

ABSTRACT

This research aims to determine the product diversification carried out by PT. Adarasa Putra Jaya, what obstacles does the Company face in diversifying its products and how does the Company overcome the diversification obstacles that arise. This study used descriptive qualitative method. Data collection is carried out by making observations and asking operational managers several questions which form a problem formulation. production manager and stock section via voice note. This research shows that PT. Adarasa Putra Jaya has diversified its strategy for coconut sugar and instant drink powder products in terms of variations in product variants, sizes, packaging, and brands. The Company faces many obstacles in implementing its product diversification strategy and the Company has made various efforts and actions to overcome the diversification problems it experiences by identifying products that are and are not accepted by the market.

Keywords: *Product, Diversification, Coconut Sugar*