

Analisis Strategi Pemasaran Kopi Luwak Mataram di Banguntapan Bantul pada Masa Pandemi Covid-19

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ABSTRAK

Pandemi Covid-19 memberikan dampak serius tidak hanya pada kesehatan, tetapi juga perekonomian. Berbagai sektor seperti perindustrian, pariwisata, UMKM, dan jasa merasakan dampak turunnya permintaan. Kopi Luwak Mataram sebagai salah satu agroindustri yang bergerak di bidang pengolahan kopi luwak juga merasakan dampak yang sama. Penelitian ini bertujuan untuk (1) Mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman yang dimiliki oleh Kopi Luwak Mataram di masa pandemi Covid-19. (2) Menganalisis strategi terbaik dalam memasarkan produk di Kopi Luwak Mataram agar mampu menaikkan penjualan di masa pandemi Covid-19. Metode dalam penelitian ini menggunakan metode deskriptif. Metode penentuan responden menggunakan metode *purposive sampling*. Data yang digunakan adalah data primer dan data sekunder. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Wawancara dilakukan kepada empat responden yaitu Manajer, *Accounting*, *Marketing*, dan *staff*. Teknis analisis dalam penelitian ini menggunakan Matrik Internal-Eksternal, *SWOT* dan *QSPM*. Hasil penelitian menunjukkan bahwa 1) Kekuatan utama Kopi Luwak Mataram yaitu memiliki produk yang berkualitas, kelemahan utama belum adanya rekanan tetap untuk bekerja sama melakukan penjualan ke konsumen mancanegara, dengan peluang utama masyarakat lebih memilih kafe dengan area *outdoor*, dan ancaman utama yaitu turunnya daya beli masyarakat. 2) Strategi pemasaran terbaik yang dapat diterapkan yaitu penetrasi pasar dengan memberikan promo harga *bundling menu* makanan dan minuman untuk *dine-in* dan meningkatkan kegiatan promosi di sosial media melalui kerja sama dengan *influencer* lokal bidang kuliner di Yogyakarta.

Kata kunci : Strategi Pemasaran, Kopi Luwak, Pandemi Covid-19, Analisis *Strength Weakness Opportunity Threat (SWOT)*

***Analysis of the Marketing Strategy for Kopi Luwak Mataram
in Banguntapan Bantul during the Covid-19 Pandemic***

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ABSTRACT

The COVID-19 pandemic has had a serious impact not only on health, but also on the economy. Various sectors such as industry, tourism, UMKM, and services felt the impact of falling demand. Kopi Luwak Mataram as one of the agro-industry engaged in the processing of civet coffee also felt the same impact. This study aims to (1) identify the strengths, weaknesses, opportunities, and threats possessed by Kopi Luwak Mataram during the Covid-19 pandemic. (2) Analyzing the best strategy in marketing products at Kopi Luwak Mataram in order to be able to increase sales during the Covid-19 pandemic. The method in this study used a descriptive method. The method of determining respondents using a purposive sampling method. The data used are primary data and secondary data. Data were collected through interviews, observation, and documentation. Interviews were conducted with four resource persons, namely Manager, Accounting, Marketing, and staff. Technical analysis in this study using SWOT and QSPM analysis. The results of the study show that 1) Kopi Luwak Mataram has the main strength of quality products, the main weakness is the lack of permanent partners to work together to sell to foreign consumers, with the main opportunity for people to prefer cafes with outdoor areas, and the main threat is the decline in people's purchasing power. 2) The best marketing strategy that can be applied is market penetration by providing promo's price for bundling food and beverage menus for dine-in and increasing promotional activities on social media through collaboration with local influencers in the culinary field in Yogyakarta.

Keywords: *Marketing Strategic, Civet Coffee, Covid-19 Pandemic, Analysis Strength Weakness Opportunity Threat (SWOT)*