

Strategi Pemasaran Kopi Robusta (*Coffea canephora*) Pada Koperasi Buah Di Desa Sidomulyo Jember Melalui Pendekatan

Analytical Hierarchy Process

(Robusta Coffe (*Coffea canephora*) Marketing Strategy at Fruit Cooperative in Sidomulyo Jember through Analitycal Hierarchy Process Approach)

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ABSTRACT

"Ketakasi" Fruit Cooperative is a business entity in the form of a cooperative that engages in the field of robusta coffee processing located in Sidomulyo Village, Silo Sub-District, Jember Regency. In product marketing process, "Buah Ketakasi" Cooperative faces some obstacles such as limited human resources, financial limitations, limited market coverage and lack of promotion. This research was aimed to 1) describe the hierarchical structure of marketing strategy for Buah Ketakasi Cooperatives, 2) formulate a marketing strategy and look for the most optimal marketing strategy priorities for Ketakasi Cooperative Sidomulyo. One of marketing strategies that can support product marketing was the use of 4P marketing mix concept (Marketing Mix). The design of marketing strategy involved the internal party, namely the production unit of Buah Ketakasi Cooperative. The method which was used to design the cooperative marketing strategy was Analytical Hierarchy Process (AHP) method so that it produced priority marketing strategies based on internal party decisions. The result of AHP analysis showed that the first strategy that became priorities were promotions (0.429), products (0.256), distribution channels (0.204), and prices (0.111).

Keywords: AHP, Marketing Mix, Marketing Strategy