

## **ABSTRACT**

### ***ANALYSIS OF THE PERFORMANCE OF CAP JEMPOL SUPRI COFFEE AGROINDUSTRY IN KEMILING DISTRICT, BANDAR LAMPUNG CITY***

**By**

**Senja Naromsyah**

*This study aims to analyze the accuracy of raw material procurement, production performance, and marketing strategies of the Cap Jempol Supri Coffee Agroindustry in Kemiling District, Bandar Lampung City. The research was conducted at the Cap Jempol Supri Coffee Agroindustry located in Kemiling District, Bandar Lampung City, using a case study method. The respondents included the agroindustry owner, production employees, and packaging employees. The first objective was analyzed using the 6 Right criteria. The second objective was analyzed based on eight aspects: productivity, capacity, quality, delivery speed, flexibility, processing speed, packaging process, and production management. The third objective was analyzed using the 4P method (Product, Price, Place, Promotion). The results showed that the accuracy of coffee and corn raw material procurement was categorized as good. The lowest score was found in the price indicator because the price obtained did not meet expectations. Labor productivity was 34.33 kg per workday (HOK), machine capacity was 77%, and product quality reached 85%. Delivery speed, flexibility, processing speed, packaging process, and production management were also categorized as good based on the analysis. The agroindustry produces two types of products: blended ground coffee and pure ground coffee, sold in two packaging sizes of 100 grams and 200 grams. The selling price is competitively determined. The products are marketed in Kemiling District and Sukarame District. Promotion is still carried out through personal selling by directly visiting small shops and wholesale stores to offer ground coffee products for purchase and further distribution.*

*Keywords: Agroindustry, ground coffee, marketing, production performance, raw material*

## ABSTRAK

### ANALISIS KINERJA AGROINDUSTRI KOPI CAP JEMPOL SUPRI DI KECAMATAN KEMILING KOTA BANDAR LAMPUNG

Oleh

Senja Naromsyah

Penelitian ini bertujuan untuk menganalisis ketepatan pengadaan bahan baku, kinerja produksi, dan strategi pemasaran Agroindustri Kopi Cap Jempol Supri di Kecamatan Kemiling, Kota Bandar Lampung. Penelitian dilakukan di Agroindustri Kopi Cap Jempol Supri yang terletak di Kecamatan Kemiling Kota Bandar Lampung dengan metode studi kasus. Responden meliputi pemilik agroindustri, karyawan bagian produksi dan karyawan bagian pengemasan. Tujuan pertama dianalisis dengan kriteria 6 Tepat. Tujuan kedua dianalisis dengan 8 aspek yaitu produktivitas, kapasitas, kualitas, kecepatan pengiriman, fleksibilitas, kecepatan proses, proses pengemasan, dan manajemen produksi. Tujuan ketiga dianalisis dengan metode 4P (*Product, Price, Place, Promotion*). Hasil penelitian menunjukkan bahwa ketepatan pengadaan bahan baku kopi dan jagung berada pada kategori baik. Skor terendah pada indikator harga karena harga yang didapat tidak sesuai harapan. Produktivitas tenaga kerja 34,33 kg/HOK, kapasitas mesin 77%, kualitas hasil 85%, kecepatan pengiriman, fleksibilitas, kecepatan proses, proses pengemasan, dan manajemen produksi dengan hasil analisis berada pada kategori baik. Agroindustri memiliki dua jenis produk yaitu kopi bubuk campuran dan kopi bubuk murni yang dijual dalam dua ukuran kemasan yaitu 100 gram dan 200 gram, penetapan harga jual kompetitif, lokasi penjualan di daerah Kecamatan Kemiling dan Kecamatan Sukarame, promosi masih dilakukan dengan cara *personal selling* dengan cara mendatangi langsung warung dan toko grosir untuk menawarkan produk kopi bubuk guna dibeli dan didistribusikan kembali.

Kata kunci : Agroindustri, kopi bubuk, bahan baku, kinerja produksi, pemasaran