

## ABSTRAK

### STRATEGI PEMASARAN *THRONE COFFEE SHOP*

Oleh  
**Dzulfiqar Al Anshari**  
175009106

Dosen Pembimbing  
**D. Yadi Heryadi**  
Suyudi

Penelitian ini bertujuan untuk mengidentifikasi faktor internal yaitu kekuatan dan kelemahan, faktor eksternal yaitu ancaman dan peluang aspek pemasaran, mengetahui strategi prioritas pemasaran yang tepat. Metode penelitian menggunakan studi kasus dengan pembahasan dilakukan secara deskriptif kualitatif. Teknik penentuan responden menggunakan *purposive* (10 orang responden). Penelitian ini dilaksanakan secara bertahap pada bulan Januari 2021 sampai dengan bulan Juni 2021. Penelitian ini dilaksanakan di *Throne Coffee* yang berkedudukan di Jl. Letnan Harun, Kelurahan Sukarindik, Kecamatan Bungursari, Kota Tasikmalaya. Alat analisis yang digunakan yaitu *Internal Factors Evaluations Matrix*, *External Factors Evaluations Matrix*, *Internal External Matrix*, *Strength Weakness Opportunities Threat Matrix*, dan *Quantitative Strategic Planning Matrix*. Hasil penelitian menunjukkan kekuatan yaitu kualitas produk dan cita rasa baik, harga terjangkau di kalangan masyarakat, slogan *Throne Coffee* menarik yaitu “ngopi di *rooftop*”, lokasi strategis (terletak di perkotaan), ketersediaan fasilitas cukup lengkap (*wi-fi*, toilet, musholla) dan pelayanan yang baik, ramah, dan sopan terhadap konsumen. Kelemahan yaitu produk kurang bervariasi, kegiatan promosi belum dilakukan secara maksimal, lahan parkir kurang luas, desain *interior* kurang menarik dan komunikasi yang kurang baik dalam internal perusahaan. Peluang yaitu perkembangan teknologi informasi yang cukup cepat, ketersediaan dan kemudahan mendapatkan bahan baku, peningkatan jumlah penduduk Kota Tasikmalaya, perkembangan tren minum kopi, dan mendapatkan konsumen baru potensial untuk dijadikan pelanggan tetap. Ancaman yaitu persaingan antar *coffee shop* yang cukup ketat, hadirnya pesaing berupa usaha baru yang sejenis dan belum memiliki izin usaha. Strategi prioritas pemasaran yaitu meningkatkan kualitas, cita rasa produk, pelayanan dan fasilitas untuk menarik perhatian konsumen potensial dengan nilai *Total Attractiveness Score* sebesar 5,60.

Kata Kunci: Strategi Pemasaran, *Throne Coffee*, Faktor Internal, Faktor Eksternal

## ***ABSTRACT***

### **THRONE COFFEE SHOP MARKETING STRATEGY**

**By**  
**Dzulfiqar Al Anshari**  
**175009106**

**Supervisor**  
**D. Yadi Heryadi**  
**Suyudi**

This study aims to identify internal factors, namely strengths and weaknesses, external factors, namely threats and opportunities from marketing aspects, to determine the right marketing priority strategy. The research method uses a case study with a qualitative descriptive discussion. The technique of determining the respondents used purposive (10 respondents). This research was conducted from January 2021 to June 2021. This research was conducted at Throne Coffee which is located on Jl. Lieutenant Harun, Sukarindik Village, Bungursari District, Tasikmalaya City. The analytical tools used are Internal Factors Evaluation Matrix, External Factors Evaluation Matrix, Internal External Matrix, Strength Weakness Opportunities Threat Matrix, and Quantitative Strategic Planning Matrix. The results of the study show strengths, namely product quality and good taste, affordable prices among the community, interesting Throne Coffee slogans namely "coffee on the rooftop", strategic location (located in urban areas), availability of complete facilities (wi-fi, toilets, prayer rooms) and good, friendly, and courteous service to consumers. Weaknesses are the product is less varied, promotional activities have not been carried out optimally, the parking area is not wide enough, the interior design is less attractive and the communication is not good within the company. Opportunities are the rapid development of information technology, the availability and ease of obtaining raw materials, an increase in the population of the City of Tasikmalaya, the development of coffee drinking trends, and obtaining potential new consumers to become regular customers. Threats are competition between coffee shops which is quite tight, the presence of competitors in the form of new similar businesses and do not have a business license. The marketing priority strategy is to improve the quality, taste of products, services and facilities to attract the attention of potential consumers with a Total Attractiveness Score of 5.60.

Keywords: Marketing Strategy, Throne Coffee, Internal Factors, External Factors