

Total Quality Management of CV. Cabai Merah in the Village Sukoharjo Ngaglik, Sleman regency. Under direction by TEGUH KISMANTOROADJI and VINI ARUMSARI. This research purposed to identify the problems faced by CV. Cabai Merah in implementing total quality management, analyze the success of the application of Total Quality Management chili on the CV. Cabai Merah. The basic method used was descriptive method. The method of determining location using the case study method. The method to take the respondents was census method. Kinds of data used are primary data and secondary data. Sources of data obtained from the company's CV. Cabai Merah, literature studies and other agencies associated with the research. The data were collection through interviews, observation, recording and questioner. In identifying the existing problem, the research use the Analytical Hierarchy Process (AHP) method. We can see the application of Total Quality Management chilli in this company with the indicators of Total Quality Management activities. The result of this research showed that the main problem in the company is the sorting and grading on handling process activities and the cause of the problem who to be a priority is human resources. Application of Total Quality Management chili on the CV. Cabai Merah is success but there are indicator that less applied, it is the empowerment of employees.

keywords : Total Quality Management, Curly Red Chilli Pepper, AHP.