# *ABSTRACT*

The objective of this study is to map the internal and external factors influencing the performance of Makmur Jaya Coffee Roaster and to formulate appropriate business development strategies to maintain growth amid the increasingly competitive coffee industry. The study focuses on analyzing the internal and external environment using the IFE, EFE, IE, SWOT, and QSPM matrices.

This research employs a descriptive qualitative approach, with data collected through in-depth interviews, observations, and literature reviews. The data obtained were analyzed descriptively to present the company's actual conditions, which were then mapped into strategic analysis matrices. A quantification process was applied to the qualitative findings to assign weights and scores to strategic factors, thereby providing a measurable foundation for the resulting strategy analysis.

The findings indicate that Makmur Jaya Coffee Roaster achieved a total IFE Matrix score of 2.63, reflecting above-average internal strengths, and an EFE Matrix score of 2.84, indicating that the company is reasonably capable of responding to external opportunities. The company's position falls within Quadrant V of the IE Matrix, which recommends a hold and maintain strategy. Based on the QSPM results, the priority strategies identified include: (1) optimizing distribution through digital marketplaces, (2) strengthening the brand via social media, (3) developing premium coffee product variants, and (4) improving operational efficiency.

This study is expected to serve as a basis for practical strategic recommendations for Makmur Jaya Coffee Roaster and may also act as a reference for MSME actors in the coffee sector facing similar challenges.

***Keywords:*** *IFE, EFE, IE, SWOT, QSPM, COFFEE ROASTER.*