

## **ABSTRAK**

### **EVALUASI DAN PENERAPAN SISTEM PENJAMIN MUTU PRODUKSI “VALUE ADDED” RAJUNGAN (*Portunus pelagicus*) DI PABRIK PENGOLAH RAJUNGAN PROPINSI LAMPUNG**

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Pabrik pengolahan rajungan di Propinsi Lampung telah menerapkan Sistem Manajemen Mutu Produk (SMMP) sejak tahun 1998. Walaupun telah menerapkan SMMP, pabrik tersebut masih dikomplain oleh konsumennya karena mutu produk hasil olahannya. Untuk mengurangi komplain konsumen, penerapan SMMP perlu dievaluasi. Tujuan penelitian ini yaitu mengevaluasi SMMP “value added” rajungan (*Portunus pelagicus*) untuk menyusun strategi perbaikan SMMP, dan menerapkan strategi perbaikan SMMP untuk mengurangi komplain konsumen. Metode survei dan wawancara diterapkan dalam penelitian ini untuk mengetahui penyebab komplain konsumen. Penelitian ini dibagi menjadi 2 tahap yaitu tahap evaluasi SMMP dan tahap implementasi hasil evaluasi SMMP. Tahap evaluasi terdiri atas, (1) menentukan responden survei *Strength, Weakness, Opportunity, and Threat* (SWOT) dan responden *Analytical Hierarchy Process* (AHP), (2) meminta responden survei SWOT mengisi kuesioner untuk menyusun strategi perbaikan SMMP value added rajungan, dan (3) meminta responden AHP untuk mengisi kuesioner tentang pemeringkatan strategi perbaikan SMMP dengan metode AHP. Tahap implementasi terdiri atas (1) melaksanakan hasil perbaikan SMMP selama 80 hari mulai dari penerimaan bahan baku sampai proses ekspor, dan (2) memonitor dan mencatat pelaksanaan perbaikan SMMP untuk menentukan tingkat complain konsumen. Evaluasi SMMP menghasilkan 8 strategi perbaikan SMMP yang urutan prioritasnya dianalisis dengan metode AHP dan meghasilkan 3 prioritas perbaikan SMMP. Tiga prioritas tersebut yaitu (1) memperbaiki sarana dan prasarana ruang produksi sesuai dengan persyaratan Hazard Analysis Critical Control Point (HACCP) khususnya penambahan lampu UV untuk memudahkan pengecekan serpihan benda asing agar tidak terikut dalam daging rajungan, (2) memotivasi seluruh karyawan untuk bekerja mengikuti SMMP yang telah diperbaiki secara ketat, dan (3) memonitor dan mengevaluasi hasil kerja seluruh karyawan sesuai dengan SMMP yang telah diperbaiki. Sejak implementasi 3 prioritas SMMP tersebut, complain konsumen tidak terjadi lagi selama enam bulan terakhir. Hal ini menunjukkan bahwa perusahaan dapat menghindari kerugian finansial akibat complain konsumen sebesar Rp. 400.000.000 (empat ratus juta rupiah) lebih per tahun.

Kata Kunci : AHP, Analisa SWOT, pabrik pengolahan rajungan, sistem manajemen mutu produksi, dan value added rajungan.

## **ABSTRACT**

### **EVALUATION AND IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM OF "VALUE ADDED" MEAT CRAB (*Portunus pelagicus*) PRODUCTION AT CRAB PROCESSING PLANTS IN LAMPUNG PROVINCE**

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Crab processing plants in Lampung Province have been implementing Production Quality Management System (PQMS) since 1998. Although have been implementing the PQMS, the processing plants are still complained by consumers because of product qualities. The consumer complain indicates that the PQMS has to be improved. Objectives of this research were to evaluate QMS of "value added" crab meat production in order to develop improvement strategies of the QMS of "value added" crab meat production, and to implement the improved QMS in order to reduce consumer complaints. Methods used in this research were survey and interview. This research comprised of two phases, namely evaluation of the QMS of "value added" crab meat production, and implementation of the improved-QMS. The first phases consisted of three steps, namely: (1) determined respondents of Strength, Weakness, Opportunity, And Threat (SWOT) survey and respondents of Analytical Hierarchy Process (AHP), (2) asked SWOT-survey respondents for filling out questioners in order to develop improvement strategies of the QMS of value-added meat crab production, (3) asked for AHP respondents for filling out questioners about ranking of the improvement strategies using AHP methods. The second phases consisted of two steps, namely: (1) implemented the improved QMS of value-added meat crab production for 80 days starting from receiving meat crab raw materials up to exporting products, (2) monitored and recorded the implementation of the improved QMS of value-added meat crab production. Results of the PQMS evaluation was eight improved strategies which were ranked with AHP method and yielded the first three priority of improved PQMS, namely (1) improve facility production according to Hazard Analysis Critical Control Point (HACCP) requirement especially adding UV light to detect and through away foreign materials easily from meat crab, (2) encourage all workers to work following the improved PQMS tightly, and (3) monitor and evaluate the results of all workers' job in accordance to the improved PQMS. Since the implementation of the improved PQMS, consumer complain did not occur again during the last six months. This shew that companies can avoid a finance loss of 400 (four hundred) million rupiah or more per year due to consumer complain.

**Key words:** AHP, crab processing plants, production quality management system, SWOT analysis, and value added crab