

Marketing Plan For Boosting Sales

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Abstract

The purpose of this study is to learn more about marketing tactics used to boost sales at CoffeePurnama. The research approach is a sort of qualitative inquiry that makes use of descriptive qualitative methods. This study directly observes important informants and informants through observations, interviews, documentation, and focus group discussions (FGDs). The findings of this study suggest that Coffee Purnama's marketing strategy is sound because Purnama Coffeee has the advantages and potential to compete with its rivals in the market today. One such opportunity is to develop product innovations. On the down side, though, the full moon Coffeee also contains risks and flaws that could cause it to fail. Purnama Coffeee's threats and weaknesses are inconsistent open sticks, poor promotions, and insufficient locations. This danger served as a catalyst for CoffeePurnama to increase the next aim. According to the current plan, it is most effective to keep promoting CoffeePurnamayang in areas where this strategy can make the most of its advantages and opportunities.

Keyword: *Marketing Strategy; Sales*

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INTRODUCTION

Coffee is a famous drink all over the world. This is the origin of the term café and refers to the coffee shop/café / coffee shop. The word coffee comes from French and means coffee. The concept of the cafe itself is a place with a comfort that consumers can feel, selling a well-arranged table and chair, a comfortable sofa, a variety of Coffeedan snacks as a support. (Kurniawan dan Sidiq 2016,). by Saefudin 2020. The evolution of today's cafes is a casual restaurant that serves snacks and drinks, a place to relax, not necessarily in a hotel, but in a store

or mall. The concept is different from the coffee shop that once sold coffee, and now the concept is almost the same as the coffee store.

As time went on, the number of entrepreneurs in the Coffeeterus sector increased, and cafes broke up in many places, no exception to Antapani. The number of CoffeeAntapani stores continues to grow, and the competition is becoming more and more stringent as Coffee consumers have a variety of tastes and choices to meet their desires. In addition, coffee consumers have different tastes and ways to satisfy the desire to enjoy coffee. (Afriyanti dan Rasmikayati 2017, Saefudin 2020). So it's not surprising that many cafes in Antapani experience sales fluctuations even rolling tick because of uncompetitive people.

Coffee drinking culture in Indonesia is on the rise. Coffee is a type of sweet drink known since ancient times. In the past, coffee was a compulsory drink for parents, now coffee is also a favorite drink of young people. Nowadays, many cafes have been found to be a place for young people, with their trusted menu. Coffeeshops are competing to offer the taste of Indonesian Coffeekhas from various regions in Indonesia.

CoffeePurnama is a coffee shop located in Antapani, Bandung. Present in the middle of the community settlement as a coffee shop which focuses primarily on selling coffee drinks, some drinks that do not contain coffee, and some snacks. The owner, Hana Aisya, previously opened the coffee shop Hanna Coffee in 2015 with a five-foot concept or called by using a car as the time went by the owner who was named by the mind changed his concept to be like another coffee shop that is under a permanent building that is quite comfortable called Coffeepurnama. With the presence and growth of CoffeePurnamadi around the populated settlements, a new routine and culture is expected to form in enjoying our coffeedi environment. So enjoy Coffeetnot only considered lifestyles only, because enjoying drinking Coffees can enhance the social relationships that will arise as they talk warm and drink Coffeebersam. 100% Coffeeberasal enjoyment from farmers, roaster, barista, and also some people around.

CoffeePurnama is one of the Coffee shops that offers it manually, with a place that is not too large but very comfortable. With a simple interior that is aesthetically connected with the surrounding atmosphere. With a standard price and an intense taste in the tongue of the community made CoffeePurnamadechoice by its customers who are loyal to its best seller menu is Coffeekentelan, where this Coffeekentelan with an inherent taste and can last some time that can be said long different from the other Coffeesusu ice.

CoffeePurnama wants to be one of the stores that increases the consumption of Coffeedi Indonesia that makes Coffeeminuman functional, to be a bridge from Coffee farmers to the consumer. (konsumen). Expected mission of CoffeePurname to get closer to the community settlement environment can be an alternative as a place to buy Coffeeyang freshly.

Marketing management

The term management comes from the word to manage meaning control, in Indonesian it can be interpreted: control, manage, and manage. Management is said to be a science that means management meets the criteria of science and scientific methods that emphasize the concepts, theories, principles and techniques of managing something that is the art of creating. There is also a saying that management is the art of working through others, meaning management is a structure used to a goal through a coordination of a manager. According to Wijaya and Rifa'I

(2016:25), "In order to organizational goals effectively and efficiently management must be fully functional in every organization."

The objectives should be set logically, rationally, realistically and ideally based on the facts, capabilities and potential they possess and should not be contrary to social values, religious morality and government regulations so that the objectives set by the company are beneficial to the society, sufficiently visible to.

Basically, every goal is a plan and a goal of an organization, company or government we can see or determine in the basic law, among other things, based on its priorities, its time period, its nature, its hierarchy, its field and according to its soul.

Marketing Strategy (Marketing strategy)

According to Hartono (2012:889), a marketing strategy is a set of goals and goals, policies and rules that guide marketing efforts over time from each level and location. Especially as a response to the company in the face of the ever-changing environment and competitive conditions.

In other words, a marketing strategy is the objectives and goals and rules that guide marketing efforts over time at each level and reference and location, especially as a response to the company in the face of the ever-changing environment and competitive conditions.

Priced (Price)

Price is one of the elements of the marketing mix that generates revenue; another element generates costs." Price is the sum of money charged on a product or service, or the amount of value exchanged by consumers for the benefits of owning or using such products or services. Philip Kotler and Amstrong (2012:314).

The sales (Sale)

The sales process becomes a measure of many aspects in one business, but sales in a business are not just one type. There are several types of sales that business owners need to know in order to maintain their business.

The term sales is often misunderstood with the term marketing, even ironically there are those who consider the same understanding of sales and marketing. In fact, the two terms have different meanings and scope. Marketing has a broader meaning that covers the various functions of the company, while sales are part of the marketing activity itself. Sales is not the same as marketing. (Zulkarnain, 2012:9).

RESEARCH METHOD

According to Sugiyono (2016:9) "qualitative research method is a research method used to investigate the conditions of natural objects in which the researcher is the key instrument."

In this study, the data sources used by the authors are primary and secondary data sources. Where primary data sources are directly obtained data that is collected through field surveys using data collection techniques obtaining directly in CoffeePurnama.

Secondary data sources are data obtained indirectly or through other sources that were already available before the authors conducted the research. It is categorized as secondary data, i.e. through the company profile.

The approach in this study uses a qualitative approach. A qualitative approach examines the sample. This study uses primary data and secondary data as data sources. Where did the data sources were collected through field surveys with data collection techniques obtained directly and obtained through interviews, FGDs, documentation, observations which were processed using the SWOT analysis technique as follows:

RESULT AND DISCUSSION

Results of interviews with key informants and informants

“Create tastes that are acceptable to people, and keep them from changing their characteristics so that consumers remain loyal to Purnama. Recruiting an inexperienced employee, but giving birth to an employee who can know things about coffee. Coffeee shop CoffeePurnamaini is one that never gives promotions but consumers still remain loyal because the quality of products and services provided is very good.”

“Give a different product from other Coffeee shops because CoffeePurnam has its own distinctive characteristics, at a price that is accessible to all. Not only that CoffeePurn but will also develop new products. To promote it CoffeePurnam provides in the form of cooperation with some e-commerce.” The results of the above research are the process of collecting data from the informant and key informant performed by the researcher according to the research procedure.

With the research above the author can conclude that CoffeePurnam has a product that is accepted by its consumers, because according to the meaning of satisfying people, at an affordable price Purnam has many opportunities to be able to develop its products again, promote through social media to provide promotion through e-commerce to compete with other competitors.

Based on the results of the above research, the author can conclude the opinion of FGD as follows:

CoffeePurn has been well known by many people, with a strategic location in the center of Jakarta city. The service is very friendly and fast many people are very satisfied, the price is reasonable therefore and makes people want to come back again, a convenient place to do tasks, chat and so on. However, there is something to be added with its snacks, and the parking location of the vehicle, the seats are less adequate.

Exploration of research

The results of the above research are the process of collecting data from the informant and key informant performed by the researcher according to the research procedure. The researchers used qualitative descriptive methods of marketing strategies in increasing CoffeePurnamadi Bandung sales.

1) Role of CoffeePurnama Marketing Strategy

The researchers conducted interviews, conducted observations, FGD and documentation to find out the strategies applied by Coffeepurnama. The researchers conducted an interview

with the owner, namely Mr. Muhammad Yusdi Zulfikar, the source stated that: "The marketing strategy of CoffeePurnama primarily is to make people like and accepted by the products we make, because if the product is not well accepted then we will not be able to market the product to consumers, by making a product different from the competitors then consumers will know that the product belongs to Coffee Purnama. The researchers can explain that to strengthen comments then the researchers conducted an interview barista / employee named Selena Shapa Dazon is: "Making a different product from the competitors, that it is to be easily known, in this way then the consumer will know if looking for our products he will know that he must come to Coffeepurnama". In the results of interviews with the two key informants the researchers can conclude that: "CoffeePurnam makes different products but can be accepted by the community, so that the marketing process that CoffeePurnama does goes well, that is, mainly by making the community like our products first, in addition to the leadership with employees to communicate well to their customers so that they like the product given also like the atmosphere that is in Coffeepurnama."

2) Increase CoffeePurnama Sales

The results of research from field facts show that CoffeePurnam in increasing sales is crucial to achieving the goals assigned to employees. The researchers concluded from the responses of the main informants and key informants on the increase in sales.

In increasing CoffeePurnam sales, it provides promotions to its customers, such as in collaborative e-commerce apps, some people who know and love the promotions CoffePurnamaini gives. However, in the purchase of dining-in and take away CoffeePurnamat gives no promotion.

Sales process is an important process in any business. The reason why sales are important is because the business will get a lot of benefits from sales. Sales are the result of marketing activities that become the success of the company. Sales can also be interpreted as the interaction between the seller and the buyer so that there is an interaction of sales and purchases that can bring profit to the vendor and provide satisfaction to the builder.

3) Strengths, Weaknesses, Opportunities and Threats (SWOT)

CoffeePurnamaberdire since 11 July 2018 owned by a young man named Muhammad Yusdi Zulfikar, "PURNAMA" in the Java language which means wait but not in the meaning it was created the logo of the Coffeini store. Behind a logo "PURNAMA" created with other meanings is "CoffeeSentosa" which aims to please people, and want to bridge from farmers Coffeegar delivered to consumers or (penikmat kopi). CoffeePurnam has the mission ofining the standard of products produced, bridging Coffee farmers so that they can be delivered to Coffee practitioners that can be accepted by others. Being different because different is better than better.

To find out how this CoffeePurname can stay standing and the various things that CoffePurnama can face. Below is an example of the SWOT analysis:

Table 4.6 SWOT Matrix

<div>IFAS (Internal Factor Analysis strategy)</div> <div>EFAS (External Factor Analysis Strategy)</div>	<div>STRENGTH (S)</div> <div>Internal Strength Gives price Which compet e Good service so that consumers are comfortable specifying product Which quality.</div>	<div>WEAKNESS (W)</div> <div>Lack of internal weaknesses foodsna k Limited space and parking space Lack of employees.</div>
<div>OPPORTUNITIES (O)</div> <div>External Opportunities Strategic location Has a different best seller taste Easy road access.</div>	<div>SO STRATEGY</div> <div>Expanding branches to be closer to consumers Adding better product innovation</div>	<div>WO STRATEGY</div> <div>Determination of a more strategic location so that it is better known Promotion must be even better so that it can increase enthusiasts.</div>
<div>TREAT (T)</div> <div>External threat Many new competitors have emerged The products offered by the market are more up-to-date. Competitor products have offline and online purchase promotions.</div>	<div>STRATEGY ST</div> <div>Determine the taste quality of the product Innovate For in troduce products that can compete again in the market.</div>	<div>WT STRATEGY</div> <div>Look for place Which easy accessed, can accommodate e more many more people Introduce productwide market in the form of promotions</div>

Source: Coffee.Purnama2021 data processing by researchers.

Based on the analysis of the table above. 4.6 shows that the performance of Coffee Purnama can be determined by two interrelated factors, external and internal. The next step after the process of making a list of indicators from internal and external environmental variables and formulating them into SO, ST, WO, and WT strategies is to compare the role of certain indicators with other indicators.

CONCLUSION

Based on the results and analysis of the research conducted, the authors can conclude that:

- 1) Coffee Purnama already has a marketing strategy that allows you to compete with competitors. Coffee Purnama also has weaknesses and risks, such as inconsistent working hours to achieve its goals.
- 2) Coffee Purnama has innovative products that are acceptable in the target market. Kopi Purnama will also develop better products for the target market in the future.
- 3) In Coffee Purnama's pricing can also be competitive, but Coffee Purnama does not provide promos like other competitors who are able to provide promos to their consumers via offline and online.
- 4) Based on the existing strategy, it is most effective to continue marketing Coffee Purnama, where this strategy can take advantage of the strengths and maximize the opportunities that exist in Coffee Purnama. Taking into account the strengths possessed by CoffeePurnama, the strategies taken are: providing the best service and establishing quality products.
- 5) Based on a proper SWOT analysis, CoffeePurnama has strengths, and what you can do with your strategy is to take full advantage of the opportunities that exist and minimize weaknesses and combat the threats that CoffeePurnama faces. Therefore, it was decided to choose the best strategy.

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