

## **ABSTRACT**

*The phenomenon of free trade as well as the global economic crisis requires every country, especially Indonesia have to compete in local and international markets. These problems can be solved by encouraging an economy that has high competitiveness, utilizes renewable resources, and also has a sustainable concept based on unlimited creativity. One solution that can be offered is through the creative economy of the culinary sub-sector. In Indonesia, the sub-sector is able to provide a large share, which is 40.02% of the country's GDP. For West Java itself, the distribution of the creative economy is at a fairly high rate of 13.94%. In this sub-sector, cafes have experienced a significant increase in number, which is 98% to 99 cafes in 2021. So, business activities through this cafe can be said to be promising. This is related with what was stated by the CEO of Rumah Kopi Abdul, who took over the cafe because of the great opportunities in the coffee world and the previous poor management. By bringing new management and strategies to Rumah Kopi Abdul, an analytical tool is needed to analyze the strategic management implemented by Rumah Kopi Abdul, namely using the SOAR analysis method.*

*The purpose of this research is to find out the development strategy that is appropriate for Rumah Kopi Abdul in developing a creative economy in the culinary field based on SOAR analysis.*

*This research applies a qualitative analysis method using observation, interviews, documents, as well as audiovisual and digital equipment to collect data. The data obtained will be analysed through SOAR analysis by paying attention to the Strengths (S), Opportunities (O), Aspirations (A), and Results (R) aspects.*

*The results of the research that has been done show that the strategy implemented by Rumah Kopi Abdul is still not effective. The results of the research that has been done show that the strategy implemented by Rumah Kopi Abdul is still not effective. With the SOAR analysis, a new business development strategy innovation was found that could help Rumah Kopi Abdul to maintain its existence using the 5-I approach.*

*The research conducted is expected to be able to be used as a consideration for Rumah Kopi Abdul in making strategic decisions in the future. More than that, the research results obtained are expected to be able to help Rumah Kopi Abdul in maintaining the existence of its business activities.*

*Keywords: creative economy, culinary sub-sector, cafe, development strategy, SOAR analysis method*