

**ANALYSIS OF MARKETING STRATEGY TO INCREASE COFFEE  
BUSINESS SALES IN MUNTAI VILLAGE (CASE STUDY AT AYENG  
COFFEE)**

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**ABSTRACT**

This study aims to To find out the marketing strategy in increasing sales of coffee business in Muntai village and to find out what marketing strategy is most appropriate to increase sales volume in the coffee business in Muntai village case study at ayeng coffee. The type of research used is observation. To get correct and accurate data at the research site, the authors use data collection observation and interview. Data analysis used in this study is qualitative descriptive analysis. Based on the results of the presentation and analysis of the data, the marketing activities of Coffee Ayeng Village Muntai are still not implemented comprehensively starting from the setting up of marketing activities, for example, target marketing, marketing resources and marketing costs. The marketing activities carried out by the owners of Coffee Ayeng enterprises using oral communication less effective. The marketing activities of Coffee business have not yet been implemented comprehensively, starting with the setting of marketing activities such as target marketing, marketing resources and marketing costs. This will have an impact on the amount of coffee that can be sold if marketing activities are carried out well. The problem of human resources in marketing activities should also be taken into account by the business owners. The pricing of Coffee Ayeng adjusts to the prices in force on the market. The most concentrate to improve sales of Ayeng coffee is place .

**Keyword:** Marketing Mix Strategy, Coffee, Business Sales.