

Marketing Business Integrity Café "Haus Indonesia"

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Abstract.

Micro, Small and Medium Enterprises (MSMEs) make the largest contribution to the provision of employment. In 2021, MSMEs accounted for 97% of the total workforce in Indonesia. MSMEs are considered one of the sectors that play a very important role in the economic recovery process in Indonesia. MSMEs cover various sectors of job creation, such as culinary, agribusiness, clothing, and so on. Various innovations are created by business people to maintain their business amid fierce competition. In this era of globalization, one of the trending MSME sectors is Cafe/Tavern/Coffee Shop. This place is often visited by various ages, from children to teenagers, to adults. Usually, cafes or taverns provide facilities such as wifi, free chargers, and seating for visitors who order drinks, coffee, tea or food. Therefore, the café can be used as a place to discuss, chat casually or negotiate business. Currently, MSME Cafe or Tavern players, continue to innovate so that consumers become interested in products from their business brands. Business actors must also choose a good marketing strategy to manage marketing communication effectively so that a strong association is formed. Through these brand associations, it is expected to form brand awareness of the company's product brands.

Keywords: Marketing, Mixed Marketing, Cafe, MSME

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1. Introduction

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In this era of globalization, one of the trending MSME sectors is Cafe/Tavern/Coffee Shop. This place is often visited by various ages, from children to teenagers, to adults. Usually, cafes or taverns provide facilities such as wifi, free chargers, and seating for visitors who order drinks, coffee, tea or food. Therefore, the café can be used as a place to discuss, chat casually or negotiate business.

Currently, MSME Cafe or Tavern players, continue to innovate so that consumers become interested in products from their business brands. Business actors must also choose a good marketing strategy to manage marketing communication effectively so that a strong association is formed. Through these brand associations, it is expected to form brand awareness of the company's product brands.

1.1. Definition Of MSMEs

Micro, Small and Medium Enterprises abbreviated as MSMEs have an important role in economic growth in Indonesia. These roles include being able to absorb labour, overcome poverty problems and help distribute development results. In Indonesia, business sectors such as fashion, culinary and handicrafts are the most in demand. Here are some definitions of MSMEs according to experts: (1) Micro Business According to Rudjito, a micro business is a small business. Although small in scale, the business can help the wheels of the country's economy. This was conveyed directly by Rudjito who was the President Director of BRI and served in 2000-2005. Micro enterprises are also able to build jobs for the wider community. The resulting positive effect is also able to increase the country's foreign exchange through business corporate tax, and (2) Micro Business According to Kwartono Businesses that are categorized into micro scale are types of businesses whose wealth value is IDR 200,000,000. The value is calculated based on the annual sales turnover of related companies.

1.2. Understanding Marketing Management

Marketing management is a collection of concepts, principles, and frameworks used in management to plan and evaluate the marketing activities of an organization. Marketing Management functions to plan, implement, supervise and control marketing activities in an organization to achieve organizational goals efficiently and effectively.

Marketing management analyzes a market to find out the type of market and its marketing environment so that it can obtain how many opportunities to seize the market and how big the threat must be faced. This step helps organizations develop effective strategies to achieve marketing goals and understand changing market dynamics.

1.3. Definition of Marketing Mix

Good marketing performance is expressed in three main quantities, namely sales value, sales growth, and market portion, which ultimately boils down to company profits. Sales value shows the rupiah or unit of product sold, while sales growth shows how much the increase in sales of the same product is compared to a certain unit of time, and the market portion shows how much contribution the product has to dominate the market of similar products compared to competitors. (Pradini, et al 2023).

Marketing mix is an important strategy that must be carried out by business actors in marketing activities, in other words, the marketing mix becomes a concept for company activities or a business in achieving company goals by streamlining marketing activities. If a business actor or company can do the right combination of marketing mix, it will be able to increase consumer interest.

The marketing mix concept has 4 main elements known as the 4P marketing concept, namely Product, Price, Place, and Promotion. Business actors must consider the impact of different factors categorized under the 4Ps to decide on the marketing mix for a product to be marketed.

1.4. Definition of Swot Analysis

SWOT analysis is a strategic planning analysis method used to monitor and evaluate the company's environment both external and internal environment for a specific business goal. SWOT is an acronym for the words, strengths, weaknesses, opportunities, and threats.

This analysis systematically identifies various factors to formulate a company's strategy. The purpose of SWOT analysis is to identify internal factors (strengths and weaknesses) and external factors (threats and challenges) that affect the company both positively and negatively so that the company must be able to manage in maintain opportunities for the company to survive if it experiences mistakes.

SWOT can maximize strengths and opportunities and can minimize weaknesses and threats. To formulate a corporate strategy, it is necessary to develop the company's mission, goals, strategies and policies both internal and external conditions because this is a reference in planning future strategies.

2. Research Methods

The method in this study uses qualitative methods assisted by interviews from the inn to strengthen the analysis of this journal. Qualitative research can be understood as a research method that uses descriptive data in the form of written or spoken language from observable people and actors. This qualitative approach is used to explain and analyze phenomena, events, social dynamics, attitudes, beliefs, and perceptions of individuals or groups (Pradini, et al. 2023).

3. Results and Discussion

3.1. MSMEs Profile

Haus Indonesia is a beverage outlet that provides all kinds of contemporary drinks that are currently hit at affordable prices. At this moment Thirsty! already has 197 outlet branches spread across 18 cities in Java. In addition to expanding to other major cities in Indonesia, Haus! will also continue to develop and innovate. Haus not only sells beverage products but also sells food and snacks. Haus stands under the auspices of PT. Nusantara Business Inspiration. The owner of Haus Indonesia is Gufron Syarif.

Starting In 2018, Gufron and his friends opened the first Indonesian thirsty outlet in the Kemanggis area, West Jakarta. Less than two years after its establishment, Haus Indonesia has been able to have 113 branches in Jabodetabek and Bandung. Haus is developed through a partnership system (franchise). In 2021, Haus Indonesia skyrocketed and was able to reap a turnover of up to Rp. 250 billion.

Haus Indonesia has a Vision "The World With a Taste of Joy" We will contribute to Indonesia and the world by presenting delicious and pleasant tastes for all circles. And Thirst has a mission "Spreading Happiness to Everyone Through Cup of Drink" Thirst has a goal to always be able to spread happiness through drink glasses, like its own tagline, #SemuaBerhakMinumEnak.

3.2. Interview Results

A marketing strategy is a structured plan created by a company or organization to achieve their marketing goals. The purpose of the marketing strategy is to increase sales of products or services, expand market share, increase brand awareness, and achieve higher levels of customer satisfaction. The marketing strategy must be tailored to the goals, budget and 7 resources of the company. The important thing in achieving marketing success is to build a good relationship with customers.

To analyze marketing strategies appropriately in addition to using SWOT analysis, it is necessary to have a marketing mix to add analysis internally and externally. 4P marketing approach, namely product, price, place and promotion. Here's Haus' marketing mix! Indonesia Pejaten based on data from observations and interviews:

Product

Products are an important factor in achieving marketing strategies. Products can be changed in quality, size, shape, colour, variety, and so on. Products issued at Haus Pejaten are in the form of cold and hot drinks and complementary foods or snacks. Drinks are marketed in the form of dairy drinks, chocolate, tea, and coffee. The food found in Haus Pejaten is snacks such as steamed buns, maryam bread, toast, to fried macaroni. Haus also opened a "Hot Oppa" outlet that serves Korean specialities. At Haus Pejaten, South Jakarta Hot Oppa is inside the haus outlet itself and offers Korean food such as odeng, tteokbokki, and Ramyeon. With the presence of Hot Oppa, consumers will feel fresh processed drinks accompanied by Korean specialities, which will provide a cool eating sensation experience. Haus Indonesia also often releases special menu series products to celebrate big days in Indonesia.

Price

Price is a value determined for a good or service determined by money. In the interview, the price offered is very affordable, ranging from Rp 5,000 - Rp 25,000 for the price of drinks and food. The thing that distinguishes the price of each product is the size of the glass of each drink. There are 3 sizes offered, namely small, medium and large. The price will be different if there are additional toppings, such as additional boba, grass jelly, mango jelly, lychee jelly, egg pudding, cream cheese and grape jelly. Each additional topping will be charged an additional price of IDR 3,000 to IDR 5,000. Haus also often offers promo vouchers or bundling vouchers where the price offered will be cheaper.

Place

The place becomes an important factor in marketing. Places are used to offer products or services and also to serve the target market. Haus Pejaten sells its products online and offline. Through online, Haus sells its products through Grabfood, Gofood, and Shopeefood. While offline thirst provides a dine-in place (eating on the spot). In the interview, Haus Pejaten provides a place for a very comfortable dine-in. There are 2 floors for consumers who want to eat on the spot. Haus Pejaten is also very strategically located, which is located on the roadside, and close to the UNAS campus area.

Promotion

Promotion is an activity aimed at influencing consumers so that they can find out the products offered and then buy these products. In the interview, Haus promoted his product through social media. Haus also often collaborates with artists, influencers and brands in creating unique menus. Here are some of the results of thirsty menu collaborations with artists and brands.

4. Conclusion

Business actors must also choose a good marketing strategy to manage marketing communication effectively so that a strong association is formed. The purpose of this study is, To find out the marketing strategy in the "Cafe UMKM" business and To find out the SWOT analysis in determining the existing marketing strategy. From the results of the interview above, it can be concluded that Haus Indonesia's marketing strategy refers to the 4P marketing mix, namely Product, Price, Place, and Promotion. Haus Indonesia considers the impact of different factors categorized under the 4Ps to decide the marketing mix for a product to be marketed. To formulate a corporate strategy, it is necessary to develop the company's mission, goals, strategies and policies both internal and external conditions because this is a reference in future strategy planning.

STRENGTHS

1. Has delicious and unique flavour variants
2. Using good quality materials
3. Affordable prices start from 5 thousand rupiah
4. Fast and friendly service to consumers
5. Can be ordered through the online delivery application
6. Active marketing on social media and collaborating with artists and influencers

WEAKNESS

1. Some menus have limited stock
2. Lack of hours in some outlets
3. Only certain shops can dine in
4. Too much ice in the beverage

OPPORTUNITIES

1. This Drink very popular in the hot season
2. The outlet is in a strategic location
3. Haus trend products today are in great demand by millennials
4. Technological advancements make it easier to promote through the internet and social media.

THREATS

1. Competitors releasing similar products with a greater variety of flavours.
 2. Failure to keep up with market trends may lead to a decline in profits.
 3. Difficulty in acquiring traffic on platforms like Go Food and Grab Food due to intense competition in the same segment.
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