

MARKETING STRATEGY OF ROASTED ROBUSTA BEAN COFFEE "RUSTIC" PRODUCED BY KOPLAK FOOD MICRO BUSINESS IN JEMBER REGENCY

Firman Prasetyo Utomo

*Agroindustry Management Study Program
Agribusiness Management Department*

ABSTRACT

Koplak Food is a business engaged in the production of processed coffee in Jember Regency. Although Koplak Food has been developing well, it still faces several challenges, such as fluctuating sales and a relatively simple marketing approach. This study aims to: (1) identify the strengths, weaknesses, opportunities, and threats (SWOT) in the marketing of "Rustic" robusta coffee, (2) formulate alternative marketing strategies for "Rustic" robusta coffee, and (3) determine the priority alternative marketing strategy. This research employs the IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, and QSPM Matrix analyses. The results indicate that Koplak Food is positioned in Cell V, which suggests a strategy of maintaining and sustaining. Based on the seven alternative strategies, the top priority strategy with the highest Total Attractiveness Score (TAS) of 13.43 is to develop and innovate products to meet consumer needs and preferences.

Keyword: *Marketing Strategy, Robusta Coffee, SWOT, QSPM*