

ABSTRAK

Umam Jumardi. “Strategi Pengembangan Agribisnis Kopi Arabika (*Coffea Arabica L.*) (Studi Kasus di Masyarakat Perlindungan Indikasi Geografis Kopi Arabika *Java* Sindoro – Sumbing)”. Program Studi Agribisnis, Fakultas Pertanian, Universitas Muhammadiyah Purworejo, 2026.

Penelitian ini bertujuan untuk 1) Menganalisis kondisi internal dan eksternal agribisnis Kopi Arabika *Java* Sindoro-Sumbing. 2) Merumuskan strategi pengembangan agribisnis Kopi Arabika *Java* Sindoro-Sumbing. 3) Merumuskan prioritas strategi pengembangan agribisnis Kopi Arabika *Java* Sindoro-Sumbing di MPIG KAJSS. Desain penelitian yang digunakan adalah metode deskriptif kualitatif dengan pendekatan studi kasus. Analisis data dilakukan menggunakan Matriks IFE, EFE, IE, SWOT, dan QSPM. Hasil penelitian menunjukkan bahwa nilai Matriks IFE sebesar 2,954 dan Matriks EFE sebesar 2,949 yang menunjukkan kondisi internal dan eksternal MPIG KAJSS berada pada kategori sedang. Hasil analisis Matriks IE menempatkan MPIG KAJSS pada sel V (*hold and maintain*) yang menunjukkan bahwa organisasi berada pada posisi pertumbuhan dan stabilitas. Strategi yang direkomendasikan meliputi penetrasi pasar, pengembangan produk, dan penguatan kelembagaan. Analisis SWOT menghasilkan tujuh alternatif strategi pengembangan yang terdiri atas pengembangan produk kopi *specialty* dan *single origin*, pengembangan wisata kopi, penguatan manajemen organisasi, promosi berbasis digital, inovasi kemasan, sistem bagi hasil penjualan kopi, dan pembentukan demplot budidaya kopi. Hasil analisis QSPM menunjukkan bahwa strategi prioritas adalah mengembangkan produk kopi *specialty* dan *single origin* sebagai identitas resmi Kopi Arabika *Java* Sindoro–Sumbing dengan nilai Total *Attractiveness Score* (TAS) sebesar 6,400. Strategi tersebut dinilai paling mampu meningkatkan nilai tambah, memperkuat identitas produk, serta meningkatkan daya saing Kopi Arabika *Java* Sindoro–Sumbing secara berkelanjutan.

Kata kunci: Kopi, MPIG KAJSS, Strategi Pengembangan.

ABSTRACT

Umam Jumardi. “Development Strategy of Arabica Coffee Agribusiness (*Coffea arabica* L.): A Case Study of the Geographical Indication Protection Society of Java Sindoro–Sumbing Arabica Coffee.” Agribusiness Study Program, Faculty of Agriculture, Muhammadiyah University of Purworejo, 2026.

This study aimed to (1) analyze the internal and external conditions affecting the agribusiness development of Java Sindoro–Sumbing Arabica Coffee, (2) formulate appropriate agribusiness development strategies, and (3) determine the priority strategies for agribusiness development implemented by MPIG KAJSS. This research employed a qualitative descriptive method using a case study approach. Data were analyzed using the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal–External (IE) Matrix, SWOT Matrix, and Quantitative Strategic Planning Matrix (QSPM). The results showed that the IFE and EFE scores were 2.954 and 2.949, respectively, indicating that the internal and external conditions of MPIG KAJSS were at a moderate level. The IE Matrix positioned MPIG KAJSS in Cell V (hold and maintain), suggesting that the organization was in a growth and stability position. The recommended strategies included market penetration, product development, and institutional strengthening. The SWOT analysis generated seven strategic alternatives: developing specialty and single-origin coffee products, developing coffee tourism, strengthening organizational management, implementing digital-based promotion, improving packaging innovation, establishing a coffee profit-sharing system, and developing demonstration plots for coffee cultivation. The QSPM analysis identified the development of specialty and single-origin coffee as the official identity of Java Sindoro–Sumbing Arabica Coffee as the highest priority strategy, with a Total Attractiveness Score (TAS) of 6.400. This strategy was considered the most effective in increasing product value, strengthening product identity, and enhancing the sustainable competitiveness of Java Sindoro–Sumbing Arabica Coffee.

Keywords: Coffee, Development Strategy, MPIG KAJSS.