

Analisis Lingkungan Pemasaran Dalam Rangka Perencanaan Strategi Pemasaran Kopi pada CV. Wijaya mandiri kabupaten jember..
(*Environmental Marketing Analysis in Effort Marketing Strategy Planning in coffe CV. Wijaya mandiri jember regency.*)

Ahmad Abdur Rohman
Program Studi D-IV Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

This study aims to analyze the internal factors (the strengths and weaknesses) and external factors that become (opportunities and threats), define market segmentation, target market, and market position. Based on the analysis (internal-external), this research is descriptive qualitative is by observation, interview and documentation. The type of data in this research are primary and secondary data obtained from questionnaires, interview and central bureau of statistic. The score result of IFE and EFE matrix obtained the strength factor of 2.04 and weakness factor of 1.14 and then opportunity factor of 1.83 and threat factor of 1.39. Based on the SWOT Analysis diagram, position CV. Wijaya mandiri are in quadrant I is a strategy to support aggressive growth oriented strategy by implementing SO Strategic, increase strength (S) to reach opportunity (O). formulation of marketing sretegy obtained are : Opportunities technologi wich is better, an increasing number of people are evenly distributed. , government policies that support the company. Then the company, clients, competitors reach these opportunities, to attract new customer by utilizing the power of the strategy is to utilize product packaging that has been interesting accompanied by a label that become the attraction (halal, SIUP and DINKES) and the departement company and the sistem of partnership with suppliers of row materials and the location the do training sales owned to improve productivity that aim to get new costumers more.

Keywords: *Internal factors, eksternal factors and SWOT analysis.*