

PASCAPANEN DAN PEMASARAN KOPI ARABIKA DI PT. SINAR MAYANG LESTARI, KECAMATAN PANGALENGAN, KABUPATEN BANDUNG

Title	PASCAPANEN DAN PEMASARAN KOPI ARABIKA DI PT. SINAR MAYANG LESTARI, KECAMATAN PANGALENGAN, KABUPATEN BANDUNG
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Abstract	Abstrak Tujuan dari penelitian adalah: 1) Mengetahui mengenai proses penanganan pascapanen kopi arabika di PT. Sinar Mayang Lestari, Kecamatan Pangalengan, Kabupaten Bandung, Jawa Barat, 2) Mengetahui strategi pemasaran kopi arabika di PT. Sinar Mayang Lestari, Kecamatan Pangalengan, Kabupaten Bandung, Jawa Barat. Metode analisis yang digunakan adalah analisis deskriptif melalui kegiatan wawancara pakar dan observasi partisipasi. Hasil penelitian ini menunjukkan bahwa kegiatan pascapanen kopi secara baik dan benar/GHP (Good Handling Practices) kopi harus dilakukan secara tepat waktu untuk menghindari penurunan kualitas kopi yang dihasilkan dan dengan didukung penerapan teknologi tepat guna serta sarana prasarana yang memadai, seperti pengadaan mesin berpenggerak listrik, bensin ataupun diesel dan fasilitas penunjang. Penerapan strategi pemasaran jika dilakukan secara terencana akan memberikan dampak positif bagi produsen dan menciptakan konsumen tetap yang melakukan pembelian secara berulang dan mampu bersaing di pasar. Kata kunci: Good Handling Process Kopi, Bauran Pemasaran, Strategi STP. Abstract The objectives of the study were: 1) knowing about the post-harvest handling process for Arabica coffee at PT. Sinar Mayang Lestari, Pangalengan District, Bandung Regency, West Java, 2) Knowing the Arabica coffee marketing strategy at PT. Sinar Mayang Lestari, Pangalengan District, Bandung Regency, West Java. The analytical method used is descriptive analysis through expert interviews and participatory observation. The results of this study indicate that post-harvest activities for properly / GHP (Good Handling Practices) coffee must be carried out in a timely manner to avoid a decrease in the quality of the coffee produced, supported by the application of appropriate technology and adequate infrastructure such as the procurement of electric-driven machines, gasoline. or diesel engines, and supporting facilities. The implementation of marketing strategies, if carried out in a planned manner, will have a positive impact on producers and create permanent consumers who make repeated purchases and are able to compete in the market. Keywords: Good Handling Process Coffee, Marketing Mix, STP Strategy.
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