

COPRA BUSINESS MARKETING STRATEGY IN SOUTH TEUPAH DISTRICT, SIMEULUE REGENCY

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Abstract:

The coconut plantation sector in Indonesia, especially in Simeulue Regency, has an important role in the regional economy, with copra as the main product. Despite having a wide market potential, coconut farmers in South Teupah District face the problem of fluctuations in copra prices affecting the stability of their income. This study aims to analyze copra marketing strategies using a SWOT analysis approach. The results of the analysis show that despite significant market opportunities, internal weaknesses such as uncompetitive pricing and less effective promotional strategies are major challenges. Therefore, it is recommended that manufacturers improve their promotional systems through digital marketing, improve product quality through training and certification, and introduce product diversification to reduce dependence on dry copra. The implementation of the Turn Around strategy is expected to maximize opportunities and increase the competitiveness and sustainability of the copra business in this area.

Keywords: Coconut plantation, marketing strategy, SWOT, copra, Simeulue, promotion, product diversification.

Keywords:

Introduction

The plantation sector is one of the important subsectors in Indonesia's agricultural development as it plays a role in providing employment, increasing farmers' income, and contributing to the national economy.[1]. One of the leading commodities is coconut. Indonesia is known as the world's largest coconut producer, with millions of hectares of planted area spread across almost all regions([2]). The coconut plantation sector in Indonesia plays an important role in supporting the rural economy. One of its derivative products is copra, which is the main raw material for the coconut oil industry and its derivative products. In some areas, the copra business has proven to be able to increase people's income and welfare if managed optimally ([3]). However, a classic problem faced by coconut farmers is the instability of market prices.

Copra prices in various regions show sharp fluctuations. For example, in Southeast Sulawesi, the price of black copra increased to Rp12,000/kg in 2024 after being at Rp11,000/kg ([4]). Meanwhile, in Manado, North Sulawesi, the price of copra was in the range of Rp9,000-Rp12,000/kg, but rose significantly to Rp22,000-Rp23,200/kg in July 2025 ([5]). In contrast, in Riau, the price of dry quality copra fell to Rp5,050/kg in 2023 ([6]). This fact highlights the fragility of copra farmers' incomes due to market dynamics.

Simeulue District is a key coconut-producing area in Aceh Province[7]. Over the past three years, coconut productivity in this district has steadily increased. Data on coconut production and cultivated area by sub-district for 2021-2023 is shown in Table 3 below.

Table 1. Data on Coconut Area and Production in Simeulue District by Sub-district for 2021-2023

No	District	2021		2022		2023	
		Has	tone	Has	tone	Has	tone
1	Alafan	721	550	721	662	721	673
2	São Paulo	1,105	590	1,105	598	1,105	607
3	Simeulue Barat	892	895	892	898	892	909
4	Simeulue Cut	551.5	287	551.5	312	551.5	323
5	Simeulue Tengah	401.5	331	401.5	342	401.5	353
6	Simeulue Timur	603.5	216	603.5	234	603.5	241
7	Inner Bay	649	350	649	356	649	359
8	Teupah Barat	884	622	884	642	884	668
9	South Teupah	1,242	1,090	1,242	1,112	1,242	1,225
10	Middle Wage	493.5	228	493.5	236	493.5	341
	Total	7,503	5,159	7,503	5,292	7,503	5,599

(Source: Central Statistics Agency of Simeulue Regency, 2024)

Based on Table 3, it can be seen that the coconut plantation production in Simeulue District has shown an increasing trend from 2021 to 2023. The South Teupah sub-district is recorded as the area with the largest coconut area and production yield. In 2021, the coconut area in this sub-district reached 1,242 hectares with a production of 1,090 tons. This number rose to 1,112 tons in 2022 and 1,225 tons in 2023. This increase is inseparable from the farmers' income dependence on coconut farming. However, their income is often unstable due to fluctuations in prices set by the factories, which greatly affect their welfare.

Interviews showed that most farmers sell their coconuts directly to factories located near their settlements[8]. The products marketed vary, although the majority are copra[9]. Others sell to collectors at lower prices, while direct sales to consumers are rare due to limited local demand. This is because almost every household has its own coconut trees to meet daily needs.

These conditions limit farmers' direct marketing opportunities, while fluctuations in copra prices continue to be a major challenge affecting their income[7]. Therefore, marketing strategies are a key factor in increasing farmers' sales and income. This research focuses on studying the marketing strategies implemented by coconut farmers in South Teupah Sub-district, Simeulue District, to increase the sales volume of their products.

In Simeulue District, especially South Teupah Sub-district, the community heavily relies on coconut commodities, with copra as the main product[6]. The market potential is actually wide open, both at the local and national levels, as the demand for coconut derivative products continues to rise. However, internal weaknesses still dominate, such as:

1. Limited processing technology, resulting in less competitive product quality.
2. Traditional marketing systems are still reliant on middlemen.
3. Weak farmer group institutions.
4. Low access of farmers to price and market information.

This condition creates a gap: external potential (market opportunities) is large, but the internal condition of farmers is not yet ready to utilize it

. To overcome this, an adaptive marketing strategy is needed using a SWOT analysis approach. SWOT analysis, through IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary), can help map strengths, weaknesses, opportunities, and threats systematically, making the formulated strategy more targeted (Rangkuti, 2016).

- a. Therefore, research on SWOT-based copra marketing strategies in South Teupah Sub-district is important for identifying internal and external factors impacting the copra business.
- b. Determining the appropriate strategic position.
- c. Formulating strategic steps that can strengthen farmers' competitiveness and sustainably increase income.

1. Literature Review

1.1 Marketing Strategy

Marketing Strategy is a long-term plan developed and implemented by a company/organization to achieve marketing goals, which are to satisfy consumer needs and wants while achieving a competitive advantage in the market. Marketing strategy is not just about "selling products," but how the company identifies markets, determines consumer segments, creates value, and builds long-term relationships with customers. (Armstrong, G., & Kotler, 2021)

Objectives of Marketing Strategy:

1. Attract and retain customers.
2. Achieve sales and profit targets.
3. Create a competitive advantage over competitors.
4. Build brand image and loyalty.
5. Adapt to market and technological changes.

Key Components of Marketing Strategy [10]

1. Segmentation, Targeting, Positioning (STP) – selecting target markets and building an image.
2. **Marketing Mix (4P/7P)** – managing product, price, distribution, promotion (plus people, process, and physical evidence for services).
3. **Value Proposition** – offering unique value to consumers.
4. **Competitive Advantage** – competitive strategies (low cost, differentiation, focus).
5. **Relationship Marketing** – building long-term relationships with customers.

A marketing strategy is a roadmap that guides a company in serving consumers and competing in the market. It links business objectives with market needs through a combination of analysis, planning, implementation, and evaluation.

Marketing Mix Theory (4P / 7P) –[11]

1. **Product:** Goods/services offered to meet consumer needs.
2. **Price:** Pricing strategy to be competitive and profitable.

3. **Place (Distribution):** Distribution channels to deliver products to consumers.
4. **Promotion:** Marketing communication activities to make the product known. Subsequent developments added 3 more Ps for services: **People, Process, Physical Evidence.**

SWOT Analysis Theory

Key Concepts

1. Internal Factors

- a. **Strengths** → organizational advantages (e.g., qualified human resources, large capital, strong brand).
- b. **Weaknesses** → organizational limitations (e.g., weak distribution, high costs, lagging technology).

2. External Factors

- a. **Opportunities** → favorable external trends or conditions (e.g., new markets, favorable regulations, new technologies).
- b. **Threats** → risks from the external environment (e.g., new competitors, economic crises, policy changes).

SWOTMatrix

The analysis is usually expressed in a SWOT Matrix (TOWS Matrix), which results in strategies:

- a. **SO (Strength-Opportunity):** Use strengths to capitalize on opportunities.
- b. **ST (Strength-Threat):** Use strengths to overcome threats.
- c. **WO (Weakness-Opportunity):** Use opportunities to overcome weaknesses.
- d. **WT (Weakness-Threat):** A defensive strategy to minimize weaknesses and threats.

2. Method

This research will be conducted in South Teupah Sub-district, Simeulue District. The consideration for selecting the location was done intentionally (purposive sampling) due to the following reasons:

1. South Teupah Sub-district is one of the sub-districts that produces the highest amount of copra coconut in Simeulue District.
2. It is not yet known or explained how the marketing strategies are implemented by farmers in South Teupah Sub-district.
3. There is a great potential for the development of copra-based businesses in this region, which has not been maximally utilized by the local farmers and entrepreneurs.

The population in this study consists of 12 farmers who cultivate coconut and process it into copra in South Teupah Sub-district, Simeulue District. This number comes from several villages in South Teupah Sub-district.

For the total population mentioned above, the researcher uses the Total Sampling technique, where the sample size is equal to the population. The reason for using total sampling is that the population is less than 100. Therefore, the sample size in this study is 12 people.

Table 5. Number of Coconut Farmers in South Teupah District in 2024

District	Total Population of Copra Farmers	Number of Copra Farmer Samples
South Teupah	12	12

(Source: Primary data processed, 2024)

3. Finding and Discussion

Copra farming is a key sector in the economy of the Teupah Selatan District, located along the coast of Simeulue Regency. The region has vast stretches of coconut trees growing along its coastline, making it a valuable natural resource. The abundant coconuts are the main raw material for the copra industry, which has become a livelihood source for many local residents.

This study analyzes the characteristics of copra farmers, including their village of residence, age, gender, education level, and the duration of their involvement in the copra business. This information is essential for understanding the profile of copra farmers as well as their socio-economic background in running this business.

Table 1. Characteristics of Copra Farmers in South Teupah District

No	Name	Village	Age	Education Level	Long in the Copra Field
1	Rusli	Alus-Alus	51 Years	SD	>10 Years
2	Attack	High Sand	44 Years	SD	>10 Years
3	Jumin	High Sand	53 Years	SD	>10 Years
4	São Paulo	Labuhan Jaya	45 Years	SD	1-5 Years
5	Beautiful	Stuttgart	55 Years	JUNIOR	>10 Years
6	Rosniati	Stuttgart	48 Years	SD	>10 Years
7	Edi Mawartha	New Gardens	45 Years	SMP	6-10 Years
8	São Paulo, Sã	Ulul Mayang	56 Years	SD	>10 Years
9	Swaimiland	Ulul Mayang	53 Years	SD	>10 Years
10	Abdul Salam	Batu Ralang	47 Years	SD	1-5 Years
11	Rio	Alus-Alus	37 Years	SMP	1-5 Years
12	Baharuddin	Suak Lamatan	48 Years	SD	>10 Years

Based on the table above, it can be concluded that the majority of copra farmers are men over the age of 40, with most of them having an elementary school education. Most farmers have been involved in the copra business for more than 10 years, indicating that this has become their main livelihood. While there are some female farmers, their numbers are fewer compared to the male farmers. The low level of education presents a challenge in applying modern technology, but their extensive experience shows that they possess sufficient practical skills to run this business.

A. SWOT Analysis

The EFAS (External Factor Analysis Summary) matrix is obtained through a quantitative analysis of SWOT indicators based on data collected via questionnaires filled out by several respondents. Below is the EFAS matrix table that illustrates the copra marketing strategy in Teupah Selatan District, Simeulue Regency:

Table 2. EFAS Matrix of Copra Marketing Strategy in South Teupah District, Simeulue Regency for Farmers

No	External Factors of Copra Marketing Strategy in South Teupah District, Simeulue Regency	Relative weight	Rating	TOTAL SCORE (Weight x Rating)
<i>Opportunities (Peluang)</i>				
1	I see an opportunity to improve the quality of copra production through modern equipment.	0,14	3	0,41
2	I see an opportunity to increase profits by adjusting the selling price of copra according to market demand.	0,12	2,58	0,30
3	I see an opportunity to expand the market by opening new, more strategic production locations.	0,13	2,83	0,36
4	I see an opportunity to increase copra sales through digital promotions and social media.	0,14	3	0,41
Total		0,52	11,42	1,48
<i>Threats</i>				
1	I am concerned about the decline in the quality of copra production due to extreme weather changes.	0,14	3,08	0,43
2	I am concerned about price pressure from competitors that could affect my profits.	0,12	2,58	0,30
3	I am concerned that my copra production location is vulnerable to natural disasters.	0,12	2,58	0,30
4	I am concerned that the promotional strategies I implement will not be able to compete with those of my competitors.	0,11	2,5	0,28
Total		0,48	10,75	1,31

Sum	1,0	22,17	2,79
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Source: Data processed (2024)

Based on Table 2, the Opportunities indicators in the copra marketing strategy in Teupah Selatan District include:

1. The opportunity to improve production quality through the use of modern equipment,
2. Adjusting the selling price according to market demand,
3. Expanding the market by opening strategic production locations, and
4. Increasing sales through digital promotion.

These indicators reflect significant potential to enhance competitiveness and marketing efficiency for copra.

Meanwhile, the Threats indicators faced by copra farmers include:

1. The decline in production quality due to extreme weather,
2. Price pressure from competitors,
3. The vulnerability of production locations to natural disasters, and
4. The ineffectiveness of promotional strategies in competing with others.

These indicators illustrate the real external obstacles that need to be considered to prevent hindering the marketing strategy. Quantitatively, the EFAS calculation results show a total score of 2.79, with the Opportunities score of 1.48 being higher than the Threats score of 1.31. This indicates that external opportunity factors contribute more than the threats. Therefore, copra farmers in Teupah Selatan District have the opportunity to develop a more competitive marketing strategy, but they must remain cautious of weather factors, price competition, and the risks of natural disasters that could affect business sustainability.

The community's perception of the copra marketing strategy is also analyzed, as shown in Table 3 below.

Table 3. EFAS Matrix of Copra Marketing Strategy in South Teupan District, Simeulue Regency, According to the Surrounding Community

No	External Factors of Copra Marketing Strategy in South Teupah District, Simeulue Regency	Relative weight	Rating	TOTAL SCORE (Weight x Rating)
<i>Opportunities (Peluang)</i>				
1	I see an opportunity to improve the quality of copra production through training and the use of new technology in this area.	0,14	3,14	0,45
2	I see an opportunity to lower the price of copra, making it more affordable for the local community without compromising its quality.	0,12	2,71	0,33
3	I see an opportunity to develop the copra production location into a more advanced economic center that is integrated with the local community.	0,14	3,14	0,45
4	I see an opportunity to enhance the effectiveness of copra promotion through social media and digital campaigns in this area.	0,14	3,00	0,41

Total		0,54	11,99	1,64
<i>Threats</i>				
1	I am concerned about the negative impact of copra production activities on the surrounding environment.	0,12	2,57	0,30
2	I am concerned that the high price of copra will affect the prices of other derivative products in the local market	0,12	2,57	0,30
3	I am concerned that the copra production location near residential areas will increase health risks for the residents	0,14	3,00	0,41
4	I feel that the promotional strategies used by copra producers do not take into account the social and environmental impacts on the surrounding community	0,09	2,00	0,18
Total		0,46	10,14	1,18
Sum		1,0	22,13	2,82

Source: Data processed (2024)

EFAS Analysis Results (According to the Community)

a. Opportunities (1.64)

- The community considers the use of technology and training (0.45) and the development of the production location as a local economic center (0.45) as the main opportunities that bring positive impacts.
- Digital promotion is also considered effective (0.41), especially because it can reach a wider market and provide direct information to consumers.
- Lowering the price of copra to make it more affordable (0.33) is perceived as important, as the surrounding community is not only producers but also consumers of copra derivative products.

a) Threats (1.18)

- The community is quite concerned about the health risks due to the production location being near residential areas (0.41).
- Environmental impact (0.30) and the rise in prices of derivative products (0.30) are also seen as real threats.
- The producers' promotions, which are seen as not socially or environmentally friendly (0.18), show a negative perception from the community.

External Position The total score is 2.82, with opportunities being more dominant than threats, indicating that the community actually supports the development of copra marketing as long as it is managed with technology, reasonable prices, and attention to social and environmental aspects.

Similarity with the producers' perception (Table 2): Both producers and the community see new technology, digital promotion, and the development of production locations as key opportunities. The differences are as follows: a) Producers emphasize the opportunity to increase profits and face price competition. b) The community places more emphasis on price affordability, environmental impact, and health risks.

- Implications: This means that the copra marketing strategy should not only focus on profit and market but also on social and environmental sustainability, to gain full support from the local community.

The EFAS results, according to the community (score 2.82), reinforce the previous finding that the marketing opportunities for copra outweigh the threats. However, the community places particular emphasis on environmental issues, health, and price affordability, which

shows that the marketing strategy must combine business orientation with social responsibility.

A. IFAS Matrix IFAS (Internal Factor Analysis Summary) matrix is obtained through a quantitative analysis of SWOT indicators based on data collected through questionnaires filled out by several respondents. Below is the IFAS matrix table that illustrates the copra marketing strategy in Teupah Selatan District, Simeulue Regency.

Table 4. IFAS Matrix of Copra Marketing Strategy in South Teupah District, Simeulue Regency

No	Internal Factors of Copra Marketing Strategy in South Teupah District, Simeulue Regency	Relative weight	Rating	TOTAL SCORE (Weight x Rating)
<i>Strengths</i>				
1	I consider the quality of my copra production to be very good	0,16	2,92	0,46
2	I consider that my copra production location is strategic	0,14	2,58	0,36
3	All my copra production is always sold out	0,13	2,42	0,32
Total		0,43	7,92	1,14
<i>Weakness</i>				
1	I feel that the selling price of my copra is not competitive compared to competitors	0,15	2,75	0,41
2	I feel that the promotional strategy I have for my copra is not effective	0,15	2,75	0,41
3	My copra storage warehouse/business factory is in a poor/unsuitable condition	0,13	2,42	0,32
4	I sell my copra produce only to the factory	0,14	2,67	0,38
Total		0,57	10,58	1,52
Sum		1,0	18,50	2,65

Source: Data processed (2024)

Based on Table 4 above, the indicators of the *strengths* (strengths) on the marketing strategy of copra farmers in South Teupah District, Simeulue Regency, were determined based on the results of the researcher's initial observations of 12 copra farmers in the area. The first indicator, namely the excellent quality of copra production, was chosen because most farmers use traditional processing methods that produce high-quality copra with low moisture content, thus meeting market standards. The second indicator, the strategic location of copra production, is based on the accessibility of the South Teupah District, which is close to local ports and distribution centers, providing convenience in the process of delivering products. The third indicator, the production of copra, which is always sold out, is determined because of stable market demand, both from local buyers and factories, showing the attractiveness of the product despite challenges in selling prices.

Meanwhile, indicators of *weaknesses* are also determined based on the results of initial observations and interviews. The first indicator, copra's uncompetitive selling price compared to competitors, was chosen because farmers lack access to a wider market and a price negotiation strategy. The second indicator, a less effective promotional strategy, is based on the fact that farmers rely only on local networks without leveraging digital technologies to

expand markets. The third indicator, poor or unsuitable storage warehouse conditions, was chosen because most of the observed warehouses are old and poorly maintained, which can affect the quality of copra during storage. The fourth indicator, the limited sale of copra products to factories, was determined because farmers did not have adequate information and access to explore alternative markets such as exporters or regional markets, so their income was less than optimal.

IFAS Results Analysis

1. Strengths

- a) The total strength score of 1.14 is relatively smaller than the weakness.
- b) The main strength is the good quality of copra production (0.46), followed by strategic production locations (0.36).
- c) The fact that "all production is always sold out" (0.32) indicates a consistent market demand.

2. Kelemahan (Weaknesses)

- a) The total weakness score is 1.52 higher than the strength.
- b) The dominant weaknesses are uncompetitive selling prices (0.41) and less effective promotions (0.41).
- c) In addition, the limitation of storage facilities (0.32) and distribution channels that are only to factories (0.38) shows low market diversification.

3. Internal Position

- a) The total score of 2.65 shows that the internal condition is quite stable, but it is still weak because the weakness (1.52) is greater than the strength (1.14).
- b) This means that even though the quality of copra is good and the market always absorbs the product, weaknesses in terms of price, promotion, and distribution are serious obstacles in strengthening competitiveness.

Implications for Strategy

- 1. Focus on internal improvements: It is necessary to improve selling prices, strengthen promotional strategies, improve storage facilities, and diversify marketing channels so that they do not depend only on factories.
- 2. Maximizing strength: Good copra quality and strategic location should be used as the main capital to expand the market and forge more profitable partnerships.

IFAS = 2.65 → weakness is still dominant.

EFAS = 2.82 → greater chance than threat.

Under these conditions, the copra marketing strategy is in a situation of great external opportunities, but internal capabilities are still limited, so the WO Strategy

approach (taking advantage of opportunities to overcome weaknesses) will be more relevant.

IFAS Matrix of Copra Marketing Strategy in South Teupah District, Simeulue Regency According to the Surrounding Community

Yes	Internal Factors of Copra Marketing Strategy in South Teupah District, Simeulue Regency	Relative weight	Rating	TOTAL SCORE (Weight x Rating)
<i>Strengths</i>				
1	I feel that the quality of copra production in this area is very good and has a positive impact on the surrounding environment.	0,26	3,29	0,86
2	I feel that the copra production location in this area is strategic and supports the development of the local economy.	0,28	3,43	0,96
Total		0,54	6,72	1,82
<i>Weakness</i>				
1	I feel that the selling price of copra in this area is too high compared to the quality produced.	0,20	2,43	0,47
2	I feel that the promotional strategies carried out by copra producers in this area are less effective in reaching a wider market.	0,26	3,29	0,87
Total		0,46	5,72	1,34
Sum		1,0	12,44	3,16

Source: Data processed (2024)

IFAS Result Analysis (By Community)

1. Strength (1.82)

- The community considers the strategic copra production location **(0.96)** as the greatest strength, because it is related to local economic access.
- Good production quality (0.86)** is also considered positive, even considered to have a good environmental impact, in contrast to the perception of threats in EFAS which allude to health/environmental risks.

2. Disadvantages (1,34)

- Less effective promotional strategies (0.87) are the main drawbacks.
- The price of copra which is considered too high (0.47) is also a weakness, showing that the public is more sensitive to prices than producers.

3. Internal Position

- A total score of 3.16 shows that the public considers the internal aspects of copra to be still in the strong category (more strengths than weaknesses).

- b) However, weaknesses in pricing and promotion must be addressed immediately so as not to create a gap between producers and the consumer community.

Table. Comparison of IFAS Values between Producers and Consumers

Aspects	Produsen	Community
Main strengths	Good production quality & always sold	Strategic location and good quality
Main disadvantages	Less competitive prices & unsuitable warehouse	Prices are too high, and promotions are not effective
IFAS Score	2,65	3,16

Based on the table, it can be seen that the public is more optimistic about the internal power of copra marketing than producers. If manufacturers tend to highlight the limitations of facilities and prices, the public places more emphasis on promotional strategies and affordability.

The results of IFAS, according to the community (score 3.16) show that the copra marketing strategy in South Teupah has strong internal capital, especially production locations and product quality. However, significant drawbacks remain, especially promotions that have not yet reached a wide range and prices that are considered high. This signals the need for a more consumer-oriented marketing strategy, with:

- a) Improvement of promotional strategies (digital marketing, local branding).
- b) Price adjustments to make them more competitive.

Maintain the quality and socio-economic benefits felt by the community.

IFAS and EFA Matrix

Table 14. IFAS and EFAS Matrix of copra marketing strategy in South Teupah District, Simeulue Regency

IFAS	S – W	1,14 – 1,52	-0,38
EFAS	O – T	1,48 – 1,31	0,17
Total			-0,21

Source: Data processed (2024)

1. Strengths (S) = 1,14
2. Weaknesses (W) = 1,52
3. Opportunities (O) = 1,48
4. Threats (T) = 1,31

1. Internal Comparison (S – W = -0.38)

This negative value indicates that internal weaknesses are greater than strengths. This means that from an internal perspective, copra marketing still faces major obstacles such as:

- a) The selling price of copra is less competitive.
- b) Promotion strategies that are not yet effective.
- c) Limited storage facilities and distribution chain.

This shows that copra producers and marketers must first fix internal weaknesses before they can take advantage of external opportunities optimally.

2. External Comparison ($O-T = +0.17$)

Positive values indicate that external opportunities outweigh threats. Opportunities that can be taken advantage of include:

- a) Increasing global market demand for coconut derivative products.
- b) Government support in plantation commodity development programs.
- c) The potential to increase added value through product diversification and digital marketing.

The threats faced are relatively smaller, although they remain, such as fluctuations in market prices, environmental risks, and limited people's purchasing power.

3. Total Score (-0.21)

With a negative score, the position of the copra marketing strategy is in Quadrant III in the SWOT (Weaknesses–Opportunities / WO Strategy) diagram.

- a) This position shows that despite the existence of opportunities from external factors, the dominant internal weaknesses are an obstacle to the utilization of these opportunities.
- b) In other words, the right strategy is to fix internal weaknesses to be able to seize the available opportunities.

Based on the results of the IFAS and EFAS matrix above, the SWOT matrix of copra marketing strategy in South Teupah District, Simeulue Regency can be seen in the image below:

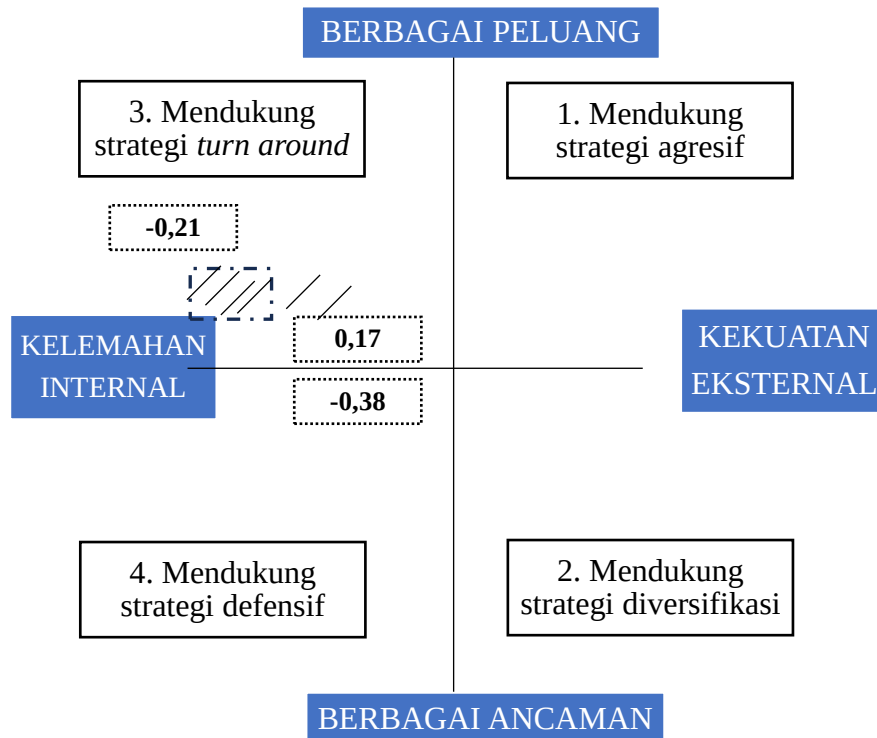


Figure 3. SWOT Analysis Matrix of Copra Marketing Strategy in South Teupah District, Simeulue Regency

Based on Figure 3 above, it can be seen that the SWOT analysis on copra marketing strategy in South Teupah District, Simeulue Regency is in **Quadrant 3**. This position suggests that despite significant external opportunities, internal weakness factors are still a major challenge in the copra's marketing strategy in the region. Thus, the right strategy to implement is the **Turn Around strategy**, which is a strategy that focuses on improving internal conditions to be more effective in taking advantage of existing opportunities.

Strategic Implications

Based on the SWOT position in Quadrant III, the copra marketing strategy in South Teupah should lead to the WO Strategy (Turnaround Strategy), namely:

The W-O (Weakness–Opportunity) strategy aims to take advantage of external opportunities to overcome existing internal weaknesses. In the context of copra marketing, some strategies that can be applied include:

Based on the results of the SWOT analysis, the copra marketing strategy in South Teupah District, Simeulue Regency is in the W-O (Weakness–Opportunity) quadrant, which shows the need to take advantage of external opportunities to overcome internal weaknesses. Some strategies that can be applied include:

1. Improvement of the Promotion System overcome less effective promotions, copra producers can utilize social media, marketplaces, and local product branding. This approach allows the product to be known more widely, improve interaction with consumers, and build a strong brand image in both local and national markets.
2. Strengthening the Price Competitiveness strategy is carried out by reducing production costs, increasing distribution efficiency, and utilizing appropriate technology. With this

step, the selling price of the product can be made more competitive without compromising quality, thereby increasing the competitiveness of copra products in the market.

3. **Product Quality Improvement**Product Quality Improvement is carried out through training for farmers and workers, the implementation of quality standardization, and product certification. This effort aims to guarantee the quality of the copra produced, increase consumer confidence, and open up opportunities for wider marketing, including export markets.
4. **Partnerships with the government and the private sector**Cooperation with the government and the private sector in the development of copra production centers will strengthen the coconut agribusiness value chain. This strategy provides access to funding, technology, training, and modern production facilities, so that production capacity and operational efficiency can be increased.
5. **Product Diversification** order not to depend on the sale of dried copra alone, product diversification is an important step. Derivative products such as coconut oil, shell charcoal, fiber, and briquettes can increase added value, expand market share, and reduce the risk of losses due to fluctuations in copra prices in the market.

With the implementation of these five strategies, it is hoped that internal weaknesses can be corrected, so that external opportunities can be optimally utilized to increase the marketing and competitiveness of copra products in South Teupah District.

4. Conclusion and Recommendation

a. Conclusion

The copra marketing strategy in South Teupah District is in the W-O quadrant, showing a large market opportunity but faced with internal weaknesses. The Turn Around strategy through improving promotions, strengthening prices, improving product quality, partnerships with related parties, and product diversification is believed to be able to overcome these weaknesses, maximize opportunities, and increase the competitiveness and sustainability of the copra business in this region.

b. Recommendation

It is recommended that copra producers increase promotion through social media and marketplaces, reduce production costs for better price competitiveness, improve product quality through training and certification, strengthen partnerships with the government and the private sector, and diversify derivative products such as coconut oil, shell charcoal, fiber, and briquettes, so that the copra business can be more developed, productive, and sustainable.

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