

**STRATEGIC RESPONSES OF
THE INDONESIAN COFFEE INDUSTRY TO
THE COVID-19 PANDEMIC USING
THE EXAMPLE OF MICRO ROASTERIES IN INDONESIA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



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19/447650/PEK/24951

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2021