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PROPOSED DIGITAL MARKETING STRATEGY AND FOOD PRODUCT ASSORTMENT TO INCREASE SALES PERFORMANCE OF COFFEE SHOP

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Abstract

This study focuses on the growing food and beverage industry in Indonesia, which contributed considerably to the overall gross domestic product (GDP) of the country and experienced growth of 0.22% in the second quarter of 2020. As people drink more coffee, the coffee shop business has expanded, and Poseidon Coffee in Cikarang is one of the businesses that has benefited from this trend. Despite this, the COVID-19 pandemic had a significant effect on the industry, which resulted in decreasing sales as a direct result of increased government regulations and limitations. Poseidon Coffee's sales have been slowly climbing back up, although they still have not reached the levels they were at before the outbreak. This study seeks to provide recommendations to improve Poseidon Coffee's sales performance by applying digital marketing tactics and expanding their line of food products. These recommendations will be provided as part of this study. The investigation makes use of a thorough methodology, which incorporates such concepts as the Resource Based View, the Segmenting, Positioning, and Targeting model, the Marketing Mix, Porter's Five Forces, Competitor Analysis, and Customer Analysis, amongst others. When developing plans in response to both internal and external analyses, the TOWS Matrix is an invaluable tool. The findings of the research provide significant insights that may be used to address difficulties faced by businesses and increase sales success. Poseidon Coffee intends to capitalize on the growing demand for coffee in Indonesia by using innovative marketing methods in the near future. The company places an emphasis on high-quality products, skilled baristas, and a location that is advantageous for business in order to overcome commercial hurdles. It is vital to engage in promotional activities and social media engagement,

in addition to collaborating with local businesses, in order to expand the culinary offers and compete with other businesses that are particularly strong in the area.

Keywords: *coffee shop, internal and external analysis, marketing strategy, TOWS matrix*

INTRODUCTION

Indonesia's culinary or F&B business is thriving. The food and beverage industry is rapidly expanding. According to Badan Pusat Statistik (BPS), the F&B industry will grow by 0.22% in the second quarter of 2020. This amount is up around 1.87% over the previous quarter (Kemenperin, 2020). In the non-oil and gas business, the food and beverage industry provides the most to GDP. It reached 38.42% in the second quarter of 2021. (Tribunbisnis, 2021). As we know, the Covid-19 is still maturing in 2021, but the F&B industry continues to contribute significantly to Indonesia's GDP.

As of now, the coffee shop industry in cities is still developing. Individual entrepreneurs, as well as huge corporations, are establishing coffee shops. The coffee shop industry is growing in metropolitan areas. That Numerous coffee shops enter the market due to this. It is also promoted since coffee shop hangouts are a way of life for millennials in particular. A lifestyle is a person or a group's interest or activity. The coffee shop lifestyle is for those who enjoy socializing, hanging out, running a business, reading, working, or spending time at cafes or restaurants. Indonesian's population coffee consumption has increased in parallel with the growth of the coffee industry in Indonesia.

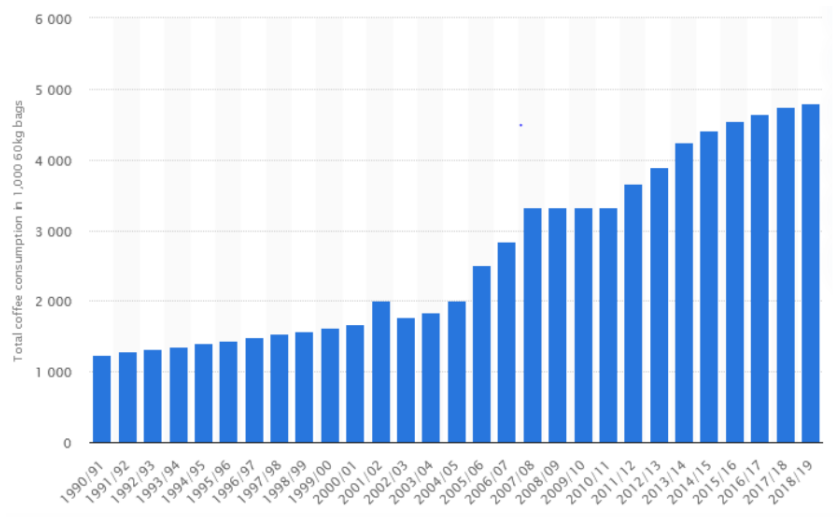


Figure 1 Indonesia Coffee Consumption (Statista,2020)

Poseidon coffee is one of the business that try to enter this industry as well. Launched in December 2018, Poseidon focusing on selling best quality of coffee around Cikarang by using good quality of ingredients and using decent quality of equipment. The owner himself used to be certified barista in Bali back in 2016. In its first year, Poseidon has made a good sales until in 2020 the sales chart tends to go up. But the covid-19 pandemic in 2020 has greatly affected how the world works, including the food & beverage industry. Government regulations to stay at home and restrict human movement affect sales of Poseidon.

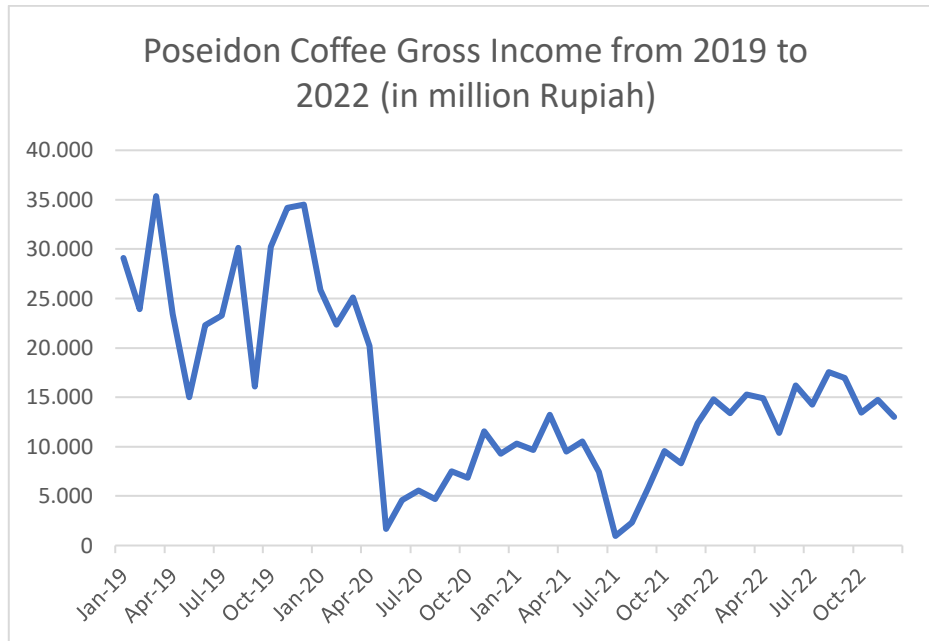


Figure 2 Poseidon Coffee sales 2019-2020 (in million rupiah)

The research data used in this study was taken from sales data for Poseidon coffee products from their inception, namely January 2019 to December 2022. From the attached data graph, in 2020 Poseidon coffee sales experienced a decline due to the hugely affected by the Covid-19 pandemic. Even though the Covid-19 pandemic has gradually decreased and sales have also gradually increased again, Poseidon coffee sales have not been able to match the sales that were achieved in 2019. Based on the above thoughts, researchers need to conduct an in-depth analysis of the stagnant sales that have occurred and need to maintain momentum to be able to provide a sustainable impact from the business side.

The following statement outlines the research question and objectives for the proposed study. The primary research question is focused on what is the appropriate digital marketing strategy that can be utilize by Poseidon Coffee. What is the appropriate food product assortment that can be utilize by Poseidon Coffee. The objective of this research is to analyze and proposed the proper and appropriate digital marketing strategy and food product assortment for Poseidon Coffee to be able to conquer its problem

RESEARCH METHODS

Data collection is critical in research; thus, data collecting implementation must be well-directed and well-conceptualized. The researcher used two data collection approaches in this study: qualitative and quantitative. The goal of this data collection is to discover Poseidon Coffee's both internal and external factors, and then to establish an effective digital marketing strategy and food assortment for Poseidon Coffee.

According to Malhotra (2007), an in-depth interview is a one-on-one, unstructured conversation in which the interviewer probes the respondent to discover more about their thoughts, emotions, and motivations about a certain problem. The goal of this qualitative study is to gain a better knowledge of Poseidon's problems and to generate new ideas for Poseidon Coffee. An in-depth interview with the owner of Poseidon Coffee provided the basis for the qualitative analysis. Qualitative research does not require a bare minimum. In contrast to quantitative investigations,

qualitative studies frequently employ small sample sizes. Sometimes a single source of information will be enough. At least two of the criteria that must be met when determining the number of informants are adequacy and suitability (Martha & Kresno, 2016).

In order to delve deeper into the subject of Poseidon Coffee, quantitative data collecting was carried out. The primary purpose was to collect consumer feedback in order to develop a digital marketing strategy and food selection for Poseidon Coffee, which would be based on the information obtained from the customers of Poseidon Coffee. During this round of the data collection process, the author emailed a total of 140 clients with 20 questions pertaining to Poseidon Coffee.

Now that all of the necessary data has been collected, the concluding analysis may be carried out by utilizing the TOWS Matrix. To improve Poseidon Coffee's sales performance, the outcomes of the TOWS Matrix will concentrate on two primary aspects: the digital marketing strategy, and the Food Assortment. The author of this research will provide an account, in narrative form, of how the results of the analysis can be interpreted.

Narrative data can be collected from a variety of sources, such as interviews, narratives that have been spoken or written, personal diaries, and social media posts. Narrative analysis is a technique that utilizes these narrative data. After that, the collected information is transcribed and analyzed using a variety of techniques, including classification and thematic analysis, in order to look for recurring motifs, patterns, or structures within the stories. This research will elaborate the information offered from internal and external parties on how the company experiences, issues faced by the internal and external condition of the customer utilizing the product and services. The information will come from both internal and external parties. The researcher is able to acquire a full understanding from the speaker by making use of these techniques of analysis, which will assist this research in achieving the goal that it set out to accomplish.

RESULT AND DISCUSSION

1. Porter's Five Forces

Threat of new entrants

The food and beverage industry, particularly coffee shops, is booming nowadays. This is due to the relatively low initial capital required to enter the business. The ease of obtaining raw materials, the availability of supporting supplies, and the necessary equipment make the entry barrier into this field relatively low. Furthermore, the government provides support to business owners, offering loans to encourage the opening of new ventures and creating more job opportunities. Additionally, the presence of supportive technologies such as business management apps, online transportation services for distribution, and convenient e-wallet payment methods make this business sector highly appealing. From the explanations above, it can be concluded that the threat of new entrants in the coffee shop business is currently high.

Bargaining powers of suppliers

With the emergence of coffee shop businesses, there has been an increase in supporting businesses related to the coffee shop industry. Indonesia, as one of the largest coffee producers in the world, boasts over 30 varieties of Arabica and Robusta coffee. As a result, the supply chain in the coffee industry is extensive,

involving various companies or directly connecting to coffee farmers. According to data from Directorate General of Plantations, there are more than 1.3 million coffee farmers scattered across Indonesia. Coffee shop owners have the flexibility to purchase coffee beans from anywhere depending on their needs and preferences, as long as the requirements are met. Business owner in the coffee shop industry do not need to worry about the supply of coffee beans. With a multitude of coffee bean suppliers in Indonesia, it can be concluded that the supplier's bargaining power in the coffee business sector is low.

Bargaining powers of buyer

Buyers are the key factors in the success of any business, including coffee shops. With similar product variations offered by Poseidon and other coffee shops, buyers have a tendency to switch places when they feel they are not receiving special treatment. Buyers appreciate and enjoy not only delicious coffee but also good service, a comfortable atmosphere, and reasonable prices. The success of a coffee shop also relies on the reviews and opinions shared by customers. A satisfied customer can recommend the place to potential new customers through word of mouth, contributing to customer retention. Based on the explanation above, it can be concluded that the bargaining of buyers is high.

Threat of substitute products

The products offered by Poseidon coffee are commonly available in other coffee shops. However, Poseidon innovates by adding specialized menu items created by their baristas, which cannot be found in other coffee shops. Despite offering additional unique products, it does not mean that there is no threat from substitute products at all. For customers who simply want to enjoy a cup of coffee, they can find similar products with slight variations in other coffee shops. Even bakeries or cake shops nowadays have started to offer their own coffee selections, even though they are primarily known as bakeries or cake shops. Based on the explanation above, the threat of substitute products in this case is high.

Rivalry among competing firms

Rivalry among competitors is high when there are numerous players operating in the same or similar market segments, especially in the coffee shop industry, which is currently highly attractive. Various coffee shops compete in a healthy manner by offering different attractions, such as special promotions, unique menu variations, comfortable and adequate facilities, and even loyalty cards for returning customers. The growth of coffee shops in Cikarang may not be as significant as in larger cities like Jakarta, Bandung, and Bogor, but it does not mean there is none at all. The growth of coffee shops in Cikarang is still present, albeit at a slower pace. This indicates that the rivalry among competitors for Poseidon Coffee is moderate.

Table 1 Porter's Five Forces Summary of Poseidon Coffee

Five Forces	Level
Threat of new entrants	High
Bargaining power of suppliers	Low
Bargaining power of buyer	High
Threat of substitute products	High
Rivalry among competitors	Moderate

From the table above, it can be concluded that the coffee shop industry around Poseidon is still highly developing, and Poseidon Coffee must be able to

identify opportunities to maximize the existing potential and dominate the coffee market, aiming to become top of mind for customers.

Summary of Competitor Analysis

The table below shows further understanding about the marketing mix at Poseidon Coffee and its competitor.

Table 2 summary of Competitor Analysis for Poseidon Coffee

Marketing Mix	Poseidon Coffee	Arestos Coffee	Hemera Coffee
Product	Coffee, non-Coffee, Snacks, and Instant Noodles	Coffee, non-Coffee, and Cakes	Coffee, non-Coffee, Snacks, and Meals
Price	Rp 15.000 – Rp 30.000	Rp 20.000 – Rp 40.000	Rp 10.000 – Rp 45.000
Place	Jl. Ruko Easton No.9, Elysium, Lippo Cikarang, Kabupaten Bekasi, Jawa Barat	Lippo Cikarang, Ruko Magnetica Square, Cikarang Kabupaten Jawa Barat	Ruko Picadilly Lipo Cikarang, Jl. Sriwijaya No.2, Cibatu, Cikarang Sel., Kabupaten Bekasi, Jawa Barat
Promotion	Instagram, events, references from customer	Instagram and references from customer	Instagram and references from customer
Physical Evidence	Smoking and non-smoking area, toilet, ocean thematic ambiance	Smoking and non-smoking area, toilet, red-modern industrial ambiance	Non-smoking area, raw industrial ambiance
Process	Customer choose the product and doing payment with cash, e-wallet or debit directly in cashier, choosing a seat, and product are delivered directly to the customer's seat. Service time: 7-10 minutes	Customer choose the product and doing payment with cash, credit, debit, or e-wallet in cashier, the baristas makes the product give to the customer and then customer choose the seat. Service time: 7-9 minutes.	Customer choose the product and doing payment with debit or e-wallet in cashier, the baristas makes the product give to the customer and then customer choose the seat. Service time: 10 minutes.
People	4 employees. Head-barista, barista, cashier and also cleaner	4 employees, barista, cashier and cleaner	5 employees, barista, cashier, chef, and cleaner

2. Customer Analysis

The pleasure of consumers who love the products offered is the primary factor in determining the success of a coffee shop. By conducting customer analysis for Poseidon, it is anticipated that customer feedback will provide Poseidon with evaluation in order to provide the best coffee shop, satisfy

customers, and draw in new customers, allowing Poseidon to be a long-lasting and sustainable business. An overview of the needs and evaluations of the customers will be provided by the data analysis. 140 Poseidon customers' data was gathered in order to obtain this information. Through 7P analysis, the data gathered will describe consumer behavior and satisfaction. An image of the data is shown below.

Survey Summary of Consumer Analysis of Poseidon Coffee

According to data gathered for customer analysis, the majority of Poseidon Coffee's customers are male and between the ages of 26 and 35. Customers visit the coffee business three to five times a week on average, spending between Rp 50,001 and Rp 100,000 each time. They frequently visit the coffee shop to chill out and meet up with friends. According to the report, users frequently look to social media sites like Instagram and TikTok as well as suggestions from friends and family when looking for local coffee shops. Customers typically learn about Poseidon Coffee through invitations from friends and family and referrals, and they look for further information on Poseidon Coffee's Instagram account.

Table 3 Survey results of Poseidon Coffee Product's statement

	Statement	Score
Product	Drinks and food products Poseidon Coffee has a delicious taste	4,05
	Drink products in Poseidon Coffee varied	3,93
	Food products in Poseidon Coffee are varied	3,14
	The taste offered by Poseidon Coffee is enough to compete with other coffee shops.	4,09
	Mean	3,80

The survey demonstrates from the table above that Poseidon Coffee's product already offers a sufficient amount of good value. The product's flavor meets four out of five criteria, there is a wide variety of product types, and the taste and quality are already competitive with those of other coffee shops. There aren't many options and it's still inferior to the competition for the range of meal items or snacks. In this situation, Poseidon Coffee is anticipated to introduce a variety of dishes and snacks that may be enjoyed alongside a cup of coffee by customers.

Table 4 Survey results of Poseidon Coffee Price's statement

	Statement	Score
Price	The price of each product offered Poseidon Coffee according to the quality given	4,39
	The price offered by Poseidon Coffee is affordable and can compete with other coffee shops	4,20
	Mean	4,30

An summary of the survey that was done regarding the pricing Poseidon Coffee was offering is given in Table 8. The survey indicates that Poseidon Coffee's price is already reasonable given the excellent quality of the product it offers. According to the respondents, Poseidon Coffee's product is reasonably priced compared to its rivals, therefore customers are not need to spend more to enjoy it.

Table 5 Survey result of Poseidon Coffee Place's statement

	Statement	Score
Place	The location of Poseidon Coffee is quite strategic	4,41
	The location of Poseidon Coffee is convenient and not difficult to find	4,06
	Mean	4,24

The survey results on Poseidon Coffee's place statement are reflected in the table above. In accordance with the respondents, Poseidon Coffee is located in a pretty convenient area, making it simple for customers to travel there. With the atmosphere provided, the location's comfort is also adequate.

Table 6 Survey result of Poseidon Coffee Promotion's statement

	Statement	Score
Promotion	Poseidon Coffee offers a lot of promotions	3,23
	Social Media Poseidon Coffee is interesting	3,35
	Mean	3,29

The survey results on Poseidon Coffee's marketing initiatives are summarized in the table above. Poseidon Coffee scored relatively poorly in this evaluation. Their social media presence was not very active or apparent, and they did not offer many price deals, which are frequently provided by other coffee shops. In order to draw customers, one of the current methods for grabbing consumer attention is through aggressive product and business marketing.

Table 7 Survey result of Poseidon Coffee People's statement

	Statement	Score
People	Barista and staff of Poseidon Coffee are friendly and responsive in serving customers	4,43
	Barista and staff of Poseidon Coffee have in-depth knowledge of the products offered	4,39
	Mean	4,41

In the survey results, respondents gave Poseidon Coffee's human resources a favorable rating for how they were portrayed. The baristas were lauded for their quick and polite client service. Additionally, the personnel showed an in-depth knowledge of the products they sell, enabling them to give consumers precise information when acknowledging orders.

Table 8 Survey result of Poseidon Coffee Processes Statement

	Statement	Score
Process	The time it takes from ordering until the product is delivered to the customer is done quickly	3,05
	Poseidon Coffee offers various payment methods	4,34
	Mean	3,69

Poseidon Coffee needs to be mindful of how long it takes to prepare orders and serve them to customers because, according to customers, this procedure takes a little longer than at other coffee shops. The available payment methods, however, are already rather varied and are not perplexing to clients. In this regard, Poseidon Coffee is likewise current with technology.

Table 9 Survey result of Poseidon Coffe Physical evidence's statement

	Statement	Score
Physical Evidence	Poseidon Coffee provides a comfortable place to work and study	4,11
	Poseidon Coffee provides a fast internet connection.	4,14
	Poseidon Coffee has a clean toilet	3,93
	Poseidon Coffee has a large parking area	4,25
	Poseidon Coffee has a unique room design	4,20
	Poseidon gives a comfortable seat	4,43
	Mean	4,18

The physical evidence for Poseidon Coffee is fairly well evaluated overall by the survey. They offer a comfortable working atmosphere, quick internet access, plenty of parking, a lovely interior setting, and cozy sitting areas. To boost the rating overall, Poseidon Coffee can further improve the cleanliness of the restrooms for customers.

3. SWOT of Poseidon Coffee

The SWOT analysis conducted for Poseidon Coffee will utilize the information and data collected through the previous analyses, namely internal analysis and external analysis. From the internal analysis, several pieces of information can be identified as strengths (S) and weaknesses (W). This includes the resources, capabilities, and competencies possessed by Poseidon Coffee, analyzed through the resources-based view (RBV), segmenting, positioning, and targeting (STP), and the marketing mix (7P). On the other hand, the external analysis will provide information on opportunities (O) and threats (T). This information and data are obtained from the external environment of Poseidon Coffee using Porter's Five Forces analysis, competitor analysis, and customer analysis. Using SWOT analysis will help the company, in this case Poseidon Coffee, to see the competitive advantages and to conduct an evaluation and determine the strategies to be implemented in the future. The SWOT outcome for Poseidon Coffee are classified as the following:

Strength

From the observations, Poseidon has an advantage in selecting a highly strategic location. It is situated in a crowded area and is easily accessible. The choice of a blue and white-themed ambiance is suitable for the name Poseidon, which is closely associated with the sea. This unique theme concept sets Poseidon Coffee apart from other coffee shops that typically adopt an industrial theme. The layout of the coffee shop creates a comfortable environment for customers to hang out and spend their time. The use of professional machinery to process high-quality coffee further instills confidence in customers that Poseidon Coffee delivers promising product quality, especially with experienced and certified baristas.

Weaknesses

The weakness of Poseidon Coffee lies in the lack of food products, in which Poseidon falls short compared to its competitors. Competitors are able to offer a range of offerings, from snacks like french fries to full meals like chicken curry don. Looking at their recent activity on social media, Poseidon is considered not active enough in posting information and engaging with customers to capture their attention. Lastly, the ordering process and serving of products are slightly less competitive compared to its competitors.

Opportunity

In Indonesia, the trend of coffee consumption has been quickly increasing since 2016. Currently, drinking coffee is a common activity, even when attending meetings or just hanging out with friends. Given that the community has developed a habit of drinking coffee, this presents a chance worth taking into account. All businesses have the chance to quickly adjust to these advances because technological advancements are unavoidable. Instagram, TikTok, and YouTube are appropriate social media channels that can be employed for efficient promotion. Furthermore, the availability of online delivery services like Grab and Gojek can be used as a platform for advertising.

Threat

Poseidon must compete ferociously against lots of competitors. If we don't have distinctive value propositions that can keep customers and keep them purchasing our items, they will quickly switch to other coffee shops which sell the similar product.

Table 10 TOWS Formulation for Poseidon Coffee

	Internal Strengths (S):	Internal Weaknesses (W):
TOWS Matrix	1. Strategic Location	1. Lack of food product assortment
	2. Simple theme design	2. Lack of promotion methods
	3. Professional machinery	3. Serving order process took a while
	4. Experienced & Certified baristas	
	5. Great place to hang-out	
	SO Strategies	WO Strategies
External Opportunities (O):	<ul style="list-style-type: none"> Utilize strategic locations and the growing culture of coffee consumption to attract more customers. (S1, O1) Utilize social media to advertise the distinctive interior design, advanced machinery, and skilled baristas. (S2, S3, S4, O2) Utilize the expanding online delivery technology to increase your customer base. (S1, O1, O3) 	<ul style="list-style-type: none"> Create an efficient marketing and advertising campaign to compensate for the lack of advertising and attract consumers interested in the expanding coffee culture. (W2, O1, O2) Expand the food assortment to leverage on the rising demand for both food and coffee among customers. (W1, O1)
1. Drinking coffee is a culture		
2. Social media traffic		
3. Technology (Grab, Gojek)		
	ST Strategies	WT Strategies
External Threats (T):	<ul style="list-style-type: none"> Offer superior customer service and loyalty programs to strengthen customer loyalty and reduce the possibility of consumers switching to competing coffee shops. (S4, T1) 	<ul style="list-style-type: none"> Improve serving time and operational efficiency to reduce the chance of losing consumers to competitors as a result of slow service. (W3, T1) Concentrate on quality and the customer experience to stand out in
1. Customer tend to switch to other coffee shop		
2. Lot of competitor		

-
- To retain customers in the midst of intense competition, differentiate Poseidon Coffee by emphasizing its strategic locations, inviting atmosphere, and baristas' proficiency. (S1, S4, S5, O2)
-

Proposed New Strategy for Poseidon Coffee

After completing an analysis using the TOWS Matrix and examining both the internal and external factors of Poseidon Coffee, the author will offer several approaches that Poseidon Coffee can follow based on the findings of the study. These strategies will be based on the findings of the analysis. It is hoped that Poseidon Coffee would be able to address the business issues that were discussed in Chapter 1 with the help of these solutions. Poseidon Coffee gets a low score due to their restricted selection of food options offered to consumers as well as their lack of social media promotion. As a result, the strategies that will be supplied will be focused on providing a strategy for digital marketing as well as a strategy for product assortment.

Digital Marketing Strategy

In the category of digital marketing promotion, the company Poseidon Coffee obtained an undesirable score as a consequence of the findings of the analysis. Because social media exerts such a significant influence on human behavior, nearly every company needs to keep up with the latest advancements in this field in order to increase the number of customers it serves and cultivate long-lasting relationships that contribute to the longevity of the company. The following is a list of some of the tactics that the author will present later on:

1. Instagram

Poseidon Coffee is going to work on developing a comprehensive content strategy for Instagram in order to take advantage of the visual nature of the site and effectively engage with its target audience. A visually appealing feeds will be curated by the coffee shop, showing the one-of-a-kind environment, speciality drinks, and mouthwatering food options that are available. The latte art, brewing techniques, and the overall coffee-making process will each be highlighted in high-quality images and videos that will be captured. The utilization of Instagram Stories and Instagram Highlights will allow for the dissemination of behind-the-scenes content, limited-time promotions, and user-generated content, thereby establishing a sense of authenticity and exclusivity. In addition, personalized advertisements on Instagram will be used to attract prospective consumers in the surrounding area as well as coffee connoisseurs. This will ensure a greater number of people are reached and a higher level of engagement.

2. Tiktok

Poseidon Coffee will produce brief yet fascinating TikTok films that will highlight the coffee shop's one-of-a-kind offerings in order to attract a younger audience that is also interested in following the latest trends. These videos will demonstrate the craft of preparing coffee by showcasing fascinating latte art, inventive coffee recipe ideas, and intriguing narratives. Poseidon Coffee will increase its brand visibility and cultivate a sense of relatability with its audience by

taking part in popular TikTok challenges and trends linked to coffee. The coffee shop will develop a feeling of community and user-generated content by aggressively encouraging customers to create their own material showcasing Poseidon Coffee. This content may then be shared on the coffee shop's website. If you collaborate with popular TikTok video makers in the food or coffee niche, you will have the chance to leverage their existing followers and improve brand visibility. The live streaming function of TikTok will be employed to host interactive sessions, tutorials, and behind-the-scenes peeks of the coffee-making process. This will make it possible for viewers to engage in real time with the content being presented. Additionally, targeted advertisements on TikTok will be used in order to attract local users as well as individuals who have an interest in coffee, which will further broaden Poseidon Coffee's reach.

3. Youtube

Poseidon Coffee is going to launch a specialized channel on YouTube in order to give its audience with content that is more in-depth and instructional. Coffee connoisseurs and people who are interested in learning more about the coffee industry will be able to find a selection of videos that appeal to their interests on this channel. Coffee brewing tutorials, in which baristas teach various methods of brewing coffee, will enable viewers to reproduce speciality drinks in the comfort of their own homes or simply come to Poseidon to try out their menus. Knowledgeable and helpful advice and information regarding the coffee industry can be obtained from in-depth interviews with baristas and coffee experts. Additionally, the coffee store will distribute informative videos that go into the process of acquiring and roasting coffee beans, showcasing the care and attention paid to the selection process. Viewers will have a deeper understanding of the brand as well as a stronger connection to it if they are shown Poseidon Coffee's distinctive interior design as well as the operations that go place behind the scenes. Maximum visibility in search results can be achieved by optimizing the titles, descriptions, and tags of videos using relevant keywords. Viewers will be encouraged to subscribe to the channel, like the videos, comment on them, and share them across a variety of social media platforms in order to foster engagement and further expand reach.

4. Online delivery service

Poseidon Coffee will be partnering with prominent food delivery platforms such as Gojek, Grab, and ShopeeFood in order to meet the growing demand for convenience. This cooperation will provide clients with a streamlined experience when placing orders online, giving them the opportunity for enjoying their preferred drinks and treats without having to leave the coziness of their homes or places of business. Poseidon Coffee will enhance its website for online ordering, making sure that the website has an easy-to-navigate layout and a streamlined checkout procedure. The coffee shop will actively giving promotion that are only available in online delivery service and announce the availability and the convenience of using it via social media in order to promote the service.

Poseidon Coffee will effectively engage customers, increase the visibility of its brand, and maximize its online presence across a variety of platforms if it implements this comprehensive approach for digital marketing. The coffee shop will be able to make decisions that are driven by data, continuously modify the strategy, and maximize the influence that these things have on consumer

engagement and business success if they regularly monitor and analyze performance metrics.

Product Assortment Strategy

Because it improves the whole customer experience and compliments the coffee offerings, the food product range plays an important part in the marketing strategies of coffee shops. This is because it complements the coffee offerings. Coffee shops may use their offers to attract and please a diverse variety of consumers by strategically incorporating traditional snacks, traditional sweets, cakes, cookies, pastries, and even meals like nasi goreng (Indonesian fried rice). This can be done by strategically incorporating traditional snacks, traditional desserts, cakes, cookies, pastries, and even items from the bakery. An explanation of how each category can make a contribution to the overall marketing strategy is as follows:

1. Traditional snacks

The coffee shop can attract customers looking for authentic Indonesian treats by promoting these snacks as part of its menu through enticing descriptions, attractive displays, and vibrant imagery. It can also establish itself as a destination that celebrates and preserves traditional culinary delights.



Figure 3 Indonesian traditional food

Coffee shops can work with nearby small businesses that are competent at creating wholesome snacks. Coffee shops may highlight the skills and workmanship of these local craftsmen while giving them a platform to reach a wider audience by purchasing these treats from microbusinesses. This partnership may entail coordinated marketing initiatives, such as highlighting the microbusiness on the coffee shop's menu, disclosing the history and distinctive characteristics of the snacks, or even planning special events or tastings to introduce the microbusiness and its traditional snack offerings to customers.

2. Cakes, cookies, and pastries

Collaborations with local bakers or emphasizing the use of premium ingredients, like organic or locally sourced, can heighten the image of quality and craftsmanship. Coffee shops may establish themselves as go-to locations for decadent delicacies that satisfy the eyes and the tongue by focusing on taste, aesthetics, and a dash of innovation.



Figure 4 Cakes, Cookies, and Pastries

To provide a wide selection of cakes, cookies, and pastries, coffee shops can work with nearby microbakeries or patisseries. Coffee shops can benefit from their expertise, distinctive flavor profiles, and innovative presentations by collaborating with these tiny enterprises. In order to generate unique flavors or signature products, the coffee shop and the micro bakery may collaborate on cooperative product development. Cross-promotion can also be used to help clients learn about and appreciate the micro bakery's workmanship by having the coffee shop feature the micro bakery's brand and products in their marketing materials and vice versa.

3. Bakery items

A bakery can draw attention, increase foot traffic, and entice customers to sample new flavors and services by giving daily specials, unusual flavor combinations, or adding local tweaks to traditional bakery items. It can also encourage a sense of connection and curiosity to interact with clients through interactive displays, sampling, or behind-the-scenes looks at baking.



Figure 5 Bakery collections

Coffee shops have the chance to provide clients freshly baked goods that are exceptional in terms of quality and flavor by working with local micro businesses that specialize in bakery goods. Coffee shops may assist the expansion of these micro enterprises while providing consumers with a distinctive bakery experience by purchasing bread, croissants, buns, and other bakery goods from these small firms. This cooperation may entail cross-promotion through particular bakery-themed events or promotions, showcasing the use of locally produced ingredients or distinctive baking techniques, and combined product tastings.

4. Meals

Coffee shops may produce a memorable and alluring meal experience that goes well with their selection of coffee by putting an emphasis on the quality of the ingredients, the authenticity of the flavors, and the capability of customizing the dish to individual preferences.



Figure 6 Nasi Goreng as a meal option

Coffee shops can work with nearby micro-enterprises that specialize in cooking meals like nasi goreng or other classic Indonesian cuisine. This partnership might involve adding their famous nasi goreng or other meal options to the coffee shop's menu so that consumers can sample real Indonesian food. Cross-promotion strategies include telling the micro business's story, showcasing their cooking methods, and setting up pop-up events where customers can sample the dishes' flavors and scents.

Coffee shops should maintain a constant quality, freshness, and presentation of their offerings to make the most of the food product assortment. Additionally, interacting with customers on social media platforms, providing tailored recommendations, and promoting user-generated material can raise brand awareness and encourage effective word-of-mouth advertising. Coffee shops can develop a distinct identity, set themselves apart from competitors, and attract a devoted following of customers by carefully selecting and marketing the food products they offer. Customers will frequent these businesses again and again for the delicious pairing of coffee and culinary treats.

Coffee shops may stimulate the growth of local microbusinesses while providing consumers with a broad and authentic gastronomic experience by partnering with local microbusinesses in the community. These partnerships can be highlighted along with the distinctive value they provide to customers through a variety of promotional strategies, including social media, in-store advertising, and collaborative marketing initiatives. In the end, these partnerships benefit the local economy, community involvement, and all-around attraction of the coffee shop as a destination.

CONCLUSION

Poseidon Coffee is a food and beverage business that was formed in Indonesia as a direct response to the rapidly rising trend of coffee consumption in that country's general population. The company's primary emphasis is on coffee. As a result of the COVID-19 pandemic, Poseidon's sales performance has remained static; therefore, the company needs to execute new marketing techniques in order to enhance its sales performance.

Poseidon Coffee, according to an internal investigation, has multiple aspects that can be used to handle the business difficulties, particularly in the Cikarang area. One of these factors is location. These aspects include items of a high quality, baristas

with years of experience, and a location that is advantageous. The effectiveness of the sales team can be improved by capitalizing on these qualities. However, Poseidon has to develop competitive advantages in the areas of promotion and food product sales in order to stay ahead of the competition.

Based on the findings of the external analysis, Poseidon Coffee must contend with stiff competition from businesses that are situated within a radius of one kilometer. This presents a challenge that must be handled. They need to step up their promotional efforts in comparison to those of their rivals if they want to stay at the top of their customers' minds.

The chapter 4 contains the suggested acceptable strategies for digital marketing as well as the assortment of food products. Poseidon will strengthen its social media interaction with customers by providing regular updates and events happening at the company. This will be one of the methods that will be used. In addition, they should broaden the selection of foods they offer by working together with other local businesses that are in the same industry to provide clients with a greater range of delicious selections.

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