

***Marketing Strategy for Ground Coffee at PT Kisah Sarinah Indonesia in
Jember Regency***

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ABSTRACT

PT Kisah Sarinah Indonesia is a producer that produces processed blended coffee using coffee bean raw materials originating from the Jember area and its surroundings. The increase in similar competitors is a threat for the company to be able to continue to compete and maintain the company by formulating the right strategy to be implemented at PT Kisah Sarinah Indonesia. This research aims to (1) Find out what are the strengths, weaknesses, opportunities and threats in the marketing strategy of PT Stories Sarinah Indonesia ground coffee (2) Determine alternative marketing strategies that can be implemented by PT Kisah Sarinah Indonesia. (3) Determine the marketing strategy prisorities for PT Kisah Sarinah Indonesia Ground Coffee. The research method uses SWOT and QSPM analysis methods. SWOT analysis found 6 alternative strategies. QSPM analysis shows the priority marketing strategy that can be implemented by PT Kisah Sarinah Indonesia, namely making improvements in terms of promotion by utilizing developments in information technology with a TAS score of 5.47.

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