

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a very important role for the Indonesian economy. MSMEs are able to overcome poverty and agree in Indonesia, besides that MSMEs also win state revenues.

Entrepreneurial Marketing is a combination of marketing and entrepreneurship, with an awareness of the importance of entrepreneurship and innovation for marketing, and marketing for entrepreneurial success. The emphasis is on adapting forms of marketing that are suitable for micro, small and medium enterprises (MSMEs).

Garut coffee that is in great demand by many people and able to export to countries that are one of them is Taiwan. Garut Coffee Exports makes a benchmark for advancing Garut Coffee.

The purpose of this study was to analyze how the application of Entrepreneurial Marketing in Garut coffee MSMEs uses 7 dimensions according to Morris et al (2002) namely Proactiveness, Opportunity Focus, Customer Intensity, Innovation, RiskTaking, Resource Leveraging, and Value Creation. This study uses a qualitative method.

Data collection is done by interview and documentation. Interviews were conducted to 6 speakers who discussed marketing in Garut Coffee.

The results showed that there was a Garut Coffee business that had implemented 6 dimensions of Entrepreneurial Marketing, namely Proactiveness, Opportunity Focus, Risk Taking, Customer Intensity, Increased Resources and Value Creation

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