

## Marketing Strategy in The Post Covid-19 Pandemic Period at Warkuy Coffee

Rezka Aida Patriasti Seja Purnama Ningsih<sup>1\*</sup>, Natasya Aprillia Ernanda<sup>2</sup>

<sup>1</sup>Sahid Institute of Tourism Surakarta, <sup>2</sup>Sahid Polytechnic Jakarta

email: [rezka@gmail.com](mailto:rezka@gmail.com)<sup>1</sup>, [2018140177@polteksahid.ac.id](mailto:2018140177@polteksahid.ac.id)<sup>2</sup>

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### ABSTRACT

**Purpose :** The purpose of this study is to identify products, prices, places, promotions offered by Warkuy Coffee during the Covid-19 pandemic.

**Research Methods:** The type of research used in this study is quantitative research. Quantitative research methods are one type of research whose specifications are systematic, planned and clearly structured from the beginning to the creation of the researcher's design. by using the unit of analysis, namely Warkuy Coffee. The data collection technique used in this study is to use primary data in the form of observation, interviews, questionnaire dissemination and skunk data in the form of books, company data and journals.

**Result and discussion:** Warkuy Coffee is on Quadrant I in the Aggressive Strategi. It shows that Warkuy Coffee's position is very strong and has a lot of chances. Proved by the data obtained from the administrator that there are still a lot of visitors every day. That requires improved management of other strategies inining its existence at Warkuy Coffee.

**Implication :** From the results of the study, it can be stated that the theoretical implications concluded that the products, prices, places, promotions offered by Warkuy Coffee can be accepted by the wider community, especially Warkuy Coffee visitors aged 18-25 years.

**Keywords:** Strategy, marketing, coffee, covid-19

### INTRODUCTION

The world of marketing is developing so fast, the impact makes competition increasingly fierce, because every company has the goal of increasing new consumers. Companies must be able to determine the right marketing strategy so that their business can survive and win the competition. So that the goals of the company can be achieved. All companies, both engaged in services and product preparation, must have a goal to continue to develop and run well to be able to maintain and increase profits or operating profits of the company. By implementing effective marketing strategies through utilizing existing opportunities to increase sales, it is expected to maintain and improve the position of coffee shops in the community market. Marketing strategy has the term Marketing Mix (Marketing Mix).

Marketing mix is a way in which entrepreneurs can influence their consumers which requires careful planning and supervision and concrete actions need to be taken. For these purposes, entrepreneurs can carry out actions

consisting of 4 types, namely actions regarding products, prices, distribution or placement of products (place) and promotion (promotion) (Wijoyo, 2021).

The Covid-19 pandemic that occurs globally, of course, has an impact on the economic sector. It has been more than two years since we all struggled in the midst of a pandemic like the current one caused by the Covid-19 virus. And never stop also all parties also fight together, sating shoulder to shoulder in order to face very extraordinary conditions of influence in the order of people's lives, both in the fields of health, economy, education, social and cultural life. (Wijoyo, 2021). The impact felt from the beginning of the Covid-19 virus until now is not small, starting from schools and lectures at home not doing face-to-face meetings, laying off employees or reducing employees, many hotels closed and revenues dropped dramatically, quiet tourist attractions, places to eat (restaurants, coffee shops), other business people and many more impacts felt from this Covid-19 virus. One example that the author took was a coffee shop (Herina, 2020).

In competition in the culinary field, this coffee shop or Coffee shop should be taken into account in a fairly rapid development. Moreover, to meet a more selective society, there needs to be something new about the concept or product innovation presented in coffee shops. The coffee shop, which is included in this informal restaurant, is at the age more focused on selling rnuman than food. Usually sell coffee that is sometimes non-alcoholic, simple food or snacks, with supporting facilities in the place". Coffee connoisseurs who come to the coffee shop easily and enjoy a cup of quality coffee. Of course, this needs to be considered by companies in creating coffee products that have good quality so that it will have an impact on consumer satisfaction. The definition of a coffee shop or Coffee shop itself in Poerwadarwita's large Indonesian dictionary quoted by (Hanif, 2020) is "A place that sells coffee and other types of food, as well as small foods at low prices". Coffee shops usually sell coffee that is sometimes non-alcoholic, simple food or snacks, with supporting facilities in the place". Coffee connoisseurs who come to the coffee shop easily and enjoy a cup of quality coffee. Of course, this needs to be considered by companies in creating coffee products that have good quality so that it will have an impact on consumer satisfaction.

Based on the opinion of the Owner of Warkuy Coffee, Mr. Abi, it can be seen that the products offered are packaged products, the prices offered are in accordance with market share, the place provided is quite strategic because it is on the edge of the highway, the promotions given have been adjusted to market share. However, based on the opinions of several visitors in June 2022, it can be seen that the products offered are quite attractive, the prices offered are quite cheap, the place provided is very strategic but not too wide, the promotions given are less attractive. From these two opinions, it can be suspected that the reality has not been optimal with what visitors expected in the marketing strategy implemented by Warkuy Coffee, especially during this pandemic.

## **Product**

Products are everything both tangible and intangible offered to the market as fulfillment of needs or fulfillment of consumer desires. In today's highly competitive competition, a company must be able to formulate and design the right marketing strategy, especially regarding the strategy of products that are

considered valuable are products that have quality that is able to contribute to meeting consumer needs and desires (Chandra, 2020).

According to Kotler and Keller (2018: 8), product dimensions are as follows:

1. Form
2. Features
3. Performance Quality
4. Conformance quality
5. Durability
6. Reliability
7. Design

### **Price**

Price is one element of the marketing mix that generates revenue. Furthermore, to generate costs that will bring income or income to the company from products and brands must be followed by other elements (Achmad, 2017). The pricing objectives outlined by According to Tjiptono (2017: 291), among others, are as follows:

1. Profit-oriented goals
2. Purpose oriented volume
3. Image-oriented goals
4. Price Stabilization Objectives
5. Other goals

### **Location**

Location is a place where the company operates and produces goods and services and the choice of a company's location greatly determines the success of a business. Determining the location for each business is an important task for marketers. Location is one of the situational factors that influence purchasing decisions. In marketing mix, business locations can also be called company distribution channels because location is also directly related to buyers or consumers or in other words, location is also a place where producers distribute their products to consumers (Siregar, 2020). According to Kotler and Armstrong (2018: 51) one of the keys to success is location, hence the location or place basically carries out four activities, namely:

1. Products or services offered according to the needs of the community.
2. The price offered must be able to attract the attention of consumers.
3. Presenting a strategic location that makes it easier for consumers.
4. Location or place will promote the image value of the place itself so that consumers can distinguish other places (Siregar, 2020).

The factors that need to be carefully considered in choosing a location are as follows:

1. Accessibility, i.e. ease of reach.
2. Visibility, i.e. ease of viewing.
3. Traffic, in this case there are two things to note:
4. The large number of people passing by can provide a great opportunity for the urge to buy.
5. Traffic congestion and congestion can be a hindrance.
6. Spacious and safe parking lot.

7. Expansion, i.e. the availability of a large area for expansion in the future.
8. Environment, namely the surrounding area that supports the services / products offered.
9. Competition, i.e. the presence or absence of similar competitors around the location.
10. Government regulations.

The advantages of choosing the right location include services provided by consumers can be more satisfying, ease in obtaining the desired workforce, ease in obtaining raw materials or auxiliary materials continuously, ease to expand business locations, have higher economic value and prices in the future and minimize conflicts, especially with the community and local government.

### **Promotion**

Promotion is a marketing communication tool to offer products or services that are being sold with the aim of influencing consumers to be interested in buying and become one of the determinants of marketing programs. By creating content that attracts the attention of consumers, it will have a major impact on consumer purchasing decisions because interesting content is also part of promotion (Aulia, 2021). Promotion mix is a tool used by companies to communicate their products to consumers so that consumers are interested and decide to buy the products offered. Promotion mix is usually expressed as a means used by companies in an effort to inform, persuade, and increase consumers about products or brands according to Kotler and Keller (2012) in (Aulia, 2021). Promotion has indicators including promotional messages, promotional media, promotional time and frequency of promotion. According to Kotler and Keller (2012) in (Aulia, 2021) explained that the new promotion consists of:

1. Advertising
2. Sales Promotion
3. Public relations
4. Personal selling
5. Direct & Online Marketing

### **RESEARCH METHOD**

The type of research used in this study is quantitative research. Quantitative research methods are one type of research whose specifications are systematic, planned and clearly structured from the beginning to the creation of the researcher's design. by using the unit of analysis, namely Warkuy Coffee.

The data collection technique used in this study is to use primary data in the form of observation, interviews, questionnaire dissemination and skunk data in the form of books, company data and journals. This study uses data analysis in the form of validity tests used to measure the validity or not of questionnaires where the questionnaire can be said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Reliability test is a tool to measure questionnaires that are indicators of a variable or construction.

A questionnaire is said to be reliable if a person's answers to a question are consistent or stable over time. Based on the results of Marketing Strategy research, it can be concluded that the Products, Prices, Places, Promotions

offered by Warkuy Coffee can be accepted by the wider community, especially Warkuy Coffee visitors aged 18-25 years.

## RESULTS AND DISCUSSION

### Business Development Strategy

From the results of research and interviews conducted by researchers with Mr. Abi as the business owner of Warkuy Coffee, researchers learned that the marketing strategy that will be discussed in this study is to produce quality equipment, sell at a good price, increase sales production and choose the right location and by developing the right strategy, dirnana now a lot of coffee shops that are immediately famous and in demand since it first appeared.

Table 1: SWOT factors

Internal Factors		Eksternal Factors	
Strength (S)	Weakness (W)	Oportunity (O)	Threat (T)
Strategic location	Simple promotion strategy	Sales through online taxi companies	The existence of new competitors with different products
Cheap prices are accepted in various circles	Inadequate parking	Have a good relationship with consumers	Coffee Shop locations that are close to each other
Has a favorite menu, namely palm sugar milk coffee	Inadequate places that limit the number of visitors	The number of students who like to do assignments at Warkuy Coffee	Declining purchasing power of visitors

[Source: Data Processed by researcher]

The table above is an internal factor and an external factor from observations that have been obtained at Warkuy Coffee.

Here's an overview of the strengths, weaknesses, opportunities, and threats analysis of Warkuy Coffee.

#### 1. Strength

Here's the strengths in Warkuy Coffee:

- a. The strategic location becomes one of the strengths of Warkuy Coffee because it is on the edge of the highway which is the link between the road to Pamulang-BSD.
- b. Cheap prices in a variety of categories are also one of the strengths of Warkuy Coffee because most of the customers are students.
- c. Has a favorite menu, sugar milk coffee, which is a best seller at Warkuy Coffee.

#### 2. Weakness

Here are the weaknesses of Warkuy Coffee:

- a. A simple promotion strategy becomes a weakness in Warkuy Coffee. The promotion system used relies only on the regular customer to promote the product sold to the new consumer. Warkuy Coffee does not use existing technology to promote its products online. Warkuy Coffee is also impressed with the old and still uses the old way in promoting its products.
- b. Inadequate parking spaces due to lack of land for car parking so creating traffic jams.
- c. Lack of space so restricting the number of visitors is also one of the weaknesses of Warkuy Coffee because it has a place not too big.

### 3. Opportunity

Here are the opportunity of Warkuy Coffee:

- a. There is a sale through an online company to make it easier for consumers to buy the coffee they want without leaving the house.
- b. Have a good relationship with consumers so that consumers can also promote the product from Warkui Coffee.

### 4. Threats related to the marketing strategy of Warkuy Coffee are:

- a. the presence of new competitors with different products, which leads visitors to switch to other rivals that provide different products;
- b. the proximity of the Coffee Shop creates increasingly tight competition; and
- c. the decrease in the purchasing power of visitors due to the number of rivals selling similar and more attractive products.

### EFAS and IFAS matrices

After the SWOT factors are determined, the author then creates an EFAS and IFAS Matrix from these results to find out the strength of the company.

Table 2: EFAS Table

EXTERNAL STRATEGIC FACTORS	rating	value	score
CHANCE			
There are sales through online motorcycle taxi companies	4	0,12	0,48
Have a good relationship with consumers	2	0,11	0,22
the number of students who like to do assignments at Warkuy Coffee	3	0,09	0,27
SUMMARY		0,32	0,97
THREAT			
the existence of new competitors with different products	4	0,11	0,44
Location of the coffee shop that sating nearby	4	0,12	0,48
decreased purchasing power of visitors	3	0,13	0,39
SUMMARY		0,36	1,31
TOTAL		1	3,25

[Source: Data Processed by researcher]

Table 3. IFAS Table

INTERNAL STRATEGY FACTORS	Rating	Value	Score
<b>STRENGTH</b>			
Strategic location	4	0,13	0,52
Cheap prices are accepted in various circles	4	0,11	0,44
Merniiki favorite menu is sugar milk coffee	3	0,09	0,27
<b>SUMMARY</b>		0,33	1,23
<b>WEAKNESS</b>			
Simple promotion strategy	4	0,13	0,52
Inadequate parking space	3	0,12	0,36
inadequate places that limit the number of visitors	3	0,09	0,27
<b>SUMMARY</b>		0,34	1,15
<b>TOTAL</b>		1	3,61

[Source: Data Processed by researcher]

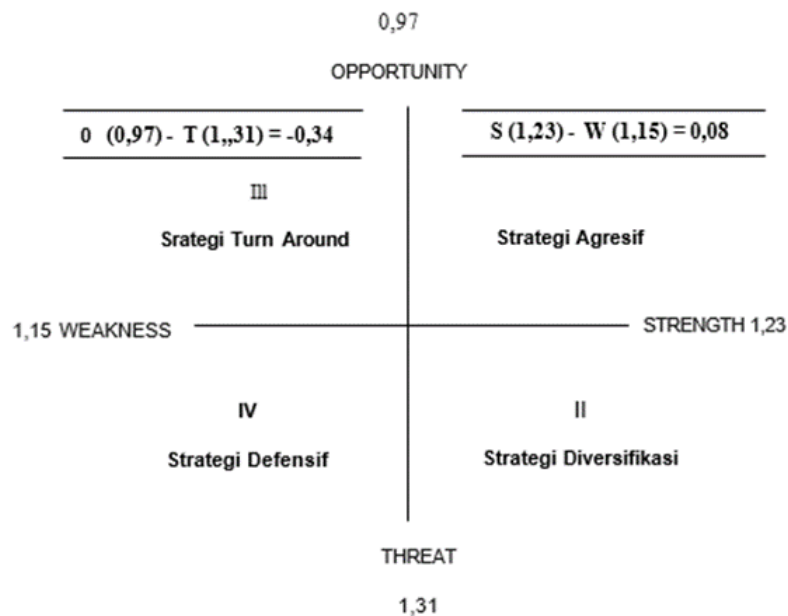


Figure 1: Cartesian diagram  
 [Source: Data Processed by researcher]

By looking at the analysis diagram above, it can be seen that Warkuy Coffee's position is in quadrant I in the Aggressive Strategy (aggressive strategy). This shows that Warkuy Coffee's position is very strong and has many

opportunities. Evidenced by the data obtained from the manager that there are still many visitors who visit every day. For this reason, it is necessary to improve the management of other strategies in maintaining its existence in Warkuy Coffee.

Table 4: TOWS Matrix and Strategy Alternatives

		Strength (Kekuatan)	Weakness (Kelemahan)
		IFAS	1. Strategic location 2. Cheap prices are accepted in various circles 3. Merniliki favorite menu, namely palm sugar milk coffee
EFAS		Strategi SO	Strategi WO
Opportunity	1. Sales through online motorcycle taxis 2. Have a good relationship with consumers 3. Many students like to do assignments at Warkuy Coffe	The recommended strategy is the Aggressive strategy. This aggressive strategy can be done by: 1. Maintain quality and improve cooperation with online motorcycle taxi companies. (S3+01)	Diversification strategies can be suggested in this situation by: 1. Improve facilities to attract visitors and provide comfort place. (W3+Q3)
Threat		Strategi ST	Strategi WT
	1. The existence of new competitors with products that different 2. Coffee shop location mutually linked adjacent 3. Decreased power	The strategy that can be used in this strategy is the Turn-around Strategy where the strategy used can be ; 1. Improve and maintain the quality from Warkuy Coffee to compete with other competitors. (S2+T1)	If Warkuy Coffee is in this situation then the recommended strategy Is Defensive strategy. Efforts that can be done is: 1. Hold Promotion in the media Social for Increase visitors and Range Marketing. (W1+H3)

[Source: Data Processed by researcher]

Here is an explanation of the alternative strategies of the outcome of each factor:

1. Alternative S-O

Strategies Alternative outcomes of strengths and opportunities are: Maintaining quality and improving cooperation with online companies. To increase the company's input and make it easier for consumers to buy products without having to come directly to the place.



2. Alternative W-O  
Strategy The alternative strategy of marriage between weaknesses and opportunities is: Improve facilities to attract visitors as well as provide comfort of place. By adding and enhancing existing facilities, such as adding wifi and music and providing a comfortable and clean place for visitors to feel comfortable.
3. Alternative S-T  
Strategy For the alternative strategy of the process of marriage between strength and threat, namely: Improve and maintain the qualities of Warkuy Coffee to compete with other competitors. To keep the company's product sales awake.
4. Alternatives W-T  
Strategy There are several strategies to minimize weaknesses and threats which are as follows: Promotion on social media to increase visitor and marketing reach Promotion in social media can greatly help the opportunity of a product to be known to the public.

## CONCLUSION

Based on the results of the discussion and testing conducted by the author, the following conclusions can be drawn:

1. Marketing strategies in the post-Covid-19 pandemic period at Warkuy Coffee sell products at affordable prices, increase sales promotion and choose strategic locations.
2. Based on SWOT analysis i.e. from internal factors and external factors. Internal factors that affect marketing strategies during the post-Covid-19 pandemic at Warkuy Coffee are strengths (strategic location, low prices accepted in various circles, having a favorite menu, namely palm sugar milk coffee) and weaknesses (simple promotional strategies, inadequate parking lots, inadequate places that limit visitors). External factors that affect marketing strategies are opportunities (sales through online motorcycle taxi companies, having good relationships with consumers, many students who like to do assignments at Warkuy Coffee) and threats (the presence of new competitors with different products, coffee shop locations that are close to each other and decreasing purchasing power of visitors).

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