

ABSTRACT

The growth of the culinary business in this coffee shop has a fluctuating increase. This phenomenon resulted in the competition of coffee shop business in Bandung became increasingly tight. Therefore, Kopikuy need to have a marketing strategy in order to survive and develop. The marketing strategy of this research is based on the condition of Kopikuy's external and internal environment.

This study aims to formulate how the marketing strategy in Kopikuy by analyzing the internal and external circumstances of the company. Data collection by interview, discussion, observation and literature study. Three informants from the company were chosen by purposive sampling to conduct interview activities, which consisted of representatives of Kopikuy represented by its owner, coffee expert and coffee consultant. Strategy formulation using two stages of strategy formulation. The first stage uses the EFE and IFE Matrices combined using Analytic Hierarchy Process (AHP) to determine the weights in the EFE and IFE Matrices, the second stage using the SWOT Matrix and IE Matrix.

The results showed EFE Matrix Score of 2,519, and IFE Matrix Score of 2,723, so that the position of Kopikuy is in quadrant V in IE Matrix, that is hold and maintain. Alternative strategies that can be executed are market penetration strategies and market development strategies.

Keywords: Coffee, Coffee Shop, marketing, EFE and IFE matrix, IE Matrix, SWOT Matrix.