

ANALYSIS OF MARKETING STRATEGY USING THE SWOT METHOD AT SKAPAT COFFEE HOUSE IN BOYOLALI CITY

Olivia Dwi Anindita¹⁾, Fachmi Al Faroqi²⁾

¹⁾ Management Study Program, Faculty of Economics, Universitas Terbuka, Indonesia

²⁾ Management Study Program, Faculty of Economics, Muhammadiyah A.R. Fachruddin University, Indonesia

Corresponding Author: ghofar.oliv@gmail.com

Abstract

The purpose of this study is to find out the marketing strategy of Skapat Coffee House business in Boyolali City using the SWOT method. This study uses a qualitative approach with a descriptive method. The data in this study was obtained using a sampling technique, namely purposive sampling. Data collection techniques include observation, interviews, documentation. Data analysis using the Miles and Huberman approach suggests that there are three components in the interactive model to process and analyze data, namely: (1) data reduction; (2) data presentation; (3) drawing conclusions. The results of the research are (1) Strength of Skapat Coffee House: (a) strategic location; (b) Modern café concept; (c) The existence of an instagramable photo spot; (d) The menu offered is varied and of high quality; (5) Use of social media and customer loyalty programs. (2) Disadvantages of Skapat Coffee House: (a) Lack of effective and targeted promotion; (b) Absence of experienced professional barista. (3) Opportunities that can be taken advantage of by Skapat Coffee House: (a) The rapid growth of tourism in Boyolali; (b) Changes in people's lifestyles; (c) Holding seasonal events or promotions. (4) Potential threats to Skapat Coffee House: (a) Fierce competition from other cafes and coffeeshops in Boyolali; (b) Changes in consumer trends or preferences.

Keywords: Marketing, Skapat Coffee House, Strategy, SWOT Method

Introduction

In this modern era, the culinary industry, especially the coffee sector, is experiencing very rapid growth. The coffee industry in Indonesia has become an important part of the lifestyle of urban people. This phenomenon not only increases coffee consumption but also encourages the rapid growth of the coffeeshop industry that offers a variety of experiences, ranging from a comfortable atmosphere to high-quality products (Wijaya, 2024). Along with the increasing popularity of coffee culture among the public, especially in the young and working segments. Coffee shops are not only a place to enjoy coffee drinks, but also serve as a place to gather, work, or relax. This creates great business opportunities for business actors in the sector, but also creates increasingly fierce competition in the market. Skapat Coffee House is present as one of the business actors who want to take advantage of this opportunity to expand the market and increase competitiveness, especially with the increasing public interest in gathering places that offer unique experiences, both in terms of products and atmosphere.

A coffee shop is a commercial business that provides various types of drinks or snacks at affordable prices for guests, served in an informal atmosphere without following rigid service rules. On the other hand, Liany (2016) states that a coffee shop is a shop that sells coffee and various other non-alcoholic drinks, as well as snacks or snacks, with the support of supporting facilities and interior design. According to Rosenbaum (2022) the coffee shop industry, which has traditionally been centered on social and communal experiences, has been forced to rethink its business model in response to the global pandemic, focusing more on takeout services, digital ordering, and creating a safe and contactless environment for customers. This is in line with the current development of the coffee shop business which not only offers coffee drinks, but also non-coffee drinks and a variety of food options, both light and heavy.

According to Varadrajana in Puspita (2020), marketing strategy is an integrated pattern of organizational decisions, which explains important choices related to products, markets, marketing activities, and marketing resources in creating, communicating, and delivering products that offer value to consumers, which allows organizations to achieve their goals". Craven and Piercy in Paramitha (2019) also state that strategic marketing is a 'process', namely the *market-driven process of strategy development*, which pays attention to changes in the business environment and the need to provide superior customer value.

Marketing strategy, according to Tjiptono (2022), is a basic tool designed to achieve the company's goals by developing a sustainable competitive advantage through the markets it participates in as well as programs to serve the target market. Meanwhile, according to Kotler (2018), marketing strategy is a way of thinking used to achieve a company's marketing goals, including specific strategies for the target market, positioning, marketing mix, and the amount of marketing spending. According to Haque (2021), marketing strategy includes all systems involved in product planning and pricing, marketing, and distribution of goods and services to meet the needs of actual and potential buyers. Marketing strategy is the main statement regarding the expected impact of meeting a need in a predetermined target market.

According to Kotler (2018), to achieve a better position than competitors, companies need to understand their goals, strengths, and weaknesses as well as reaction patterns to competitors, so that they can formulate appropriate strategies. Therefore, the strategy formulation process is very important for companies to achieve the goals that have been set. In this process, the company must identify external factors that are opportunities and threats, as well as internal factors that reflect the company's strengths and weaknesses. According to Widiyarini (2019), by understanding these factors, companies are expected to be able to develop various alternative strategies and choose one of the strategies to be implemented.

One of the effective methods for this analysis is the SWOT (Strengths, Weaknesses, Opportunities, Threats) Method. This method allows entrepreneurs to assess internal strengths and weaknesses, as well as external opportunities and threats that exist in the business environment. The results of a SWOT analysis can be the basis for making strategic decisions, such as developing new products, expanding markets, or improving customer service. By understanding the threats that may arise, Skapat Coffee House can take preventive measures to minimize negative impacts. According to Abadi (2022), SWOT analysis remains an important tool for evaluating a company's current position by examining its internal strengths and weaknesses, as well as external opportunities and threats in a competitive environment. It provides a holistic view to guide strategic decision-making. According to Arfianti (2018), SWOT analysis offers a framework to assess both internal factors such as resources and capabilities, as well as external conditions such as market trends and competition, which facilitates the formulation of competitive strategies.

Skapat Coffee House is an MSME engaged in the sale of food and beverages, where the featured menu is made from coffee and coffee milk. It is located at Jl. Tentera Siswa No.9, Kiringan, Boyolali. Skapat Coffee House is owned by four people, with capital divided equally and the same profit sharing. All risks faced are borne together. "Skapat" means agreement of four, which indicates that in running this business, all decisions are taken collectively. In the Javanese context, "Skapat" means "saka/soko wong papat," which in Indonesian means "of four people." Each of the four of us has our own duties and responsibilities to run the Skapat business, so that this business can run and develop in accordance with existing trends. Based on the above background exposure, the purpose of this research can be stated, namely to find out the marketing strategy of the Skapat Coffee House business in Boyolali City using the SWOT method.

Methods

This study uses a qualitative approach with a descriptive method. The descriptive method is a research method that describes the actual situation at the time of the research through the collection of data which is then interpreted with each other so that the formulation and analysis of the existing problem are obtained. So it can be concluded that the descriptive research method is a form of mind pouring that explains, describes and reports a state or object of what is being researched based on the facts and information obtained. This research is located at Skapat Coffee House in Boyolali City and starts from March to mid-June 2024. The data in this study was obtained using a sampling technique, namely *purposive sampling*, so that the main resource person was the founder and owner of Skapat Coffee House. A study requires data collection techniques to obtain accurate data. The data collection technique used by the researcher is by collecting data directly in the field including observation, interviews, documentation

The data analysis that the researcher uses a qualitative method, namely by describing and analyzing the data obtained to be described in the form of an actual explanation. Miles and Huberman suggested that there are three components in the interactive model for processing and analyzing data, namely: (1) Data reduction; (2) Presentation of data; (3) Drawing conclusions

Result and Discussion

Based on the results of interviews with informants, namely the founder and owner of Skapat Coffee House, the results can be illustrated in the following SWOT matrix:

Table 1. SWOT Matrix Skapat Coffee House

FACTOR	STRENGTH(S)	WEAKNESS (W)
INTERNAL	<ol style="list-style-type: none"> 1. Strategic location in the center of Boyolali City 2. WIFI Access 3. Interior Modern 4. Adequate facilities such as places of worship, toilets, spacious parking 5. Unique and quality food and beverage menu 6. The coffee shop provides outdoor and indoor areas. 7. Instagramable photo spot 8. Provides a variety of board and card games while serving food and drinks, such as Uno, snake and ladder, chess, and others 9. "This coffee shop has collaborated with several online motorcycle taxi services such as <i>GoFood</i> and <i>GrabFood</i> under the name Skapat Coffee House." 10. Affordable food and beverage prices. 11. <i>Cozy and attractive</i> atmosphere 	<ol style="list-style-type: none"> 1. Road access is for private vehicles, while public transportation cannot access 2. Lack of effective and targeted promotions to reach a wider market segment 3. Limited human resources in terms of specialized skills, such as <i>experienced</i> professional baristas 4. High initial capital
EXTERNAL		
OPPORTUNITY (O)	STRATEGY (SO)	STRATEGY (WO)
<ol style="list-style-type: none"> 1. The rapid growth of tourism in Boyolali has attracted more tourists to visit local cafes. 2. The change in lifestyle of people who increasingly like to gather in cafes provides an opportunity for Skapat Coffee House to expand its market reach 3. Hosting seasonal <i>events</i> or promotions can attract new customers. 4. Opportunities for cooperation with several local communities 	<ul style="list-style-type: none"> • Carried out through collaboration with the sports, music, art, and automotive communities • Providing discounts or discounts for visitors who come on Fridays, especially at certain times • Participating in art performance events for high school students. Usually, on birthdays, the school submits a proposal to open a <i>tenant</i> or <i>stand</i> 	<ul style="list-style-type: none"> • Carry out regular facility maintenance • Conducting various innovations in <i>food and beverage products</i> • Make interior changes in the room of the relaxation area • Conduct training for employees • Receive constructive criticism and suggestions and improve them
THREATS (T)	STRATEGY (ST)	STRATEGY (WT)

<ol style="list-style-type: none"> 1. Stiff competition from other cafes and coffeeshops in Boyolali, which offer competitive prices and concepts 2. Changes in consumer trends or preferences that can affect the appeal of Skapat Coffee House if it cannot adapt quickly 	<ul style="list-style-type: none"> • Differentiate rates based on climate and season for greater revenue • Collect data and <i>follow up</i> on visitor complaints as soon as possible • Improving service quality • Collaborate with several communities to hold <i>events</i> at Skapat Coffee 	<ul style="list-style-type: none"> • Increase the number of directional signs to the <i>coffee shop</i> so that visitors can easily access • Promoting through <i>social media</i> • Create engaging contemporary content
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Based on the SWOT matrix above, several things are the strengths of Skapat Coffee House, including (1) a strategic location in the center of Boyolali city to facilitate access for customers. (2) The café concept carries a comfortable modern interior, equipped with facilities for places of worship, *WIFI* access, and several games that visitors can enjoy. (3) There are also instagramable photo spots, attracting the attention of various groups, especially young people and tourists. (4) The menu offered is varied and of high quality, with a focus on serving coffee and a variety of foods. (5) The use of social media and attractive customer loyalty programs can increase brand awareness. Based on the SWOT matrix above, several things that are weaknesses of Skapat Coffee House include (1) Lack of effective and targeted promotion to reach a wider market segment. (2) Limited human resources in terms of special skills, such as experienced professional barista.

Based on the SWOT matrix above, several things that can be taken advantage of by Skapat Coffee House include (1) The rapid growth of tourism in Boyolali, attracting more tourists to visit local cafes. (2) Changes in people's lifestyles that increasingly like gathering activities in cafes provide opportunities for Skapat Coffee House to expand its market reach. (3) Holding seasonal events or promotions may attract new customers. Based on the SWOT matrix above, several things that pose a potential threat to Skapat Coffee House include (1) Fierce competition from other cafes and coffeeshops in Boyolali, which offer competitive prices and concepts. (2) Changes in consumer trends or preferences may affect the attractiveness of Skapat Coffee House if it cannot adapt quickly.

Skapat Coffee House is one of the coffee shops in Boyolali City that has several supporting and inhibiting factors. From the inhibiting factors that have been described above, managers will involve employees to get more diverse inputs and SWOT analysis that is carried out periodically to see business developments and adjust strategies. Each tourist attraction certainly has its own strategy to improve the quality and number of visitors. Skapat Coffee House implements several strategies, including product innovation, guest comfort, cleanliness, and promotion.

Skapat Coffee House has a uniqueness with signature menus that are excellent, creating distinctiveness and strengthening *branding*. In addition, there is a choice of air-conditioned indoor areas for non-smoking and *smoking*. These coffee shops have strengths that can be leveraged in marketing, such as high-quality products from premium coffee beans. Some of the best-selling drinks include Berry Cream Pie (processed milk and strawberries), Tangsy Club (milk coffee with creamy and bold palm sugar), and Tangsy Melty (milk coffee topped with ice cream, whipped cream, and chocolate). For the best-selling foods, there are Potato Bolognese, Chicken Curry Katsu, Chicken Salted Egg Spicy, Waffles, and Cranberry Cheese Sourdough.

The comfort at Skapat Coffee House is always well maintained, as evidenced by consumer reviews on *Google* that state that they feel comfortable visiting thanks to adequate facilities, such as places of worship, toilets, parking, as well as a large yard and refreshing natural scenery. In terms of cleanliness, the manager routinely maintains the cleanliness of *indoor* and *outdoor* areas. Superior customer service also creates a positive experience that encourages customers to come back and recommend this place to others. Promos from Skapat Coffee House consist of Friday Blessed (discounts every Friday morning) and Skapat Pairing Menu (food and beverage promos that are suitable for combination). For those who cannot enjoy directly at Skapat Coffee House, they can order through online platforms such as GoFood and GrabFood under the name Skapat Coffee House.

On the other hand, there are various opportunities that can be taken advantage of, such as the increasing trend of coffee consumption and the growth of social media as a promotional tool. Cooperation with local communities and product diversification, including healthy food offerings, can also attract a wider segment of customers. However, Skapat Coffee House must remain vigilant against threats such as increasingly fierce competition, fluctuations in raw material prices, and changes in consumer tastes that are

more concerned about health. By understanding and addressing these factors, Skapat Coffee House can design creative and adaptive marketing strategies to achieve long-term success.

With the vision of making one of the *coffee shops* in the local area that excels in its products and making it a *meeting point* and a forum for local art workers who can keep up with the times and trends. Skapat Coffee House was established on October 8, 2021 and until now it is still well known among the public with a target market of 18-29 years old.

Furthermore, the marketing strategy carried out by Skapat Coffee House is carried out in two ways, namely:

1. It is carried out through collaboration with the sports, music, art, and automotive communities. This is because the current trend of coffee shops is closely related to art, music, and sports. It is hoped that by collaborating with several communities, both sports and music, coffee shops can expand market share, especially among young people. In addition, the community will have a big impact, where the brand will be better known by the general public and provide significant insights. After collaborating with the community, Skapat also provides special treatment to the community, such as giving free products every month to maintain a good relationship between the community and the brand, so that the cooperation remains well established.
2. Provide discounts or discounts for visitors who come on Fridays, especially at certain times. Based on the analysis, at the opening time of 10.00 to 12.00 WIB, sales tend to be minimal. Therefore, the strategy implemented is to provide discounts to attract buyers, so that at that hour it can increase sales.
3. Participating in art performance events for high school students. Usually, on birthdays, the school submits a proposal to open a *tenant* or *stand*. This is an opportunity for a *brand* to introduce its products and potentially expand its market share among students.
4. An online marketing strategy, Skapat provides discounts to customers who leave reviews on Google. The goal is to make it easier for customers who are outside of Skapat coverage. Customers from outside the city usually feel confused looking for a place to hang out because they are not familiar with the area, so they will search on Google with the keyword "Boyolali coffeeshop." When a review on Google gets good ratings and comments, Google will provide recommendations and display Skapat reviews in the top position. In addition, at the moment of the Eid al-Fitr holiday, this is very helpful for guests from outside the city to find the location of Skapat.
5. Create engaging, detailed, and informative content related to coffee. In addition to educating customers online, this will also build a serious image of Skapat Coffee House in serving coffee.
6. Creating content related to the products being sold. Packaging it as attractive as possible with the aim of drawing customers' attention to the product.
7. Create content related to products, as well as provide recommendations for each product that is suitable to be enjoyed in the morning, afternoon, afternoon, or evening.

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Authors' Bibliography

Olivia Dwi Anindita¹⁾

Jakarta, September 7, 2000

Olivia Dwi Anindita is currently a student at Universitas Terbuka, Indonesia, majoring in Business Management. Her research focuses on issues related to the management of micro, small, and medium enterprises

(MSMEs), particularly those related to coffee shops in the city of Boyolali, Central Java.

Olivia's main research interest includes MSME management, local marketing strategies, and the development of community-based culinary sectors.

Fachmi Al Faruqi²⁾

Sidoarjo, 16 Februari 1991

Fachmi Al Faruqi is currently a lecturer at Universitas Terbuka and also Muhammadiyah A.R. Fachruddin University, Indonesia majoring in Business

Management. Her research focuses on issues related to the management especially MSME and marketing.