

## ***ABSTRACT***

This research was carried out at UD Bina Rasa Trico, Cot Gapu Village, Kota Juang District, Bireuen Regency in May 2024. Production of arabica and robusta ground coffee is inconsistent, this is due to changes in customer demand for robusta ground coffee, because business owners only produce depending on customer demand. Currently, coffee processing techniques are still simple and use traditional coffee grinding machines, as well as distribution of Trico ground coffee products which is only limited to loyal customers and certain areas. This research uses income analysis and SWOT analysis. The results of this research show that the net income is IDR 3,836,819.84 per production process, and alternative SO Strategy strategies (1) create sizes of ground coffee (2) provide volume-based discounts/price cuts to new consumers who purchase large volumes or quantities. WO strategy (1) markets products using social media such as Instagram, Facebook and others. ST strategy (1) when raw material prices fall, business owners can buy raw materials in large quantities so that when raw material prices rise, UD can still produce because they have raw material stocks (2) add product variants that competitors don't have. WT Strategy (1) Create an emergency fund because capital is limited to overcome fluctuations in raw material prices. The priority strategies that can be used are the WO (1) strategy at the first point and the ST (1) strategy at the first point.

Keywords: ground coffee, revenue, marketing strategy and SWOT analysis