

**Strategi Pemasaran Biji Kopi Robusta
(Green Bean) Pada Usaha Beringin Onjen Coffee
Di Desa Klungkung Kecamatan Sukorambi
Kabupaten Jember
Marketing Strategy for Robusta Coffee Beans (Green Bean)
at Beringin Onjen Coffeein Klungkung Village, Sukorambi District,
Jember Regency
Dr. Dhanang Eka P, SP., M.Sc (Chief Counselor)**

**Ari Setiawan
Study Program of Agroindustry Management
Majoring of Agribusiness Management
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis**

ABSTRACT

This study aimed to identify internal and external factors and formulate an appropriate marketing strategy for Beringin Onjen Coffee located in Klungkung Village, Sukorambi District, Jember Regency. The research employed a quantitative descriptive method with data collected through observation, interviews, questionnaires, and documentation. Data analysis was conducted using the IFE Matrix, EFE Matrix, IE Matrix, SWOT Analysis, and Quantitative Strategic Planning Matrix (QSPM). The results showed that the company's main strengths include high-quality Robusta coffee beans, affordable prices, distinctive taste, and complete business legality. The main weaknesses consist of limited promotional activities, restricted marketing coverage, and sales that are still predominantly conducted offline. Major opportunities arise from the utilization of social media as a promotional tool, increasing coffee consumption, and government support for local coffee businesses. Meanwhile, the threats faced by the company include changing consumer preferences, competition from similar businesses, and changes in licensing regulations. The IE Matrix analysis indicated that Beringin Onjen Coffee is positioned in Cell V (hold and maintain). Based on the QSPM analysis, the priority strategy is to expand marketing areas and product distribution channels with a Total Attractiveness Score (TAS) of 6.275. This strategy is expected to increase market reach, sales volume, and business competitiveness.

Keywords: *marketing strategy, Robusta coffee, SWOT, QSPM, Beringin Onjen Coffee.*