

ABSTRACT

Indonesia is ranked fourth in producing coffee and teenagers aged 18-24 years have increased as daily coffee consumers. The presence of coffee shops answers the needs of people who have the goal of meeting relatives, doing assignments, and even just chatting with friends. Based on the research results of Liang (2012), currently coffee shops need to work hard to maintain customer loyalty and improve relationships with customers. To overcome the above problems, appropriate marketing strategies are needed to be able to face competition in the coffee shop business. To be able to carry out activities in marketing products with a marketing mix or better known as marketing mix. According to David, (2017), strategy is a shared means with long-term goals to be achieved.

According to Adrinoviarini et al (2022), one way to determine the strategy of a business is with a SWOT (Strength, Weakness, Opportunities, & Threat) analysis, which is the systematic identification of various factors to determine a business strategy. Therefore, this research aims to find out the right strategy for marketing Tanda Bagi Coffee using SWOT and QSPM analysis. This is because Coffeeshop Tanda Bagi is one of the MSMEs affected by the Covid 19 pandemic with teenagers as the target market who have middle to lower incomes, so a strategy is needed to maintain and improve the business to be able to survive among the many competitors.

Tanda Bagi Coffee has a total EFE weighted score of 2.95 and a total IFE weighted score of 2.945. These results show that the company's position is in cell V, where the company is hold and maintain. There are several strategies that can be provided, namely improving food menu pricing by adjusting it to the target market, arranging promotional and pricing strategies to attract consumers, and improving selling prices by adjusting it to the target market and also raw material prices. For consumers, this strategy is expected to reduce the number of queues and waiting times for consumers who eat on the spot or who use delivery services.

It is hoped that the results of this identification and evaluation will allow the company to know the profile of the company's strategic advantages so that the company can anticipate business opportunities and respond to existing business threats quickly (Dr. Toufiqurokhman, 2016). The benefits of this solution are expected to increase innovation, sales targets and consumer loyalty as well as improve employee performance in serving consumers. It is hoped that Coffeeshop Tanda Bagi can see and learn from the results of the alternative strategy formulations that have been produced, which of these alternative strategy formulations can one day be implemented by the coffeeshop business. For further research, you can use different methods such as the CPM matrix, TAM, and BCG Matrix to obtain alternative strategies in making business development decisions.

Keywords: QSPM, Coffeeshop, Strategy