

ANALYSIS OF CAFÉ MARKETING STRATEGIES IN MALANG REGENCY (CASE STUDY ON ALAS SENJA COFFEE AND EATERY)

Amalia Nurhaliza¹⁾ Dodi Supriyanto²⁾

¹⁻²⁾Management Study Program, Universitas Terbuka, Indonesia

Abstract

This study aims to analyze the marketing strategies implemented by Alas Senja Coffee and Eatery in facing competition in the increasingly fierce cafe industry. Through a descriptive analysis approach, this study explores the main elements in the café's marketing strategy, including aspects of product, price, place, and promotion (4Ps), as well as other factors such as consumer behavior and social media utilization. Data were collected through in-depth interviews with café owners and managers as well as direct observation at the café location. The results showed that Kafe Alas Senja succeeded in utilizing social media as an effective promotional tool, creating differentiation through a comfortable atmosphere and Instagrammable concept, and adjusting prices to customers' purchasing power. Nevertheless, the cafe needs to increase innovation in products and strengthen customer loyalty to maintain its competitive position. The findings are expected to provide insights for café managers in formulating more effective marketing strategies to increase customer attraction and satisfaction. This research also suggests using a more integrated approach between digital marketing and customer experience to achieve sustainable growth.

Keywords: Alas Senja Coffee and Eatery, Marketing Mix, Marketing Strategy.

Introduction

The culinary industry, especially the café sector, has experienced rapid development in recent years. In the midst of increasingly fierce competition, new cafes are emerging by offering various concepts and innovations to attract consumer attention. Zebua, Pasaribu, and Naibaho (2024) explain that a cafe is a location that serves a variety of meals and snacks, complemented by friendly service in a comfortable atmosphere. This place is ideal for gathering and relaxing with friends, companions, or family while enjoying food and drinks. One café that tries to provide a different experience for customers is Alas Senja Coffee and Eatery. However, while Alas Senja has great potential, it faces challenges in terms of retaining customers, attracting a wider market, and creating effective marketing strategies to compete in this increasingly crowded market.

The main problem faced by Alas Senja is how they can develop a marketing strategy that can stand out amidst the increasingly fierce competition, while maintaining the identity and quality of the products offered. Many cafes rely on social media-based marketing and excessive promotion, but this does not necessarily result in sustainable customer loyalty. Therefore, it is important to understand how the right marketing strategy can affect a café's competitiveness, as well as how cafes can capitalize on existing trends to attract more customers. This topic is important to research, because in this digital era and fierce competition, the application of effective marketing strategies can be the main difference between the success and failure of a cafe business. By analyzing the marketing strategies used by Alas Senja Coffee and Eatery, this research will provide valuable insights into steps that can be taken to improve or strengthen their marketing strategies, while contributing to the development of the café industry in general.

Through this analysis, it is expected to gain a deeper understanding of the influence of elements such as branding, social media, customer service, and product quality on the success of café marketing. This research will also provide strategic recommendations that can be implemented by Kafe Alas Senja in order to strengthen its position in a competitive market.

Literature Review

1. Marketing Strategy

El-Ansary (2006) explains that marketing strategy involves the integration of various approaches, such as segmentation, targeting, and positioning that aim to create, communicate, and deliver offers to target markets.

a. **Market Segmentation**

Market segmentation is the process of grouping markets into different segments. In determining market segments, there are several main variables that can be used, including:

- Demographic factors: grouping by gender, age, family size, income, occupation, religion, ethnicity.
- Geographic factors: region, city size and settlement.
- Psychographic factors: grouping based on social status or class, lifestyle and personality.
- Behavioral factors: indicators that can be used are the benefits sought, loyalty, level of use, readiness to buy, attitude towards the product.

b. **Target Market (Targeting)**

In marketing activities, the target market is one of the segments targeted (target). In determining the target market, it is based on segment size and growth, company goals and resources, segment attractiveness.

c. **Brand positioning**

Brand positioning is the process of creating a product position. Differentiation makes it easy to determine brand positioning. Differentiation is the process of creating a unique product that adds value in the eyes of consumers.

2. Marketing Mix

The marketing program also really needs to be determined by management in order to support the marketing strategy that has been set. In the midst of the current situation of intense market competition, it requires business actors or companies to develop strategies in order to survive in the market. Just as manufacturing companies strive to get a good product combination, service companies must also be able to identify services that can attract consumers successfully, aspects of the marketing mix or marketing mix that must be considered are 4P (product, price, place, promotion):

a. **Product**

In the marketing mix the first and most important element is the product. Product strategy is the coordination of decisions related to product mix, individual products, service products, and product grouping.

b. **Price**

In pricing, many factors need to be considered and the parties involved. Although pricing can be done easily, setting the right price is not a simple matter. Of all the components of the marketing mix, price is the only source of revenue. If the company wants to make a profit, the price cannot be lower than the cost of producing and marketing the product.

c. **Distribution Channels (Place)**

In the marketing mix “place” deals with the process of making products available in the right quality, quantity, time, location and display so that the company gets the response desired by consumers. Products for the business market are generally distributed directly. For products in the form of services distributed by distributing service production units.

d. **Promotion**

Promotion is a form of communication with consumers. Promotion can be carried out directly or through media intermediaries, both print, electronic and social media. In principle, the company must know who to target and how to get it.

Method

This type of research uses descriptive research with a qualitative approach. This qualitative research method makes it possible to explore in-depth insights into how Alas Senja Coffee and Eatery Cafe designs and implements its marketing strategy. The data collection techniques used by researchers include in-depth interviews, observation, and documentation analysis. This research will provide an understanding of the strengths and weaknesses of the marketing strategies implemented, as well as how these affect customer perceptions and loyalty. Thus, the findings of this study can provide practical recommendations for the management of Alas Senja Cafe in improving the effectiveness of its marketing strategy and competitiveness in the Malang Regency cafe market.

Results and Discussion

1. Alas Senja Cafe Logo



Figure 1.1 Alas Senja Cafe Logo Source: Alas Senja Coffee and Eatery

2. Company Profile

Alas Senja Coffee and Eatery is located on Jl. Raya Gubugklakah, Poncokusumo District, Malang Regency. With a land area of around 1,300 square meters, this cafe was founded by Mr. Ahmad Fahru Rizal at the end of 2022, a person who also comes from Malang Regency, assisted by his colleagues, namely Mr. Fahmi Firdaus and Mr. Muhammad Iqbal. When the cafe was first established, operations were only carried out by these three people (including the owner). The status of the owner at that time who was still working as a Manager of a company in Surabaya City, made the Owner require recruiting additional workers, because the Owner could only go home to check, evaluate and control only on Sundays.

Alas Senja Coffee and Eatery has the concept of combining a cool natural atmosphere and green scenery and spoiling the eyes. Located on the main route to Mount Bromo, it is the perfect choice for tourists who want to enjoy a cup of hot coffee or a delicious meal while enjoying the fresh air and natural panorama. Equipped with several facilities such as prayer rooms, toilets, a large parking lot, even a fun children's playground and a beautiful fish pond.

The cafe serves a wide range of beverages, from specialty coffee to refreshing cold drinks, as well as a selection of light and heavy meals designed to satisfy visitors' appetites. Prices range from five thousand to thirtyfive thousand rupiah. Alas Senja Coffee and Eatery also offers a cozy atmosphere with an Instagrammable concept, making it a great place to relax, gather, or take a short break after exploring the beauty of the surrounding nature.

3. Vision and Mission of Alas Senja Vision

To become a favorite destination for tourists and local people in Malang Regency who are looking for a place to eat and drink with the best quality, while enjoying the soothing natural scenery.

4. Mission

Provide a wide selection of quality menus with the best ingredients to provide a satisfying culinary experience and create a cozy and Instagrammable atmosphere that can be enjoyed by customers from all walks of life.

Discussion

In this study, the object of the author's research is Alas Senja Coffee and Eatery located in Malang Regency. This research was conducted in November 2024. The data was obtained by the author through direct observation to the Manager and Owner of Alas Senja Cafe. Observations were made by the author outside working hours so as not to interfere with the working time of the sources.

Table 1.1 Informant Or Resource Person Data

No	Name	Age	Gender	Position
1	AFR	53	Laki-laki	Owner
2	MFF	49	Laki-laki	Manager

The following are the results of the author's interviews with the informants:

A. Marketing Strategy

The interview was conducted simultaneously with the first respondent (Mr. AFR, 53 years old, Owner) and with the second respondent (Mr. MFF, 49 years old, Manager). The following are the results of the author's interviews with the two interviewees regarding the views of the marketing strategy implemented by Alas Senja Coffee and Eatery.

1. Segmenting

The results of our interviews with Mr. AFR and Mr. MFF regarding the segmenting process. He said that:

"Alas Senja Coffee and Eatery for our market segmentation focuses on all people with upper middle economic status in Malang, both locals and tourists."

From the results of the author's interview with the informant, it is known that the segmentation applied by Alas Senja Cafe is all people with upper middle economic status in Malang, both local residents and tourists. Alas Senja Coffee and Eatery conducts market segmentation based on demographic variables, namely in terms of age and income.

2. Targeting

The results of our interviews with Mr. AFR and Mr. MFF regarding the targeting process. He said that:

"For determining the target market itself, it is probably more for the younger generation aged 17-35 years and tourists who want to or after visiting Mount Bromo Tourism."

From the explanation of the sources above, it can be concluded that the target market strategy of Alas Senja Coffee and Eatery uses a concentrated marketing strategy, where the cafe is more focused on offering several products to one target that is considered potential.

3. Positioning

The results of our interviews with Mr. AFR and Mr. MFF regarding the positioning process. He said that:

"In terms of branding, we actually already have our own advantages, because it can be said to be one of the Instagrammable cafes with a beautiful and aesthetic view and can watch the sunset in the afternoon, which is one of the factors considered by visitors to be able to stop by to unwind by enjoying various foods or drinks served at this cafe."

From the results of interviews with sources, it can be explained that the positioning carried out by Alas Senja cafe is to prioritize an aesthetic atmosphere and the beauty of the surrounding scenery which is an added value for the cafe.

B. Marketing Mix

Alas Senja Coffee and Eatery also applies aspects of the marketing mix or marketing mix, namely 4P (product, price, place, promotion).

1. Product Strategy

The product strategies that Alas Senja Coffee and Eatery applies to develop its products are:

a) Quality

Alas Senja Coffee and Eatery takes great care of the quality of its products, the raw materials selected and purchased are always fresh. The food served is always cooked first, so that the food is still warm when it reaches consumers, the equipment used is also always kept clean, and also the place to eat for consumers is clean and attractive.

b) Product Variants

Alas Senja Coffee and Eatery has a variety of food and beverage menus. Apart from based coffee and tea, this cafe provides traditional drinks such as wedang ginger and ginger milk as well as fruit juices. Then there are also various snacks or snacks such as risol mayo, fried bananas, goreng, french fries, krispi tofu, and others. Given the seriousness in considering and selecting the menu issued, the cafe hopes that no matter how small the menu is, the menu is expected to have quality value.



Figure 1.2 Some of the Alas Senja Cafe Menus
Source: Alas Senja Coffee and Eatery

c) Product Brand

The brand of this cafe is Alas Senja Coffee and Eatery, which is inspired by the beautiful and cool atmosphere of the cafe and the twilight panorama in the afternoon which will be easily remembered by consumers.

2. Price Strategy

Alas Senja Coffee and Eatery sets prices by looking at the conditions of the market share and the intended target market, the price is adjusted by setting a price that is not too expensive in order to cover all circles, especially among young people. Alas Senja Cafe sets prices based on consideration of various things as follows: 1) Resources, namely raw materials, facilities, employee salaries, and others. 2) Target consumers of all circles.

3. Place Strategy

Alas Senja Cafe is located on Jl. Raya Gubugklakah, Poncokusumo District, Malang Regency. The location is very strategic because it is on the main alternative road to Mount Bromo so that the road is always crowded with tourists every day. Alas Senja Coffee and Eatery has several indoor and outdoor venues, with no less complete facilities such as prayer rooms, toilets, large parking lots, and even a fun children's playground. Alas Senja Coffee and Eatery is also very concerned about consumer comfort and cleanliness in every room.

4. Promotion Strategy

Alas Senja Coffee and Eatery uses a promotional strategy through :

a) Signage

Alas Senja Cafe uses a signboard that is applied in front of the cafe so that it is easily seen and read by potential customers, this signboard is durable so it does not need to be replaced frequently, the signboard is replaced if there is damage or the owner wants a new atmosphere.



Figure 1.3 Signboard of Alas Senja Cafe
Source: Alas Senja Coffee and Eatery

b) Social Media

Alas Senja Coffee and Eatery promotes its products through social media with interesting content and posts its products on the Alas Senja cafe Instagram page. Alas Senja cafe's social media is also used to interact with consumers and influencers who in turn review this cafe and promote it through their personal Instagram accounts. This is very beneficial for both, because the content created by the influencer can reach all followers on his Instagram account and make consumers interested and then try to buy at Alas Senja Coffee and Eatery.

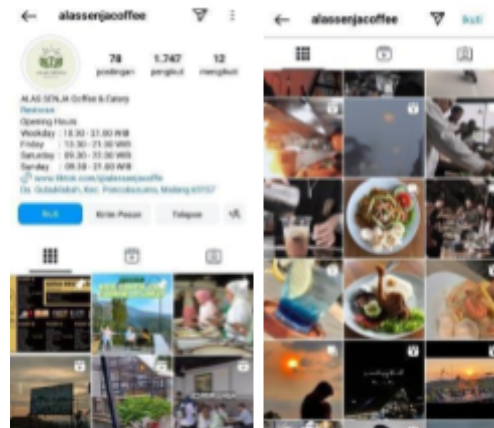


Figure 1.4 Social Media of Alas Senja Cafe
Source: Instagram Alas Senja Coffee and Eatery

c) Consumer to Consumer

Alas Senja Coffee and Eatery always provides good quality cuisine, service and comfort to its consumers in the hope that these consumers can recommend the cafe to their family, relatives, friends, to make purchases at Alas Senja Coffee and Eatery.

References

- Ariesyahbana, A. N., Tahira, N. A., Cheriyanto, A. R. P., Budiman, A. G., Setiawan, M. R., Firmansyah, B., & Khaerani, R. (2024). Marketing Strategy on Social Media Kafe Kopi Berbagi: Promotion and Communication Review. *Scientific Journal of Economic Management and Accounting (JIMEA)*, 1(3), 40-47.
- Delano, B., Tumbuan, W. J., & Mandagie, Y. (2022). TOWS analysis of determining marketing strategies at Cafe Time420s Langowan Utara District. *EMBA Journal: Journal of Economic Research, Management, Business and Accounting*, 10(1), 101-112.
- Dharmmesta, Basu Swastha. (2022). *Marketing Management*. South Tangerang: Open University
- Fadhillah, M. H., Solihin, S. A., & Nugrahyani, D. (2022). Marketing Strategy Analysis at Kerta Cafe in an Effort to Recover the Economy after the Covid-19 Pandemic.
- Fawzi, Marissa G.H. et al. (2022). *Marketing Strategy (Concept, Theory and Implementation)*. South Tangerang: Pascal Books
- Ginting, Ginta. (2024). *Service Marketing*. South Tangerang: Open University
- Ritonga, Wier. (2020). *Marketing*. Surabaya: PT Muara Karya
- Simamora, Bilson. (2024). *Strategic Marketing*. South Tangerang: Open University
- Syuhada, R., Isyanto, P., & Yani, D. (2023). Analysis of Marketing Strategies in Increasing Sales at Kokok Petok Café & Restaurant in Cimalaya Wetan. *E-Mabis: Journal of Management Economics and Business*, 24(1), 54-65.
- Zebua, A. T., Pasaribu, J. P. K., & Naibaho, R. (2024). The Effect of Product Innovation and Marketing Strategy on Culinary Consumer Purchasing Decisions. *Journal of Trends Economics and Accounting Research*, 4(4), 832-837.