

ABSTRACT

Baduga Coffee Roastery is a coffee processing company in West Java that meets the needs of this market. The company is present as a privately owned coffee processor operated in the Cibodas area, Maribaya, Lembang. The advantages possessed by Baduga Coffee Roastery are privately owned coffee plantations and processing that have the best quality with competitive prices and are managed using good technology. But Baduga Coffee Roastery must have a large branding and market segmentation to market its products and realize the company's vision and mission. The focus of this research is (1) to find out the marketing strategy of Baduga Coffee Roastery, (2) to find out the most effective strategy done by Baduga Coffee Roastery in increasing sales results, (3) to find out the marketing strategy of Baduga Coffee Roastery in increasing sales results. The results showed that (1) the marketing strategy adopted was to choose markets, products, distribution and promotion; (2) the most effective marketing strategy is promotion, promotion through social media platforms (3) Baduga Coffee Roastery marketing strategy is in accordance with the principles and theories regarding

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