



## Analysis of Business Strategies on Msmes Coffee Promise Souls Branch East Telukjambe Karawang

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### ABSTRACT

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The current era of globalization requires business actors to be innovative and think creatively in developing their businesses so that they are not inferior to their competitors. Of the many businesses that are emerging today, one of the most popular businesses is the coffee shop business. Janji Jiwa Coffee Shop, Telukjambe east Karawang branch is a coffee shop that is currently trending among millennials. The purpose of this research is to find out and analyze the existing business strategy at Janji Jiwa Coffee Shop, Telukjambe east Karawang branch. The method used in this research is descriptive qualitative analysis method and analyze it using SWOT analysis. Sources of data used in this study are primary and secondary data, where primary data was obtained from observations and in-depth interviews related to business strategies at Janji Jiwa Coffee Shop, Telukjambe east Karawang branch to the research subject. The results of the SWOT analysis and the SWOT matrix show that Janji Jiwa Coffee Shop Telukjambe Timur Karawang is in Quadrant 1, where the company is in a very profitable situation. Coffee shops have opportunities and strengths so they can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (Growth oriented strategy). And in the IE matrix analysis, this business is included in the quadrant II business unit strategy where the business enters the growth and development stage.

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### 1. Introduction

The current era of globalization requires business actors to be innovative and think creatively in developing their businesses so that they are not inferior to their competitors. Of the many businesses that are emerging today, one of the most popular businesses is the coffee shop business. The coffee business itself is a big opportunity in Indonesia. Based on the Statistics Indonesia report, Indonesia's total coffee production in 2021 is 774.60 tons. The amount produced in 2021 increased by about 1.62% from the previous year's amount of 762.20 tons. (Figure 1.1). Not only that, Indonesia is also a coffee exporting country to several countries, namely the United States, Egypt, Japan, Malaysia, Italy, Spain, England, India, Belgium, and Germany.

In 2020, various business sectors in Indonesia, one of which is coffee shops, are facing challenges in doing business, one of which is experiencing economic turmoil caused by the COVID-19 virus which is endemic in almost all of the world, especially Indonesia. The government's implementation in tackling the pandemic, such as Large-Scale Social Restrictions (PSBB) and also the Social Distancing rules, caused coffee shops to become empty of visitors, decreased sales and resulted in several coffee shops closing down. However, over time, the number of coffee shop businesses in Indonesia has increased as the world has improved to the COVID-19 pandemic. Not only became crowded with visitors, but also this business began to grow again.



In the city of Karawang itself, there are quite a number of coffee shops, one of which is the Promise Jiwa Coffee Shop, which is located on Jalan H.S. Ronggo Waluyo, Telukjambe Timur Karawang. And it is a very strategic location because it is located close to campuses, namely the private UBP Karawang campus and also the UNSIKA state campus, also close to residential residents and rented students. This coffee shop is quite popular among millennial children. The Promise Jiwa coffee shop also provides a place to gather, although not too large, and also accepts orders via online platforms (Go-Jek, Grab, Shopee Food) or delivery. Not only serving coffee that is currently trending, the Promise Jiwa coffee shop business never stops innovating in terms of products, packaging, and other aspects, so that it has its own distinct characteristics that other business competitors do not have.

Business strategy, Joewono (2012:3) and Sidiq et al (2021) says that business strategy is a strategy to achieve goals which is often analogous to a chess strategy, where systematic thinking, planning, agility to step, courage to take risks and passion to win matches are characteristics of chess games that are relevant to business management practices According to Solihin (2012) and Achmad & Yulianah (2022) business strategy is different from strategy at the corporate level. This strategy at the business level focuses more on improving the competitive position of the company's products or services in certain market segments Business strategy is a tool to achieve long-term goals. A company must strive to achieve competitive advantage in a sustainable manner, in the form of continuously adapting to changes in external trends and internal capacities, capabilities and resources, and effective planning, implementation and evaluation of strategies that play a large role (David, 2011; Syam Achmad, 2022). The main business strategy in the company is how to build and improve the company's position in long-term business competition, while the 5 principles that must be met include Provide answers or reactions to changes that are taking place in the economic, political, legal and so on industry, Contains steps and approaches to face competition, Creating quality competitive capabilities and capabilities, State the strategic initiatives of each functional department;, Placing the main strategy of the company's operational activities.

SWOT analysis, Rangkuti (2013) suggests that SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Thus, the strategic planner must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions. This is called Situation Analysis. The most popular model for situation analysis is the SWOT analysis.

According to Irham (2013) and Nurwati & Achmad (2021) to analyze more about SWOT, it can be seen with external factors and internal factors. factors outside the company (External) Factors outside the company will affect the formation of opportunities and threats where this factor is related to a condition that occurs outside the company that can influence the company's decision making. These external factors include the macro business environment, industrial environment, law, politics, economy and social media. Factors within the company (Internal), Factors within the company are influenced by strengths and weaknesses. This factor concerns a condition within the company, which is influenced by the formation of company decision making. This factor includes managerial functions such as finance, resources, marketing, management information systems and operations.

## 2. Method

The method used in this research is descriptive qualitative analysis method and analyze it using SWOT analysis. Sources of data used in this study are primary and secondary data, where primary data was obtained from observations and in-depth interviews related to business strategy at the Promise Jiwa Coffee Shop, Telukjambe Timur Karawang on the research subject. In determining the subject of this research, the author uses a purposive sampling technique, because it can get accurate information from sources who understand the research discussion so that the author can present credible data. While the secondary data obtained from data sources from other parties with literature study.



### **3. Result and Discussion**

#### **3.1 Promise Soul Coffee Shop Business Strategy Marketing strategy Sharing**

The Promise Jiwa coffee shop targets segments from various circles, from the young to the old. In this case, the description of the marketing strategy at the Promise Jiwa coffee shop is as follows:

- a. Promotion  
The promotional strategy that has been carried out by the Promise Jiwa coffee shop in Telukjambe east of Karawang uses social media with the tagline on Instagram social media accounts and often holds promotions with online partners such as Go-jek and Grab.
- b. Price  
Pricing at the East Telukjambe branch of the Promised Jiwa coffee shop is adjusted to the flavor variant and also with the additional toppings on the drink. The price of drinks offered is starting from a minimum price of Rp. 18,000, - to a maximum price of Rp. 30,000, -. The price for toppings starts from Rp. 3,000, - to Rp. 8,000
- c. Products  
The products served by the Promise Jiwa coffee shop are coffee-based drinks, with various flavors.
- d. Place  
Located on Jl. HS. Ronggo Waluyo, Kec. Telukjambe Timur, Karawang Regency. The location of the coffee shop is between 2 campuses, 1 high school (SMA) and close to residential areas, as well as a place for renting or boarding houses for students and workers, so it is a strategic location for the Promise Jiwa coffee shop to get business benefits.
- e. Sales Plan  
The marketing strategies that will be carried out by the Promise Jiwa coffee shop are Promoting through related partners, collaborating with celebgram to enliven its promotion. Opening booths in other public places, such as shopping centers.

#### **1. Human Resource Management (HRM) Strategy**

The strategy for human resources at the Kopitiam Promise Coffee shop, Telukjambe east Karawang branch includes several elements, which include:

- a) Labor  
The franchise owner of the Uji Jiwa coffee shop recruits workers not in terms of formal education, such as a bachelor's degree, but in terms of willingness, ability to keep learning, competent, honest, diligent, hardworking, and diligent.
- b) Distributors  
The determination of the distributor in sending the main raw materials for the continuity of the coffee shop business is very much considered by the franchise owner, so there needs to be good cooperation between the distributor and also the owner of the Promise Jiwa coffee shop business.
- c) Surrounding community  
The surrounding community also plays an important role in the human resource strategy of the Promise Jiwa coffee shop business. Because by having good relations with the community, cooperation can be established as well as continuity and smoothness in doing business at coffee shops.

#### **2. Financial Strategy**

In financial management, the Promise Jiwa Coffee Shop, Telukjambe Karawang branch, has a capital of 85 million to open its business. And its annual sales income is around Rp. 324,000,000, -, so on average it will take about 8-10 months to get the capital back.

#### **3. Product Strategy**

The Promise Jiwa coffee shop uses quality coffee beans from Indonesian farmers, namely Robusta coffee beans from the Sumatra area. The choice of robusta as the main raw material for Promise Jiwa coffee is due to the fact that the acidity of robusta is not too high compared to other coffee beans, and is the most sought after by coffee lovers. The Promise Jiwa coffee shop does not only use coffee beans as raw materials, but also provides other raw materials such as green tea powder, red velvet, chocolate, and others. The provision of raw materials other than coffee aims to make the drinks produced by the Promise Jiwa coffee shop even more innovative by creating coffee drinks mixed with other ingredients.

**4. SWOT analysis**

From the results of interviews with informants, the SWOT analysis at the Promise Jiwa Coffee Shop, Telukjambe east Karawang branch is as follows:

- a) **Strength**  
The price offered is affordable and friendly, determination of a strategic location between 2 campuses, 1 high school (SMA) and also community settlements. quality raw materials, Equipped with Wi-Fi facilities
- b) **Weaknesses**  
Lack of promotion strategy, competitors with almost the same type of product , the place is narrow so that consumers cannot linger to enjoy drinking coffee no snack menu available
- c) **Opportunities**  
Located close to campus and schools, so it can hold certain events with students and students, expanding partner network to increase buying and selling power. Products that are well known to many people, making it easier for owners to expand, the coffee shop business is much sought after by consumers.
- d) **Threats**  
Products are easy to imitate, during lectures and learning holidays in campus and school environments, it can significantly affect the number of visitors. Decreasing coffee quality due to weather changes, negative reviews/comments from consumers will have an impact on sales.

**Table 1**  
Company Internal Factors

No.	Internal Strategy Factor	SP	K	SP x K	Weight
<b>Strength (S)</b>					
1	Affordable prices	2	4	12	8/32= 0,2
2	Strategic location	3	4	12	12/32= 0,4
3	Quality raw materials	3	4	8	12/32 = 0,4
4	Equipped with Wi-Fi	2	4	8	8/32=0,2
	Amount			32	1,2
<b>Weakness</b>					
1	Lack of promotion strategy	2	4	8	8/28=0,3
2	Similar competitors	3	4	12	12/28=0,4
3	Narrow place	2	4	8	8/28=0,3
4	No snacks available	2	4	8	8/28=0,3
	Amount			28	1,3

**Table 2.**  
Company External Factors

No.	External Strategy Factors	SP	K	SP x K	Weight
<b>Opportunity (O)</b>					
1	Holding an event	3	4	12	12/40= 0,3
2	Expand partners	3	4	12	12/40= 0,3
3	Known product	2	4	8	8/40 = 0,2
4	Most wanted business	2	4	8	8/40 = 0,2
	Amount			40	1
<b>Threats</b>					
1	Threats	2	4	8	8/36=0,2
2	Easy to imitate product	3	4	12	12/36=0,3
3	Decreased sales during school and college holidays	2	4	8	8/36=0,2
4	Coffee quality is decreasing	3	4	12	12/36=0,2
	Amount			36	1

Based on the results of the assessment on the internal and external factors above, the IFAS and EFAS analysis are as follows:



**Table 3**  
Analysis Matriks SWOT

Internal	(Strength)	(Weakness)
<b>Eksternal</b>	a) Affordable prices	a) Lack of promotion strategy
	b) Strategic location	b) Similar competitors
	c) Quality raw materials	c) Narrow place
	d) Equipped with Wi-Fi	d) No snacks available
(Opportunities)	Strategy SO	Strategy WO
a) Holding events	1. S1-O1 (0,8 – 0,9)	1. W1-O1 (0,2 – 0,9)
b) Expand partners	Weak : Weak	Weak : Weak
c) Known product	2. S2-O2 (0,9 – 1,2)	2. W2-O3 (0,6 – 0,2)
d) Most wanted business	Weak : strong	Weak : Weak
	3. S3-O4 (0,6 – 0,4)	3. W3-O4 (0,2 – 0,4)
	Weak : Weak	Lemah : Lemah
	4. S4-O3 (0,4 – 0,2)	4. W4-O2 (0,4 – 1,2)
	Weak : Weak	Weak: strong
(Threats)	Strategy ST	Strategy WT
a) Products are easy to imitate		
b) Decrease in sales during school and campus holidays	1. S1-T1 (0,8 – 0,2)	1. W1-T2 (0,2 – 0,6)
	Weak : Weak	Weak : Weak
c) Coffee quality decreases	2. S2-T2 (0,9 – 0,6)	2. W2-T1 (0,6 – 0,2)
d) Negative reviews/comments from consumers	Weak : Weak	Weak: Weak
	3. S3-T3 (0,6 – 0,6)	3. W3-T3 (0,2 – 0,6)
	Weak : Weak	Weak : Weak
	4. S4-T4 (0,4 – 0,3)	4. W4-T4 (0,4 – 0,3)
	Weak : Weak	Weak: Weak

Based on the results of the analysis then:

1. IFAS obtained a score of 1.3 (total score of Strengths 2.7 minus total score of Weaknesses of 1.4)
2. EFAS obtained a score of 1 (total score of Strengths 2.7 minus total score of Weaknesses 1.7), the following is a description

Based on the diagram above, it is known that the business position is in Quadrant I. This means that the company has an environmental opportunity of 1 and has an internal strength of 1.3, so the strategy is in accordance with the company's conditions. is an aggressive or expansion strategy to maximize the company's internal and external strengths through a market development strategy through product development and product innovation.

### 3.2 IE Matrix Analysis (Internal and External)

The IE matrix consists of 2 dimensions, namely the total score of the IFAS matrix on the x axis (Horizontal) and the total score of the EFAS matrix on the Y axis. IFAS is 4.1 and the Y axis of the IE matrix is the total EFAS matrix score of 4.4 then the position of the company can be seen in the image below.

tall	I	II	III
currentlv	IV	Vv	VI
low	VII	VIII	IX

Based on the results of the matrix above, it can be concluded that this business is included in the Business Strategy Unit in quadrant II where the business enters the stage of growth and development.

## 4 Conclusion

Based on the results of the SWOT analysis and the SWOT Matrix at the Promised Spirit Coffee Shop, Telukjambe Timur Karawang branch falls in Quadrant 1, where the company is in a very profitable situation. Coffee shops have opportunities and strengths so they can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (Growth oriented

strategy). And in the IE matrix analysis, this business is included in the quadrant II business unit strategy where the business enters the growth and development stage.

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