

## Like Wise Coffee Shophouse Marketing Strategy to Increase Profits

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**Abstract.** *Marketing strategy is a crucial factor in today's coffee shop business. Marketing strategy is one of the key factors that can increase profits. A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is crucial because it provides a comprehensive overview of the internal and external conditions of an organization or individual, assists in strategic decision-making, and allows for the exploitation of opportunities and mitigation of threats. Therefore, an analysis is necessary that can ultimately serve as a reference in determining market strategy. The purpose of this study is to determine the marketing strategy for Shophouses Like Wise Coffee to Increase Profits. This study uses a qualitative approach. Data collection involved interviews, observation, and documentation. Data validity was tested using source triangulation and time triangulation. Data analysis involves data collection, data reduction, data display, and conclusions or data verification. The results of the study that 1) evaluation of the ongoing marketing strategy of Ruko Like Wise Coffee found that so far there are still employees who come late so that they interfere with service, in addition to less than optimal promotion using various social media. Lack of supporting facilities such as places of worship or live music. Employees who are less skilled in handling customer complaints so that it has an impact on low customer satisfaction; 2) The results of SWOT identification of internal and external factors of Ruko Like Wise Coffee consist of strengths, namely strategic location, quality and superior products, diverse products, affordable prices for consumers, and friendly service. While the weakness is the presence of employees who come late, still minimal marketing. Then, opportunities are increasing consumer demand, broad market opportunities, increasing marketing through social media, product quality is recognized by consumers. Meanwhile, threats are competitors operating in the same field, competitors who provide low prices, and the growth of new cafes; 3) The marketing strategy carried out in the future at Ruko Like Wise Coffee based on the SWOT matrix is to open new branches, intensify promotions in the market, maintain the quality of the products offered, utilize social media as a means of promotion, and provide facilities in the form of a prayer room and non-smoking area so that consumers feel more comfortable when they are in the cafe.*

**Keywords:** *Coffee Shophouse; Increase Profits; Marketing Strategy.*

## 1. Introduction

The cafe industry has experienced rapid growth, especially in the last decade, along with the increasing public interest in coffee and the activity of hanging out in cafes as part of a lifestyle. Here are some significant trends and developments in the cafe industry, including the first is the Growth of Coffee Culture. Coffee has become part of many people's lifestyles, not just a morning drink, but also a symbol of status, pleasure, and social activity. Drinking coffee now has a value beyond just taste; it also involves a pleasant experience, such as exploring various coffee variants, brewing methods, and flavors. The strong coffee drinking culture is especially visible in big cities where cafes are thriving. Cafes have become a favorite place to socialize, work, or study.

Second, better coffee varieties and quality. Consumers increasingly value the quality of coffee beans, including their origin, growing methods, and processing. This trend has encouraged many cafes to offer specialty coffees from various regions. Cafes also emphasize different brewing techniques, such as pour-over, French press, or cold brew, which provide unique flavor experiences for consumers. Third, menu innovation and creative coffee drinks. In addition to traditional coffee, many cafes now offer innovative coffee drink variants, such as iced coffee with milk, coffee with various flavors (salted caramel, pandan, chocolate), and non-dairy milk-based coffees (almond, oat, or soy) to accommodate vegan preferences or those with lactose intolerance. There are also trends like nitro coffee (coffee with nitrogen to give it a creamy texture) and decaf coffee for consumers looking to reduce caffeine consumption.

Fourth, aesthetic and Instagram mable spaces. Cafe interior design is increasingly being considered and made attractive to create Instagram mable photo spots. This look is highly sought after by millennials and Gen Z, who enjoy sharing their experiences on social media. In addition to aesthetic design, cafes also offer a comfortable atmosphere for working or socializing, such as by providing Wi-Fi access, power outlets, and soothing music. Fifth, cafes serve as coworking and remote working spaces. Many people now work remotely, and cafes have become a popular choice for working outside the office. This has increased demand for cafes with productivity-enhancing amenities, such as fast Wi-Fi, comfortable seating, and a quiet, professional environment. Some cafes even offer dedicated spaces or small coworking spaces to meet these needs.

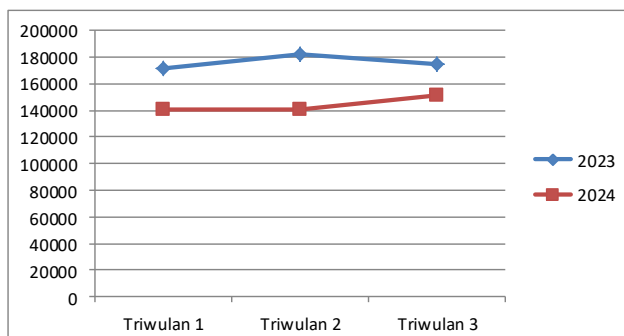
Sixth is awareness of sustainability. More and more cafes are prioritizing sustainability, such as using eco-friendly cups and straws, using coffee sourced from local farmers, or using organic coffee beans. Efforts are also being made to reduce waste by offering refill options for customers who bring their own tumblers or providing other eco-friendly products.

Seventh is the trend of digital cafes and delivery services. With the increasing use of digital apps, many cafes are now connected to delivery services like GoFood and GrabFood. This

makes it easier for consumers to enjoy coffee without having to go directly to the cafe. Furthermore, the trend of digital cafes using online ordering systems and cashless payments (such as QRIS) is also gaining popularity. Eighth is the influence of cafe communities and events. Some cafes act as community centers by hosting events such as coffee workshops, book discussions, or art exhibitions. This creates an additional attraction for visitors who want to participate in creative activities. Cafes also often hold "cupping" (coffee tasting) events that allow visitors to learn about the differences in taste and aroma of various types of coffee.

These trends and developments demonstrate that the cafe industry has evolved from simply a place to drink coffee to an integral part of lifestyle. This opens up new opportunities for businesses to continuously innovate in offering products, services, and experiences that appeal to consumers.

Ruko Like Wise Coffee is a cafe operating in a competitive market with a diverse target market, ranging from office workers to students. Facing intense competition, Ruko Like Wise Coffee needs to understand and respond to changes in consumer behavior to create an effective marketing strategy. Current cafe consumer trends show an increasing preference for cafes that offer unique experiences, quality products, and utilize technology for ease and convenience. In 2023, Ruko Like Wise Coffee recorded revenue of Rp 529,031,459, divided into the first, second, and third quarters as a quarterly recap. Meanwhile, in the following year, in 2024, its revenue decreased to Rp 402,203,331, more details will be presented in the following diagram:



Profit Decline Diagram for Ruko Like Wise Coffee 2023/2024

Judging from 2023 to 2024 there was a decline in Ruko Like Wise Coffee's revenue and with changing consumer behavior, Ruko Like Wise Coffee needs to adapt a marketing strategy that not only attracts new consumers but also builds consumer loyalty to increase profits. Armstrong (2018: 5-13) defines that marketing strategy is: the process of managing profitable customer relationships. There are two marketing goals: attracting new customers by promising superior value and maintaining and needing existing customers and providing satisfaction. In a company they focus on customers and have a strong commitment to marketing, companies have a great desire to meet customer needs and desires.

Marketing strategy is one way to introduce a product to consumers, and this is crucial because it is directly related to the company's profit. Marketing strategies are most effective when supported by structured planning, both internally and externally. Marketing is one of the primary activities undertaken by entrepreneurs in their efforts to maintain their survival, grow, and generate profits. Success in achieving business goals depends on the entrepreneur's expertise in marketing, production, finance, and other areas. Furthermore, it also depends on the entrepreneur's ability to combine these functions to ensure the smooth running of the business (Sudaryono, 2016).

Marketing is one of the most important things in buying and selling activities, according to Stanton in Swastha and Irawan (2019) marketing is an overall system of business activities aimed at planning, determining prices, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

Based on Harefa's (2022) journal, the strategies for increasing sales volume are: 1) merchandise variation strategy; 2) pricing strategy for each unit of goods, meaning that the profit taken per unit of goods is not high because UD. Luki has a principle of obtaining small profits but a fast cash turnover cycle; 3) Location strategy or business premises, meaning the location where UD. Luki is established can be reached by consumers; 4) Promotion strategy on social media. Said (2023) in his journal explains that the implementation of marketing strategies has an important role in increasing business profits in a business. Marketing can increase sales volume, resulting in profits or profits that increase annually, thereby increasing the economic value of the family.

## **2. Research Methods**

This study used a descriptive qualitative approach. This qualitative approach was chosen to gain an in-depth understanding of the marketing strategies implemented by Likewise Coffee to increase its profitability. This approach allowed researchers to explore the experiences, views, and perceptions of key informants regarding marketing strategies, challenges faced, and opportunities to achieve higher profits (Creswell, 2014; Miles & Huberman, 2020). The descriptive approach in qualitative research aims to identify and describe the marketing strategies used in detail and systematically. With this method, researchers can present data in descriptive form to comprehensively depict phenomena occurring in the field (Neuman, 2014).

## **3. Results and Discussion**

### **3.1. Evaluation of the ongoing marketing strategy of Ruko Like Wise Coffee.**

The evaluation revealed internal environmental factors, including the strengths and weaknesses of Ruko Likewise Coffee. Researchers identified five points within each factor. The following are the strengths, weaknesses, opportunities, and threats of Ruko Like Wise Coffee, based on SWOT theory.

### 3.1.1. Strength

#### 1. Strategic Location

A company can leverage its strengths to remain competitive. Ruko Like Wise Coffee boasts several strengths that enable it to remain competitive. Based on interviews, Ruko Like Wise Coffee's strengths include:

I think the location of the Like Wise Coffee shophouse at Jl. Pejaten Raya No. 19A is also a strength, sir. Because this is the center of the business. It's also close to offices and campuses, sir. So, the location is also one of its strengths, sir, which could be further developed (W. Manager, June 12, 2025).

What the informant said above as part of the strengths of the Lake Wife Coffee shop is an important factor, namely that it is close to busy locations such as school campuses, offices, and so on. This is reinforced by interviews with employees as follows:

I think the cafe's advantage lies in its location, sir. It's located near the campus and offices. Pejaten Raya No. 19A is a busy center, so it's convenient. It's also close to the shopping center. Many people come here, including students, housewives, and local residents (W.Employee, 15, June 2025).

What the informant said above regarding the advantages of the Like Wife Coffee shop was confirmed in an interview with another informant, namely one of the consumers or customers at this coffee shop:

I think the Like Wife Coffee shophouse is strategically located for this business. It's close to a major road, making it easy to find. Although it's not on a main road, it's easy to get to, and the road is wide (W.Konsumer, June 20, 2025)

A good location is easily accessible from various directions and close to the market. Therefore, one of the strengths of the Like Wife Coffee shophouse is its strategic location, easily accessible, close to the main road and in a busy community center.

#### 2. Diverse products

Based on the results of interviews conducted in this research process, one of the advantages is the various coffee variants provided at Ruko Like Wise Coffee so that consumers have the opportunity to choose according to their wishes based on the following interview results:

I think Ruko Like Wise Coffee's strength lies in the variety of products it offers. We have a wide variety of food and beverage menus. We offer snacks, contemporary traditional dishes like geprek (fried chicken), and international dishes like steak. Our beverages also include coffee, as our original concept was a coffee shop. However, we also offer non-coffee options and juices as alternative options for our customers (W. Manager, June 12, 2025).

The existence of various coffee and food flavors was also confirmed by one of the employees who explained as follows.

I think this variety of products is also a strength, sir. It's still rare for similar businesses to have a full menu like Ruko Like Wise Coffee. Most coffee shops pair coffee with snacks, sir.

But we also serve substantial meals, sir. Many students come here while working on long assignments. So if you're hungry, we've got you covered, sir. (W.Employee, 15, June, 2025)

Regarding the variety of flavors in both the coffee and snack menu choices, this was confirmed by one of the visitors at Ruko Like Wise Coffee who explained as follows:

The products offered here are quite varied, sir. As a visitor, it's easy to find a substantial meal when I'm hungry. If I just want to hang out, I order snacks. Sometimes I have to do my homework, because it takes a while, so I can have lunch or dinner at the same time. The food is also delicious, sir. The drinks aren't all coffee, so I don't get bored and can switch up my order. (W. Consumer, June 20, 2025)

Thus, it can be concluded that one of the advantages of Ruko Like Wise Coffee is: 1. A varied food menu. 2. The drink menu is not only coffee. 3. It can be used for doing assignments. 4. Mostly students. 5. Delicious food.

### 3. Affordable prices

Based on the results of the research interviews conducted, one of the strengths of Ruko Like Wise Coffee is its affordable prices, so that groups ranging from students to working groups and housewives are suitable for visiting this coffee shop because it is not too expensive, as shown in the following interview results.

In terms of price, I think it's more affordable than similar businesses. Given the variety of products and quality offered, I think it's already affordable. Our prices for drinks range from 7,000 to 25,000 rupiah, and for food from 9,000 to 40,000 rupiah (W. Manager, June 12, 2025).

This is also reinforced by an interview with one of the employees who explained that the prices are affordable and can be enjoyed by all levels of society, both lower middle class and upper middle class.

For me, the variety and quality of the products are also good, the prices are cheap and affordable (W.Employee, 15, June, 2025)

What the informant said above was confirmed by one of the consumers who had proven it himself and was used to visiting this coffee shop as follows:

In my opinion, the price is already reasonable for the products offered. The prices are also affordable, and the portions are generous. I'm a student, so if the place is nice and the food and drinks are delicious, I'll definitely come back and laugh. (W. Consumer, June 20, 2025)

In conclusion, one of Ruko Like Wise Coffee's strengths is its student-friendly prices. 2. The food is delicious. 3. The portions are large.

### 3.1.2. Weakness

Besides possessing strengths that can be used to survive against competitors, Ruko Like Wise Coffee also has several weaknesses. These weaknesses include:

1. There are employees who come late

Based on the results of interviews with several informants, it can be seen that one of the weaknesses of Ruko Like Wise Coffee is that some employees sometimes arrive late, not according to the specified time. This is based on the following interviews:

Sometimes employees arrive late according to their schedule, sir. This is especially true in the morning, when employees should have arrived, but some haven't. This is despite customers arriving early in the morning (W. Manager, June 12, 2025).

The results of the interview above were then reinforced by another informant, namely an employee who explained that there was an employee being late at the appointed time.

The waiter, sir, is sometimes late because he's running so fast, so maybe the bus is late or something. But yeah, that's annoying, sir, because when the chef is ready, the person taking the order isn't there yet (W. Employee, 15, June, 2025)

Today, based on information from one of the consumers, there was a delay in the employees, which resulted in service being disrupted.

I came here early Saturday morning for breakfast. It was already open, but the waiter hadn't arrived yet. In the end, I ordered 15 minutes later (W. Consumer, June 20, 2025)

Based on the explanation above, it can be concluded that there are several shortcomings, namely: 1) Lateness of employees. 2. Slow operations. 3. Visitors are not served immediately.

## 2. Less than optimal promotion

One of the shortcomings is that the promotion is not optimal, so that because there is not much promotion, consumers are not interested in coming continuously and sustainably. This is based on the results of interviews with managers as follows.

The downside might be in terms of promotions, sir. We only have discount promotions for consumers during certain events like Valentine's Day, New Year's, and Mother's Day, depending on the celebration (W. Manager, June 12, 2025).

Likewise, the results of an interview with one of the employees explained that promotions are not really a priority in attracting customers' interest in ordering coffee here.

What kind of promotions are there, sir? Discounts? Wow, they're rare here. Only at certain times, like New Year's. (W. Employee, 15, June, 2025)

Likewise, a statement from one of the customers explained that it is important to always hold promotions to attract customers, whether promotions in the form of discounts or promotions in the form of price cuts;

Maybe we need to add promotions, sir. Discounts or something else could be offered to increase the number of people (W.Konsumer, June 20, 2025)

It can be concluded that promotions at Ruko Like Wise Coffee are not optimal because discounts are only available at certain times.

## 3. Lack of supporting facilities

Interviews with other informants explained that one of the shortcomings was the lack of supporting facilities so that consumers would feel more comfortable enjoying coffee for a while longer at that location:

There's still no place of worship or a non-smoking area here, sir. If you want to worship, you have to travel a long way by car. It's quite a long walk (W. Manager, June 12, 2025).

Likewise, this is supported by other information that the prayer room and no-smoking facilities are still not available, so this certainly needs to be improved and created in order to provide comfort to all consumers because there are also consumers who do not smoke, but there is no no-smoking area here as per the interview results.

There's no prayer room, sir. If you want to pray, it's far away. That's why people who come here can't stay long because if you want to pray, it's far away (W.Karyawan, June 15, 2025)

This is also supported by the results of interviews with other informants who explained the same thing, namely:

In my opinion, there's no prayer room or non-smoking area. I don't smoke, but sometimes I'm bothered by the smoke. So I often smell the smoke. If I want to pray, it's also a long way away. I often skip it, hehehehe (W.Konsumer, June 20, 2025)

### **3.1.3. Opportunities**

A business must be aware of its opportunities to implement strategies that support its marketing strategy. Opportunities are aspects of the environment that a cafe can leverage to develop or advance its business. The opportunities Ruko Likewise Coffee offers include:

#### **1. Extensive marketing from all circles**

One of the opportunities that is available is the wide marketing, which means that this coffee shop business is popular with all groups, both young and old, so it has better future prospects.

The opportunity is that more and more older people and children are enjoying cafes with their parents. Initially, our concept was for young people, but now many families are also coming here, sir (W. Manager, 12, June 2025).

This is reinforced by the statement of another informant regarding the business opportunities that exist in the Uwais Coffee shop so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

"Currently, the customers at Ruko Likewise Coffee are quite diverse, sir. There are fathers and children. It's not just young people who like to go to cafes these days, but families too." (W.Karyawan, 15, June 2025)

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

"People are going to cafes these days, man. Not only young people, but also parents and even their children. I often see you and your family here. Plus, there's Wi-Fi, so the kids can play games." (W.Konsumer, June 20, 2025).

## 2. High consumer demand

High consumer demand due to the large number of orders from ojol, but the cafe is not too full, this is based on interviews:

"Many motorcycle taxi drivers order from this cafe, sir. We can accommodate up to 50 motorcycle taxi drivers a day, with a minimum order of four items. Orders come from everywhere, including from neighboring districts." (W. Manager, June 12, 2025)

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

Many motorcycle taxi drivers buy from me. Some also go to cafes, but most of them order from motorcycle taxi drivers (W.Karyawan, June 15, 2025)

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

During my time here, the cafe has never been very crowded, in fact, it's comfortable, but the queue for motorcycle taxis is extraordinary. There are also a lot of people buying if you count them (W.Konsumer, 20, June, 2025)

## 3. Maximizing the market

Maximizing market share is a crucial factor in this business. As the interview results show:

We'll likely increase promotions for both cafe customers and motorcycle taxi drivers. We haven't discussed this further, but we might offer discount vouchers or special discounts in collaboration with certain providers (W. Manager, June 12, 2025).

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

I heard there's going to be more promotions. I don't know what they are yet, sir (W. Employee, 15, June, 2025)

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

Maybe add more promotions so more people will come. There are so few promotions. I'm happy with any discount, hehehe (W.Konsumer, June 20, 2025)

## 4. Product quality is recognized by consumers

I think our products have been recognized by consumers, sir. Many customers repeat their orders for our food and beverages (W. Manager, June 12, 2025).

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

In my opinion, the product quality is good, sir. Field conditions are also still good (W.Employee, 15, June, 2025)

This is reinforced by the statement of another informant regarding the business opportunities that exist in Ruko Likewise Coffee so that it becomes part of the strategy that must be developed in the future. The results of the interview are as follows:

In my opinion, the product quality is good. All the food is fresh. The drinks also have the right taste, no odors or anything like that. They taste really good (W. Consumer, June 20, 2025)

In conclusion, the quality of the product is recognized because the product is fresh, the taste is just right, it doesn't smell and it is delicious.

### **3.2. Strength Analysis**

Jatmiko (2014: 68) states that internal environmental analysis, also called company strengths and weaknesses analysis, organizational capabilities and culture analysis, or sometimes also called organizational/company identity analysis, is an analysis of company resources and industry opportunities. Rangkuti (2015: 47) states that strengths are resources, skills, or other advantages related to the company's competitors and the market needs that the company can serve. Strengths are specific competitions that provide a competitive advantage for the company in the market.

The strengths of Ruko Like Wise Coffee after conducting research include, firstly, its strategic location. Kotler and Armstrong (2019: 62) state that place is choosing and managing trade channels used to distribute products or services and also to serve the target market. The location of Ruko Like Wise Coffee based on research results is very strategic because it is located in the city center with major road access so it is easily recognized.

Second, there's a diverse product selection. Kotler and Armstrong (2019, p. 346) state that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. The products available at Ruko Like Wise Coffee include a beverage menu ranging from coffee to fruit juices, and a food menu ranging from snacks to traditional and Western food.

Third, affordable prices. Alma (2002: 47) states that price is a value assigned to a good or service, expressed in monetary terms. The prices set by Ruko Like Wise Coffee are currently affordable for consumers, ranging from Rp. 9,000 to Rp. 45,000, depending on the type of food or drink ordered.

Fourth, the products offered are of high quality. The products offered at Ruko Like Wise Coffee are currently of high quality, with ingredients meeting standards, making them superior to competitors in similar businesses. Food is prepared fresh after customers order, rather than heated, making Ruko Like Wise Coffee's menu superior to other cafes.

Fifth, polite and friendly service. Service is crucial for business continuity. Friendly service will make customers feel comfortable when visiting the cafe. According to customer interviews, Like Wise Coffee has friendly employees who perform their duties.

### **3.2.1. Weakness Analysis**

Weaknesses are limitations or deficiencies in resources, skills, and capabilities that effectively hinder a company's performance. These limitations can include facilities, financial resources, management capabilities, and marketing skills, which can be sources of company weaknesses (Rangkuti, 2015: 47). The weaknesses identified by research at Ruko Like Wise Coffee include:

The first is the presence of employees who are late. Mangkunegara (2019: 67) states that performance is the quality and quantity of work achieved by an employee in carrying out their duties in accordance with their assigned responsibilities. Some employees at Ruko Like Wise Coffee continue to arrive late, which hinders the optimal functioning of their job descriptions.

Second, there's a lack of marketing optimization. Tjiptono (2017: 86) states that promotion is one of the determining factors in the success of a marketing program. Promotional activities not only serve as a communication tool between companies and consumers but also as a tool to influence consumers to use services according to their needs. Ruko Like Wise Coffee's promotional strategy is still lacking. Promotion is solely done through word of mouth.

Third, there's a lack of supporting facilities. Hanging out in cafes is a lifestyle these days. Supporting facilities at the Like Wise Coffee shophouse, such as a place of worship, are still lacking. These facilities have become a key factor in the culinary industry, allowing people to worship without worrying about meeting friends or completing assignments. Researchers observed that other businesses already provide prayer facilities.

Fourth, employees who lack expertise in complaint handling are particularly vulnerable to customer complaints. Therefore, employees who are proficient in complaint handling are essential to prevent poor service quality. At Ruko Like Wise Coffee, when researchers conducted a survey of employees, they stated that they did not know how to handle complaints and were reluctant to report them to their superiors. Ruko Like Wise Coffee would have greater power if its employees understood how to handle complaints.

### **3.2.2. Opportunity Analysis**

Rangkuti (2015: 47) states that opportunities are important situations that are profitable in a company's environment. Important trends are one source of opportunities, such as technological changes and increasing relationships between companies and buyers or suppliers, which are a picture of opportunities for the company. The opportunities owned by Ruko Like Wise Coffee after conducting research include, firstly, a wide market share. Currently, hanging out in cafes is popular with people from children to parents, which makes the coffee shop market wider because it is not only for teenagers. At Ruko Like Wise Coffee, researchers saw several families coming to eat together.

Second, high consumer demand. Tjiptono (2018: 73) states that quality is a need between properties and characteristics that determine the extent to which output can meet customer requirements and meet their needs. Ruko Like Wise Coffee offers superior quality products recognized by consumers. This has led to high consumer demand. This also benefits the cafe, which allows for high profits and maximizes production and maintenance costs.

Third, maximize marketing. Tjiptono (2018: 229) states that sales promotion is a form of direct persuasion through the use of various incentives that can be designed to stimulate immediate product purchases or increase customer purchases. Shophouses like Like Wise Coffee can maximize marketing to ensure their business continues to grow through technology, including collaborations with online motorcycle taxis and discounts.

Fourth, product quality is recognized by consumers. Besides having a large market share, one opportunity that Ruko Like Wise Coffee can capitalize on is the proven quality of the products it offers. This is evident in the large number of consumers who repeat order and even become loyal customers or regular visitors.

### **3.2.3. Threat Analysis**

Rangkuti (2015: 47) states that a threat is a significant, unfavorable situation within a company's environment. A threat is a major disruptor to a company's current or desired position. New or revised government regulations can pose a threat to a company's success. Based on research findings, the threats faced by Ruko Like Wise Coffee include:

First, there are competitors operating in the same industry, specifically the coffee shop business. Currently, several cafes operate in this industry. Competition between businesses requires entrepreneurs to be aware of their surroundings. This competition makes cafes more competitive in running their businesses.

Second, consumers switch to other companies. Consumers are a vital asset for any business. With customers, a company generates revenue and continues to operate. Retaining customers is no easy feat, even with the best service.

Third, competitors offering lower prices. Price competition is a common practice in the business world. Business owners employ many strategies to attract customers. One such approach is offering lower prices. This poses a threat to Ruko Like Wise Coffee's ability to retain customers.

Fourth, the growth of businesses in the same sector. The current coffee shop business, especially in the city, remains quite promising. There are approximately six existing businesses and two under construction in the city. The emergence of new businesses in the same sector will pose a new threat to Ruko Like Wise Coffee.

Fifth, competitors utilize information technology to market their products. Marketing today isn't just about distributing brochures. Marketers must be smart about seizing every opportunity. Information technology is increasingly advanced, making it extremely useful for companies to reach a wider market. Ruko Like Wise Coffee is currently lagging behind other companies in terms of marketing, which could have negative consequences for the future. Competitors use social media to boost their marketing and also use online motorcycle taxi

services. Ruko Like Wise Coffee, on the other hand, only uses online motorcycle taxi services.

#### 4. Conclusion

Based on the description of the discussion of the research findings on the Marketing Strategy of Shophouses Like Wise Coffee to Increase Profits, the following conclusions can be drawn: 1) An evaluation of Ruko Like Wise Coffee's ongoing marketing strategy revealed that employees still arrive late, disrupting service. Furthermore, promotions using various social media platforms are less than optimal. Supporting facilities, such as a place of worship or live music, are lacking. Employees lack the expertise to handle customer complaints, resulting in low customer satisfaction. 2) Results identificationThe SWOT analysis of Ruko Like Wise Coffee's internal and external factors consists of strengths, namely its strategic location, high-quality and superior products, diverse products, affordable prices for consumers, and friendly service. While weaknesses include employees who arrive late and minimal marketing. Then, opportunities include increasing consumer demand, broad market opportunities, increasing marketing through social media, and product quality recognized by consumers. Meanwhile, threats include competitors operating in the same field, competitors offering low prices, and the growth of new cafes. 3) The marketing strategy carried out in the future at Ruko Like Wise Coffee based on the SWOT matrix is by opening new branches, intensifying promotions in the market, maintaining the quality of the products offered, utilizing social media as a means of promotion, and providing facilities in the form of a prayer room and non-smoking area so that consumers feel more comfortable when they are in the cafe.

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