SUMMARY

DYAH KUSUMA WARDHANI. Improving Strategy of Edamame Frozen of Product Quality for International Market through Total Quality Management Implementation. Advised by MARIMIN and KASUTJIANINGATI.

PT Mitra Tani 27 Jember is the prime exporter company in Indonesia that has legality to supply edamame in Japan. The regulations are the product should keep sanitation standard and hygiene based on hazard analytical critical control point (HACCP) as the reference for consumption food standard safety. Indonesia has made serious effort in improving of agriculture sector to produce high quality product. The agriculture sector is one of the sectors in which push down to be able to compete in international market. On 2004 until 2013, the export of frozen edamame was fluctuation. It caused the product that was produces could not fulfill the consumers.

This study aimed to analyze the application of the quality standard of frozen edamame, to identify the main attribute of consumer hope, to formulate the accurate strategy, and to determine the prior strategy in improving the quality of frozen edamame. Method of this study was case study that was involved three respondents such general manager of PT Mitra Tani 27 Jember, quality examiner, and quality practitioner. This study applied QFD to find out the customers attribute of frozen edamame, Pareto was used to measure quality problems that were emerged, SWOT was used to decide the alternative strategy and AHP was used to formulate the priority strategy.

The research findings were based on QFD data that were infection and blight were the highest expectations from the customers. Sorting was the crucial point in producing the quality of edamame that the customers asked. The results of Pareto showed that the main problem was time processing. It could not be handled optimally because the commodities amassed during harvest session. SWOT analysis raised four alternative strategies namely, optimizing technology for keeping the quality of edamame, evaluating and monitoring SOP in controlling the quality, optimizing collaboration of research and development with universities or government research institutions to produce the prime seeds, efficient and effective in production. AHP analysis put out the recommended priority strategy such implementing of optimizing the use of technology to keep the quality of edamame.

The prime managerial implication of PT Mitra Tani 27 Jember could improve cold storage capacity machine that all products could accommodate in harvest session so that edamame always fresh until the processing.

Key word : AHP, Pareto, PT Mitra Tani 27, QFD, SWOT