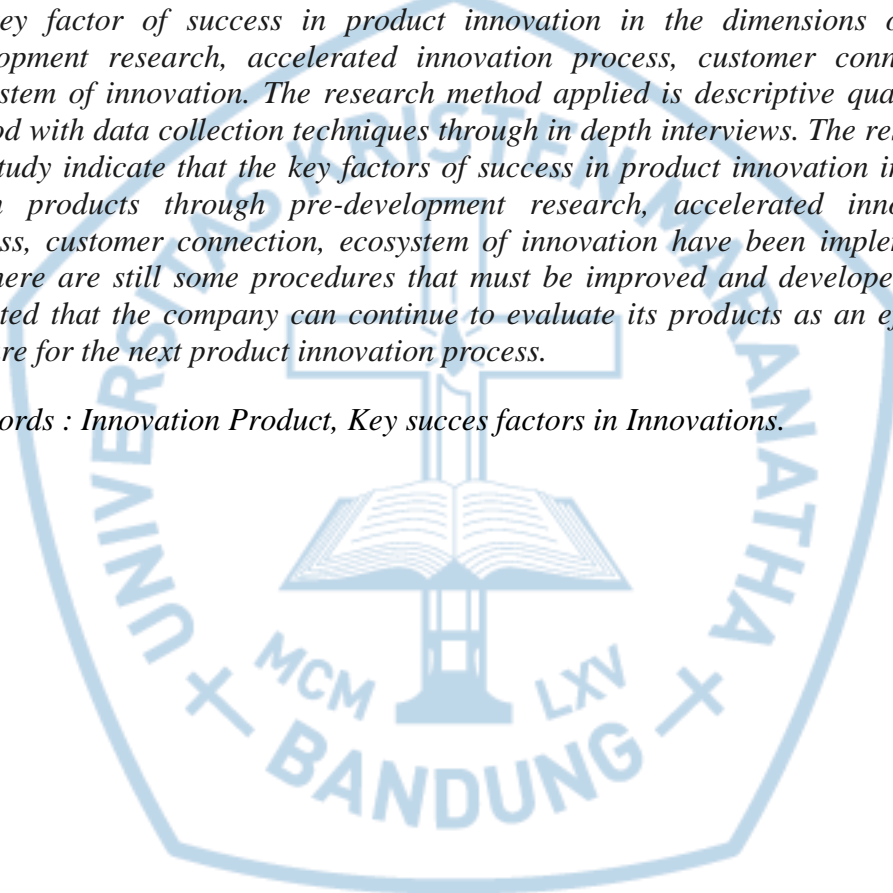
Kata kunci : Inovasi produk, Faktor kunci kesuksesan inovasi.



ABSTRACT

In the current era of globalization, business activities basically aim to get maximum benefit in order to maintain the presence of the company amid competition. Companies must be able to satisfy the needs and desires of consumers to be profitable. The aim of the research is to study the design of product innovation which includes the key factors of success in product innovation which include pre-development research, accelerated innovation process, customer connection, ecosystem of innovation. The theoretical foundation used is the key factor of success in product innovation in the dimensions of pre-development research, accelerated innovation process, customer connection, ecosystem of innovation. The research method applied is descriptive qualitative method with data collection techniques through in depth interviews. The results of this study indicate that the key factors of success in product innovation in NAM watch products through pre-development research, accelerated innovation process, customer connection, ecosystem of innovation have been implemented but there are still some procedures that must be improved and developed. It is expected that the company can continue to evaluate its products as an effort to prepare for the next product innovation process.

Keywords : Innovation Product, Key succes factors in Innovations.



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Lampiran A – Verbatim Notes Responden AH

Lampiran B – Verbatim Notes Responden RDP

