RINGKASAN

Persepsi Konsumen Terhadap Produk Minuman Kopi di Tabularasa Kabupaten Sumenep. Yousi Mariyaningsih, NPM: 716.3.1.0839, 2020, 61 halaman; Program Studi Agribisnis Fakultas Pertanian Universitas Wiraraja.

Potensi pertanian dan perkebunan adalah sumber daya alam yang dimiliki oleh Indonesia, kopi merupakan hasil perkebunan yang ada di Indonesia. Jumlah permintaan produk kopi cukup banyak dipasar khususnya daerah Kabupaten Sumenep, permintaan terhadap produk kopi dipengaruhi dengan selera konsumen terhadap produk kopi. Selera konsumen memiliki persepsi yang berbeda-beda, Tabularasa merupakan salah satu cafe yang menjual produk minuman kopi di kabupaten sumenep.

Tujuan penelitian ini adalah untuk mengetahui persepsi konsumen terhadap minuman kopi tubruk tabularasa, *tubruk single original, dan v60* di Tabularasa Kabupaten Sumenep. Penentuan lokasi dilakukan dengan sengaja *"purposive sampling"* di Tabularasa Kabupaten Sumenep, dengan pertimbangan Tabularasa merupakan cafe yang menjual produk minuman kopi berbagai jenis dengan kualitas terbaik. Teknik pengambilan sampel: *"Accidental Sampling"*, metode analisis yang digunakan deskriptif dengan perhitungan skala likert.

Hasil analisis menunjukkan bahwa persepsi konsumen kopi tubruk tabularasa total skor 411 persentase 82,2% kategori sangat suka, kopi *tubruk single original* total skor persentase 70,6% kategori suka, dan *v60* total skor 264 persentase 53% kategori netral.

Kata Kunci: Persepsi, Konsumen, Minuman Kopi.

ABSTRACT

The Consumer Perception Are Spiking The Tabularasa Coffee Products District of Sumenep Regency. Yousi Mariyaningsih. NPM : 716.3.1.0839. 2020. 61 Page. Agribusiness study program of Agriculture Faculty in Wiraraja University.

The potential for agriculture and plantation is a natural resouce that is possessed Indonesia also saw an economic growth in Indonesia . The demand for coffee products is high in the market especially in the county Sumenep, demand for coffee products has been influenced by consumer tastes to coffee products. Consumer tastes have different perceptions, Tabularasa is one of the cafes that sells coffee products at district of Sumenep Regency.

The research's gamble was to find out the consumer's perceptions of tubruk tabularasa, tubruk single original, and v60 in Tabularasa district Sumenep. The identification is being conducted on purpose *"purposive sampling"* in Tabularasa district of Sumenep Regency, under consideration Tabularasa is a cafe that sells coffee products of various kinds of the finest quality. Sample retrieval technique *"Accidental Sampling",* analytic methods used with a descriptive scale of calculating liquid.

Analysis shows that the consumer's perceptions are tubruk tabularasa score is 411 percentage 82,2% category very like, coffee on the stick the tubruk single original percentage score 70,6% category like, and the v60 scores 262 percentage of 53% neutral category.

Key words: Perception, Consumer, Coffee Products