

ABSTRACT

Free trade and the global economic crisis require every country, including Indonesia, to strive to be able to compete in both domestic and foreign markets. Creative Economy is one solution in the face of intense and competitive levels of competition. In this study, only one sub-sector is taken, namely culinary.

This study aims to determine the appropriate development strategy carried out by Background Svarga in the development of the creative economy based on SOAR analysis. The competition in the coffee event business that has begun to emerge requires Background Svarga to continue to improve its existence in order to maintain the continuity of its business.

The method used in this research is a qualitative approach. This study identifies how the problems that are being faced by Background Svarga. Data collection techniques are by observation, in-depth interviews, and documentation. The analysis technique used is SOAR analysis, namely Strengths, Opportunities, Aspirations, and Results.

The results of this study indicate that through SOAR analysis, it is found that the strategy carried out by Background Svarga has not been effective enough in business development but can do several alternative strategies, namely firstly providing discounts or price discounts on menu variants that are not best sellers, secondly making bundle packs during holidays. On the big day, the third collaborates with GrabFood to make it easier for customers to order food or drinks, and the fourth makes various kinds of cashless or non-cash payments such as e-wallet.

The results of this study are expected to be used as an evaluation of the strategies that have been used by Background Svarga. In addition, this research can be used as a direction in making strategic decisions on the development of the Svarga Background to maintain the existence of its business.

Keywords: development strategy, creative economy, culinary subsector, SOAR analysis