

**STRATEGI PENINGKATAN MUTU
AGROINDUSTRI TEH (STUDI KASUS : PT XYZ)**



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STRATEGI PENINGKATAN MUTU AGROINDUSTRI TEH (STUDI KASUS : PT XYZ)

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ABSTRAK

Mutu teh merupakan faktor utama dalam menjaga kepuasan konsumen dan daya saing produk. PT XYZ menunjukkan adanya ketidakkonsistenan mutu produk antar batch produksi dan belum memiliki evaluasi mutu yang dikaitkan secara sistematis dengan standar yang berlaku. Penelitian ini bertujuan untuk menganalisis kesesuaian mutu teh PT XYZ terhadap Standar Nasional Indonesia (SNI) 3945:2016 serta merumuskan strategi peningkatan mutu menggunakan analisis SWOT. Penelitian dilaksanakan di PT XYZ, Kabupaten Solok Selatan, Sumatera Barat pada bulan Januari hingga Mei 2026. Pengujian mutu mencakup sepuluh parameter SNI meliputi kadar air, kadar abu, kadar polifenol, cemaran logam timbal, dan Angka Lempeng Total (ALT). Data faktor internal dan eksternal dikumpulkan melalui wawancara, observasi, dan kuesioner SWOT, kemudian dianalisis menggunakan matriks IFAS, EFAS, dan SWOT. Hasil menunjukkan bahwa beberapa parameter belum memenuhi SNI 3945:2016, dengan nilai ALT yang tidak memenuhi standar SNI, serta kadar polifenol dan kadar ekstrak dalam air yang tidak memenuhi standar. Sebanyak 12 strategi peningkatan mutu berhasil dirumuskan, dengan strategi prioritas meliputi percepatan pemenuhan SNI 3945:2016 (SO-1), percepatan sertifikasi BPOM melalui penguatan dukungan institusional dan SOP (SO-2), serta optimalisasi pengendalian proses produksi berbasis SOP dan sistem pencatatan batch (SO-3).

Kata Kunci: agroindustri teh; analisis swot; kesesuaian mutu; standar nasional indonesia; strategi peningkatan mutu

QUALITY IMPROVEMENT STRATEGY IN THE TEA AGROINDUSTRY: A CASE STUDY OF PT XYZ

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ABSTRACT

Tea quality is a key factor in maintaining consumer satisfaction and product competitiveness. PT XYZ exhibits inconsistencies in product quality across production batches and lacks a quality evaluation system systematically linked to applicable standards. This study aims to analyze the conformity of PT XYZ's tea quality with the Indonesian National Standard (SNI) 3945:2016 and to formulate quality improvement strategies using SWOT analysis. The research was conducted at PT XYZ in South Solok Regency, West Sumatra, from January to May 2026. Quality testing covered ten SNI parameters, including moisture content, ash content, polyphenol content, lead contamination, and Total Plate Count (TPC). Data on internal and external factors were gathered through interviews, observations, and SWOT questionnaires, then analyzed using IFAS, EFAS, and SWOT matrices. The results indicate that several parameters failed to meet SNI 3945:2016 requirements; notably, the TPC did not meet the SNI 3945:2016 requirement, while polyphenol and water-soluble extract contents also fell short of the standards. Twelve quality improvement strategies were formulated, with priority strategies including accelerating compliance with SNI 3945:2016 (SO-1), expediting BPOM certification through strengthened institutional support and SOPs (SO-2), as well as the optimization of production process control based on SOPs and a batch recording system (SO-3).

Keywords: Indonesian National Standard; quality conformity; quality improvement strategy; SWOT analysis; tea agro-industry.