

ABSTRACT

Along with the rapid growth of population growth, the fulfillment of food needs is increasing. This opens up opportunities for business actors to open restaurants. From year to year, business actors to open restaurants are increasing. This raises competition for restaurants, one of the business categories in the food and beverage sub-sector is the restaurant and cafe business.. The growth rate of MSMEs is getting faster every year but that does not mean that all MSMEs can successfully maintain the continuity of their business joints. One of the obstacles for MSME actors is environmental factors, both internal environmental factors and external environmental factors. Ignorance for MSME actors to anticipate environmental changes and not having a marketing strategy causes MSMEs to not have competitiveness compared to other products. SWOT analysis is the right alternative to help SMEs determine marketing strategies and anticipate changes in the business environment. Therefore, the authors are interested in conducting research with the formulation of the problem. First, how is the marketing strategy implemented at Sukahati Café, Cibinong, Bogor Regency. Second, how is the SWOT analysis in determining the right marketing strategy at Sukahati Cafe.

This research is a field research with a descriptive qualitative type of research with additional analytical instruments to analyze the internal and external environmental data of Sukahati Cafe. This study uses a measuring instrument, namely SWOT analysis including IFAS, EFAS, Cartesian diagrams, and SWOT matrix. The research location is the Cibinong Culinary Center, Jalan Sukahati Raya No.41, Cibinong, Bogor, West Java.

The results of this study conclude that Sukahati Cafe in terms of product, price, process, place, and physical evidence has carried out a targeted strategy in accordance with the company's goals. However, in terms of promotion and people, the strategy is less than optimal, so these two aspects need to be evaluated. The strategy that can be used by Sukahati Café is based on the SWOT matrix, namely the Growth Oriented Strategy, the target market is still the same, namely for tourists (Family) with market segments for middle and upper middle class, the results of the analysis on the Cartesian diagram SWOT analysis show that the highest total score is in the first quadrant where the quadrant is a very favorable situation. Sukahati Cafe has many opportunities and strengths so that it can seize and take advantage of existing opportunities while minimizing weaknesses and overcoming various threats.

Keywords: UMKM, Marketing Strategy, SWOT Analysis, IFAS, EFAS