

Penerapan Manajemen Mutu Terpadu Pada Peternakan Ayam Petelur “Romlan Farm” Di Kabupaten Jember (*Application of Total Quality Management In Poultry Laying " Romlan Farm " In the district of Jember*)

Achmad Fauzi

Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

In the globalization era farm today, where competition is tighter, resulting in changes caused by various factors, both external and internal, which occurs in almost all aspects, namely the political, social, cultural, economic, technological, legal and various other aspects. The problem faced by the business of laying hens is a risk of damage to chicken eggs is very high due to quality control and the application of livestock farming laying hens were good (good farming practice) is not optimal, consequently result in losses as well as the intensity of shipping to be reduced as well, so things are a challenge the company to implement an integrated quality management in order to meet the demands of consumers about the quality of the products they consume eggs do not harm or in accordance with foodstuffs. This study aims to Know the implementation of integrated quality management in Romlan Farm and analyze the problems that arise in the application of quality management in Romlan Farm and alternative solutions that are used to address the problem. The results indicate that the element of the application of quality management priority is the element of focus on customers with value weighting of 0.258, the next row is Scale Repair (0, 242), Focus On Process (0.234), Organization (0.175) and Engineering (0, 092). Issues of implementing the integrated quality management at the poultry farm Romlan Farm is on clause engineering, management's assessment of the readiness of the implementation of total quality management in engineering clauses lower than the other clauses, so that the clause should be improved in order to complete the other elements

Keywords: *Romlan Farm, Total Quality Management*