

Abstrak

Trend perubahan budaya dalam pola minum kopi memunculkan peluang-peluang usaha bagi para pengusaha di Indonesia, sehingga saat ini marak membuka usaha warung kopi. Dengan adanya warung kopi seperti kopi joy membuat makin banyaknya warung di sekitaran area kampus yang banyak berdiri tentu memunculkan persaingan. Semakin banyaknya warung kopi yang semakin banyak yang berdiri di sekitaran area kampus trunojoyo menyebabkan penurunan jumlah pelanggan yang terjadi semenjak pandemic COVID-19. Analisis SWOT adalah sebuah metode perencanaan strategis yang digunakan untuk Mengevaluasi kekuatan (Strength), kelemahan (Weakness), peluang (Opportunity) dan ancaman (Threat) yang terjadi dalam proyek atau di sebuah usaha bisnis, atau mengevaluasi lini-lini produk sendiri maupun pesaing. Untuk melakukan analisis, ditentukan tujuan usaha atau mengidentifikasi objek yang akan dianalisis. Kekuatan dan kelemahan dikelompokkan ke dalam faktor internal, sedangkan peluang dan ancaman diidentifikasi sebagai faktor eksternal.

Kesimpulan yang didapatkan adalah posisi perusahaan berada pada kuadran 1 (Strategi Agresif) yang merupakan suatu situasi yang sangat menguntungkan karena memiliki peluang dan kekuatan. Adapun strategi yang paling efektif dalam memaksimalkan kekuatan dan memanfaatkan peluang yang ada diantaranya memaksimalkan strategi yang dirumuskan yang ada pada kuadran satu yaitu : 1. Menyediakan fasilitas yang cukup di iringi dengan kemajuan teknologi 2. Lokasi yang strategis di tunjang dengan lingkungan yang aman 3. Promosi dengan memanfaatkan perkembangan teknologi digital seperti Instagram atau platform digital yang lainnya 4. Menjaga kualitas daripada produk kopi, inovasi dalam mengembangkan produk baru dan pelayanan yang lebih baik agar menciptakan loyalitas dari para pelanggan.

Kata Kunci : Strategi Pemasaran, Analisis Faktor, Analisis SWOT, Kopi Joy

Abstract

The trend of cultural changes in coffee drinking patterns creates business opportunities for entrepreneurs in Indonesia, so that currently there are many people opening coffee shop businesses. With coffee shops like Kopi Joy, there are more and more stalls around the campus area with lots of stands, of course, this creates competition. The increasing number of coffee shops that are standing around the Trunojoyo campus area has caused a decrease in the number of customers that has occurred since the COVID-19 pandemic. SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities and threats that occur in a project or in a business venture, or evaluate its own and competitor's product lines. To carry out the analysis, business objectives are determined or identify the object to be analyzed. Strengths and weaknesses are grouped into internal factors, while opportunities and threats are identified as external factors.

The conclusion obtained is that the company's position is in quadrant 1 (Aggressive Strategy) which is a very profitable situation because it has opportunities and strengths. The most effective strategies for maximizing strengths and taking advantage of existing opportunities include maximizing the strategies formulated in quadrant one, namely: 1. Providing adequate facilities accompanied by technological advances 2. Strategic locations supported by a safe environment 3. Promotion by utilizing digital technology developments such as Instagram or other digital platforms 4. Maintaining the quality of coffee products, innovation in developing new products and better service to create customer loyalty.

Keywords :Marketing Strategy, Factor Analysis, SWOT Analysis, Coffee Joy

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