

**MARKETING STRATEGY OF ARGOPURO ROBUSTA COFFEE AT
RKB (BANJARSENGON COFFEE HOUSE) IN THE DISTRICT
PATRANG, JEMBER DISTRICT**

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ABSTRACT

Banjarsengon Coffee House is a business engaged in the manufacture of robusta coffee located in Patrang District, Jember Regency. This study aims to analyze the factors that become strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) as well as formulate alternative marketing strategies and determine the priority of marketing strategies for robusta coffee Banjarsengon Coffee House in Patrang District, Jember Regency. The data processing and analysis method used is SWOT analysis, which includes IFE, EFE, and IE matrices, further developed using the SWOT matrix, and determining priority strategies using QSPM analysis. Based on the calculation results of the QSPM analysis, the marketing strategy priority at the Banjarsengon Coffee House is to maintain the quality of raw materials in the manufacture of products with a total attractiveness (TAS) of 6.30.

Keywords : Marketingg Strategy, Robusta Coffee, SWOT, QSPM