

MARKETING STRATEGY OF POWDER COFFEE AT UMKM KETAKASI IN JEMBER REGENCY

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ABSTRACT

Over time, the current state of the business world has had significant changes so as to increase high competition in various business sectors. This also happened to the Ketakasi UMKM coffee powder business. Ketakasi UMKM is one of the producers of ground coffee located in Sidomulyo Village, Silo District, Jember Regency. The existence of intense competition in various business sectors requires handling by formulating the right strategy to be applied in Ketakasi UMKM. This study aims to (1) analyze the internal and external factors that influence the marketing strategy of the Ketakasi UMKM ground coffee product. (2) Formulating and analyzing alternative strategies that are suitable for marketing Ketakasi UMKM ground coffee. (3) Determine the priority of the marketing strategy for ground coffee products in Ketakasi UMKM. The data processing and analysis methods used were SWOT analysis and QSPM analysis methods. The results of this study indicate that the priority of marketing strategies that can be applied by Ketakasi UMKM is to open outlets in strategic locations to face competitors who continue to grow with a TAS score of 7.42.

Keywords: Coffee, Marketing strategy, SWOT, QSPM