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Effort Strategic in Increase Marketing Product at D'Klasik Cafe in Loa Janan Kukar

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ABSTRACT

Increasingly fierce competition in the food industry, particularly in the food and beverage sector, requires businesses to develop effective and adaptive marketing strategies. D'Klasik Cafe, located in Loa Janan Batuah, Kukar, is one such micro-enterprise striving to maintain its presence amidst the dynamics of the local market. This study aims to analyze the marketing strategies implemented by D'Klasik Cafe and evaluate its business position using SWOT analysis, Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, and Quantitative Strategic Planning Matrix (QSPM). This study uses a descriptive qualitative approach, with data collected through interviews, observations, questionnaires, and a literature review. The findings reveal a combination of digital and direct marketing strategies, including the use of social media, discount offers, and promotional displays within the business. Identified internal strengths include product quality, well-organized management, and dedicated employee service, while internal weaknesses involve limited capital and a lack of product variety. Externally, the increasing trend of modern cafe consumption and government support for MSMEs present opportunities, while intense competition and fluctuating raw material prices pose significant threats. This comprehensive analysis provides a comprehensive overview of the business's strategic position and provides a basis for future marketing policy direction .

I. INTRODUCTION

Business is a form of activity that can generate income and improve a person's standard of living. In its implementation, business activities must always adhere to rational economic principles and customary norms in the business world to support development efforts undertaken by the government (Putra, 2022). Basic human needs such as food, clothing, and housing create promising business opportunities. Business food, clothes, And property is example from opportunity the because it is directly related to the basic needs of society. One of the businesses that has experienced rapid development in the current era of globalization is business food. Need The increasing public interest in food creates high business opportunities. However, competition is fierce. in sector business food This demand perpetrator business For apply An appropriate marketing strategy is needed to attract public interest. This strategy is necessary to ensure that the products offered reach the target market. Innovation in pricing and service quality is crucial for maintaining customer loyalty. Maintaining a balanced price to prevent consumers from switching to other providers is part of this strategy (Sari & Pratama, 2021). When service and marketing are implemented optimally, the marketing strategy is more likely to run according to plan.

The food and beverage business is one of society's primary needs. Currently, *cafe businesses* are growing rapidly. Marketing strategy is a series of policies and objectives that provide direction for a company's marketing activities in response to environmental dynamics. This strategy is important because it covers various aspects like product, promotion, place, and price (Susanto, 2020). The marketing term in English is called *Marketing* is a process by which individuals or groups satisfy needs and wants through the creation, offering, and exchange of products or services. As technology advances, marketing managers are required to innovate, one way being through digital marketing. Social media such as Facebook and Instagram, and food delivery services like GrabFood have become effective channels for reaching consumers (Nugroho & Wijayanti, 2022). A marketing strategy that combines the marketing mix The 4Ps (product, promotion, place, and price) must be considered comprehensively so that the marketing decisions taken can have maximum impact.

D'KLASIK CAFE is a food and beverage business that has implemented a diverse marketing strategy. This business began operations Since 2014, it has continued to grow. Strategies used include promotions through brochures, discounts, and the use of social media platforms like Instagram. In developing the business, it emphasizes customer satisfaction by enhancing taste, adding menu variety, enhancing product presentation, and packaging. This is in line with consumer desires for simple products. Given the increasing competition and the numerous industries, *Cafe* Which To market similar products, every business owner needs to have a superior marketing strategy to achieve their desired sales targets. This study aims to determine the marketing strategies used by D'KLASIK CAFE and analyze the strategies that should be implemented based on SWOT, EFE, IFE, IE, and QSPM matrix analysis.

II. LITERATURE REVIEW

marketing is the function with the greatest contact with the external environment. However, the company only has limited control. to environment external. Marketing aim For interesting attention buyers so that they consume the products offered. According to Kotler & Keller (2021), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others. Marketing is often described as "the art of selling." product". Objective marketing is to know and understand customers in such a way that the product or service suits the customer. Marketers along with other influential factors in society influence the desire to purchase one its products through marketing strategies.

According to Tjiptono, a marketing strategy is a plan that a company will follow. Marketing manager. This action plan is based on an analysis of the company's situation and objectives and is a means to achieve those objectives. Marketing strategy is often referred to as the marketing mix. According to Kotler and Armstrong, the marketing mix is a set of controllable marketing tools combined by a company to produce the desired response from the target market. Kotler and Keller also define the marketing mix as a set of marketing tools used by a company to pursue its marketing objectives in the target market. The variables in the marketing mix, or the 4Ps (Product, Price, Promotion, and Place), are variables that can be controlled and used by the company to achieve marketing objectives in the target market (Kotler & Keller, 2021). Thus, the elements of a marketing strategy consist of product , price , promotion , and *place* .

Marketing strategy determines the target market And mix marketing related. Strategy this is a picture of what Which will done company in market. There is two part which are interrelated, namely: (a) target market, namely a group of consumers that the company wants to attract; and (b) marketing mix, namely variables that will be monitored and arranged by

companies to satisfy groups target the (Kotler & Keller, 2021). Marketing strategies are not limited to small or homogeneous market segments. Mass markets can be quite homogeneous and targeted. For example, a large group of people old Which Having small children can be heterogeneous across dimensions, including their views on diapers. There are also elderly people in nursing homes who have mobility issues and use diapers. Marketing strategies for babies are certainly not suitable for older adults. Not only must the size be different, but the shape must also be different.

The main reason for focusing on a specific potential customer is to design a marketing strategy that better satisfies that customer's specific needs than other companies. As example, use site Internet For target investors Educated individuals who want a convenient and affordable way to buy and sell products *online* without much advice from sellers. By carefully targeting their marketing, companies tend to face fewer direct competitors. Superior value can be achieved. through the overall marketing strategy compared depend on price low just (Kotler & Keller, 2021).

III. METHODS

This research was conducted at D'KLASIK CAFE, located on Jl. Soekarno Hatta KM 19 Loa Janan, Batuah Village, Kutai Kartanegara, East Kalimantan. The research object focused on the business unit. This study uses a qualitative descriptive approach that aims to describe and analyze marketing strategies based on a SWOT analysis.

Data collection techniques in this study were conducted through several methods, namely: interviews, observation, financial statement analysis, and literature review. Interviews were conducted directly with internal company personnel to obtain in-depth information about business strategies and practices. Observations were made by directly observing the company's operational and marketing activities. Financial statement analysis was conducted to obtain an assessment of the company's strengths, weaknesses, opportunities, and threats. Furthermore, literature review was used to obtain relevant theoretical foundations from books, journals, and scientific articles that supported the research analysis.

The data analysis techniques used in this study include the IFE (*Internal Factor Evaluation*) matrix, the EFE (*External Factor Evaluation*) matrix, and the IE matrix. (*Internal-External*), And analysis SWOT. Matrix IFE used For evaluate The company's internal strengths and weaknesses, while the EFE Matrix evaluates opportunities and threats from the external environment. The results of both matrices the Then combined in the IE Matrix to determine the company's strategic position. Furthermore, a SWOT analysis is used to formulate alternative strategies based on a combination of identified internal and external factors .

IV. RESULTS

Based on the results of the internal environmental analysis of D'KLASIK CAFE in Loa Janan, Batuah Village, this business has several main strengths, including a variety of food and beverage menus. A diverse menu, friendly service from dedicated staff, a strategic location , and full capital support from the owner. The prices offered are also quite affordable for local consumers, giving this cafe a competitive advantage. in middle competition market. However, Still there is a number of weakness Which need to be fixed, such as the lack of standard service standards, less than optimal social media management, the absence of an organized customer information system and database, and financial records. Which Still done in a way manual. Besides That, cafe This Not yet has a dedicated unit for product research and development (R&D), so innovation still relies on the owner's intuition. Externally, there are significant opportunities for business development, such as relatively

passive competitors and high levels of customer loyalty. Consumers and the increasing demand for quality ready-to-eat food products. Government support for MSMEs through training and capital assistance also presents potential opportunities that can be exploited. However, there are also threats to be aware of, such as many competitors with customer still, emergence product substitutes, and low barriers to entry for newcomers new in industry This. Competition Which increasingly tight and fluctuations in raw material prices due to inflation are also a challenge Which requires adaptive strategies.

In addition, D'KLASIK CAFE implements a fairly effective marketing strategy by combining digital marketing and direct marketing. The use of social media is one of the main keys to reaching a wider and more diverse consumer base, through the promotion of superior products, information on special promotions or events, and building *real-time interactions with customers* . Direct marketing in physical stores provides an opportunity for customers to experience the quality of the products offered directly, thereby increasing trust and building long-term loyalty. From the internal side, business management is well organized so that the workflow from production to marketing runs smoothly. Consistent product quality with a distinctive taste is main attraction. The existence of natural resources man Which competent And experienced helps strengthen business performance. A simple yet effective management information system helps record sales and manage raw material inventory, thereby mitigating the risk of loss. However, there are weaknesses such as limited working capital, which hinders business development, particularly in expanding distribution networks and increasing production capacity. Limited product variety makes opportunities to reach a wider market segment less than optimal. Promotions outside of social media, such as *offline activities* or collaborations with local communities, are also still less than optimal.

From external factors, the greatest opportunity comes from the increasing public interest in quality food and beverage products. Technological advances Digital technology opens up broader opportunities in marketing and sales, including the potential use of growing *e-commerce platforms* and *delivery services* . *Local government support for MSME development also presents a strategic opportunity to obtain facilitation and training to increase capacity.* business. In side threat, competition in sector The cafe business is very competitive with many competitors offering varied products and competitive prices. Fluctuations in the prices of raw materials such as flour, sugar, and other supporting ingredients can impact production costs and profit margins. Changes in consumer tastes Rapidly evolving markets also demand continuous innovation to keep products relevant in the market. Macroeconomic conditions, such as inflation and purchasing power, are also important because they influence consumer purchasing decisions.

4.1. Discussion

Based on the results of the SWOT analysis, several relevant strategies can be formulated to optimize D'KLASIK CAFE's advantages in facing market dynamics. Strategy SO (*Strengths-Opportunities*) directed on development products according to consumer trends, for example introducing healthy foods and local drinks, as well as strengthening digital promotions through social media and collaboration with local influencers. The WO (*Weaknesses-Opportunities*) strategy focuses on improving management professionalism and digitalization recording finance with utilise training government and the use of modern cashier applications. Furthermore, the ST (*Strengths-Threats*) strategy is directed at strengthening customer loyalty through membership programs and maintaining consistent product quality to face increasingly fierce competitors. The WT (*Weaknesses-Threats*) strategy is implemented by diversifying raw material suppliers, developing written SOPs, and conducting regular training for employees to improve operational efficiency and reduce the risk of errors.

In marketing, combining marketing digital And Direct marketing is considered quite effective in reaching a wider target market. Utilizing social media as a promotional medium not only increases product exposure but also builds customer interaction and loyalty. Meanwhile, direct marketing in stores provides consumers with a real-life experience that can strengthen trust in product quality. Well-organized management and Consistent product quality is an important foundation in maintaining customer satisfaction and growing a business. However, limited capital and variety product which is still limited is a challenge in market expansion and business development so that special handling is needed through resource optimization and innovation.

The involvement of digital technology in marketing and operational must Keep going Improved to keep up with market trends and compete effectively. Government support through training and facilitation for MSMEs represents a strategic opportunity that must be utilized to further expand business capacity. To overcome competition, adaptive and proactive strategies must be implemented, such as supplier diversification and product innovation that responds to changing consumer preferences. Holistic internal and external management, with a focus on improving quality, innovation, and effective marketing, is essential. will is the key to D'KLASIK CAFE's success in maintaining and developing its business amidst increasingly competitive competition.

V. CONCLUSIONS

The right marketing strategy for D'KLASIK CAFE is to Maintain and improve the quality of taste, price, and service in order to increase consumer loyalty. Based on the SWOT analysis, the SO strategy is the main choice because it utilizes internal strengths such as quality and hygienic products as well as external opportunities in the form of support from market trends and relatively passive competitor conditions. The IFE matrix analysis shows that the main strength of this business is product quality, while the biggest weakness is limited capital. From the external side, the EFE matrix identifies opportunities in the form of improving neatness and cleanliness in the work area, while threat the biggest is emergence product replacement Which similar. The results confirm that the focus of the strategy must remain on strengthening flavor, quality, And prices to maintain and increase customer loyalty.

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