Analysis of Marketing Strategies for Microenterprises
Oceano Coffee in Kalibaru Subdistrict,
Banyuwangi Regency

Putri Chikal Survival
Study Program of Agroindustry Management
Majoring of Agribusiness Management

ABSTRACT

Micro-enterprises engaged in coffee processing play a crucial role in increasing the value added of coffee as a commodity. Oceano Coffee is one such micro-enterprise that produces high-quality coffee but faces limitations in market reach and business competitiveness. The objectives of this study are to identify internal and external factors, develop alternative marketing strategies, and determine the appropriate strategic priorities for Oceano Coffee. Data analysis was conducted using the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis, and the Quantitative Strategic Planning Matrix (QSPM). The results of the study indicate that the unique flavor profile of the coffee, the diversity of product variants, product compliance, and good relationships with suppliers are the company's key strengths. Its greatest weakness lies in its simple financial accounting system. High consumer purchasing power, popular products, strong customer loyalty, and a loyal customer base represent the main opportunities for Oceano Coffee, while competitors' more active promotional efforts pose the greatest threat. The results of the IE Matrix indicate that Oceano Coffee is positioned in Cell IV (Grow and Build). Oceano Coffee needs to implement strategies for market penetration and development, as well as product development. The SWOT analysis identifies 12 strategies. The QSPM analysis identifies the priority strategy as leveraging the product's uniqueness, variety, and affordable price to meet the growing trend of coffee consumption among the public, with a STAS score of 6.175.

Keywords ***:*** *Strategic Analysis, Marketing Strategy, SWOT, QSPM, Microenterprise.*