

ABSTRAK

Indah Permata Sari, Analisis Komparasi Strategi Pemasaran Kopi Liberika Bubuk pada Agroindustri di Kelurahan Mekar Jaya Kecamatan Betara Kabupaten Tanjung Jabung Barat. Dibimbing oleh Prof. Dr. Ir. Dompok MT Napitupulu, M.Sc sebagai dosen pembimbing I dan Dr. Mirawati Yanita, S.P., M.M.

Penelitian ini bertujuan untuk (1) Mendeskripsikan kegiatan Agroindustri Kopi Liberika Bubuk di Kelurahan Mekar Jaya Kecamatan Betara Kabupaten Tanjung Jabung Barat, (2) Mendeskripsikan Strategi Pemasaran Agroindustri kopi liberika bubuk di Kelurahan Mekar Jaya Kecamatan Betara Kabupaten Tanjung Jabung Barat, (3) Membandingkan Strategi Pemasaran Strategi Pemasaran Agroindustri kopi liberika bubuk di Kelurahan Mekar Jaya Kecamatan Betara Kabupaten Tanjung Jabung Barat, yaitu pada Agroindustri Paristo dan Agroindustri Sri Utomo III di Kelurahan Mekar Jaya. Penelitian ini menggunakan data primer dengan metode analisis deskriptif kualitatif. Responden dalam penelitian ini yaitu pengelola Agroindustri yang telah menerapkan strategi pemasaran. Hasil penelitian menunjukkan (1) Kegiatan Agroindustri Paristo dan Agroindustri Sri Utomo III pengolahan kopi liberika bubuk melalui tahapan proses produksi dengan waktu efektif rata-rata 15 hari dan waktu terpakai 3 hari. Sedangkan pada Agroindustri Sri Utomo III waktu pengolahan kopi liberika bubuk yaitu 16 hari dan rata-rata 3 hari. (2) Agroindustri Paristo dan Agroindustri Sri Utomo III telah menerapkan strategi pemasaran 4P dengan baik dalam memasarkan produknya dimana aspek-aspek tersebut meliputi aspek produk (*product*), aspek harga (*price*), aspek tempat (*place*), dan aspek promosi (*promotion*). (3) Strategi pemasaran pada Agroindustri Paristo dan Agroindustri Sri Utomo III berbeda pada strategi tempat dan strategi promosi. Dari strategi tempat, penentuan lokasi pemasaran Agroindustri Paristo dari tahun ke tahun selalu menambah persebaran saluran distribusi sedangkan Agroindustri Sri Utomo III masih kesulitan dalam mencari pasar. Dari strategi promosi Agroindustri Paristo selalu menyebarkan iklan produk di berbagai media sedangkan Agroindustri Sri Utomo III hanya melakukan promosi melalui sosial media.

Kata Kunci: Komparasi, Strategi Pemasaran, Liberika Bubuk

ABSTRACT

Mekar Jaya Village is one of the villages that cultivates liberica coffee plantations, Mekar Jaya Village is a coffee processing center and this area has the potential to develop and introduce its coffee commodities, the processing carried out is changing the primary form (liberica coffee fruit) into a new product (ground coffee). Therefore, this study aims to (1) Describe the activities of the Ground Liberica Coffee Agroindustry in Mekar Jaya Village, Betara District, West Tanjung Jabung Regency, (2) Describe the Marketing Strategy of the Ground Liberica Coffee Agroindustry in Mekar Jaya Village, Betara District, West Tanjung Jabung Regency, (3) Comparing the Marketing Strategy of the Ground Liberica Coffee Agroindustry in Mekar Jaya Village, Betara District, West Tanjung Jabung Regency, namely at Paristo Agroindustry and Sri Utomo III Agroindustry in Mekar Jaya Village. This research uses primary data with qualitative descriptive analysis methods. Respondents in this study are Agroindustry managers who have implemented marketing strategies. The results showed (1) The activities of Agroindustry Paristo and Agroindustry Sri Utomo III processing ground Liberika coffee through the stages of the production process with an average effective time of 15 days and a used time of 3 days. While in Sri Utomo III Agroindustry, the processing time for ground Liberika coffee is 16 days and an average of 3 days. (2) Agroindustry Paristo and Agroindustry Sri Utomo III have implemented the 4P marketing strategy well in marketing their products where these aspects include product aspects, price aspects, place aspects, and promotion aspects. (3) Marketing strategies at Paristo Agroindustry and Sri Utomo III Agroindustry differ in place strategy and promotion strategy. From the place strategy, the determination of Agroindustry Paristo's marketing location from year to year always adds to the spread of distribution channels while Agroindustry Sri Utomo III still has difficulty finding markets. From the promotion strategy, while Sri Utomo III Agroindustry only promotes through social media, Paristo Agroindustry always spreads product advertisements in various media while Sri Utomo III Agroindustry only promotes through social media.

Keywords: *Comparison, marketing strategy, liberica powder.*