

ABSTRACT

TA with the title "Marketing Strategy for Ideologi Kopi in Bandung" The author conducted this research on Coffee Ideology SMEs. The purpose of this study was to determine the strengths, weaknesses, opportunities and threats in the promotion strategy carried out by the company and also to determine the promotion strategy in increasing sales at the company.

The research method focuses on describing promotional strategies in increasing sales of coffee ideology SMEs using qualitative research methods. The data used in this research is primary data and secondary data is data obtained directly from the companies that provide information. Researchers also collect information by in-depth interviews.

After conducting strategic research at Ideologi Kopi, I divided it into two timeframes, namely the long term and the short term. In implementing the promotion strategy, Ideologi Kopi uses collaboration between other companies, conducts promo promotions (thrifty packages) and online promotions, management is carried out by the owner himself. Whereas in the implementation of its marketing strategy, Ideologi Kopi uses market segmentation measures, determining the market, namely teenagers to adults, for Ideologi Kopi market positions have advantages in varied and diverse products, when viewed from the marketing mix, implementation of Ideologi Kopimarketing strategy in terms of products quality, affordable price, effective promotion and strategic business location. And evaluation of market segmentation, Ideologi kopi adapts to consumer characteristics, effective promotional planning, affordable prices, production processes and stable market positions.

Keywords: Bandung, Ideologi Kopi, Marketing Strategy