

**Strategy to Increase the Number of Product Sales Using the Swot  
Method: Case Study in Solo Coffee Rates**

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**ABSTRACT**

*Laju Kopi is a coffee shop centered in Yogyakarta and founded in 2018. They expanded at Solo in 2021. Laju Kopi Solo experienced a decline in sales because the company had not yet established an appropriate marketing strategy. This research aims to determine the strategy to increase product sales at Laju Kopi Solo using SWOT analysis. Research data collection used interview methods and distributed questionnaires to owners, employees, and consumers. This is to find out internal and external factors. After the value analysis of these factors, it can be identified that the Laju Kopi Solo is in quadrant I in the SWOT matrix. It shows that the Laju Kopi Solo is in a state of growth. Therefore, It can produce strategies that can increase product sales at Laju Kopi Solo.*

**Keywords:** *SWOT Matrix, Marketing Strategy, Laju Kopi Solo*

**ABSTRAK**

Laju Kopi adalah kedai kopi yang berpusat di Yogyakarta dan didirikan pada tahun 2018. Mereka berkembang di Solo pada tahun 2021. Laju Kopi Solo mengalami penurunan penjualan karena perseroan belum menetapkan strategi pemasaran yang tepat. Penelitian ini bertujuan untuk mengetahui strategi peningkatan penjualan produk di Laju Kopi Solo dengan menggunakan analisis SWOT. Pengumpulan data penelitian menggunakan metode wawancara dan membagikan kuesioner kepada pemilik, karyawan, dan konsumen. Hal ini untuk mengetahui faktor internal dan eksternal. Setelah analisis nilai faktor-faktor tersebut, dapat diidentifikasi bahwa Laju Kopi Solo berada di kuadran I pada matriks SWOT. Hal ini menunjukkan bahwa Laju Kopi Solo sedang dalam keadaan pertumbuhan. Oleh karena itu, dapat menghasilkan strategi yang dapat meningkatkan penjualan produk di Laju Kopi Solo.

**Kata Kunci:** Matriks SWOT, Strategi Pemasaran, Laju Kopi Solo

**INTRODUCTION**

The coffee industry in Indonesia is developing more rapidly, this potential can be seen by the increasing level of coffee consumption from various social groups.[1] Based on data from the United States Department of Agriculture (USDA), global coffee production will reach 170 million bags per 60 kg of coffee in the 2022/2023 period. This number increased by 2.8% from the previous period when it was recorded that 165.37 million bags of coffee were produced in 2021/2022. Indonesia is listed as the 3rd largest coffee producing country in the world in 2022/2023, having produced 11.85 million bags of coffee. This encourages business people to open coffee shops. A

coffee shop is a business that sells coffee drinks, and some also serve other drink variants (non-coffee) as well as heavy meals or snacks. Apart from that, coffee shops now also offer Instagram able concepts and a comfortable atmosphere to attract consumers.

Laju kopi is a coffee shop based in the city of Yogyakarta and was founded in 2018 which carries the concept of "Coffee to Go"[2]. According to data from Toffin and Mix Magazine in 2020, the "Coffee to Go" type of outlet was the top ranked favorite coffee shop outlet at 39.03%.[3] The Laju Kopi concept represents itself like an overseas expedition, namely DHL, which can be seen from the concept of the Laju Kopi logo itself and has a unique slogan, namely "Speed is Good". In realizing its vision to be at the forefront of product innovation, service and quality, Laju Kopi continues to strive to understand consumers and adapt to current trend developments. Laju Kopi has a varied menu that not only sells coffee, but also non-coffee menus and even juice. Some of the best sell non-coffee menus at Laju Kopi are: Alpen Sugar Maroon (red velvet), Fresh Cool Chocolate (Mint Chocolate) and Fresh Cool Honey.

From the data above, it can be seen that the total monthly turnover in 2023 will fluctuate, but if we observe in May, June and July, there will be a decrease in turnover below the sales target. This also influences the emergence of new coffee shops, especially in the Solo area of the city. This competition arises when one coffee shop competes with another coffee shop to attract consumer interest using various strategies. For example, a coffee shop provides a comfortable and Instagram able place, where consumers can create content on their social media. And some are making product innovations that are released in certain months, which are usually called 'Seasonal Menus'. Several other coffee shops also operate longer hours, starting from 7 am - 12 pm, this is to suit the target market which needs "Morning Coffee/Ngopag" and a place to hang out until the evening. Based on this situation, Laju Kopi is also affected by quite tight competition.

Looking at the phenomenon that occurred at Laju Kopi Solo, there was a decline in sales because the company had not yet established an appropriate marketing strategy. One factor is the lack of promotional activities and content carried out both online and offline. A company strategy is needed when problems occur and are related to declining sales.

SWOT analysis is defined as an evaluation of overall strengths, weaknesses, opportunities and threats.[4] This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities, but simultaneously minimize weaknesses and threats [5]. Seeing the phenomenon that occurs at Laju Kopi, this research was conducted to determine the "Strategy to Increase the Number of Product Sales Using the SWOT Method at Laju Kopi Solo". By determining the new strategy, it is hoped that it can increase sales figures, so that it can compete with existing competitors and avoid fluctuations. The aim of this research is to determine the strategy to increase product sales at Laju Kopi Solo using SWOT analysis.

## **METHODS**

The method in this research is a qualitative method. Qualitative research methods are research approaches used to understand social or human phenomena through collecting descriptive and non- numerical data. This research focuses on an in-depth understanding of the behavior, experiences and views of research subjects in a particular context [6]. The data collection method used in this research was direct observation at Laju Kopi Solo. The data collection technique used is as follows which is Interview; It is a way to obtain data or information by asking and answering questions to the person who is the source of the object to be studied. In this research, interviews were conducted with the owner of Laju Kopi Solo as a source who is considered an influential person and is related to the research variables, Observation; It is a method of conducting direct observation or inspection. In this research, direct observations were carried out at Laju Kopi Solo by observing the sales system, how employees work in the sales process from start to finish. Questionnaire; It is a tool used to collect data from respondents in the form of written questions. The aim is to obtain the required information according to the research variables. In this research, questionnaires were distributed to Laju Kopi Solo employees and several Laju Kopi Solo customers.

## **RESULTS AND DISCUSSION**

### **1. Strenght**

A strategic location is a supporting factor that supports product sales at Laju Kopi. A strategic location means that customers will become more aware of the location of Laju Kopi, thereby allowing more products to be marketed in that location. Place is one of the factors that determine whether a marketing strategy will work well or not so that it can attract consumer interest. Satisfaction is actually a subjective state which is the result of a conclusion based on a comparison of what is received. Laju Kopi has a unique concept and logo, like an expedition, which attracts many consumers to be curious and visit Laju Kopi. An interesting place is basically influenced by the existence of a unique and attractive concept for customers so that customers will feel curious and visit the place. One of the most important decisions a company makes is where they will locate their operations so a unique venue concept is a priority in attracting consumers. If the place provided or perceived by the customer does not meet expectations or is low, the customer may perceive that the service quality is low, and the buyer may lose the company or product supplier's profits. Entertainment is an attraction that is expected to attract customers to visit Laju Kopi because entertainment shows that the characteristic of Laju is the presence of entertainment and various food brands that attract consumers. The existence of several brands at Laju Kopi allows consumers to get a choice of complementary foods and snacks, and a photo box as a place to capture photos with friends.

A room that is already comfortable will be even more comfortable if

the room has air conditioning and outdoor space which makes customers more relaxed. The key for a consumer to linger is the comfort offered in the room. Air-conditioned and outdoor rooms are very suitable as a place to spend time doing assignments or hanging out with friends. Place is the most determining basis for determining whether consumer satisfaction has been maximized or not yet. A comfortable room will attract customers to visit Laju Kopi. Good material value is one source that influences customer perceptions as well as influences customer expectations. Appearance is assessed in terms of the physical equipment of the space in the cafe. Brand is an important factor in marketing activities, because the activity of introducing and offering goods and/or services cannot be separated from a reliable brand. Online media has become the main information material for consumers to find out about the places they want to visit. By carrying out online promotions via social media advertisements, you can introduce the place, current or upcoming events, and new menu variations at Laju Kopi to customers. Discounts or discounts are an attractive factor for customers to visit Laju Kopi. Apart from that, this strength has a bearing on the company's development in competition and progress in the future amidst the many similar companies emerging. The product characteristics that customers choose depend on the product characteristics and the customer's socio-economic characteristics. This is based on the maximum use of product attributes under fixed assumptions so that innovation is created to discount prices at Laju Kopi.

## **2. Weakness**

The service provided at Laju Kopi tends to receive a lot of criticism because customers have experienced complaints regarding unfriendly service. This is a weakness that originates internally from Laju Kopi related to poor HR management. The decision made by the buyer or product user is a factor that a company strives for in order to increase consumers' purchasing power for the products offered, so that unfriendly service due to poor HR management can be a factor that customers do not like. This problem is handled by Laju Kopi by always evaluating it once every month. Events and collaborations with various products and event organizers are one option for marketing Laju Kopi products because they allow the products offered to become better known, but the intensity is less so it becomes an internal obstacle in the marketing process. This intensity should be a strategy to minimize customer conversion to competitor products. A company has a goal of retaining customers through various efforts such as improving product quality, increasing consumer decisions in using a product from Laju Kopi, but it is not implemented optimally and on schedule.

Instagram activation has actually been carried out, but the implementation is still not optimal, even though the menu offered is diverse, so marketing is not going well. Apart from that, the internet is also used for discussions and consultations with consumers who need information, so that

consumers can be involved proactively and interactively in designing, developing, marketing and selling products so as to enable the newest products that are in demand. Barista staff that is less than optimal is related to the service provided. What is meant by sub-optimality can be orders that take too long to arrive, do not arrive on time, or even do not make the customer comfortable. Complaints are often the result of less than optimal service, especially from baristas who interact directly with customers. Laju Kopi anticipates this by improving barista services. Service quality is a form of appreciation from customers for the various services provided by a company as a whole, so that service should be the main factor that determines product marketing.

### **3. Opportunity**

The increasingly improving economy is an opportunity to market Laju Kopi products. With current economic conditions that are getting better day by day, this can provide a huge opportunity for companies to always provide goods that meet market or customer needs. Interest in buying is what drives customers to buy products at Laju Kopi. Customer interest in a product arises as a result of the quality offered so that they are interested in buying. Promotional efforts for the product show that there is seriousness in expanding Laju Kopi's market share so that it has the opportunity to attract more customers to buy its products. Branding is also done with technology. Laju Kopi's personal branding is created from product characteristics and customer socio-economic characteristics. It is based on the maximum use of product attributes under fixed assumptions. Influencers are figures who have a big influence on social media so that whatever is marketed will bring benefits to parties who collaborate or get endorsements from the company. Analysis of market opportunities is very important, because companies need to know how many opportunities are available in marketing their products and can determine whether the market is large enough to support other products and still provide profits, in this case the use of influencers is an aspect that can build customer trust in Laju Kopi via social media.

Laju Kopi is a place to gather with friends or do assignments. Having a comfortable place to hang out is a facility from Laju Kopi in meeting customer needs. Today's hanging out culture is more popular with teenagers, especially in coffee shops. Therefore, they choose a place that they feel is suitable according to their budget and the concept of the coffee shop. Digital payment systems are part of technological progress. Technological advances certainly have a big influence on companies. Especially if the company uses it in its company operational activities. The ease of the payment system can create satisfaction for customers when buying products at Laju Kopi. Like QRIS technology where customers can pay via barcode scanning easily. Students are a group of people who often spend a lot of time hanging out or doing assignments. Laju Kopi has a relaxed and comfortable concept for gathering or just enjoying coffee. This is an opportunity for Laju Kopi to develop

products and facilities that are comfortable for students. Lots of charger switches, a wide table and comfortable chairs also have an influence on this

#### **4. Threats**

The Laju Kopi market only reaches school and university students, but does not reach families, because this place is less attractive to large families, especially those with small children. So companies need to analyze market opportunities that can be exploited. This market opportunity analysis is very important, because the company needs to know how many opportunities are available in marketing its products and can determine whether the market is large enough to support other products and still provide a profit. This should be a concern because Laju Kopi should be made friendlier to families with children. Complaints from customers are an external factor that can hinder product marketing at Laju Kopi. Complaints can be a sign that service at Laju is not running optimally. Threats are important situations that are unfavorable to the company. This disrupts the running of the company's business and threatens the company's position in the market, as well as disrupting the company's goals. Some of these complaints are known from Google reviews given by customers, where these reviews are one of the things that influence when people want to visit a place.

Nowadays there are many companies selling similar products, with many competitors operating in the same business. This kind of competitor threat needs to be anticipated with several steps, for example by improving product quality, product variety or better marketing methods as product competition becomes increasingly fierce. This competition arises as a result of the company's image in determining sales policies. Things that can improve a company's image include company background, a shining company resume, financial achievements, a reputation as a good job creator, a willingness to take social responsibility, and involvement in research that supports this. Competition requires rules of the game, because sometimes market mechanisms do not always work well (asymmetric information and monopoly). In the market, there are usually efforts by business actors to avoid or eliminate competition between them. The reduction or disappearance of competition allows business actors to gain much greater profits. The price game creates a breakthrough that can attract consumers' interest in enjoying Laju Kopi products.

#### **CONCLUSION**

Based on the results of the SWOT analysis for Laju Kopi Solo, several strategic steps can be taken to increase competitiveness and business growth. First, collaborating with local or national influencers who are relevant to Laju Kopi Solo's target market can increase exposure and attract more customers. Influencers can help promote new places and products through their social media. Second, optimize the brand and decoration by adding attractive decorative elements and updating the

brand to remain relevant with current trends. For example, introducing seasonal decoration themes or collaborating with local artists to create a unique and Instagramable atmosphere.

Improving customer service is also very important, by providing training to staff to increase friendliness and professionalism in serving customers. Providing incentives for staff who provide excellent service can motivate them to provide a better experience to customers. Apart from that, developing products and services that strengthen relationships with customers such as holding community events, workshops, or kopdar (ground coffee) sessions that allow direct interaction between customers and staff or baristas can also be an effective step.

Activation on social media needs to be increased by posting interesting and interactive content. Holding a contest, giveaway, or hashtag campaign that engages customers can increase engagement and visibility. Collaborations with other entertainment or food brands can also attract different market segments, for example by holding joint events with local bands or popular food trucks. Utilizing technology in the payment system is also important by adopting the latest payment technology to make transactions easier for customers, such as accepting payments via e-wallet or QR code.

Finally, offering special discounts and promotions on a regular basis can attract new customers and retain old ones, such as special discounts for students or happy hour promotions. By implementing these strategies, Laju Kopi Solo can take advantage of existing strengths and opportunities, as well as overcome weaknesses and threats faced

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