

MUHAMMAD FAJRI. 2020. The Level of Implementation of *Good Manufacturing Practices (GMP)* and Business Development Strategy for Powdered Goat Milk CV. Sahabat Ternak at Kemirikebo Village, Turi, Sleman. Under direction by Juarini and Nanik Dara Senjawati.

ABSTRACT

The study aimed to : 1) analyze the level of implementation of GMP in the processing of goat's milk powder in CV Sahabat Ternak, and 2) determine its business development strategy. The study was conducted descriptively with the case study method. The study was conducted in Kemirikebo, Turi, Sleman, DIY in January - December 2019. The research respondents consisted of the owner and administration, processing, quality, packaging, and general staff. The type of data collected was primary and secondary data. Data collection was done by interview, focus group discussion, observation, and documentation. GMP analysis was done by the descriptive method concerning the technical guidelines for CPPOB assessment. While the analysis of business development strategies was carried out using the Internal-External matrix, SWOT matrix, and QSPM. The results showed that : 1) the level of GMP implementation was at level III, where there were one critical deviation and five major deviations, 2) the strategy of business development that recommended to CV Sahabat Ternak was a market penetration strategy through increased marketing, both offline and online marketing.

Keywords: the level of GMP implementation, the development strategy, goat milk