

**MARKETING STRATEGY OF “BIKLA” SPICE COFFE AT BAROKAH
IBRAHIMY ISLAMIC BOARDING SCHOOL COOPERATIVE IN
TUGUSARI VILLAGE, BANGSALSARI, JEMBER**
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ABSTRACT

Koperasi Pondok Pesantren Barokah Ibrahimy is a business where “Bikla” spice coffe products are sold which was established in 2017. This study aims to analyze factors that become strengths, weaknesses, oporturnities and threats and formulate alternative marketing strategies to determine the priority of marketing strategies for “Bikla” spiced coffe products at the Barokah Ibrahimy Islamic Boarding School Cooperative in Tugusari Village, Bangsalsari, Jember. The identification and analysis techniques used in this study are conducting internal and external observations examined through the IFE and EFE Matrix, IE Matrix, and SWOT Matrix to formulate strategi alternatifes, and continued with QSPM analysis to determine strategy priorities. Based on the results of the QSPM analysis, a strategy that has the highest value is to optimize all social media by utilizing the development of marketing technology with a TAS score of 7,149.

Keywords : *Strategy, Marketing, SWOT, QSPM, Coffee Spice "Bikla"*