

***Marketing Strategy Analysis of Roasted Robusta Coffee (Coffea canephora)
Production of Farmers Group Association (GAPOKTAN) "Sumber Mulyo"
Pakis Village, Panti District, Jember Regency.***

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ABSTRACT

Coffee is a commodity that has a high economic value among other plantation crops and plays an important role in the national economy. The coffee commodity plays an important role as a source of foreign exchange for the country and is able to absorb a large number of workers. This research was conducted at the Association of Farmers Groups (GAPOKTAN) "Sumber Mulyo" Pakis Village, Panti District of Jember Regency. The purposes of this research are analyzing internal factors and external factors that influence the marketing of roasting robusta coffee, alternative marketing strategies of roasting Robusta coffee (Coffea canephora), and marketing strategy priorities on Robusta coffee roasting (Coffea canephora). The results showed that roasting Robusta coffee (Coffea canephora) using SWOT (Strengths, Weakness, Opportunities dan Threats) analysis obtained 8 strategies from internal factors and external factors. While the results of the AHP (Analytical Hierarchy Process) analysis showed that optimizing marketing staff and managing product promotion to expand the product, are the most dominant attributes with the highest value of 0.206.

Keywords: AHP, Roasting Robusta Coffee, Marketing Strategy, SWOT.