

ABSTRACT

Coffee is an international drink and is favored by nations around the world. Currently coffee is one of the world's important trading materials and involves trade networks between nations from developing countries to developed countries. One of the main coffee producing regions in Indonesia is the Province of Aceh, with coffee growing centers in Central Aceh and Bener Meriah districts. These two regions make coffee their top priority. KBq Baburayan is an industry that produces Gayo Arabica coffee beans. This cooperative has exported coffee to Europe and America. In 2019 this company exported (2) tonnes of coffee beans to Star Bucks company. Choosing the right strategy in the marketing process will greatly affect the achievement of industrial goals.

This study aims to determine the 4P marketing strategy (price, product, promotion, and place) carried out by KBq Baburayan. This research is a descriptive qualitative research. The research report will contain quotations of data to provide an overview of the presentation of the report. The data comes from interviews, field notes, photos, videos, personal documents and other official documents.

The results showed that the types of products marketed at KBq Baburayan were Green Bean and Green 1 Gayo Arabica Coffee. The pricing strategy for Green Bean products is divided into several stages of pricing which are accessed using an application to compare prices abroad with domestic prices. Promotions carried out at KBq Baburayan are more direct in nature. There are three strategies established, namely buying as much as possible, as quality as possible, and as cheaply as possible, and for now the distribution stage is carried out directly, the distribution process has been carried out in several countries such as Singapore, Australia, Europe, and America.

Keywords: *Coffee, Kby Baburayan, Price, Products, Promotion, and Place*