

***Coffee Marketing Strategy at Café Arongan, Jember Regency
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ABSTRACT

A coffee shop that sells processed coffee drinks, namely Cafe Arongan, which was founded in October 2011 by Andi Radika Hadisam Nababan (Ganden), Jalan Riau, Summersari District, Jember Regency, selling processed drinks from Arabica and Robusta coffee. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. After obtaining several strategies that will be applied based on the SWOT analysis, Cafe Arongan position lies in quadrant V and the right strategy to implement is a growth strategy whose goal is relatively more defensive, namely by maintaining the old way or creating a new way. Based on the strategy that has been set, the development strategy that must be carried out to support the Growth Oriented Strategy policy strategy,

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