

Marketing Strategy Of Coffee In Cangkruan Cak Ndoet In Jember District

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ABSTRACT

Over time, many businesses are increasing which can increase high competition in various types of businesses. This happened in the Cangkruan Cak Ndoet coffee business. Cangkruan Cak Ndoet is a coffee shop business located in Jember Regency. There is intense competition in various business sectors, it is necessary to handle it by formulating the right strategy to be implemented at Cangkruan Cak Ndoet. This study aims to (1) Know the internal factors and external factors that are the strengths, weaknesses, opportunities and threats in the coffee marketing strategy at Cangkruan Cak Ndoet. (2) Determine alternative coffee marketing strategies for cangkruan cak ndoet in Jember Regency. (3) Determining the priority analysis of coffee marketing strategies for cangkruan cak ndoet in Jember Regency. Data processing and analysis methods used are SWOT analysis and QSPM analysis. The results of this study indicate that the priority marketing strategy that can be implemented by Cangkruan Cak Ndoet is to maintain target customers by providing directions to the location of Cangkruan Cak Ndoet.

Keywords : *Coffee, Marketing Strategy, SWOT, QSPM*