

**STRATEGI PENGEMBANGAN BISNIS KOPI ARABIKA (*Coffea arabica*)
IJEN MANING LICIN BANYUWANGI MELALUI
PENDEKATAN BMC DAN SWOT**
*(Arabika Coffee Business Development Strategy (Coffea Arabica) Banyuwangi
Slick Maning Agreement Through BMC And SWOT Approaches)*

Davidy Aly Wafa

*Agro-Industry Management Study Program
Department of Agribusiness Management*

ABSTRACT

Ijen Maning is one of the home industries that is engaged in coffee production. This business has been established since 2017 in Pesucen Hamlet, Kluncing Village, Licin Sub-district, Banyuwangi Regency. Ijen Maning is a relatively new business because it is about 3 years old. This relatively new business requires a lot of development, especially in the development and business development model that is appropriate for the company to survive and develop amidst the increasing fierce coffee business competition. This research aims to assist Ijen Maning's business in analyzing and determining the right business models and business strategies to be implemented in business development. The analytical methods used were the analysis of BMC, SWOT and QSPM. BMC analysis was used to analyze the company's business model. The SWOT analysis containing the IFAS, EFAS, IE and SWOT matrices was used to determine the current condition of the company and determine the right strategy for the company. QSPM analysis was used to determine the strategy that is a priority for the company. The results of this study through the IE matrix showed the company depends on the position of the cell (V) which means that in conditions of growth and stable. The priority strategy based on the QSPM results is the quality that is maintained and the purity of the products that must be owned by competitors.

Keywords: *Coffee, Business Model, Business Strategy*