

## **MARKETING STRATEGY ANALYSIS USING SWOT (STRENGTH WEAKNESS OPPORTUNITY THREAT) AT CAFE FOX COFFEE & ROASTERY JEMBER**

Reza Ardiansyah<sup>1</sup>, Haifa<sup>2</sup>, Hayatul Masfufah<sup>3</sup>  
STIE Mandala, Jember<sup>1,2,3</sup>  
Email: rezaardian11@gmail.com<sup>1</sup>

### **Abstract**

This study aims to determine the marketing strategy at Fox Coffee & Roastery Jember cafe, using a SWOT analysis (strength weakness opportunity threat). The data used in this study are primary data and secondary data. This research uses qualitative research. Methods of data collection using observation, interviews, documentation, questionnaires, and literature study. The sample used in this study was purposive sample. The resource persons taken in this study were company managers and 15 consumers of Fox Coffee & Roastery Jember cafe. Methods of data analysis using the IFE matrix, EFE matrix and SWOT matrix. The results of this study indicate that the marketing strategy used by Fox Coffee & Roastery Jember cafe is an aggressive strategy. This can be proven by the high score on the table of strength (strength) and opportunity (opportunity) owned by the cafe. So, Fox Coffee & Roastery Jember cafe has the potential to become a cafe that can dominate the market in Jember itself.

**Keywords:** Strength, weakness, opportunity, threats, and marketing strategies

### **INTRODUCTION**

In this fast-paced digital era, of course we are required to continue to be able to adapt to all existing advances. Likewise, it is the same in the economic field, which has developed so rapidly. We have reached the era of the digital economy, where everything related to the economy can be easily created and marketed using digital platforms.

According to Thamrin and Francis (2016; 2), marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy wants and services to both current and potential consumers. .

There are several ways to determine a marketing strategy, one of which is to use a SWOT (Strength, Weakness, Opportunity, Threat) analysis technique. According to Fajar (2016; 7), several experts say that SWOT analysis is a classic strategic planning instrument that provides a simple way to estimate the best way to determine a strategy. By using the IFE (Internal Factor Evaluation) method to see the evaluation data from the company's internal factors and EFE (External Factor Evaluation) to see the evaluation data from the company's external factors, and the SWOT analysis technique, it is necessary to do research on determining marketing strategy using Strength Weakness analysis. Opportunity Threats (SWOT).

1. Based on the explanation above, the objectives of this study are: (1) To identify and analyze the strengths, weaknesses, opportunities, and threats for the marketing of Fox Coffee & Roastery cafe. (2) To determine alternative marketing strategies that can be carried out by the "Fox Coffee & Roastery" Jember cafe by using a SWOT analysis.

## **RESEARCH METHODS**

### **A. Overview of Research Objects**

This research will be conducted in one of the cafes that are quite crowded in Jember, namely the Fox Coffee & Roastery cafe. This cafe is located at Jalan Bondoyudo no. 10, Jemberlor, district. Patrang, Kab. Jember, East Java.

### **B. Population**

According to Kuncoro (2003), the population is a complete group of elements, which are usually people, objects, transactions, or events in which we are interested in studying or becoming the object of research. The population in this study were customers from the Fox Coffee & Roastery Jember cafe which was at the research location when the researchers came to leave the research location.

### **C. Sample**

The sampling technique in this study was to use a purposive sampling technique. Which, according to the researcher, is suitable to be carried out in this qualitative research. According to Sugiyono (2015: 300), purposive sampling is a technique for taking samples of data sources with certain considerations.

#### **D. Types of research**

The approach used in this research is a descriptive approach. Research on descriptive research uses qualitative models in formulating strategies and tends to use analysis with an inductive approach, and the results of this study emphasize meaning (Freddy Rangkuti, 2014). This descriptive approach was chosen because it relates to qualitative research methods.

#### **E. Data source**

##### 1. Primary data

Is a source of data obtained directly by researchers. In this study, the primary data were taken directly from sources. In this case obtained through observation (observation), interviews, questionnaires, and documentation

##### 2. Secondary Data

Is a source of data obtained by researchers from existing research, and can support primary data. In this case, secondary data is obtained from the bibliography.

#### **F. Identification of Research Variables**

Each researcher will of course focus on several phenomena or can also be called variables, so that the research can be more focused in the process of getting accurate data. The identification of variables used in this study, among others:

- a. Strength
- b. Weaknesses
- c. Opportunity
- d. Threats
- e. Marketing strategy

#### **G. Operational Definition of Research Variables**

##### 1. Strength

The indicators of strength at the Fox Coffee & Roastery cafe are as follows:

1. product

2. *Packaging* (packaging)
3. Service
4. The place
5. Location

## 2. Weaknesses

Weakness indicators at the Fox Coffee & Roastery cafe are as follows:

1. Promotion (promotion)
2. Target market

## 3. Opportunity

The opportunity indicators at the Fox Coffee & Roastery cafe are as follows:

1. Promotion (promotion)
2. Product features
3. Decor

## 4. Threats

The threat indicators (Threats) at the Fox Coffee & Roastery cafe are as follows:

1. Competitors' prices
2. Competitor product variants
3. Competitor product quality

## 5. Marketing strategy

The indicators for the Fox Coffee & Roastery cafe's marketing strategy are as follows:

1. Improve product quality
2. Increase promotion
3. Increase sales
4. Improve service quality

## **H. Data collection**

The method of data collection in this study was carried out using the following techniques: observation (observation), interviews, literature study, documentation, questionnaires.

**I. Data Analysis Method**

1. IFE (Internal Factor Evaluation) Matrix

The Internal Factor Evaluation (IFE) matrix is a strategy formulation tool used to summarize and evaluate the main strengths and weaknesses in the functional areas of a business, and also provides a basis for identifying and evaluating the relationships between these areas (David, 2006).

2. EFE (External Factor Evaluation) Matrix

External Factor Evaluation (EFE) Matrix, is used to determine the company's external factors related to opportunities and threats that are considered important. External data is collected to analyze matters concerning economic, social, cultural, demographic, environmental, political, government, legal, technology, and competition issues (David, 2006).

3. SWOT Matrix

IFE EFE	STRENGTH(S) Determine 5-10 internal strength factor	WEAKNESSES (W) Determine 5-10 factors of internal weakness
OPPORTUNITIES (O) Determine 5-10 external opportunity factors	SO STRATEGY Create strategies that use strengths to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
THREATS (T) Determine 5-10 external threat factors	STRATEGY Create strategies that use strength to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats.

Source: Paul (2011)

## RESULT AND DISCUSSION

### A. Resource Person Overview

The resource persons in this study were consumers of the Fox Coffee & Roastery Jember cafe. The resource persons taken in this study amounted to 19 people and who met the sample criteria in this study were 15 people, this is in accordance with the method used in this study, namely purposive sampling. Based on the data obtained by taking questionnaires to 15 people, the age, gender, and frequency of visits from these informants were obtained

### B. IFE and EFE Factor Analysis

#### 1. IFE Factor Analysis

Internal Factor Evaluation (IFE) Matrix, is a strategy formulation tool used to summarize and evaluate the main strengths and weaknesses in the functional areas of the business, and also provides a basis for identifying and evaluating the relationships between these areas.

**Table 4.7 Cafe Fox Coffee & Roastery Jember  
Internal Factor Evaluation (IFE) Matrix  
year 2021**

IFE	Level Significant	Weight	Rating	Score Score
<b>Strength</b>				
The price of Cafe Fox Coffee & Roastery products can compete with other upper middle class cafe products. (Product)	<b>3</b>	<b>0.17</b>	<b>2.80</b>	<b>0.467</b>
Product packaging from Fox Coffee & Roastery cafe that can attract consumers. (Packaging)	<b>3</b>	<b>0.17</b>	<b>3.10</b>	<b>0.517</b>

<b>IFE</b>	<b>Level Significant</b>	<b>Weight</b>	<b>Rating</b>	<b>Score Score</b>
Friendly and fast service for Fox Coffee & Roastery cafe. (Service)	<b>4</b>	<b>0.22</b>	<b>3.73</b>	<b>0.829</b>
A place for Cafe Fox Coffee & Roastery that is comfortable for consumers who want an atmosphere like at home. (The place)	<b>4</b>	<b>0.22</b>	<b>3.46</b>	<b>0.769</b>
The location of the Fox Coffee & Roastery cafe which can be considered strategic because it is in the middle of the city. (Location)	<b>4</b>	<b>0.22</b>	<b>3.26</b>	<b>0.724</b>
<b>Total</b>	<b>18</b>	<b>1.00</b>		<b>3,306</b>

<b>IFE</b>	<b>Level Significant</b>	<b>Weight</b>	<b>Rating</b>	<b>Score Score</b>
<b>Weaknesses</b>				
Lack of promotion from Fox Coffee & Roastery cafe widely. (Promotion)	<b>2</b>	<b>0.40</b>	<b>1.80</b>	<b>0.720</b>
Marketing from the Fox Coffee & Roastery cafe still reaches the local area or the Jember area only. (Target Market)	<b>3</b>	<b>0.60</b>	<b>2.80</b>	<b>1,680</b>
<b>Total</b>	<b>5</b>	<b>1.00</b>		<b>2,400</b>

## 2. EFE Factor Analysis

External Factor Evaluation (EFE) matrix, is used to determine the company's external factors related to opportunities and threats that are considered important. External data is collected to analyze matters concerning economic, social, cultural, demographic, environmental, political, government, legal, technology and competition issues.

**Table 4.8 : Cafe Fox Coffee & Roastery Jember  
External Factor Evaluation (EFE) Matrix year 2021**

EFE	Level Significant	Weight	Rating	Score Score
<b>Opportunity</b>				
Promotional opportunities carried out by Fox Coffee & Roastery cafe using social media. (Promotion)	<b>4</b>	<b>0.36</b>	<b>3.46</b>	<b>1,258</b>
The product opportunity owned by Fox Coffee & Roastery cafe has its own characteristics that other cafes don't have. (product characteristics)	<b>3</b>	<b>0.27</b>	<b>3.20</b>	<b>0.873</b>
Opportunity from the Fox Coffee & Roastery cafe which has attractive and modern decorations. (Decor)	<b>4</b>	<b>0.36</b>	<b>3.53</b>	<b>1,284</b>
<b>Total</b>	<b>11</b>	<b>1.00</b>		<b>3,415</b>

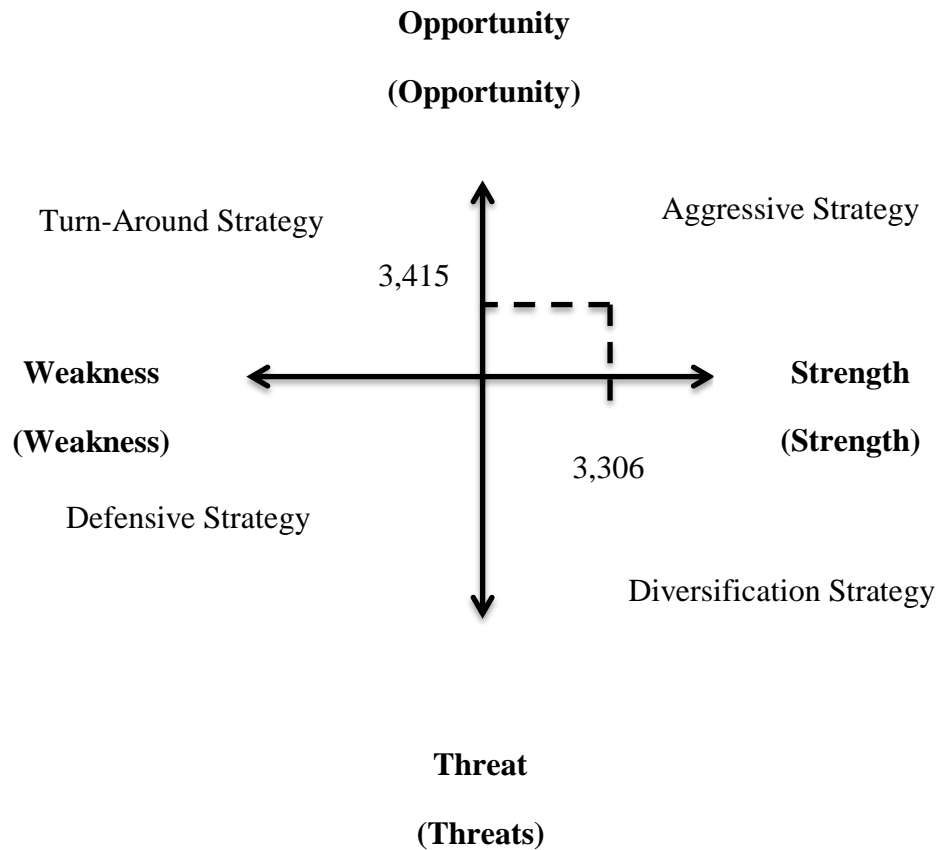


<b>EFE</b>	<b>Level Significant</b>	<b>Weight</b>	<b>Rating</b>	<b>Score Score</b>
<b>Threats</b>				
Product prices from competitors Fox Coffee & Roastery are cheaper. (competitor price)	<b>2</b>	<b>0.29</b>	<b>2.40</b>	<b>0.686</b>
Product variants from competitors Fox Coffee & Roastery which are more varied. (Competitive product variants)	<b>3</b>	<b>0.43</b>	<b>2.80</b>	<b>1,200</b>
The quality of competitor products from Fox Coffee & Roastery is better. (Quality of competitor's product)	<b>2</b>	<b>0.29</b>	<b>2.40</b>	<b>0.686</b>
<b>Total</b>	<b>7</b>	<b>1.00</b>		<b>2,571</b>

### C. SWOT QUADRANT

Next determine a more specific aggressive strategy. Based on the score that determines that the strength (S) is smaller than the probability (O), so the result will be like the following diagram

**Figure 4.1 Cafe Fox Coffee & Roastery Jember  
SWOT Quadrant Diagram Results  
year 2021**



**D. SWOT MATRIX**

From the SWOT quadrant diagram, a SWOT matrix is then made as follows, in order to determine future marketing strategies as follows:

**Table 4.10 Cafe Fox Coffee & Roastery  
SWOT Matrix  
year 2021**

<p><b>IFE</b></p>	<p><b>Strength (S)</b></p> <ul style="list-style-type: none"> <li>• Affordable product</li> <li>• Attractive packaging</li> <li>• Friendly and fast service</li> <li>• Convenient place</li> <li>• Strategic location.</li> </ul>	<p><b>Weakness (W)</b></p> <ul style="list-style-type: none"> <li>• Lack of promotion</li> <li>• Marketing still reaches local.</li> </ul>
<p><b>Opportunity (O)</b></p> <ul style="list-style-type: none"> <li>• Promotion using social media</li> <li>• The product has a characteristic that is not found in other cafes</li> <li>• The place has an interesting and modern decor.</li> </ul>	<p><b>SO Strategy</b></p> <ul style="list-style-type: none"> <li>• Maintain product quality so that it still has a strong characteristic.</li> <li>• Continue to innovate on the decoration of the place.</li> </ul>	<p><b>WO Strategy</b></p> <ul style="list-style-type: none"> <li>• Increase promotion through various media to expand market reach</li> <li>• Trying to make promotions even more interesting.</li> </ul>
<p><b>Threat (T)</b></p> <ul style="list-style-type: none"> <li>• The price of similar cafe products is more affordable</li> </ul>	<p><b>ST strategy</b></p> <ul style="list-style-type: none"> <li>• Highlighting product quality as an advantage over the</li> </ul>	<p><b>WT Strategy</b></p> <ul style="list-style-type: none"> <li>• Companies must improve the products they offer.</li> </ul>

<ul style="list-style-type: none"> <li>• Product variants at similar cafes are more varied</li> <li>• Product quality at similar cafes.</li> </ul>	<p>competition</p> <ul style="list-style-type: none"> <li>• Continue to innovate on product variants.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how other cafes manage their cafes.</li> </ul>
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Based on the SWOT matrix in table 4.10 above, several alternative marketing strategies can be obtained by Fox Coffee & Roastery cafes in determining their marketing strategy. The following are the resulting alternative marketing strategies, among others.

**1. SO Strategy**

- a. Maintaining product quality so that it has a strong characteristic so that the Fox Coffee & Roastery cafe has products that cannot be found in other cafes.
- b. Continue to innovate on the decoration of the place in order to attract consumers to visit the cafe.

**2. WO Strategy**

- a. Increase promotion through various media to expand market reach.
- b. Trying to make promotions even more interesting.

**3. ST strategy**

- a. Highlight product quality as an advantage in competition between other cafes.
- b. Continue to innovate on product variants so that consumers do not feel bored with the product menu variants offered.

**4. WT Strategy**

- a. Companies must improve the products they offer in order to compete with other cafe companies and not continue to suffer from competition between other cafes.
- b. Learn how other cafes manage their cafes, so that later it can be applied to the cafe.

## **INTERPRETATION**

Based on the results of interviews conducted with managers, by taking questionnaires to consumers, the average strength table states strongly agree (SS) and agree (S), in the weakness table the average agree (S) , while the average opportunity table states strongly agree (SS), the average threat table states disagree (KS), and the SWOT matrix calculation table states  $S < O$ , i.e. the opportunity is greater than the existing strength, where The determination of marketing strategy by Fox Coffee & Roastery cafe applies an aggressive strategy, namely internal factors and external factors are in a positive position, meaning that strengths are higher than weaknesses, while opportunities are higher than threats.

## **CONCLUSION**

Based on the marketing strategy analysis at the Fox Coffee & Roastery cafe, it can be seen that the cafe has a total score where the probability score is greater than the strength score, which is also in an aggressive position. From the analysis that has been done, the following conclusions can be drawn:

1. Strengths, weaknesses, opportunities and threats owned by Fox Coffee & Roastery cafe.  
The internal strength factors of Fox Coffee & Roastery cafe are affordable product prices, attractive packaging, friendly and fast service, comfortable place, and strategic location. The internal weakness factors include the lack of promotion, and marketing that is still affordable. Then on the external factors the opportunities they have include promotions that use social media, products have characteristics that are not found in other cafes,
2. The marketing strategy carried out by the Fox Coffee & Roastery cafe.

Based on the analysis that has been obtained, there are several marketing strategies that can be carried out or can be alternative strategies, where the opportunity factor is higher than the strength factor. Marketing strategies that can be carried out include maintaining product quality so that it has a strong characteristic, and continuing to innovate in place decoration.

## **IMPLICATIONS**

Based on the results of the research conducted, the implications are useful as consideration and input for the Fox Coffee & Roastery cafe based on the analysis obtained, namely the Fox Coffee & Roastery cafe has a great opportunity that can be used to obtain large sales profits, if previously Fox Coffee cafe & Roastery is lacking in seeing the opportunities that exist, maybe the results of this research that have been done can be useful suggestions for the Fox Coffee & Roastery cafe itself, in seeing the opportunities that exist. And also, the strength obtained based on the research that has been done, can be a factor that must be maintained and improved again so that Fox Coffee & Roastery cafe can dominate the cafe market in the Jember area.

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