

MARKETING STRATEGY LUWAK COFFEE IN UMKM ZHIBOND COFFEE IN JEMBER DISTRICT

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ABSTRACT

UMKM Zhibond Coffee is a coffee business located in the Millenia housing block E-26, Kaliwates sub-district, Jember district. This business produces various kinds of coffee, one of which is civet coffee, which is a superior product from UMKM Zhibond Coffee. During the Covid-19 pandemic, UMKM Zhibond Coffee experienced a decline in sales. In addition, there are marketing constraints, including the inadequate marketing strategy, delayed client payment systems, and the existence of similar business competitors. This becomes the background for conducting research on the right marketing strategy for the advancement of UMKM Zhibond Coffee. This study aims to 1) Determine the internal and external factors that are the strengths, weaknesses, opportunities and threats in the coffee marketing strategy at UMKM Zhibond Coffee in Jember Regency, 2) Determine alternative coffee marketing strategies at UMKM Zhibond Coffee in Jember Regency, 3) Determine the priority of coffee marketing strategies at UMKM Zhibond Coffee in Jember Regency.

The data processing and analysis methods used in this study are the SWOT analysis and the QSPM method used to determine the right strategy at UMKM Zhibond Coffee. The results showed that the company in cell V and the priority of the strategy implemented was to maintain the quality and stability of raw materials so that the products could compete.

Keywords : Strategy, Marketing, SWOT, QSPM