

**MARKETING STRATEGY BEDHAG COFFEE BUSINESSES
IN SUMBERSARI DISTRICT, JEMBER DISTRICT**

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ABSTRACT

Bedhag Coffee Business is coffee business located on Jl. Jawa 2 No 4 Rt.03 Rw.36. Tegalboto Kidul Kel. Sumbersari Kec. Sumbersari Jember East Java. This company produces various kinds of coffee including Honey Coffee, Liberika Coffee, Wine Coffee, Robusta Coffee, Luwak Coffee, Arabica Coffee. Bedhag Coffee Business faces various kinds of problems such as: fierce competition that will have impact on business success, competing market mastery, promotion which has not been maximized, and uncertainty when selling. This is the background for conducting research on the right marketing strategy for the advancement of the Bedhag Coffee business. This study aims to 1) Identify internal and external factors of the Bedhag Coffee Business in Sumbersari District, Jember Regency 2) Formulate alternative marketing strategies that are appropriate to the external internal conditions of the Bedhag Coffee Business in Sumbersari District, Jember Regency 3) Formulate the priority of the best marketing strategy so that the Bedhag Coffee Business in Sumbersari District, Jember Regency can develop.

Data processing and analysis methods used in this study are SWOT analysis and QSPM method used to find out the right strategy for the Bedhag Coffee Business. The results showed that the company is in cell V and the priority of the strategy adopted is utilizing the skills of the workforce in adding product innovation and marketing products using social media.

Keywords: Strategy, Marketing, SWOT, QSPM