

*Business Development Strategy Robusta Coffee Powder (Coffea Canephora)
In Packaging At Koperasi Pondok Pesantren (KEPONTREN) Barokah Ibrahimy
Group In Tugusari Village, Bangsalsari, Jember*

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ABSTRACT

Koperasi Pondok Pesantren (KEPONTREN) Barokah Ibrahimy Group is located in Tugusari Village, Jember Regency. This study aims to design a business development of packaged coffee powder. The design of this research is descriptive using the expert system. The data used are primary data and secondary data. The analysis technique uses the help of DSS MSME software version 2.0 with an analysis model of legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects, and financial aspects. The results of the research conducted indicate the priority improvements that need to be made by the company, namely; (1) legal aspects, completing business license documents; (2) marketing aspects, analyzing similar products; (3) aspects of HRM, completing the business permit file, and providing compensation to the workforce; (4) environmental aspects, be prepared when the price of raw materials is high; (5) financial aspects, perform detailed financial records.

Keywords : *Kofee bikla, Decision Support System (DSS), Coffea Canephora*