SUMMARY

YUNI DWI KARTIKA. Business Development Strategy of Arabica Coffee Processing (Case Study in PT Golden Malabar Indonesia). Supervised by AMZUL RIFIN and IMAM TEGUH SAPTONO.

Coffee is one of the leading Indonesian commodities which have important roles. According to data from the International Coffee Organization (ICO), in 2014 Indonesia became the fourth-largest coffee producer after Brazil, Vietnam and Colombia. Coffee processing industry generally uses raw materials arabica and robusta coffee beans with a certain composition ratio. In today's era of globalization, competition is getting tougher conditions in which individual countries to open their markets to each other. One company that is engaged in the plantation and processing of Arabica coffee which is located in Bandung regency, West Java, Indonesia is PT Golden Malabar. The business strategy is to do is to do the marketing of coffee beans as much as 60 percent to foreign markets and 40 percent in the domestic market. In fulfilling its production of coffee beans, coffee cherries as raw material obtained from their own gardens. But with a growing external conditions of the company, the strategy is not appropriate to make PT Golden Malabar Indonesia growing and developing in the current conditions that increased coffee consumption and a lifestyle shift.

The results showed that PT Golden Malabar Indonesia had a total score of matrix Internal Factor Evaluation (IFE) is 3.0507 indicating a strong internal position. Total score matrix External Factor Evaluation (EFE) PT Golden Malabar Indonesia is 2.0160, indicating that the company had not sufficiently respond to opportunities and threats that exist outside the company. Strength (strength) internally owned by PT Golden Malabar Indonesia that are strategic, namely patent, copyright, trademark, product quality, production process innovation, and advantageous location of the factory. While the weakness (weakness) internally owned PT Golden Malabar Indonesia at this time include the capacity of companies to raise equity / capital, control and evaluation systems, effective strategic planning process, and managerial skills. Opportunities (opportunities) owned by PT Golden Malabar Indonesia that foreign markets are open, where a lot of requests from developing countries a shift in lifestyle segments of the population of the world in the consumption of coffee arabica / specialty coffee and service the Postal Export issued by PT Pos Indonesia in shipping goods abroad. While threats (threats) facing PT Golden Malabar Indonesia at this time include the mastery of technology and information processing of coffee that is still limited, support infrastructure activities, especially road access and competition with other arabica coffee producing countries.

The position of PT Golden Malabar Indonesia growing and developing in Arabica coffee processing industry, it is appropriate to carry out the integration strategy. The first priority of the strategy that should be done by PT Golden Malabar Indonesia is doing a backward integration by building a network with partners / agents supplier of coffee cherries. Arabica coffee processing product development through research and development can be done to provide more value to existing products. To continue to grow and develop, PT Golden Malabar
Indonesia can do forward integration by developing products business Roasted, ground (powdered), ready to drink and to build a café.

Keywords: business strategy, coffee, QSPM, matrix IE