

***Application of the Quality Function Deployment (QFD) Method in Improving the Quality of Torn Bread Produced by Rahma Bakery Jember Regency***  
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***ABSTRACT***

*Rahma Bakery is one of the MSMEs located at Tanggul - Semboro, Krajan, Tanggul Wetan, Tanggul, Jember. Rahma Bakery produces various types of torn and layered bread. Bread is a food made from wheat flour which is fermented with yeast or other leavening agents and then baked, torn bread is one type of processed bread produced by Rahma Bakery. This study aims to determine the attributes of torn bread products that consumers want, as well as the attributes that should be the priority focus of improvement of torn bread at Rahma Bakery, and determine consumer assessments of the quality of Rahma Bakery's torn bread with competitor products. The tool used for data analysis is to use the house of quality with the help of QFD. Based on the results of the study, the desired attributes of torn bread products are color, smell, taste, and texture attributes. The attributes that are a priority for improvement are the taste and color attributes. Based on the consumer's perspective, the texture and flavor attributes of rahma Bakery's torn bread have a lower value compared to other competitors' torn bread.*

***Keywords:*** *Share Bread, House of Quality, QFD*