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Marketing Strategy to Increase Traletosi Coffee Sales in Lembantongoa Village

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ARTICLE INFO	ABSTRACT
<p>Article History: Submitted: 11 January 2024 Reviewed: 9 February 2024 Revision: 29 April 2024 Accepted: 5 May 2024 Publish: 29 September 2024</p> <hr/> <p>Keywords: Marketing Strategy, SWOT Analysis, Marketing Mix</p> <hr/> <p>Corresponding Author: Siti Aisyah Andini' email: aisyahandinibahran@gmail.com</p>	<p>This study aims to determine and analyze the strategies used by the Traletosi ground coffee business to increase sales. The method used is qualitative and SWOT analysis (Strength, weakness, opportunity, threat). SWOT analysis evaluates opportunities and threats in the external environment and strengths and weaknesses in the internal environment. This study's primary focus is the mix of Segmentation, Targeting, Positioning, and Marketing. The results of the study obtained are the increasing use of strategies in marketing a product whose driving factor is to generate greater profits or benefits, strategic analysis tools used to evaluate IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) to evaluate internal and external factors that affect a business in the context of the Traletosi coffee business, by creating IFAS and EFAS tables as marketing strategies to increase sales.</p>

INTRODUCTION

Coffee is a drink that is very popular with many people around the world. With its distinctive aroma and unique taste, coffee has become part of people's culture and habits, both in urban and rural areas (Yani et al., 2023). Indonesia is one of the largest coffee producers in the world, ranking fourth after Brazil, Vietnam, and Colombia. Over the past eight years, the coffee industry in Indonesia has experienced an average growth of 4.73% per year, with per capita consumption continuing to increase to 8.14 kg per year (Frans et al., 2022).

The growth of the coffee industry in Indonesia has impacted not only the agricultural sector but also the business sector and people's lifestyles. The emergence of increasingly growing coffee shops shows that coffee has become part of the modern lifestyle. In 2019, there were more than 2,950 coffee shops in Indonesia, a significant increase compared to 2016, when there were only around 1,000 coffee shops (Arrasyid et al., 2023). This change reflects the increasing demand for quality and innovative coffee products.

Traletosi Coffee Business is a coffee business growing in Lembantongoa Village, Palolo District, Sigi Regency, Central Sulawesi. This business was established in 2020 and is located in Dusun V Tokelemo, a highland area with an altitude of around 500 meters above sea level. This area has a tropical climate with an average temperature of between 20°C-28°C and annual rainfall of around 2,000-3,000 mm. These geographical conditions support the growth of quality coffee plants, producing coffee beans with distinctive sizes, shapes, and flavors.

However, despite having good product quality, Kopi Traletosi still faces challenges in terms of marketing. This coffee business relies on a B2B (business-to-business) business model, mainly selling its products to cafes and coffee shops. As a result, the Traletosi brand is less well-known to consumers directly, so a more effective marketing strategy is needed to increase brand awareness and sales.

Several previous studies have discussed marketing strategies in the coffee industry. A study conducted by Latifa and Rochdiani (2019) on the marketing strategy of the Kadaka Cafeteria coffee shop in Bandung City showed that effective strategies include distribution expansion, increased promotion, product development, and maintaining the characteristics of the coffee shop. Meanwhile, a study conducted by Juhari and Arobi (2023) on the marketing of Petaling Coffee in Bangka Regency found that marketing strategy, competitiveness, and brand image positively and significantly influenced increasing sales, with a coefficient of determination of 57.7%.

Marketing strategy is important in increasing a business's sales and profitability. By implementing the right strategy, entrepreneurs can ensure that their products are highly competitive in the market. In the coffee industry, effective marketing strategies can include the use of digital media, storytelling in promotions, and event marketing to increase interaction with consumers (Arrasyid et al., 2023).

Therefore, analyzing appropriate marketing strategies is crucial for Kopi Traletosi, which is facing competition in the coffee industry. By understanding the strengths, weaknesses, opportunities, and threats that exist, Kopi Traletosi can develop more innovative and targeted strategies. Understanding market trends and consumer preferences is also an important factor in designing an effective marketing strategy.

Based on this background, this study aims to analyze marketing strategies that Kopi Traletosi can apply to increase sales and expand its market reach. This study is expected to contribute to developing marketing strategies for coffee UMKM in Indonesia, especially for business actors still in the development stage.

RESEARCH METHOD

The research methodology used in this study is a qualitative method with a descriptive approach. Qualitative research was chosen because it allows researchers to understand in-depth marketing strategies regarding increasing sales of Traletosi Coffee in Lembantongoa Village. This method aims to explore the marketing strategies implemented by coffee business actors and analyze the factors that influence the effectiveness of these strategies (Creswell, 2014: 4). In this study, data were collected through in-depth interviews, observations, and documentation studies, which were then analyzed thematically to identify patterns and trends in marketing strategies.

This study's primary and secondary data sources are primary and secondary data. Primary data were obtained through direct interviews with the owner of Kopi Traletosi, customers, and other stakeholders who play a role in the marketing process. The semi-structured interview allowed

information exploration flexibility (Moleong, 2017:134). In addition, participant observation was conducted to observe the marketing practices implemented by Kopi Traletosi directly. Secondary data were obtained from various sources, including business reports, scientific journal articles, and local mass media discussing the coffee industry and marketing trends.

This study used thematic analysis techniques to analyze data. These techniques involve coding data, identifying main themes, and interpreting the meaning of the collected data. This technique allows researchers to find patterns in successful marketing strategies and challenges faced by the Kopi Traletosi business (Braun & Clarke, 2006). In addition, data triangulation was carried out by comparing the results of interviews, observations, and documentation to increase the validity and reliability of the study.

The credibility and validity of the data in this study were ensured through various techniques, including source and method triangulation, member checking, and audit trail. Source triangulation was done by comparing data from various informants, while method triangulation was done by using more than one data collection technique to ensure consistency of findings (Patton, 2002). Member checking was done by providing interim results to informants to obtain feedback and ensure the researcher's interpretation was based on their experience. In addition, an audit trail was used to record the entire research process systematically to ensure transparency in data analysis.

With this qualitative approach, the study is expected to provide a comprehensive understanding of Kopi Traletosi's marketing strategy. The results of this study not only provide theoretical contributions in the field of marketing but also practical recommendations for other coffee business actors on increasing the effectiveness of their marketing strategies.

RESULTS AND DISCUSSION

Segmentation

Market segmentation in Kopi Traletosi's marketing strategy aims to sell products to various age categories, from teenagers to adults to the elderly. The products offered include various types of coffee, such as Arabica, Robusta, Lampung, and Wine, as well as unroasted green bean coffee. In addition, the coffee processing process varies, including natural, semi-washed, fully washed, honey, and the level of fineness of the coffee powder from very fine to coarse. According to the results of an interview with the owner of Kopi Traletosi:

"I have reviewed the location that I have occupied. The Traletosi ground coffee business is located in Dusun V Tokelemo, Lembantongoa Village, Sigi Regency. The distribution of the Traletosi ground coffee business is hampered by difficult road access because it is located in a valley with rocky and uphill road conditions." (Interview, Mr. Hudalo, November 19, 2023).

Although location accessibility is a challenge, the business owner still tries to provide the best service to customers. Kopi Traletosi customers come from various backgrounds, including workers and young people looking for a quality coffee taste.

Targeting

Kopi Traletosi's main target is to sell high-quality coffee drinks at affordable prices and attractive product designs. According to an interview with the business owner:

"I observed the surrounding environment and saw the community's need for quality coffee. I sell products at a reasonable price and guarantee the best quality." (Interview, Mr. Hudalo, November 19, 2023).

This strategy shows that Kopi Traletosi can maintain customer satisfaction with competitive prices. The chosen market segmentation is coffee lovers, especially those who value quality taste.

Positioning

Positioning is the process of creating a unique identity in consumers' minds through product differentiation and marketing. Pratama (2021) states that effective positioning can help businesses excel over competitors.

"We have regular customers who often visit our business. Many of them know about this business through recommendations from friends or social media. The promotion process is done B2B, selling directly to other business actors." (Interview, Mr. Hudalo, November 19, 2023).

Based on the interview, Kopi Traletosi has succeeded in building customer trust through affordable prices and word-of-mouth recommendations.

Marketing Mix

A marketing mix is a marketing strategy that combines various variables to reach the target market (Fauzi et al., 2022). Kopi Traletosi uses a B2B approach, promoting its products to other business actors. The marketing strategies used include:

1. Quality products with various flavors and processing methods.
2. Competitive prices to attract customers.
3. Promotion through social media and customer recommendations.
4. Distribution is still limited but is gradually being expanded.

SWOT Analysis

SWOT analysis is used to identify the strengths, weaknesses, opportunities, and threats in Kopi Traletosi's marketing strategy.

Strengths (Strengths):

- Good product quality
- Distinctive taste
- Affordable prices
- Good service

Weaknesses:

- Product distribution is still less effective
- Business location is not strategic
- Promotion is not yet optimal

Opportunities:

- Growing demand for coffee
- Development of marketing technology
- Supportive import-export policies

Threats (Threats):

- Tight competition in the coffee business
- The fluctuating economic conditions of society
- Determination of taxes that affect selling prices

IFAS and EFAS

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis) analyses were conducted to understand internal and external factors. Based on the analysis's results, Kopi Traletosi is in quadrant I (Aggressive Strategy), meaning the business must maximize its strengths and opportunities to increase its competitiveness.

Table 1. IFAS (Internal Factor Analysis Summary) for Traletosi Coffee Business

STRENGTH	SIGNIFICANT LEVEL	WEIGHT	RATING	SCORE
It has excellent quality	3	0.18	4.00	0.71
The distinctive taste of coffee	2	0.12	4.50	0.53
Affordable prices	2	0.12	4.00	0.47
Good service	2	0.12	3.00	0.35
Sub-Total		0.53		2.06
WEAKNESS	SIGNIFICANT LEVEL	WEIGHT	RATING	SCORE
Product distribution is still less effective	2	0.12	2.00	0.24
Less strategic sales location	2	0.12	2.00	0.29
The promotion system that is implemented is still not very effective	2	0.12	1.00	0.12
Small marketing area	2	0.12	2.00	0.24
Sub-Total		0.47		0.88
Total	17	1.00		2.94

Source: Data Processing Results

Table 2. EFAS (External Factor Analysis Summary) for Traletosi Coffee Business

OPPORTUNITY	SIGNIFICANT LEVEL	WEIGHT	RATING	SCORE
Export-import policy	3	0.16	4.00	0.65
Advanced technological development	3	0.16	4.50	0.65
Coffee has become a habit of society	3	0.16	4.00	0.65
Good relationship with consumers	3	0.16	3.00	0.65
Sub-Total		0.65		2.59
WEAKNESS	SIGNIFICANT LEVEL	WEIGHT	RATING	SCORE
The economic conditions of the people are getting worse	2	0.11	1.00	0.11
Determination of tax on each product purchase	2	0.11	1.50	0.16
Many competitors	2.5	0.14	1.00	0.14
Sub-Total		0.35		0.41
Total	17	1.00		3.00

Source: Data Processing Results

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) analysis are strategic tools used to evaluate a company's internal and external factors. IFAS focuses on internal factors, such as strengths and weaknesses, while EFAS analyzes external factors, such as opportunities and threats. The results of this analysis help companies determine the most appropriate strategy to achieve their business goals.

IFAS and EFAS Analysis Results

Based on the data provided, the values of the factors analyzed are:

- Opportunity: 2.59
- Threats: 0.41
- Strength: 2.06
- Weakness: 0.88



Figure 1. SWOT diagram resulting from weighting the IFAS & EFAS scores for the Traletosi Coffee business.

From these values, a strategy quadrant diagram can be drawn up with four main strategy alternatives:

1. Quadrant I (Aggressive Strategy): This position indicates that the company has high internal strength and many external opportunities. With a strength value of 2.06 and an opportunity of 2.59, suitable strategies are expansion, market penetration, and product innovation.
 - Coordinates: (0,18; 1,180)
2. Quadrant II (Diversification Strategy): If internal strengths are high but external threats are also high, a diversification strategy is necessary to reduce dependence on certain markets or products.
3. Quadrant III (Defensive Strategy): This position shows greater internal weaknesses than strengths, as well as quite high external threats. To survive in the industry, the company needs to focus on operational efficiency and internal improvements.
4. Quadrant IV (Turnaround Strategy): If the company has internal weaknesses but many external opportunities, the strategy implemented is improvement and restructuring to take advantage of existing opportunities.

Based on the diagram's position, the company is in Quadrant I (Aggressive Strategy), which shows that it has quite high internal strength and great opportunities. Therefore, the most appropriate strategies are expansion, increasing competitiveness, and innovation. By utilizing existing resources, the company can strengthen its position in the market and achieve better growth. By understanding the IFAS and EFAS analysis, the company can determine the optimal strategic steps to increase competitiveness and achieve its long-term goals.

From the results of the analysis above, we can see that the Traletosi Coffee business is in a position between the Opportunity and Strength axes, which are in quadrant I. This means that the Traletosi coffee business must support an aggressive strategy. This strategy can support a business in continuing to maximize the strengths and opportunities that exist to continue to advance and achieve greater profits.

INTERNAL EXTERNAL	WEAKNESS (W)	STRENGTH (S)
OPPORTUNITIES (O)	<p>Strategy For WO (Weakness and Opportunities)</p> <ul style="list-style-type: none"> a. Do better promotion through internet development. b. High demand means that products must be able to open sales branches. c. The distribution system is carried out at outlets or supermarkets d. Addition of the latest product variants, considering that coffee is a drink that is popular with many people e. increase marketing areas with technological developments f. More discount promotions to attract coffee lovers 	<p>Strategy for SO (Strength and Opportunity)</p> <ul style="list-style-type: none"> a. Maintain and improve the taste and aroma as well as product quality b. Set prices based on people's purchasing power c. Improve good service to maintain relationships with consumers d. Expanding marketing with evolving technology. e. Expanding sales with import-export f. Increasing packaging innovation.
THREATS (T)	<p>Strategy for WT (Weakness and Threats)</p> <ul style="list-style-type: none"> a. Increase promotional activities b. There are online sales in the application for purchases c. increase product variants to beat competitors. 	<p>Strategy for ST (Strength and Threats)</p> <ul style="list-style-type: none"> a. Providing better quality to beat competitors b. Has a distinctive taste for beating competitors

Figure 2. Results of SWOT Analysis of Internal and External Factors of Traletosi Coffee

Kopi Traletosi segmentation aims to sell products to most of each age category, including teenagers, adults, and the elderly. Kopi Traletosi distributes products from Arabica, Robusta, Lampung, wine to unroasted green bean coffee, with natural processing types, (natural) semi-washed (wet grinding), thoroughly washed (wet process), honey (fermentation), roasted and levels of fineness ranging from very fine, fine, medium and coarse, specializing in coffee drinks with an emphasis on superior taste quality. According to the results of an interview with the owner of Kopi Traletosi:

"I have reviewed the location that I have occupied; This Traletosi ground coffee business is located in hamlet V Tokelemo, Lembantongoa village, Sigi Regency, the distribution of Traletosi ground coffee business for the location is also difficult to reach because it is in a valley and the road access is not good, the road is rocky and uphill so it takes up to 30 minutes from Lembantongoa village to hamlet V Tokelemo." (Interview, Mr. Hudalo, November 19, 2023)

According to the informant, if the business owner provides the best service to all customers, they will not be differentiated from other customers. The basis of our Kopi Traletosi business is the sale of beverages, especially coffee drinks, to adults, workers, youth, and parents in Lembantongoa Village.

"When consumers visit our business, of course we will provide good service to individuals or groups of people present." (Interview, Mr. Hudalo, November 19, 2023)

According to the informant, Kopi Traletosi customers do not recognize their characteristics. On the contrary, as long as consumers have a strong reason to visit, we will provide good service, and consumers will be satisfied.

Targeting

Kopi Traletosi aims to sell high-quality coffee drinks at affordable prices and provide attractive product designs to attract customers (Tampanguma, Pelleng, & Keles, 2021). According to the conclusion of the interview with the owner of Kopi Traletosi:

"I observe the surrounding environment as a need for the whole community, but it is not uncommon for someone to set up a business like me; now, however, it is about the fate of how each individual runs his own business. I sell products here at a reasonable price and with a guarantee of quality." (Interview, Mr. Hudalo, November 19, 2023)

The previous explanation shows that if only affordable rates were provided, consumers would be satisfied with the quality of goods and taste, which is the main goal for Kopi Traletosi owners. Moreover, Kopi Traletosi's target audience is coffee lovers.

Positioning

Positioning is the process of designing a product or marketing plan so that it stands out in the consumer's memory (Pratama, 2021). Then, consumers will be able to appreciate or understand how the business differentiates itself from its competitors. Observe competitors, determine their situation, and seek market opportunities. If the business location is close to its competitors, it must choose and seek additional differences.

"There are regular customers who visit our business often, as well as individuals who compare prices across retailers. There are also those who visit based on recommendations from friends who have previously patronized the establishment. In terms of the promotional process carried out by the Traletosi ground coffee business owner through B2B where they only promote their products and make sales to other business actors." (Interview, Mr. Hudalo, November 19, 2023)

From the previous explanation, it is evident that Kopi Traletosi has regular customers who shop there because of their own will, they see affordable prices on social media, and because of word-of-mouth recommendations.

Marketing Mix

Marketing Mix is a marketing strategy that uses marketing variables to achieve sales goals (Fauzi et al., 2022). In the context of sales business, the marketing mix can also be considered a combination scheme. As a result, most businesses use this method to achieve their marketing goals. In addition, this procedure will help overcome the current competitive environment, which continues to increase.

"In promoting my products to consumers, especially through the promotion process carried out by the owner of the Traletosi ground coffee business through B2B which only promotes its products and makes sales to other business actors." (Interview, Mr. Hudalo, November 19, 2023)

According to the previous explanation, Kopi Traletosi promotes its products using B2B, which only promotes its products and makes sales to other business actors. According to the previous explanation, the promotion section has individuals responsible for carrying out these tasks. The owner of the company and one of his employees promote Kopi Traletos products. Marketing strategy plays an important role in achieving business sales goals. Therefore, Kopi Traletosi must

use the four elements of a sales plan to set business goals. Marketing strategy consists of four components: Segmentation, Targeting, Positioning, and Marketing Mix.

Segmentation is the analysis and utilization of business opportunities. Segmentation is a discipline in market studies originating from objects with a growing population. Because segmentation is the first step in determining the integrity of your business activities, businesses must be creative and innovative when observing the market (Frans & Narundana, 2022). According to the researcher, Kopi Traletosi has implemented a segmentation-based marketing strategy. Therefore, segmentation should be considered based on statistical segmentation attributes, especially market division based on geographic segmentation. Kopi Traletosi's segmentation then only continued to Lembantongoa Village. Meanwhile, based on demographic segmentation, People, Based on demographic segmentation, Kopi Traletosi targets men and women of all ages and backgrounds, from teenagers to the elderly.

Targeting is the process of efficiently distributing a company's resources. As a result, businesses must survey and determine which segments they want to target because their resources are limited (Bintang & Narundana, 2022). According to the researcher's statement, Kopi Traletosi's sales strategy targets middle- to upper-class consumers. Conditions can be evaluated to determine whether Kopi Traletosi offers a reasonable price based on the quality of its taste. The researchers observed that there are now many coffee shops in Lembantongoa Village, indicating that competition is increasing. According to the researcher's description, Kopi Traletosi must be adept at attracting potential customers who have been segmented using various productions, with prices and promotions also significantly impacting the advantages of the target market.

Positioning is the process of creating a memorable impression in the minds of consumers (Yuliana & Ardansyah, 2022). That is why this strategy focuses on building consumer trust and confidence. In business, positioning plays a role in marketing a product. Because positioning requires building customer trust (Sari, 2020), according to the researcher's description, the Kopi Traletosi positioning marketing procedure must be carried out through promotion. In addition to being a delicious drink, coffee shops function as a place to relax and chat while enjoying a cup of coffee. Promotion can create Kopi Traletosi's icon for coffee drink lovers. Therefore, Kopi Traletosi must continue to improve and maintain the taste image of the product in order to remain competitive.

In addition, based on the researcher's description, Kopi Traletosi must know what consumers want or need. Therefore, selling products primarily aims to meet consumer desires and needs. Consumer satisfaction must influence the positioning procedure. This condition can be achieved through strong consumer ties or recognizing that the customer is king.

According to the analysis conducted by researchers, Kopi Traletosi has its products, but their quality in terms of taste can compete with those of its competitors. Kopi Traletosi can attract many customers and generate huge profits by maintaining product quality and promotion. Marketing strategies also effectively inform customers about our products, starting with specific product information. Marketing strategy is a company's lifeblood, indicating that it will be challenging to achieve success without the right marketing strategy.

CONCLUSION

From the research above, marketing strategy is an effort to market a product, either goods or services, by using a concept or pattern of plans and specific tactics so that it will provide high profits for a business itself. One of the objectives of a product marketing strategy is to facilitate the determination of the target market, which is used for the segmentation of the marketing of a product. This is done in order to provide convenience and sound development of the product and marketing strategy as a benchmark for a company to be more organized. However, it must continue innovating and being creative in coffee processing and packaging design. It is necessary to plan a new strategy so that the growth and increase in sales of the Traletosi ground coffee business are in an aggressive position.

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