

ABSTRACT

The lifestyle changes especially in big cities in Indonesia make the coffee business from upstream to downstream grow. Many businessmen not only have coffee shops but also coffee roastery which produce roast beans. Kopi Dewa faces new competitors every day that makes Kopi Dewa need strategy to maintain their existence and win a bigger market. This study aims to determine the external factors and internal factors

The purpose of this research is to formulate competitive strategy of Kopi Dewa's roast bean. This research method uses descriptive quantitative method. All information is obtained through interview, observation, questionnaire, and literature studies. First is to identify internal and external factors of Kopi Dewa. Furthermore, these factors are shortened and given weights, ratings, and scores on the IFAS matrix and EFAS matrix.

The result of both matrices show Kopi Dewa in quadrant I in the Cartesian SWOT diagram, which means growth strategy is a good strategy for Kopi Dewa at this time. Both matrix components are mapped in the TOWS Matrix and give four alternative strategies. All four alternative strategies are ranked from the most important to be implemented immediately. The main strategy is Growth Strategy (market penetration), followed by service quality, pause strategy, and market penetration.

Keywords : SWOT Analysis, EFAS Matrix, Competitive Strategy, Kopi Dewa, Coffee Industry