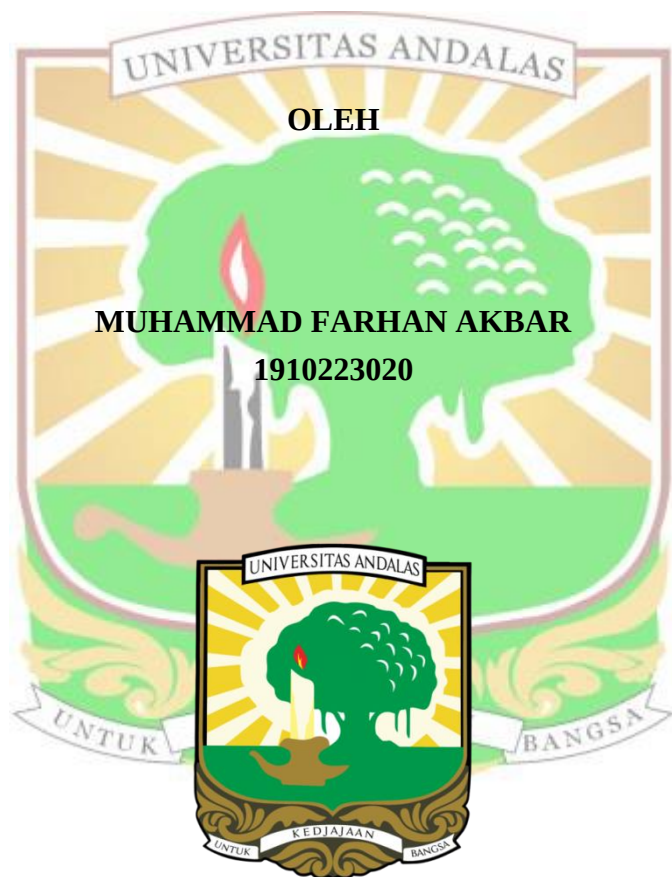


**STRATEGI PENGEMBANGAN UMKM KOPI BUBUK
DI KOTA PADANG**

SKRIPSI



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Abstrak

Penelitian ini bertujuan untuk merumuskan strategi pengembangan yang tepat bagi Usaha Mikro, Kecil, dan Menengah (UMKM) kopi bubuk di Kota Padang. Latar belakang penelitian ini didasari oleh tingginya konsumsi kopi bubuk di Kota Padang yang tidak sebanding dengan pertumbuhan jumlah UMKM kopi bubuk yang justru mengalami penurunan. Berdasarkan data dari Dinas Koperasi dan UKM Kota Padang, saat ini hanya terdapat tiga unit usaha kopi bubuk yang aktif beroperasi, yaitu Kopi Tabing, Kopi Cap 3 Sendok dan Menyala Coffee & Roastery. Penelitian ini bertujuan merumuskan strategi pengembangan UMKM kopi bubuk di Kota Padang yang tengah mengalami penurunan jumlah pelaku usaha. Metode yang digunakan adalah deskriptif kualitatif dengan analisis IFE, EFE, IE, dan QSPM. Hasil penelitian menunjukkan bahwa UMKM memiliki kekuatan seperti bahan baku berkualitas dan tenaga kerja terampil, namun lemah dalam hal promosi, teknologi, dan akses pasar. Peluang seperti budaya konsumsi kopi dan pasar lokal yang besar juga dihadapkan pada ancaman pesaing dengan teknologi lebih canggih. Berdasarkan hasil analisis, strategi prioritas yang direkomendasikan adalah pengembangan pasar digital, peningkatan kualitas produk, serta kolaborasi distribusi dan kelembagaan. Strategi ini diharapkan dapat memperkuat daya saing dan keberlanjutan UMKM kopi bubuk di Kota Padang.

Kata kunci: UMKM, kopi bubuk, strategi, Kota Padang



Development Strategy for Ground Coffee MSMEs in Padang City

Abstract

This study aims to formulate an appropriate development strategy for ground coffee Micro, Small, and Medium Enterprises (MSMEs) in Padang City. The background of this research is based on the high consumption of ground coffee in Padang City which is not proportional to the growth in the number of ground coffee MSMEs which have actually decreased arises from the high level of ground coffee consumption in Padang City, which is not proportional to the declining number of ground coffee MSMEs. Based on data from the Office of Cooperatives and SMEs of Padang City, there are currently only three ground coffee business units actively operating, namely Tabing Coffee, Cap 3 Spoon Coffee, and Menyala Coffee & Roastery.

This research aims to formulate a development strategy for ground coffee MSMEs in Padang City, which is experiencing a decline in the number of business actors. Therefore, this study seeks to design development strategies to revitalize ground coffee MSMEs in Padang City, which are experiencing a decline in business actors. The method used is descriptive qualitative with IFE, EFE, IE, and QSPM analysis was a descriptive qualitative approach supported by IFE, EFE, IE, and QSPM analyses. The results showed indicate that MSMEs have strengths such as quality raw materials and skilled labor, but are weak in terms of promotion, technology, and market access face weaknesses in promotion, technology adoption, and market access. Opportunities such as a strong coffee consumption culture and a large local market are also faced with are counterbalanced by the threat of competitors with more advanced technology. Based on the results of the analysis, the recommended priority strategies are digital market development, product quality improvement, and distribution and institutional collaboration include digital market expansion, product quality enhancement, and strengthening distribution channels through institutional collaboration. These strategies are expected to strengthen the competitiveness and sustainability of ground coffee MSMEs in Padang City are expected to improve the competitiveness and ensure the sustainability of ground coffee MSMEs in Padang City.

Keywords: MSMEs, ground coffee, strategy, Padang city