

ABSTRACT

The conditions of Jepara furniture industry when compared with the boom in 1997 tended to decline and unstable. Problems such as the declining quality of human resources which causes a decrease in the quality of products, the threat of competitors furniture from other areas, as well as the penetration is large-scale furniture from outside the area to the district of Jepara causing endangerment business continuity, especially businesses Small and Medium Industries (SMI) furniture in the district Jepara.

This study aims to examine the SME development policy strategy Furniture Jepara. the purpose of this study is expected to provide an overview menegenai condition furniture industry is mainly small industries and Medium Enterprises (SMEs) Furniture Jepara, analyze alternative-aternatif program in upayaa develop and enhance the competitiveness of SMEs furniture Jepara and define alternative most suitable program applied to SMEs Furniture Jepara. The data used in this study are primary data obtained from the relevant agencies as well as from actors IKM Furniture and browsing the internet website as a supporter. While the methods of analysis used is the analysis method Hierarchy Process (AHP).

The results of this study indicate AHP analysis overall respondents *key person* and businesses IKM furniture can be concluded that both chose Aspect Quality Improvement of Human Resources with alternative criteria Training program Technical Skills as a main alternative of the entire fifteen alternative program criteria in the development of SME Furniture in Jepara regency pick inconsistency value ratio of ≤ 0.1 which means that the results of the analysis are consistent and acceptable and can be implemented as a program to achieve the target with weight value 0.181 to 0.234 respondents and the *key person* for the respondent businesses IKM Furniture.

Keywords: AHP, Furniture, Human Resources Development, Skills Enhancement Technical