

***Marketing Strategy for Powdered Spice Coffee Production Business
Estona Micro Enterprise, Jember***

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ABSTRACT

This study aims to determine the internal and external factors that influence the marketing of ground spice coffee produced by the Estona Jember micro-enterprise. The research methodology used is descriptive with a quantitative approach because it aims to analyze data by describing or describing the influence of the business environment both internally and externally as well as determining marketing strategies that can be applied with SWOT analysis. The results of this study show that from an internal environmental analysis using the IFE matrix, the most influential strengths (strengths) are having brand certificates and halal certificates, and the most influential weaknesses (weaknesses) are not being able to maximize digital marketing. While on the results of the external environment through the EFE matrix, the Opportunities factor that has the most influence is coffee consumption which is quite high and the Threats factor that has the most influence is the existence of competitors from similar products.

Keywords : Marketing Strategy, Spice Coffee, SWOT, QSPM