

ABSTRAK

ANALISIS STRATEGI BAURAN PEMASARAN UNTUK PENINGKATAN DAYA SAING UMKM (Coffee shop Arahduabelas, Melawi, Kalimantan Barat)

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Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang tepat bagi usaha *coffee shop* Arahduabelas di Melawi, Kalimantan Barat melalui analisis SWOT dilihat dari: (1)bauran *product* di usaha *coffee shop* Arahduabelas, (2) bauran *promotion* di usaha *coffee shop* Arahduabelas, (3) bauran *price* di usaha *coffee shop* Arahduabelas, (4) bauran *place* di usaha *coffee shop* Arahduabelas, (5) bauran *people* di usaha *coffee shop* Arahduabelas, (6) bauran *process* di usaha *coffee shop* Araduabelas, (7) bauran *physical evidence* di usaha *coffee shop* Arahduabelas. Jenis penelitian kualitatif, analisis data menggunakan matriks IFAS, EFAS, SWOT. Penelitian lapangan dengan cara wawancara kepada pemilik *coffee shop*, *headbar*, dan dua konsumen *coffee shop*, dokumentasi serta observasi. Hasil penelitian ini menyimpulkan bahwa *coffee shop* Arahduabelas untuk segi *price*, *people*, *process*, dan *physical evidence* tepat sasaran, tetapi segi *product*, *promotion*, dan *place coffee shop* Arahduabelas melakukan strategi yang kurang tepat sehingga perlu dievaluasi. Strategi yang digunakan *coffee shop* Arahduabelas berdasarkan matriks SWOT yaitu mengutamakan kepuasan konsumen dengan kualitas produk,memanfaatkan fasilitas permainan untuk kepuasan pelanggan, memanfaatkan daerah yang dekat dengan sekolah dan kampus, memaksimalkan pelayanan yang ramah untuk menjaga kepuasan konsumen serta selalu menjaga kebersihan agar nyaman ketika dipandang konsumen.

Kata kunci: Strategi Pemasaran, Analisis SWOT, Matriks SWOT

ABSTRACT

MARKETING MIX STRATEGY ANALYSIS FOR INCREASING THE COMPETITIVENESS OF MICRO SMALL AND MEDIUM ENTERPRISES (Coffee shop Arahduabelas, Melawi, Kalimantan Barat)

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This study aims to find out the right marketing strategy for the Arahduabelas coffee shop business in Melawi, West Kalimantan through SWOT analysis in terms of: (1) product mix in the Arahduabelas coffee shop business, (2) promotion mix in the Arahduabelas coffee shop business, (3) prices mix in the Arahduabelas coffee shop business, (4) location mix in the Arahduabelas coffee shop business, (5) people mix in the Arahduabelas coffee shop business, (6) process mix in the Araduabelas coffee shop business, (7) physical evidence mix in the Araduabelas coffee shop business. The research type is qualitative, to analyze data using IFAS, EFAS, SWOT matrix. Field research by interviewing coffee shop owners, headbar, and two coffee shop consumers, documentation and observation. The results of this study concluded that the Arahduabelas coffee shop in terms of price, people, process, and physical evidence was right on target, but in terms of product, promotion, and place employs an inaccurate strategy, so it is necessary to evaluate. The strategy used by the Arahduadelas coffee shop based on the SWOT matrix namely, prioritizing consumer satisfaction with product quality, utilizing game facilities for customer satisfaction, utilizing areas close to schools and campuses, maximizing friendly service to maintain consumer satisfaction and always maintaining cleanliness so that it is comfortable when viewed by consumers.

Keyword: Marketing Strategy, SWOT Analysis, SWOT Matrix

