

## **Implementation of Quality Function Deployment (QFD) Method in Improving Rice Product Quality at Mega Jaya Banyuwangi Rice Mill**

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### **ABSTRACT**

Mega Jaya Rice Mill is an agro-industrial business that produces rice under the brand Gandrung Rice, located on Jalan Tawang Alun RT 01 RW 05, Sukorejo, Lemahbangkulon, Singojuruh District, Banyuwangi Regency. This business has very strong marketing competition so it requires quality improvement that must be done continuously. The quality of existing rice Mega Jaya Banyuwangi Rice Mill is very dependent on the production process, especially at the rice milling stage. The main factor that causes rice damage in Mega Jaya Rice Mill is influenced by the tools and machines used in the production process. The purpose of this study is to improve the quality of Mega Rice Milling rice products based on consumer satisfaction.. This type of research is descriptive quantitative. The method used is Quality Function Deployment (QFD) using 4 phases of analysis, namely the product planning phase, product design phase, process planning phase and process control phase. Based on the results of the analysis using the QFD method, the priority of improving technical requirements in improving the quality of rice products at Mega Jaya Banyuwangi rice mill based on the House of Quality is monitoring the mixing of grade A and B grain in a ratio of 1:10 and the addition of the shucking process, monitoring the scheduling of tool and machine maintenance, monitoring the selection of packaging design and thickness, monitoring priority costs from financial reports, monitoring the online market through social media, marketplaces and websites.

Keywords: Quality Improvement, Rice Product Attributes, Quality Function Deployment