

## Abstract

### Quality Analysis Cakradonya Jerked Meat of Aceh Product (Case Study at Blangrakal Meatshop In Banda Aceh)

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The purpose of this study is to identify the important attributes of Aceh jerked meat, attributes of Blangrakal Meatshop and it's competitors in carrying out performance . Furthermore to identify trade roof that related to Aceh jerked meat production process and analyze product quality of Aceh jerked meat, and formulate the product development alternative strategies of Blangrakal Meatshop.

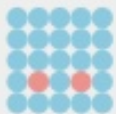
Descriptive method was used in this study, passed through case study approach. The selected respondents consist of consumers of jerked meat, entrepreneurs and experts. Quality Function Deployment (QFD) analysis was used for analyzing. QFD is a structured approach to defining customer needs or requirements and translating them into specific plans to produce products to meet those needs.

The result of this study indicates that the attribute of customer needs on jerked meat of Aceh product that was arranged base on priority namely, taste, aroma, colour, packaging/labeling, servicing, packaging variation, easiness to get the product and ownership. Whereas specification of enterprise performance which was colleted from entrepreneurs' response as follows, raw material quality improvement, human resources quality improvement, processing technology, packaging technology, storage processing and promotion/cooperation with distributors. Result of QFD analysis indicates that capability of Blangrakal Meatshop enterprise on satisfying the customer's want and needs is satisfactory entirely if compare with two competitor. Taste as the toppest rank of consumers' requirement has to be fulfilled by enterprise through human resources improvement, production processing improvement and to control packaging process .



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