

ABSTRACT

Batang Regency is one of the coffee producing areas in Central Java. Coffee is one of the leading commodities that is being intensively developed in Batang Regency. Opening a coffee business is important because it can create added value. This added value creation is carried out by empowering youth to open a coffee business in Batang Regency, this is expected to be able to contribute to the economy of Batang Regency. There are complex problems in business management, so this coffee business has not been able to run smoothly, as expected.

The purpose of this study was to determine strategic priorities in developing a coffee business in Batang Regency. This study uses SWOT analysis method to formulate alternative strategies and Fuzzy Analytical Hierarchy Process (Fuzzy AHP) to determine priority strategies in business development. The group of respondents who were sampled in this study, namely coffee business actors who are members of the Batang Brewing Community, totaling 30 business actors. Meanwhile, the speakers are key persons consisting of the Government, Business Actors, Communities, and Academics.

The results of the SWOT analysis in this study indicate that the position of the coffee business in Batang Regency is in quadrant I. This means that the business is in a strong condition internally to maximize opportunities, so it is very possible for a business to continue to expand, increase growth, and achieve maximum progress.

The results of the Fuzzy AHP analysis show that the priority of alternative strategies for developing coffee business in Batang Regency is Institutional Strategy 3, namely implementing professional business management. The second priority is Marketing Strategy 1, which is to expand market share by increasing the intensity of promotions with various media, as well as collaboration with communities and tourism managers. The third priority is Institutional Strategy 2, which is to build an effective partnership system with all stakeholders (raw material suppliers, associations/communities, government, etc.), as a means of exchanging ideas and information. The fourth priority is Financial Strategy 2, namely professional and modern bookkeeping and business financial management implementing. The fifth priority is Production Strategy 1, which ensures the availability of quality raw materials by building good relationships with suppliers and providing assistance to coffee farmers. The next alternative is HR strategy 2, namely conducting trainings to improve HR competencies in order to provide high performance results.

Keywords: Development Strategy; Coffee Business; SWOT-Fuzzy AHP Analysis