

## ABSTRACT

This research is motivated by problems related to the decline in sales experienced by Small and Medium Enterprises (SMEs) coffee shops in the city of Bandung. The decline occurred due to the Covid-19 pandemic which caused the environment to experience very rapid changes. Every SME coffee shop needs to determine alternative strategies through analysis of internal and external factors to survive. One of the small coffee shop businesses affected by this situation is Coffee Colada. At this time, Coffee Colada needs to adapt in its business operations such as digital marketing. For this reason, an appropriate and effective marketing strategy is needed to deal with situations like now.

This study aims to plan a digital marketing strategy that Coffee Colada does in dealing with this covid-19 situation. This is done by knowing the Segmentation, Targeting, and Positioning (STP) and the marketing mix consisting of product, price, place, promotion, process, people, and physical evidence. The factors that play a role in planning the marketing strategy come from the internal and external environment.

This study uses a qualitative method by conducting in-depth interviews. Sampling was done by purposive sampling method, namely the sources from the internal and external parties of Coffee Colada. The indicators used in the in-depth interviews are STP and the marketing mix for the internal environment, while for the external environment using the marketing mix, SLEPT (Social, Legal, Economic, Political, Technology), and Porter's Five Forces.

The results showed that the determination of the Coffee Colada segmentation was based on demographic, psychographic, and behavioral segmentation. The segmentation is the entire community, especially those with middle to upper economic status residing in Bandung and its surroundings, both natives and tourists who come to the city of Bandung. Currently with an increasing lifestyle, the habit of drinking coffee is also increasing among the people. Consumers are smartphone users who can be used to obtain information and transact online. The main target of Kopi Colada is to focus on young people and adults with a vulnerable age of 15-40 years and like a relaxed atmosphere with facilities and concepts that are different from coffee shops in general. As for the positioning set by Coffee Colada in accordance with its jargon, namely "An Island to Escape" and hidden gems for its consumers.

Based on the results of the study, there are several things that need to be considered in planning marketing strategies that Coffee Colada has not currently implemented, including in the procurement of strategic product bundling, making Fanpages and official accounts on several social media as an effective means of communication with consumers, maximizing the role of paid media to build brand awareness well and on target, and improve the knowledge and skills of employees in the marketing division related to digital marketing including video content creation.

**Keywords: Strategy, Digital Marketing, STP, Marketing Mix, SME Coffee Shop**