

ABSTRACT

One variant of local coffee products in Indonesia is Kopi Muria which originates from Kudus Regency, Central Java. This enterprises is a form of local economic development in Kudus Regency which utilizes its local potency including the coffee plant which was developed on Mount Muria. However, this recently pioneered MSMEs group experienced various issues related to business development in order to create competitiveness. The purpose of this study is to identify aspects of development problems, the main solutions in each aspects of the problems, and competitiveness development strategies for Kopi Muria MSMEs.

This study uses a qualitative descriptive analysis approach and the Analytical Network Process (ANP) approach to get priorities related to the main problem aspects, the main solutions to each aspect of the problem, and priority development strategy recommendations to increase competitiveness. Primary data was obtained from 10 experts consist from elements of government agencies, elements of business actors, and elements of community organizations. Secondary data was obtained from various data from the Central Statistics Agency (BPS).

The results showed that aspect of development problems were aspects of industrial process as the main problem aspects, aspects of human resources, product orientation aspects, aspects of institutions, and aspects of raw materials. The main solution in the aspect of industrial process is to increase industrial networks and partnerships to support research and business development. The main solution on the HR aspect is to include HR in certified coffee processing training. The main solution in the product orientation aspect is to improve the local image of muria coffee through branding and promotion activities. The main solution in the institutional aspect is increasing the role and coordination as well as the synergy of the organizations that are in direct contact with Kopi Muria MSMEs. And the main solution in the aspect of raw material is the application of the “red quotation” method to maintain the quality of the raw material. Recommended competitiveness development strategy is to improve the efficiency and productivity through the availability of production equipment and technological mastery capabilities supported by the conduciveness of business climate as well as the wide network of partnerships and the strong integration of industry from upstream to downstream in order to increase industrial capacity to be able to compete more broadly.

Keywords : MSMEs, Competitiveness, Development Strategy, Local Economic, ANP (Analytic Network Process), Kopi Muria