Marketing Strategy Analysis of Arabica Roast Bean Coffee at Sekolah Kopi Raisa Center, Sumberwringin District, Bondowoso Regency

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ABSTRACT

Indonesia is known as an agricultural country located in the tropics and has a diversity of potential plants. The contribution of the agricultural sector as a source of economy and as a support for development. Coffee is one of the plantation commodities that has a fairly high economic value among other plantation crops and plays an important role in the national economy. Coffee commodities play an important role as a source of foreign exchange and are able to absorb a lot of labor. Bondowoso Regency is one of the coffee planting centers in East Java, which produces coffee with a distinctive taste (specialty) and is known internationally by the nickname Java Coffee. This research was conducted at the Raisa Center Coffee School, Sumberwringin District, Bondowoso Regency with the aim of analyzing the internal and external factors that influence the marketing of roasted Arabica coffee beans, knowing alternative marketing strategies for roasted Arabica coffee beans, knowing the priority of marketing strategies for roasted Arabica coffee beans. The results showed that roasted Arabica coffee beans using SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) obtained 8 strategies and from internal and external factors. The results of the AHP (Analytical Hyerarchy Process) analysis, namely improving product quality to meet consumer demand and satisfaction, are the most dominant attributes with the highest value of 0.254.

Keywords: AHP, Roast Bean Coffee Arabica, Marketing Strategy, SWOT.