

***Marketing Strategy of Coffee Roasting at
Small Business Macro Coffee Roastery
Jember Regency***

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ABSTRACT

This thesis is titled Marketing Strategy of Coffee Roasting at Small Business Macro Coffee Roastery Jember Regency. The objectives of this research are (1) To explain the strengths, weaknesses, opportunities, and threats for marketing roasted coffee beans at Macro Coffee Roastery (2) Formulating alternative strategies that can be applied in the marketing of beans roasted coffee at Macro Coffee Roastery based on a SWOT analysis (3) Determining priority strategies that can be applied in the marketing of roasted coffee beans at Macro Coffee Roastery based on QSPM analysis. The data analysis method used to analyze internal and external factors is the IFAS and EFAS matrices, to determine the alternative marketing of roasted coffee beans, namely the IE and SWOT matrices, while determining the main priority of the strategy using the QSPM matrix. The results of this study indicate: 1) Maintaining product quality to maintain market 2) Market expand with e-commerce 3) Creating new innovations 4) Creating competitive prices 5) Attracting consumers by improving packaging designs 6) Increasing online promotions 7) Giving discounts for purchasing certain products in quantity certain

Key words: *Marketing Strategy, SWOT, QSPM, Coffee*