

## **ABSTRACT**

*Temanggung is the biggest coffee producer in Central Java. Coffee is one of the leading commodities in Temanggung. The processing coffee into ground coffee is very important in processing coffee. Processing coffee into ground coffee can create value added. Creation value added is carried out by the Micro Small and Medium Enterprises ground coffee in Temanggung Regency. Micro Small and Medium scale enterprises of ground coffee in Temanggung is expected to be able to contribute to the economy of Temanggung. Complex problems in the Micro Small and Medium scale enterprises of ground coffee in Temanggung have not been able to contribute optimally to the region economy. This Research aims to determine the priority of development policies Small Micro and Medium scale enterprises of ground coffee in Temanggung.*

*This study uses the Analysis Hierarchy Process (AHP) method to analyze development policies on Micro Small and Medium scale enterprises of ground coffee in Temanggung on 3 different aspects, namely economic aspects, social and cultural aspects and the role of government aspects. Those whole alternatives would be analyzed by three different type of respondents: Key-person and Ground Coffee Entrepreneur in Temanggung. Key-person as many as 5 respondents and Ground Coffee Entrepreneur in Temanggung as many as 40 respondents.*

*The results showed that the priority policy for developing Small Micro and Medium scale enterprises of ground coffee in Temanggung namely the economic aspect with a value of 0.461, social and cultural aspects with a value of 0.292, and the role of government aspect with a value of 0.248. The priority policy in the results subcriteria, economic aspect is increased access to capital with a value of 0.474, social and cultural aspects is increased availability of quality coffee raw materials with red picking culture with a value of 0.391, and the role of government aspect is improve business supporting infrastructure with a value of 0.325.*

*Keywords: Coffee, Micro Small and Medium scale enterprises, Analysis Hierarchy Process (AHP), Priority Policy*