

***Business Development Strategy for Posang Kopi
in Kalisat Subdistrict, Jember Regency
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ABSTRACT

Posang Kopi is a microenterprise that processes Arabica coffee, located in Ajung Village (Kalisat Subdistrict, Jember Regency). This business faces several challenges: limited digital marketing, unattractive packaging design, fluctuating sales, and increasingly fierce competition. This study aims to identify internal and external factors, formulate alternative strategies, and determine priority strategies for the development of the Posang Kopi microenterprise. This study uses a descriptive-quantitative method based on respondents selected through purposive sampling. Data were collected through observation, interviews, questionnaires, documents, and a literature review. Data analysis utilized the Internal Factor Evaluation (IFE) matrix, the External Factor Evaluation (EFE) matrix, the Internal–External (IE) matrix, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, and the Quantitative Strategic Planning Matrix (QSPM). The results of the IFE analysis indicate that the business's primary strength is offering product purchase discounts, while its main weakness is management that is still run by the owner's family, with a total score of 2.97. The results of the EFE analysis indicate that the business's primary opportunity stems from loyal customers, while its main threat is competitors' more attractive service offerings, with a total score of 2.25. Consequently, the IE matrix places the business in Cell V with a strategy of maintaining and preserving its current position. The SWOT analysis yielded 12 alternative strategies. Strate Based on the QSPM, the priority is maintaining the quality of the product and Arabica coffee raw materials, with a TAS value of 6.60.

Keywords: *Business Development Strategies, SWOT, QSPM, Microenterprises, Arabica Coffee.*