

ABTRACT

The growth of coffee consumption in Indonesia continues to show a positive trend, especially among the younger generation and professionals who prioritize practicality and high mobility in their lifestyle. This shift in consumption patterns encourages the emergence of ready-to-drink instant coffee innovations that are not only time-efficient but also offer authentic flavors and attractive packaging. Pocket Coffee was created as a new alternative in the form of instant espresso in a small pouch that is portable, ready to drink, and environmentally friendly.

This research aims to formulate a product development strategy for Pocket Coffee by focusing on analyzing consumer preferences and improving product features based on product testing. The aspects analyzed include taste, packaging, pricing, and product durability. The study uses a qualitative descriptive approach, utilizing in-depth interviews and questionnaires. Informants include the internal Pocket Coffee team and potential consumers aged 18–35 years, which represents the main target market segment.

The results indicate that consumers prefer coffee products with strong and distinctive flavors, such as a combination of espresso and palm sugar (gula aren), which reflects local identity. Packaging also plays a significant role; consumers favor designs that are practical, environmentally friendly, and visually appealing. The Pocket Coffee prototype using biodegradable packaging received positive responses for aligning with values of sustainability and aesthetics expected by today's young consumers.

In terms of pricing, the price range of Rp8,000–Rp9,000 is considered reasonable by most respondents, provided that the product delivers good flavor quality and user-friendly packaging. Additionally, the product durability test showed that the product remains stable under normal storage conditions, adding value to its daily use practicality. These insights serve as the foundation to refine the product prototype and align it more closely with market needs.

The conclusion of this study suggests that the product development strategy for Pocket Coffee should be based on a thorough understanding of consumer preferences and current market trends. Innovation in flavor and packaging is key to the product's success, supported by validation through direct consumer trials. This research is expected to serve as a reference for coffee business practitioners and product developers in creating practical, innovative, and relevant beverage solutions for today's generation.

Keywords: *product development, instant coffee, packaging innovation, consumer preferences, marketing strategy*