

MARKETING STRATEGY ANALYSIS IN INCREASING SALES VOLUME AT CAFE WONG PAITON, SAPIKEREK VILLAGE, PROBOLINGGO REGENCY

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Abstract

In the highly competitive cafe industry, effective marketing strategies are a key factor in achieving significant sales growth, the lack of understanding of these preferences is the background to the existence of research related to the analysis of marketing strategies in increasing sales at Cafe Wong Paiton Probolinggo, which is relevant and important to be carried out and uses the latest theories. The purpose of this study is to determine and analyze the marketing strategies used by Cafe Wong Paiton in increasing sales volume. This research is expected to be useful for the development of knowledge that has been learned by the researcher during his service in the Business Administration study program at the National Development University "Veteran" East Java. The study was conducted using a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), which allows cafe management to formulate strategies that can increase competitiveness, efficiency, and business sustainability. By using this analysis, Cafe 41 can identify its strengths, such as product quality (coffee, food), customer service, or strategic location, which can be utilized to attract more customers and build a strong reputation in the market. The results of the study show that Cafe Wong Paiton is in Quadrant I with a value of (X; Y) of (1.97; 0.63), which indicates that this cafe is in a strategic position to implement an aggressive strategy. Cafe Wong Paiton in the Internal-External matrix is in Quadrant I with a value of (X; Y) of (3.31; 3.25), which indicates that it is currently in a grow and build position. This position illustrates that Cafe Wong Paiton is in a growth stage, both in terms of sales, assets, and profits.

Keywords: Marketing Strategy, SWOT Analysis, Sales

INTRODUCTION

High levels of competition are a major challenge in the dynamic business world, leading many businesses to experience various challenges due to the changes taking place. This situation often hinders businesses from developing optimally. Rapid changes and developments in the business world require businesses to continuously adapt; failure to do so will negatively impact them. Every business owner must generate creative ideas to excel in this competitive landscape (Faeni et al., 2023).

One demonstration of business owners' commitment to facing competition is maintaining a consistent supply of raw materials for every product they offer. This demonstrates a strong commitment to surviving the increasingly fierce competition of modern business. This situation has intensified competition among businesses, limiting target markets and the number of potential consumers. On a broader scale, the marketing world has become a fiercely competitive arena for producers and sellers, especially those offering similar products.

High levels of competition are a major challenge in the dynamic business world, resulting in many businesses experiencing various challenges due to the changes that occur. This condition often hinders businesses from developing optimally. Rapid changes and developments in the business world require businesses to continuously adapt; failure to do so will negatively impact them. Every business owner must generate various creative ideas to excel in this competitive environment (Faeni et al., 2023). One proof of business owners' seriousness in facing competition is maintaining a consistent supply of raw materials for each product they offer. This demonstrates a strong commitment to surviving the increasingly fierce competition of modern business. This situation makes competition between businesses increasingly fierce, thus limiting the target market and the number of potential consumers. On a broader scale, the marketing world has become a fierce arena of competition for producers and sellers, especially those offering similar products.

Based on the background of the problem, the researcher wants to conduct a study related to the analysis of marketing strategies in increasing sales at Cafe Wong Paiton Probolinggo, which is relevant and important to do and uses the latest theory. This study is expected to provide useful insights and recommendations for Cafe Wong Paiton Probolinggo in optimizing their marketing strategies to increase sales and achieve success in the competitive cafe industry.

REVIEW OF LITERATURE

Strategy

According to George A. Steiner and John B. Miner in Ahmad et al., (2022:1), strategy is a comprehensive and integrated plan of a company or organization. Strategy refers to the formulation of tasks, goals, and objectives of the organization, the main policy strategies and programs to achieve them, and the procedures needed to ensure that the strategy has been implemented to achieve the organization's ultimate goals.

Marketing

According to Tjiptono and Diana in Walangitan et al., (2022), marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to encourage satisfying exchange relationships with customers and build and maintain good relationships with stakeholders in a dynamic environment.

Marketing Strategy

According to Haque-Fawzi et al. (2021), a marketing strategy is an effort to market a product, such as goods or services, using specific plans and tactics to increase sales. The definition of a marketing strategy can also be interpreted as a series of efforts undertaken by a company to achieve specific goals, as the possibility of selling a proposition is limited by the number of people who know about it.

Meanwhile, according to Sudirman & Musa, (2023), a marketing strategy is a comprehensive, integrated, and unified plan in the marketing field that provides guidelines for activities that will be carried out to achieve a company's marketing goals.

Marketing Mix

According to Angga (2023), the marketing mix encompasses a number of marketing variables that can be controlled by the company, which are used to achieve a predetermined market share and are used to satisfy consumers. The main components in the marketing mix consist of four types, usually called the 4Ps (product, price, place, and promotion). From this explanation, it can be concluded that the marketing mix is a series of tools or actions designed to help companies achieve marketing goals by meeting customer needs. The marketing mix includes four main aspects, namely product, price, promotion, and place, which are interrelated and must be strategically arranged to get a positive response from the target market.

Product

According to Fakhruddin & Roeliyanti (2022), products are an integral part of the marketing mix, thus playing a crucial role in the marketing mix. Before determining other marketing mix strategies, the product to be created and marketed must first be determined. Therefore, a product is anything offered to the market, whether tangible or intangible (services), to satisfy market wants and needs.

Price

Price is the monetary value a customer must pay to the seller or buyer of the goods they purchase. In other words, price is the value of an item determined by the seller. According to Fakhruddin & Roeliyanti (2022), price is the amount of value consumers exchange for the benefits of owning or using a product. The value is determined by the buyer and seller through bargaining, or the seller sets the same price for all buyers.

Promotion

According to Razak et al., (2023), promotion is a variety of activities carried out by marketers to inform consumers about the benefits of goods and services, and to persuade them to buy them, as well as to remind them to make repeat purchases. A promotional strategy is a planned method using various promotional mixes as a tool to inform, persuade, remind, and convince consumers to buy goods or services.

Place

Place is a company's activity used to market a product. Place is a crucial factor in the marketing mix to ensure optimal marketing and easy access to the products offered by consumers who need them.

Sales Volume

According to Sonani (2021), sales volume encompasses the number of products or goods sold within a specific time period and involves effective service strategies to increase sales. Meanwhile, according to Abdurrohim et al. (2020), sales volume is the number of units sold from a production unit transferred from producers to consumers during a specific period.

SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a process by which a management team identifies internal and external factors that will impact an organization's/company's future performance. The results of this identification will be used to plan strategies and manage the business most effectively and efficiently (Riyanto et al., 2021).

RESEARCH METHOD

Types of Research

The type of research used is descriptive with a qualitative approach. According to Saryono in Nasution (2023), qualitative research is research used to investigate, discover, describe, and explain the quality or characteristics of social influences that cannot be explained, measured, or depicted through quantitative approaches. The difference with quantitative research is that this research starts from data, utilizes existing theories as explanatory material, and ends with a theory. According to Sugiyono in Nasution (2023), qualitative research is research used to examine the conditions of natural objects, where the researcher is the key instrument.

Research Focus

This research aims to determine whether the marketing strategy for increasing sales volume at Cafe Wong Paiton Bromo Probolinggo is relevant or not. The limitation of this research problem aims to limit the researcher's discussion. The scope of this research is structured based on the formulation of the problem and research objectives, which focus on Cafe Wong Paiton as a MSME in the culinary sector with a cafe business type.

Research Location

The research location is where the researcher carries out activities to obtain data relevant to the research problem or focus. The location where the researcher obtained the research data was Cafe Wong Paiton, located on Jl. Raya Bromo, Dusun 2, Jombok No. 252, RT.09/RW.03, Dusun 2, Sapikerep, Sukapura District, Probolinggo Regency, East Java 67254.

Data Collection Technique

In-depth Interview

The primary data source in qualitative descriptive research is in-depth interviews. Essentially, researchers use interviews to obtain information or answers that cannot be obtained through direct observation or that might not be revealed through questionnaires.

Participant Observation

According to Hardani in Ariyanti et al., (2022), observation is a technique or method for collecting data by observing ongoing activities. Observation is divided into three types: participant observation, overt observation, and unstructured observation. This is done by directly participating in the actor's activities to conduct observations. This activity demonstrates that human behavior and culture are interrelated and inseparable.

Field Research

According to Arikunto in Septiani & Wardana (2022), this research is field research, which is systematically conducted to collect data in the field. Researchers need to go directly into the field to deepen informants' understanding of ongoing social phenomena. Indirectly, this will encourage them to interact actively.

RESULTS AND DISCUSSION

Data Presentation

To formulate effective marketing tactics for Cafe Wong Paiton, this study employed a SWOT analysis. This framework helps map marketing strategies through the lens of the 4Ps of the marketing mix: product, price, place, and promotion. The goal is to design the

most appropriate marketing approach for Cafe Wong Paiton, with the hope of optimizing marketing potential and ultimately increasing sales revenue.

The collected data will then be analyzed and processed to produce paragraph descriptions that align with the findings. This analysis process is inductive, aiming to gain understanding, answers, and conclusions related to the main issues being studied. The following is a summary of the results of in-depth interviews conducted with owners, employees, and consumers.

Interview Results

- **Interview Results with the Owner of Cafe Wong Paiton**

Cafe Wong Paiton was founded by Mr. Susilo Murti Prasetyo in 2022. He is a dedicated healthcare professional with over 30 years of experience serving the community, particularly in Probolinggo Regency. He was born in Malang and studied at the Zainul Hasan Genggong Nursing Academy. Before founding Cafe Wong Paiton, Susilo ran a motorcycle repair shop. This experience equipped him with the skills to manage a business and navigate business challenges. He is currently focused on developing Cafe Wong Paiton as a way to contribute to the community and create new job opportunities in the Sukapura area near Bromo.

- **Interview Results with Cafe Wong Paiton Employees**

This cafe implements a compensation system for its employees, offering incentives in the form of bonuses in addition to their base salary if targets are exceeded. A regular challenge faced by employees is a lack of awareness among some about maintaining the cafe's cleanliness. Sometimes, employees have to step in and clean up items that should have been disposed of properly, ensuring the comfort of future customers.

- **Interview Results with Cafe Wong Paiton Consumers**

In this study, 10 consumers were selected as informants. When asked about the frequency of visits and purchases at Cafe Wong Paiton, the answers given varied. The first and second consumers stated that they came to the cafe quite often, while the third consumer admitted that it was their first visit. The four consumers interviewed ordered a varied menu. Their beverage choices included black coffee, pop ice, and chocolate. Meanwhile, for snacks, they chose Cafe Wong Paiton's signature fried noodles. The service provided by the employees was considered good and friendly by consumers, as evidenced by the similar responses they gave in the interviews.

68 Consumer responses to Cafe Wong Paiton were generally positive. Many of those interviewed highlighted the comfort of the place and the variety of menus served by the cafe, which are typical of Wong Paiton. Another aspect that was highly noted and liked was the price of the products, which was considered very affordable compared to others. According to the three consumers, the advantages of this cafe compared to other cafes are very diverse, ranging from the delicious and unique taste of the coffee, the comfortable atmosphere, the variety of Paiton specialties, the eye-pleasing views, and very friendly prices. Meanwhile, the only drawback highlighted by the three consumers interviewed was the vehicle parking area, which was considered to need to be expanded.

SWOT Analysis

Based on interviews with informants, direct observation, and document analysis, several strengths, weaknesses, opportunities, and threats that Cafe Wong Paiton has were identified, as follows:

1. Strengths: a. Quality of Raw Materials: Cafe Wong Paiton uses selected raw materials to maintain the quality and taste of each product. 69 b. Menu Variety: The wide selection of drinks and snacks offered gives consumers the freedom to choose according to their taste. c. Maintained Cleanliness: Cafe Wong Paiton's environment is very clean and its cleanliness is always maintained as a shared responsibility. d. Strategic Location: Located on the main road and easy to find via Google Maps, making the cafe easily accessible. e. Providing villas: Cafe Wong Paiton, in addition to providing a cafe, has a villa for visitors who want to stay overnight.
2. Weaknesses: a. Narrow Parking Area: The current parking area is 3x5 meters, which is considered inadequate to accommodate the ideal number of vehicles, which is a minimum of 4x8 meters. b. Limited Choice of Coffee Beans: Reliance on one type of coffee bean from only one region risks making consumers feel bored. Diversification by offering coffee beans from various regions can be an attractive alternative for coffee lovers. c. Not yet utilizing social media as a promotional tool.
3. Opportunities: a. Offering promotions and menu variations b. Creating social media as a marketing tool, such as TikTok and Instagram. c. Offering economical package menu bundles. 70
4. Threats: a. Fluctuation in Raw Material Prices: Price instability of the main ingredients used in business operations. b. Dependence on Tourists: Bromo tends to be crowded with tourists on weekends or certain holidays. c. Similar Business Competition: The emergence of new coffee or cafe businesses that are increasingly numerous and become competitors.

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Factor Analysis Stages

IFAS (Internal Factor Analysis Summary) Matrix Factors

In this study, researchers assigned a weight to each factor with a value range between 1.0 (very important) and 0.0 (not important), determined based on the results of interviews with informants, namely owners, employees, and consumers. Meanwhile, the rating was determined based on the average results of a questionnaire distributed to 10 consumers. The questionnaire results obtained are as follows:

Average Results of IFAS Respondent Questionnaire (Internal Factor Analysis Summary)

No.	Internal Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total Score	Average
Strengths													
1	Raw Material Quality	4	4	4	4	3	4	3	4	4	4	38	3.8
2	Menu Variations	3	3	3	2	3	3	3	3	2	3	28	2.8
3	Cleanliness is maintained	4	4	3	4	4	4	3	3	4	4	37	3.7

No.	Internal Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total Score	Average
4	Strategic Location	4	4	4	4	3	4	4	3	4	4	38	3.8
5	Providing Villas	3	3	2	3	3	3	2	3	3	2	27	2.7
Weakness													
1	Narrow Parking Space	2	3	2	3	3	2	3	2	2	3	25	2.5
2	Cafe Land Limitations	2	2	2	3	2	2	2	2	3	2	22	2.2
3	Not Yet Utilizing Social Media	1	2	1	2	1	2	2	1	2	2	16	1.6

IFAS (Internal Factor Analysis Summary) Results

No	Internal Factors	Weight	Rating	B × R
Strengths				
1	Raw Material Quality	0.16	4	0.64
2	Menu Variations	0.12	3	0.36
3	Cleanliness is maintained	0.16	4	0.64
4	Strategic Location	0.16	4	0.64
5	Providing Villas	0.12	3	0.36
Total Strengths		0.72		2.64
Weakness				
1	Narrow Parking Space	0.11	3	0.33
2	Cafe Land Limitations	0.10	2	0.20
3	Not Yet Utilizing social media	0.07	2	0.14
Total Weaknesses		0.28		0.67
Total		1.00		3.31

Based on the analysis results in the IFAS table, the strengths factor has a total score of 2.64, while the weaknesses factor has a total score of 0.67. From the results of these calculations, it can be seen that the factors that are the strengths of Cafe Wong Paiton in order are: (1) Quality of raw materials, (2) Strategic location, (3) Maintained cleanliness, (4) Menu variety, and (5) Provision of villas as added value for visitors. Meanwhile, the weaknesses factors owned by Cafe Wong Paiton in order are: (1) Not yet utilizing social media as a means of promotion, (2) Limited cafe land, and (3) Narrow vehicle parking area.

The calculation results show that Cafe Wong Paiton's strengths are 2.64 and its weaknesses are 0.67. Therefore, Cafe Wong Paiton's total IFAS score is 3.31. These results indicate that Cafe Wong Paiton's internal environment is currently quite strong, with its strengths dominating and offsetting its weaknesses.

EFAS (External Factor Analysis Summary) Matrix Factors

The company's strategic factors previously described are then compiled into an EFAS (External Factor Analysis Summary) table. This table is used to formulate external strategic factors in the context of opportunities and threats to the company. The weighting and rating process is carried out to identify and assess the strategic factors affecting the company.

In this study, researchers assigned a weight to each strategic factor on a scale ranging from 1.0 (very important) to 0.0 (not important). These weightings were based on interviews with informants, including owners, employees, and consumers. Meanwhile, ratings were determined based on the average results from questionnaires distributed to 10 consumers.

Average Results of EFAS Respondent Questionnaire (External Factor Analysis Summary)

No.	External Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total Score	Average
Opportunities													
1	Offering Promotions and Menu Variations	4	4	4	3	4	4	4	4	3	4	38	3.8
2	Making social media a Marketing Tool	4	4	4	4	4	4	4	4	4	4	40	4.0
3	Offering a Bundling Menu with a Savings Package	3	3	3	3	3	3	3	3	3	3	30	3.0
Threats													
1	Fluctuations in Raw Material Prices	3	3	4	3	3	3	3	3	3	3	30	3.0
2	Dependence on Tourists	2	3	2	3	2	3	2	3	2	2	24	2.4
3	Competition between Similar Businesses	3	3	4	4	3	4	3	4	3	3	33	3.3

EFAS (External Factor Analysis Summary) Results

No	External Factors	Weight	Rating	B × R
Opportunities				
1	Offering Promotions and Menu Variations	0.18	4	0.72
2	Making social media a Marketing Tool (TikTok, Instagram)	0.20	4	0.80
3	Offering a Bundling Menu with a Savings Package	0.14	3	0.42
	Total Opportunities	0.52		1.94
Threats				
1	Fluctuations in Raw Material Prices	0.15	3	0.45
2	Dependence on Tourists	0.13	2	0.26
3	Competition between Similar Businesses	0.20	3	0.60
	Total Threats	0.48		1.31
	Total	1.00		3.25

Based on the analysis results in the EFAS table, the Opportunities factor has a total score of 1.94, while the Threats factor has a total score of 1.31. From the calculation results, it can be seen that the factors that are the main opportunities for Cafe Wong Paiton in sequence are: (1) Making social media as a marketing tool, such as TikTok and Instagram, (2) Offering promotions and menu variations, and (3) Offering economical package menu bundling as a strategy to attract consumer interest.

Meanwhile, the threat factors faced by Cafe Wong Paiton in sequence are: (1) High competition from similar businesses in the tourist area, (2) Fluctuations in raw material prices, which can affect operational costs, and (3) Dependence on tourists, which has the potential to lower the cafe's image in the eyes of potential customers.

These external factor values are then summed to form a total EFAS (External Factor Analysis Summary) score. Based on these calculations, Cafe Wong Paiton's opportunity factor score is 1.94 and its threat factor score is 1.31, resulting in a total EFAS score of 3.25. These results indicate that Cafe Wong Paiton's external environment is quite supportive, with the available opportunities being exploited to a greater extent than the impact of existing threats.

SWOT Diagram

No	Component	Score
1	Total Strength	2.64
2	Total Weakness	0.67
	Total Internal Factors	3.31
	Difference (Strengths – Weaknesses)	1.97

No	Component	Score
	Component	
1	Total Chances	1.94
2	Total Threat	1.31
	Total External Factors	3.25
	Difference (Opportunities – Threats)	0.63

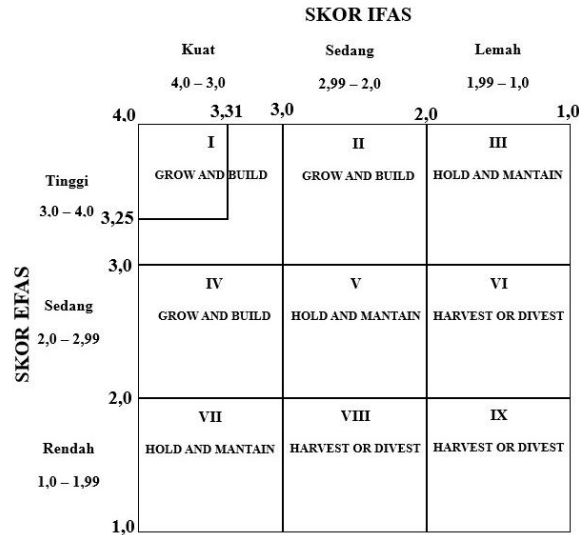
Based on the data obtained from the Table, we can proceed to the next step, namely creating a SWOT matrix diagram to map Cafe Wong Paiton's position. The X-axis in the SWOT diagram shows internal factors containing strengths and weaknesses, which are taken from the scores in the Table, while the Y-axis shows external factors containing opportunities and threats, also taken from the scores in the Table. The SWOT matrix diagram of Cafe Wong Paiton can be seen in:



Based on the SWOT matrix diagram in the image above, it can be concluded that Cafe Wong Paiton is in quadrant I with a value of (X; Y) (1.97; 0.63), which is implementing an Aggressive strategy. An aggressive strategy is producing plans that require strengths to be turned into opportunities. This shows that Cafe Wong Paiton has internal strengths that can be utilized for existing opportunities.

Internal External Matrix

After calculating the weights and ratings for the IFAS and EFAS matrices, the final scores are used in the internal and external matrices. This matrix can be used to analyze the steps a business owner should take to avoid fluctuations in sales volume. This score is used to position Cafe Wong Paiton in the quadrant based on the weighting results from the SWOT analysis, as shown in the following figure.



Cafe Wong Paition in the Internal-External Matrix is in quadrant I with coordinate values (3.31; 3.25), which indicates that the company is currently in the Grow and Build position. This position illustrates that Cafe Wong Paition is in a growth phase, both in terms of sales, assets, and profits.

SWOT Analysis Alternative Matrix

In this study, Cafe Wong Paition Bromo is in a relatively favorable position. This situation is characterized by the availability of various opportunities and strong internal strengths, allowing the cafe to maximize its potential. Therefore, the appropriate strategy to implement is an aggressive growth strategy (Growth-Oriented Strategy).

Discussion

This section discusses research findings related to Cafe Wong Paition's marketing strategy, including an analysis of internal and external factors, the company's strategic position, and potential strategic alternatives. To capture market attention, the company needs to develop a targeted marketing strategy that is relevant to current market dynamics. Marketing encompasses more than just promotions and sales; it also encompasses consumer needs analysis, product development, pricing, distribution, and marketing communications.

Cafe Wong Paition's marketing strategy uses a marketing mix approach consisting of four elements, namely: Product, by prioritizing the use of quality coffee beans, friendly service, a diverse menu variety, and a clean environment to create a positive customer experience; Price, with a determination adjusted based on the cost of raw materials and production to create a balance between product quality and value received by consumers; Place, through the selection of strategic locations that are easy to reach and supported by the existence of location information on Google Maps to make it easier for consumers to find the cafe; and Promotion, which is carried out through collaboration with student organizations, providing a comfortable place for activities, and a 20% discount program for customers who provide positive reviews on Google.

This 4P approach is the basis for developing a marketing strategy that aims to increase sales volume and the competitiveness of Cafe Wong Paition amidst dynamic market competition.

Obstacles Faced

During the interview process, researchers encountered challenges in the form of similar responses from informants, which made it difficult to gain in-depth information. Furthermore, not all visitors were willing to be interviewed, and the presence of foreign visitors presented a language challenge. To overcome this, researchers interviewed respondents who agreed voluntarily without coercion.

CONCLUSION

Based on the results of research conducted at Cafe Wong Paiton Bromo, it was concluded that based on the SWOT matrix analysis, this cafe is in Quadrant I with a coordinate score (X; Y) of (1.97; 0.63), which indicates a strategic position to implement an aggressive strategy by utilizing internal strengths to capture and optimize external opportunities, while the results of the analysis on the Internal-External matrix also place Cafe Wong Paiton in Quadrant I with a value of (3.31; 3.25), which illustrates that the company is in the grow and build stage, namely the growth phase in terms of sales, assets, and profits, so that the recommended strategies include developing new products, improving service quality, and expanding market access to encourage increased sales volume and sustainable business growth.

Suggestion

Based on the findings of this study, the authors offer several recommendations for Cafe Wong Paiton owners to consider to maintain revenue stability. First, it's crucial to maintain product and service quality to ensure customer satisfaction and encourage repeat business. Second, Cafe Wong Paiton should be proactive in capitalizing on every market opportunity. Finally, the quality of existing facilities must be continuously maintained for customer convenience, ensuring the cafe's continued survival and positive growth.

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