

**APPLICATION OF THE METHOD OF THE QUALITY FUNCTION
DEPLOYMENT (QFD) IN IMPROVING THE QUALITY OF THE
CHOCOLATE BANANA CONTENT OF SWEET BREAD PRODUCTION
UPT VARIETY FOOD BREAD 'SIP' IN JEMBER STATE POLYTECHNIC**

R. Utari Kusumah Pertiwi

*Study Programme of Agroindustry Management
Department of Agribusiness Management*

ABSTRACT

One of the places of production sweet bread is in the Regency of Jember found in Jember State Polytechnic Campus in UPT Assorted Food Bread 'SIP'. Improvement of product quality is a strategy to increase the competitiveness of products to deliver consumer's satisfaction. The most important thing in improving the quality of the product is the answer to challenge the needs of the consumer. Quality Function Deployment (QFD) is a way to increase product quality by understanding the needs of consumers, and then associate it with the technical sequence to produce a product at every stage of manufacture. The purpose of this research is to know the attributes or the content of sweet bread product criteria banana chocolate 'SIP' desired or desirable consumers along with the order of their importance, knowing the technical requirements made by UPT Variety Food Bread 'SIP' along with the order of priorities applied techniques to improve the quality of the product and its contents of the sweet bread banana chocolate 'SIP' perspective and identify consumer assessment of the quality of the product of the contents of sweet bread banana chocolate 'SIP' compared to competitor products, as well as the efforts made in order to make sweet bread products fill the chocolate banana 'SIP' products can compete with sweet bread banana chocolate content of competitors. There are 9 (nine) attribute or the desired criteria on the basis of the consumer value of importance from the highest to the lowest, namely: the first order is about the taste and durability in the product by the value of each attribute is same i.e. 4.2, second-order i.e. textures and the existence of the PIRT 4.1 value, i.e. the price of the third order with Indigo 4.0, the fourth order of colours with values of 3.9, the fifth order i.e. scents and packaging with each attribute has the same value i.e. 3.8 and sequence the sixth or last attribute, namely the availability of a product with the value 3.4. Requirements engineering is done by Assorted UPT prioritized Food Bread 'SIP' order of priority from highest to lowest, among others, the baking process, weighing the ingredients, mixing, charging, cooling, packaging, fermentation, formation, distribution and the final weighing of the dough

Keywords : The desire of the consumer, Product Quality, Quality Function Deployment (QFD)