



Analysis of Marketing Strategies to Increase Competitiveness at Kopili Coffee

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ABSTRACT

This study aims to analyze the marketing strategies carried out by the Kopili Cafe business actors to increase the competitiveness of Kopili Cafe against other cafes as competitors. The research method used in this research is descriptive method. Methods of data collection in this study using interviews, observation, and documentation. The results of the research on Marketing Strategies to Increase Competitiveness at Kopili Coffee, namely the marketing strategy carried out by Kopili Coffee is quite effective in promoting products and developing quality. Kopili Coffee continues to develop its marketing strategy so that it continues to grow and be able to compete in the midst of many competitors.

Keywords: Marketing Strategy; Segmenting; Targeting; Positioning

INTRODUCTION

The development of the business world is advancing along with the increasing competition in the business world, so that business actors involved in the business world must be able to increase the company's growth to move towards a more advanced direction. Therefore, business people must create the right strategy so that they are able to run their business in the future, this is very vital because the implementation of the right strategy will have an impact on the progress of a business, not only that the company must be ready to prepare for all changes that are happening at this time.

A coffee shop is a place that sells food and beverage products as well as offers a place, but the main product is coffee. Usually, what is called a coffee shop, is a coffee shop that has an attractive and instagramable design. Coffee shop is one of the businesses that is in great demand by many people who are used to gather with friends, chat, or do assignments. Many coffee shop entrepreneurs are found who can maintain their loyal customers. In addition, coffee shop owners also have various marketing strategies to attract customers. If entrepreneurs do not have a mature marketing plan, they cannot grow and compete.

Business competition is a process where businesses are forced to become efficient companies (Septiani, 2021). Competitiveness has benefits for an increasingly competitive business world and increasingly dynamic market conditions, every business actor cannot deny the existence of competition, one thing that must be done is to face the competition in the astute way possible. As smart as possible means to think very carefully in order to produce better things in the future (Pratama, 2020).

The development of the coffee shop at this time is increasingly rapid, there are so many coffee shop businesses and of course this is a threat to the coffee shop going home, judging by the marketing mix applied by the coffee shop home, there are still some shortcomings, namely in the product, the coffee shop goes home provides menu choices which is still the same as some similar coffee shops, while for the location (Place) the coffee shop home is already in a strategic location but the place is not so big and only a few tables are provided, for the price (Price), the home coffee shop provides several menu choices at affordable prices, and for promotion (Promotion) the coffee shop goes home must increase the promotion because the coffee shop returns only applies some promotional indicators. From these 4Ps, it is very clear that the coffee shop home must increase competitiveness by using the right marketing strategy, namely the SWOT Analysis strategy by looking at every strength and minimizing the weaknesses that exist in the coffee shop environment and also seeing every opportunity that exists and reducing threats that come. from the outside. The research objectives to be achieved by researchers are 1) To know the

marketing strategy applied by Kopili Coffee. 2) To find out how important Kopili Coffee's competitiveness.

METHOD

This research was conducted at a coffee shop in Sidoarjo Regency named Kopili Coffee. This study uses a descriptive type of research. Descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables without using comparisons, or connecting with other variables. According to Sugiyono (2018). The data collection technique used in this research is through observation, interviews, and documentation.

RESULT AND DISCUSSION

Kopili Coffee Marketing Strategy

The marketing strategy carried out by Kopili Coffee uses the following concepts of segmenting, targeting, positioning:

- **Segmenting**
Kopili Coffee uses geographic and demographic segmentation, namely grouping its market by gender, age, place, and type of work.
 - **Geographic Segmentation**
Kopili Coffee is based on geography, namely from areas that are not only from villages or sub-districts but also between cities. There is nothing special in this geographic segmentation.
 - **Demographic Segmentation**
Demographically, the market segmentation is consumers who are grouped into a family, organization or group, or young people to adults.
- **Targeting**
Kopili Coffee's target market is students who like coffee activities with a different atmosphere, namely the atmosphere of coffee on the banks of the river, and people who are fans of processed sugar cane and kupang.
- **Positioning**
Kopili Coffee created a good impression in its positioning strategy. Besides that, Kopili Coffee has received the nickname "Kopi Pinggir Kali" by many people, so it is easy for many people to remember. Kopili succeeded in creating a positioning in creating a distinctive feature that is different from its competitors.

Impact and Effectiveness of Marketing Strategy Segmenting, Targeting, Positioning to Improve Competitiveness.

The success or failure of a marketing method can be shown by how far the business target can be obtained. According to the results of research that has been observed by researchers, Kopili Coffee is a coffee shop that dares to carry the Sidoarjo theme with a retro concept. The success of the Kopili Coffee promotion will increase if it is done online through Instagram and offline by inviting relatives and family and eventually can be spread by word of mouth.

Constraints and Solutions faced in Implementing Segmenting, Targeting, Positioning Marketing Strategies to Improve Competitiveness

The problem that Kopili Coffee is experiencing lies in its management system and not because of its marketing strategy. Likewise, other coffee shops cannot be denied if they have problems with their management system. However, all employees at Kopili Coffee always evaluate their management which is manifested by regular weekly meetings on Wednesdays to share opinions and exchange ideas for the sake of advancing Kopili Coffee.

- **Marketing Mix**
A business is said to be successful in its marketing if it still survives and thrives in the midst of many established coffee shop competitors, and can determine the right product, the right price, the right place, and carry out the right promotion as well.
 - **Product**
Kopili is the only coffee shop that carries the Sidoarjo theme, Kopili has its own characteristics in the eyes of the public and its fans because the products contained in Kopili Coffee are products that are not commonly sold in other places, for example such as kupang gyoza, hekian kupang, kupang fried rice, and sugarcane processed drinks.

- Price

Quality products will definitely be sought after by customers. As much as possible make sure that your product is of good quality and provide an understanding of it to consumers. Price is the value of money given to products or services that customers have given to those who offer products or services in return for their satisfaction and desires. The price of a product is the total value of raw materials, or semi-finished materials or services and production costs included in an offer.

- Location/place

Determining the right place is one of the influential things in a business because the more strategic a place is, the more likely it is to bring business success. Kopili is located in a strategic place, namely on the banks of the Karanggayam River, Sidoarjo. Kopili is an abbreviation of riverside coffee, from the choice of the name it can be described where the location of this coffee shop is.

- Promotion

One thing that is believed to have a role in the stability of sales figures is promotion. taken from the book entitled *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen* by Nugroho J. Setiadi, 2021, Sales promotion is considered to play a role in introducing new products to consumers. In addition, it also plays a role in building a brand by strengthening advertising messages and corporate image. Finally, sales promotions can encourage consumers to make purchases immediately.

Another promotion that Kopili Coffee does is product bundling. This product bundling promo strategy is often proven to be effective in increasing sales. Usually the bundling package is made at a lower price than the standard price. This strategy makes it easier for customers to make purchases, saves time and provides added value to customers.

Competition

The development of coffee shops is now also increasingly rapid, supported by the hectic opening of new coffee shop businesses in the city of Sidoarjo, with the variety of coffee shop themes that are currently making coffee shop entrepreneurs have to innovate and have characteristics to win in this industry. It should be understood, now coffee shops are not only competing with other coffee shops, but also with restaurants. In addition, since many companies enforce WFH, quite a lot of consumers choose to work from coffee shops and generally look for outlets that provide heavy food menus.

In recent times, the coffee and mixology industries have begun to show signs of collaboration. Mixology is a drink mixing technique commonly used by bartenders. Bartenders generally use mixology techniques to produce fresh drinks such as mocktails. The mocktail menu is popular in Indonesia because the taste of the drink is still exciting, but free from alcohol content.

CONCLUSION

Marketing strategy of segmenting, targeting, positioning to increase competitiveness. 1) Segmentation: Kopili Coffee uses demographic and geographic segmentation. Where Kopili Coffee classifies its consumers by age, gender, place, and type of work. 2) Target market: students or college students who like coffee activities with a different atmosphere, namely the atmosphere of coffee by the river, and people who like processed sugar cane and mussels. 3) Positioning : Kopili Coffee has its own impression in the hearts of its customers, as evidenced by the large number of loyal customers who come. The way Kopili Coffee brings in customers is by promoting discounted prices for certain products and holding several collaborative events with the surrounding community, such as painting classes and photography challenge events.

The marketing strategy that has been implemented by Kopili Coffee is quite interesting and successful in buying and selling products and improving product quality. Kopili Coffee will continue to improve its marketing planning so that its business can grow and be able to compete.

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