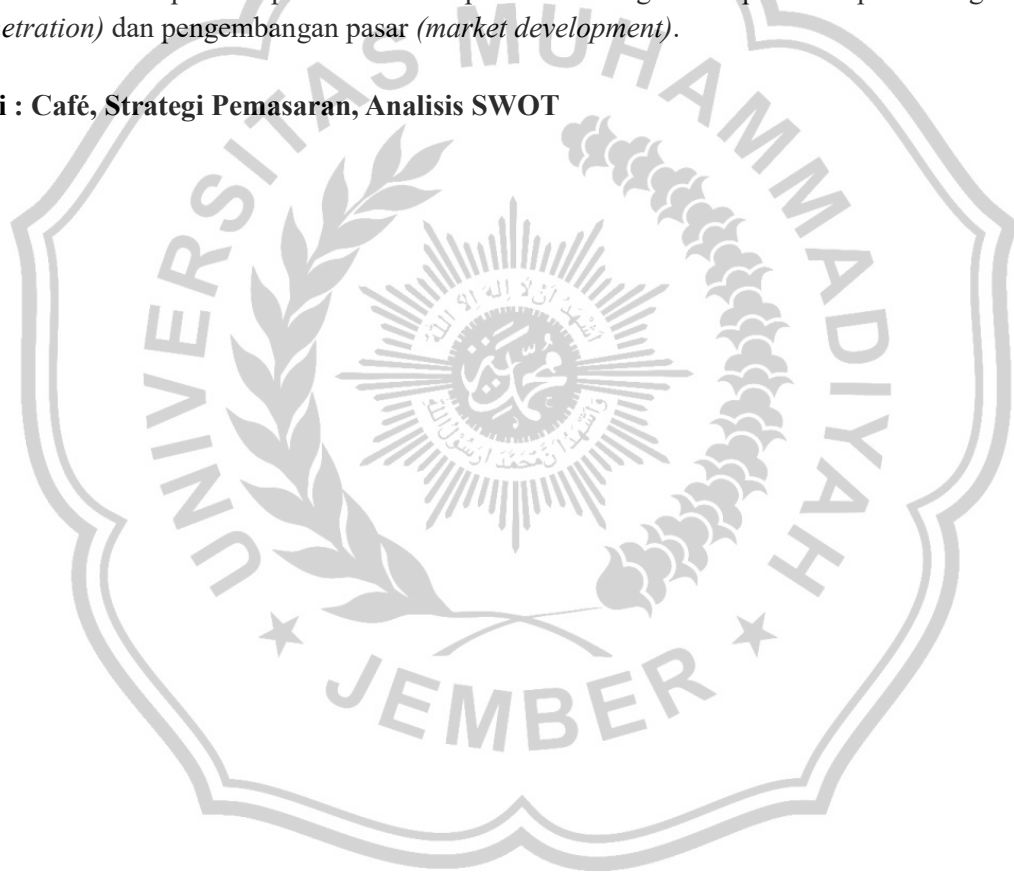


ABSTRAK

Saat ini, salah satu persaingan bisnis terjadi sangat ketat pada bisnis yang bergerak dibidang kuliner. Hal ini dikarenakan pesatnya perkembangan bisnis pada bidang kuliner Cafe diberbagai kota termasuk di Kota Jember. Sebagian orang memilih berbisnis dibidang kuliner karena bisnis tersebut dianggap paling menguntungkan. Perkembangan bisnis Cafe di Kota Jember Desa Puger ditandai dengan semakin bertambahnya jumlah pesaing di bisnis yang sama. HerdaCake yang berada di Dusun Kerajan Desa Puger Kulon Kecamatan Puger Jember. Kota Jember merupakan salah satu usaha bisnis dibidang kuliner Cafe dengan nuansa modern dan instagramabel, *kidsfriendly* dan nyaman. Berbagai macam strategi telah diterapkan pada HerdaCake untuk dapat merebut dan menarik perhatian pelanggan serta dapat mengimbangi persaingan yang cukup ketat. Tujuan penelitian ini untuk mengetahui strategi pemasaran Café Herdacake menggunakan analisis SWOT. Berdasarkan hasil analisis SWOT menunjukkan bahwa Café Herdacake posisi cafe Herdacake yaitu berada di pada kuadrat V yang bertanda astrix (2,82 ; 2,60) dalam kuadran V ini berarti cafe Herdacake harusnya menerapkan strategi Stabilitas atau Pertumbuhan yang merupakan strategi pertumbuhan melalui ekspansi dan memperluas daerah pemasaran dan penjualan produk atau dapat berupa disersifikasi produk. Strategi ini dapat diterapkan dengan penetrasi pasar (*market penetration*) dan pengembangan pasar (*market development*).

Kata Kunci : Café, Strategi Pemasaran, Analisis SWOT



ABSTRACT

Currently, one of the business competitions occurs very tightly in businesses engaged in the culinary field. This is due to the rapid development of business in the culinary field of cafes in various cities including in Jember City. Some people choose to be in the culinary field because the business is considered the most profitable. The development of the Cafe business in Jember City, Puger Village, is marked by the increasing number of competitors in the same business. HerdaCake which is located in Kerajan Hamlet, Puger Kulon Village, Puger Jember District. Jember City is one of the business ventures in the culinary field of Cafe with a modern and instagamabel, kidsfriendly and comfortable feel. Various strategies have been applied to HerdaCake to be able to grab and attract the attention of customers and be able to keep up with the fierce competition. The purpose of this study was to determine the marketing strategy of Caf  Herdacake using a SWOT analysis.

Based on the results of the SWOT analysis, it shows that Caf  Herdacake is positioned by the Herdacake caf , which is in the square V marked astrix (2.82; 2.60) in quadrant V, this means that the Herdacake caf  should apply a Stability or Growth strategy which is a growth strategy through expansion and expanding the area of marketing and product sales or it can be product dissertation. This strategy can be applied by market penetration and market development.

Keywords : Caf , Marketing Strategy, SWOT Analysis

