

***Marketing Strategy For Roasted Coffee Beans In
Cafe Macro Coffee Roastery Jember Regency***
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ABSTRACT

Coffee is a product of brewed coffee beans by using warm water. As for the purpose of this research: (1) analyze strength, weakness, opportunity) and threat for the marketing of roasted beans at Cafe Macro Coffee Roastery of Jember Regency, (2) formulating an alternative strategy that could be used in the marketing of roasted coffee beans at the Cafe Macro Coffee Roastery of Jember Regency, (3) determining the appropriate strategy for use in the marketing of the roasted beans at Cafe Macro Coffee Roastery of Jember Regency. This method of research use IFAS and EFAS analysis, IE analysis, SWOT analysis to define alternative strategies and QSPM analysis to define strategy priorities. Based on analysis of the swot matrix IE (Internal-External), Cafe Macro Coffee Roastery is in the V cell covering the weight of the IFAS matrix is 2.86 and the EFAS matrix is 2.60. The SWOT analysis has seven workable strategies at Cafe Macro Coffee Roastery and QSPM analysis have the highest score of which is to maintain the quality of raw materials by maintaining cooperation with raw material suppliers to maintain consumer loyalty with a TAS score is 7.15.

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