

Increasing the Quality of Terasi Product on Poklahsar Business Group at Puger District to Encourage its Marketing Development

Sutardjo Taslim Arkan¹, Hari Rujito², Suharjono²

¹ Student of Applied Master Program State Polytechnic of Jember.

² Lecturer of Applied Master Program State Polytechnic of Jember.

ABSTRACT

Terasi Puger is known as a very tasty and popular product, but the marketing of this product is still limited on traditional market only and less able to penetrate the modern market (Super market). This is happened because of the less standard of packaging design, durability saving and its strong smell which make *Terasi Puger* cannot be displayed and sold in modern market. The objective of this research is to know the most suitable design and performance of *Terasi Puger* product for the development of its marketing, so it needs Quality Function Deployment model approach. The data analysis is using Analytical Hierarchy Process (AHP) and Quality Function Deployment (QFD) technique. The result of this research indicates the policy criteria which is believed as the most important is revenue enhancement of 0.731 weight value and a wider marketing strategy as the alternative policy which is influencing most to 0,518 weight value. For the consumer requirement of *shrimp terasi* product of Poklahsar group which need an improvement are Aroma, size, packaging, composition, Expired date, Readiness (Maturity), Health Label (P.IRT) and Ease Acquire. The conclusion of this research are as follows; the most suitable policy criteria of the Analytical Hierarchy Process (AHP) is revenue enhancement, the most suitable alternative policy strategy is marketing strategy for the boarder market, the most suitable design is by increasing the weight by 4,5 gram, a compact packaging and labeling the packaging with expired date and health label (P.IRT), and the most suitable performances are a well tasted of shrimp, good aroma (not acrid), natural color ingredient, the price according to the quality offered, the ingredients are listed in the package, and easy in obtaining the product and expanding its distribution to the wider market.

Keywords: Shrimp Terasi by Poklahsar Group in Puger District, Product Quality Development, Analytical Hierarchy Process (AHP), Quality Function Deployment (QFD).