

# Sales Marketing Strategy at Outlet Kopi 48 Batu Batu Using Business Model Canvas

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## Keywords:

Coffee Shop,  
BMC, Strategy

## Abstract

This research aims to analyze the Marketing Strategy in Increasing Sales at Coffee 48 Buah Batu Outlet using the BMC strategy. The research type is qualitative descriptive, using secondary data from questionnaires with 20 respondents. The data analysis technique used is SWOT analysis. The results of the research indicate that the implementation of the BMC-based marketing strategy at Coffee 48 Buah Batu Outlet has been successful in helping the outlet compete with its competitors in the coffee industry and create a competitive advantage. Positive consumer responses to product innovations, the use of social media, collaborations with local producers, and fast and convenient service have provided strong support for the success of this strategy. Additionally, the results of the SWOT analysis show that an in-depth understanding of customers, the utilization of technology, product and service differentiation, and smart collaborations are the key strengths that have been able to cover and address weaknesses and threats faced by the outlet. Thus, the BMC-based marketing strategy has helped Coffee 48 Buah Batu Outlet achieve a competitive advantage and become a relevant and successful player in the busy coffee industry.

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## 1. Introduction

Kedai Kopi 48 Buah Batu is one of the popular coffee shops in the area. However, with increasingly tight competition in the coffee industry, it is important for Buah Batu Coffee Shop to analyze effective marketing strategies to increase their coffee sales. In this essay, we will discuss the importance of marketing strategy analysis in increasing coffee sales at Buah Batu Coffee Shop.

Coffee is a drink that is very popular with people all over the world. Every day, many people start their day with a cup of coffee. Therefore, the coffee industry is a very promising business, but also very competitive. To remain competitive and increase sales, it is important for Buah Batu Coffee Shop to have an effective marketing strategy (Idayu et al., 2021).

Marketing strategy analysis will help Buah Batu Coffee Shop understand their market and consumers. By studying consumer preferences and needs, this shop can develop coffee product offerings that suit customer tastes and desires (Ikhsani & Santoso, 2020). For example, if consumers in the area have a high interest in single origin coffee or organic

coffee, then Buah Batu Coffee Shop can expand their menu choices by offering these coffees.

Apart from that, marketing strategy analysis also helps Buah Batu Coffee Shop in developing strong branding and positioning. By having consistent branding and appropriate positioning, this shop can differentiate itself from competitors and attract consumer interest (Naton et al., 2020). Maybe the Buah Batu Coffee Shop has an advantage in serving coffee using a deep pour-over method, or maybe they offer rare coffees that are difficult to find elsewhere. By highlighting their unique values, these stores can build emotional connections with consumers and increase customer loyalty.

Furthermore, marketing strategy analysis will also help Buah Batu Coffee Shop in developing their products. Through market research and understanding the latest trends, this shop can present a variety of interesting and innovative coffee flavors. Apart from that, they can also provide a snack menu that goes well with coffee, thereby attracting consumers who want to enjoy coffee while eating snacks (Siregar et al., 2020).

Marketing strategy analysis will help Buah Batu Coffee Shop formulate an effective promotional strategy. By utilizing social media, websites and instant messaging applications, these shops can expand their reach and increase consumer awareness about their existence (Supriyanto & Hana, 2020). In addition, customer loyalty programs, special discounts, or special promotional packages can encourage consumers to visit the store regularly. In conclusion, marketing strategy analysis is a crucial step in increasing coffee sales at Buah Batu Coffee Shop. By understanding the market, building strong branding, developing relevant products, and implementing effective promotional strategies, Buah Batu Coffee Shop can win competition in the coffee industry and increase their sales.

In developing its business, Buah Batu Coffee Shop faces several problems that need to be overcome. Some of the problems faced are as follows:

#### 1. Tight Competition

The coffee shop industry has a high level of competition, especially with many competitors both at the local and national level. Buah Batu Coffee Shop needs to develop an effective strategy to differentiate themselves from competitors and attract the attention of potential customers.

#### 2. Dependence on Raw Materials

Buah Batu Coffee Shop may face challenges in obtaining a consistent supply of high quality coffee raw materials. Dependence on limited supplies or fluctuations in raw material prices can have a negative impact on operational stability and product quality.

#### 3. Operational Time Range

Buah Batu Coffee Shop has limited operating hours, for example only opening in the morning and afternoon, they may lose business opportunities from customers who are looking for coffee in the evening or late at night. Expanding operational timescales or adapting schedules to potential customer needs can be important steps.

#### 4. Limited Physical Space

If the Buah Batu Coffee Shop has limited physical space, such as limited seating areas or does not have adequate parking, this can limit customer capacity and comfort. Looking for creative solutions to maximize the use of space or considering a room expansion can help overcome this problem.

#### 5. Operational Management Challenges

In managing a coffee shop business, Buah Batu Coffee Shop may face challenges in terms of operational management such as managing inventory, managing employee schedules, or maintaining equipment. Implementing efficient systems and procedures, as well as having a skilled management team, can help overcome these challenges.

#### 6. Identifying and realizing the problems faced by Buah Batu Coffee Shop is an important step in developing a business. With a good understanding of existing problems, Buah Batu Coffee Shop can design effective strategies to overcome these challenges and develop its business better.

The aim of this research is to analyze marketing strategies to increase coffee sales at Buah Batu Coffee Shop. This will help shops develop product offerings that suit consumer needs and tastes, thereby increasing the appeal and sales of coffee.

## 2. Literature Review

### 2.1. Manajemen Strategi

Strategic management is a very important approach in running an organization, be it a large company or a small business. First of all, strategic management involves a careful planning process to achieve long-term goals. This involves identifying the vision, mission, and core values of the organization to provide clear direction for all stakeholders. Apart from that, strategic management also considers the company's external and internal environment and identifies opportunities and challenges that it may face. (Kaniawati et al., 2021)

Once the strategy has been established, the next step is implementation. This involves the appropriate allocation of resources, including human, financial, and technological, as well as effectively organizing and managing processes. The importance of effective communication throughout the organization should also not be overlooked so that all team members have a clear understanding of the strategic objectives and their role in achieving them. (Ambarwati et al., 2020).

Apart from implementation, strategic management also requires continuous monitoring and evaluation. This aims to ensure that the strategy is implemented according to plan, as well as identifying changes or shifts that may occur in the business or industrial environment. By conducting regular evaluations, organizations can adapt their strategies flexibly to remain relevant and competitive. Furthermore, strategic management also involves adaptation to change. The business environment often changes rapidly, whether in terms of technology, regulations, or consumer preferences. Therefore, organizations need to have the ability to respond to these changes quickly and efficiently, including through adjusting their strategies. (Kaniawati et al., 2021)

Strategic management also relies heavily on data and information analysis. Accurate data collection and interpretation can help organizations make better and more informed decisions. By leveraging the right technology and analytical tools, organizations can identify trends, understand market behavior, and better evaluate their strategic performance. Amid all these aspects, effective leadership plays a key role in strategic management. Leaders are not only responsible for developing strategy, but also in motivating and inspiring the team to achieve a shared vision. Good leadership also facilitates collaboration and innovation, enabling organizations to adapt and thrive in a rapidly changing environment. (Ambarwati et al., 2020).

Ultimately, strategic management is not a one-time task, but an ongoing process. Organizations need to constantly review and adapt their strategies according to new developments and changes in the business environment. Thus, strategic management is the key to ensuring the long-term sustainability and success of an organization in a competitive market.

## 2.2. Entrepreneurship

Entrepreneurship is a person's ability or attitude in identifying, creating, organizing and managing a venture or business with the aim of generating profits (Ambarwati et al., 2020). According to Niswaty, Juniati, Darwis, and Salam (Kaniawati et al., 2021) argue that entrepreneurship is an ability to create business activities. Kem Ampuan writes require the creativity and innovation that continues constantly to find something that is different from that which already existed before. An entrepreneur must have a capability that is creative and innovative in finding and creating the kinds of ideas.

According to Yustian, Suryana, Furqon, and Hendrayati (Kaniawati et al., 2021) in *Entrepreneurship: Tips and Process Towards Success*, entrepreneurship is a process of application of creativity and innovation to solve and look for opportunities from the problem that is faced by every person in everyday life. Entrepreneurship involves various aspects such as innovation, creativity, risk, and the ability to manage resources to achieve business success. In general, there are several important aspects of entrepreneurship that need to be understood:

### 1. Identify Opportunities

Entrepreneurship begins with the ability to identify potential business opportunities.

### 2. Innovation and Creativity

Entrepreneurship involves innovation and creativity in developing new ideas or unique approaches.

### 3. Business Plan

Once a business idea or opportunity is identified, it is important to develop a comprehensive business plan.

#### 4. Managing Resources

Entrepreneurship also involves the ability to manage available resources, be they human, financial, or physical.

#### 5. Take Risks

Entrepreneurship involves taking risks in developing and running a business.

#### 6. Develop Networks and Collaboration

Having a strong network and being able to collaborate with other people is also an important aspect of entrepreneurship (Cho & Lee, 2018).

Entrepreneurship is an important activity in the economy, because it can create new jobs, encourage economic growth and encourage innovation. Through entrepreneurship, individuals or groups can turn ideas into realities that are useful and have a positive impact on society.

## 2.2. SWOT analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to identify the internal strengths, weaknesses, external opportunities and threats faced by Buah Batu Coffee Shop. This analysis helps in formulating development strategies based on a comprehensive understanding of the business situation (Kim, W. C., & Mauborgne, 2015).

## 2.3. Analisis BMC

In Canvas Based Marketing, the main focus is on deep understanding of customers and how to meet their needs. Based Marketing Canvas (Blank, S. G., & Dorf, 2012) consists of six key elements that must be considered:

#### 1. Customer Segments (Customer Segments)

Identify customer segments that will be the main target market. This involves understanding who potential customers are, their characteristics, and their needs.

#### 2. Customer Value (Customer Value)

Determine the value generated for customers and how the product or service offered can meet their needs and desires.

This involves understanding the benefits provided to customers and how the product or service solves their problems.

#### 3. Distribution Channel (Distribution Channel)

Determine the channels used to deliver products or services to customers. This includes the physical or digital distribution channels that will be used to reach customers effectively.

#### 4. Customer Relationship

Describes the type of relationship that will be built with customers, whether it is personal interaction, customer support, or long-term relationships. The goal of this element is to retain customers and build loyalty.

#### 5. Sources of Income (Revenue Streams)

Determine the main source of income for the business, whether through product sales, subscription fees, advertising, or other business models.

#### 6. Key Research (Key Resources)

Identify key resources required to operate the business and provide value to customers. It involves aspects such as human resources, infrastructure, technology and expertise required to run a business successfully.

By considering these six elements, the Based Marketing Canvas helps companies develop marketing strategies that are focused and in line with customer needs. This approach helps align critical elements in marketing to achieve competitive advantage and sustainable business growth.

## 2.4. Marketing

Buah Batu Coffee Shop can apply a marketing concept that focuses on offering unique and high quality coffee products. They can highlight their superiority by serving a variety of selected coffee beans with various brewing methods, such as pour-over, siphon, or cold brew. In addition, shops can create interesting coffee flavor variations by adding innovative additional ingredients or blending coffee beans from different regions. This concept will attract the interest of coffee lovers

who are looking for new experiences and high quality.

Apart from that, Buah Batu Coffee Shop can build a marketing concept that focuses on a pleasant customer experience and an attractive atmosphere. By creating a comfortable and aesthetic interior design, appropriate music, and friendly service, this shop can create an environment that invites customers to relax and enjoy their coffee. Shops can also hold events, such as workshops or cupping sessions, to provide added value to customers and strengthen relationships with them. This concept will create an emotional connection between the shop and customers, thereby increasing customer loyalty and word of mouth promotion.

## 2.5. Business management

The marketing management concept for Buah Batu Coffee Shop involves a strategy that focuses on understanding the market and consumers. Marketing management needs to carry out in-depth analysis of targeted market segments, such as coffee lovers, students or young professionals, to understand their preferences and needs (Shobaruddin, 2020). In addition, marketing management needs to develop a strong branding strategy to differentiate Buah Batu Coffee Shop from competitors and build a positive brand image in the eyes of consumers. This involves developing an attractive logo, a slogan that reflects the store's values, as well as consistency in brand communication through various marketing channels.

According to Moonti (2019) defines management as the process of planning, organizing, leadership and control of the various sources of power organization to achieve the objectives as effectively and efficiently, the definition of management that can be further described as follows:

Apart from that, the marketing management concept of Buah Batu Coffee Shop also involves an effective promotional strategy. Marketing management needs to utilize social media, websites and other marketing channels

to increase brand awareness and attract consumer interest (Rahmadani & Subroto, 2022). They can post interesting content, such as coffee photos and stories, and run special contests or promotions to engage consumers. Apart from that, marketing management can collaborate with local influencers or hold coffee events at the shop to increase visibility and attract new visitors. By implementing good marketing management concepts, Buah Batu Coffee Shop can increase their popularity, sales and customer satisfaction (Salim et al., 2020)

## 3. Research Methods

This research is a mixed method research. In this study, the sample may include the business owner of Buah Batu Coffee Shop. The sampling method used was purposive sampling technique (Idah & Pinilih, 2020). Data collection in this study used interviews, Business Capital Canvas (BMC) analysis, and document analysis. Data analysis used Business Capital Canvas (BMC) analysis to identify and analyze the strengths, weaknesses, opportunities and threats faced by the Buah Batu Coffee Shop based on the data collected and statistical analysis to test the feasibility of the Buah Batu Coffee Shop business.

## 4. Results and Discussion

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) was chosen as a relevant research framework to identify internal and external factors that influence the business development of Buah Batu Coffee Shop using the Business Capital Canvas (BMC) analysis method. SWOT analysis will enable the identification of internal strengths and external opportunities that can be exploited, as well as internal weaknesses and external threats that need to be addressed in development strategies (Jefri & Ibrohim, 2021). In this research, primary data will be collected through interviews and surveys with the Buah Batu Coffee Shop business owners. In addition, secondary data such as village economic data, agricultural statistics and related policies will be used to support the SWOT analysis. The



Business Capital Canvas (BMC) analysis method will be used to analyze data and identify appropriate development strategies.

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#### **a. Weaknesses**

Despite having significant development strengths, traditional cake businesses also have several potential weaknesses, such as:

##### 1) Tough competition

The coffee shop industry is highly competitive, with many competitors offering similar products and experiences. Buah Batu Coffee Shop needs to face competition from other coffee shops, including big brands and local independent coffee shops. They must develop strategies that differentiate themselves from competitors, whether through unique product offerings, distinctive customer experiences, or effective marketing strategies.

##### 2) Dependence on raw materials

Buah Batu Coffee Shop will rely heavily on a supply of high quality coffee beans. Fluctuations in coffee bean prices and supply availability can be a challenge, especially if the shop prioritizes coffee from certain regions that may be impacted by

seasonality or production issues. Changes in raw material supply can affect product consistency and impact customer satisfaction.

##### 3) Operational time range

If the Buah Batu Coffee Shop has limited operating hours, for example only opening in the morning and afternoon, they may lose business opportunities from customers who are looking for coffee in the evening or in their free time after work hours. Optimizing operational times or considering opening branch stores with different operating times can be a strategy to overcome this weakness.

##### 4) Limited physical space

Buah Batu Coffee Shop may be faced with limited physical space in their shop. Small spaces or not enough seating can limit the number of customers that can be served at once, and impact customer comfort and experience. Optimizing the store layout or considering a physical expansion can help overcome this weakness.

##### 5) Operational management challenges

Managing operational aspects such as inventory, order processing, and efficient customer service can be a challenge, especially if the business is experiencing rapid growth. Ineffective management can negatively impact service quality and customer experience. Implementing a good management system and developing efficient operational procedures can help overcome these weaknesses.

External opportunities and threats that exist in their environment

#### **a. Opportunities**

Aspects of development opportunities for the Buah Batu Coffee Shop business include:

##### 1) Increased interest in specialty coffee

Consumer interest in specialty and high-quality coffee continues to increase. Buah Batu Coffee Shop can take advantage of this opportunity by serving specialty coffee from various bean varieties, unique brewing methods, and the story behind each cup of

coffee. By emphasizing the quality and uniqueness of their products, these shops can attract consumers who are looking for a more immersive coffee experience.

2) Innovation in taste and menu

Buah Batu Coffee Shop can develop opportunities by presenting innovations in taste and menu. They can create coffee variations with interesting additives or blend coffee beans from different regions to produce unique flavors. Additionally, they can offer a selection of snacks or dishes that go well with coffee, such as toast, cakes or breakfast specials. Innovations in flavors and menus can attract customers who are looking for new culinary experiences.

3) Collaboration with local coffee farmers

Buah Batu Coffee Shop can take advantage of opportunities to collaborate with local coffee farmers. By establishing partnerships with local coffee farmers, the shop can gain access to high-quality coffee beans directly from the source. Additionally, it can also help support local coffee farming communities and create a stronger connection between shops and the origins of their products. This kind of collaboration can also provide customers with an interesting story about the source of their coffee.

4) Expansion through partnerships or store branches

If the Buah Batu Coffee Shop succeeds in building a strong reputation, they can consider expansion opportunities through partnerships or opening branch stores in other locations. By doubling down on the success of their concept, the shop was able to reach more customers and expand their market share. This expansion must be supported by in-depth market analysis and careful planning to ensure continued success and growth.

By taking advantage of these opportunities, Buah Batu Coffee Shop can expand their business, increase their competitiveness, and achieve sustainable growth in the ever-evolving coffee industry.

## b. Threat

The Buah Batu Coffee Shop business also faces several development threats, including:

1) High competition

The coffee shop industry is highly competitive with many competitors offering similar products and experiences. The emergence of well-known coffee brands and international coffee shop chains can be a threat to Buah Batu Coffee Shop. They must keep an eye on market trends and needs, and develop effective marketing strategies to differentiate themselves from competitors and maintain their market share.

2) Changes in consumer trends

Consumer trends in terms of taste preferences, lifestyle or coffee consumption patterns may change over time. Buah Batu Coffee Shop must stay current with trends and update their menu to stay relevant to customer tastes. If they fail to adapt to changing consumer trends, they could lose market share and customers.

3) Dependence on raw materials

Buah Batu Coffee Shop relies heavily on a supply of high quality coffee beans. Changes in the price of coffee beans or production problems in the country of origin may affect their availability and supply stability. If there is a significant price increase or limited supply of coffee beans, this could affect their profits and product consistency.

4) Changes in regulations and policies

Changes in regulations related to business permits, taxes, or health and food safety regulations may have an impact on the operations of Buah Batu Coffee Shop. They need to ensure their compliance with applicable regulations and be ready to face changes that may occur in the future. Regulatory violations can negatively impact a business's reputation and cause financial loss.

5) Economic uncertainty

Economic instability and currency fluctuations can impact consumer purchasing power. If there is a decline in

people's purchasing power, consumers may reduce their spending on coffee at the shop, thereby affecting the sales of Buah Batu Coffee Shop. Changes in economic conditions must be monitored carefully to take appropriate steps to deal with them.

To take advantage of development opportunities and overcome these threats, traditional cake businesses need to conduct in-depth market research, innovate in products and production techniques, strengthen marketing strategies, and maintain good quality and food safety. Next, a SWOT analysis was carried out on the internal and external factors that influenced the development of the Buah Batu Coffee Shop business as follows:

Based on the results of the SWOT analysis of the development of the Buah Batu Coffee Shop business, there are several appropriate strategies to increase the income of the people in the village by utilizing the strength of cultural heritage and paying attention to opportunities to increase interest in traditional culinary delights. The Buah Batu Coffee Shop business can increase consumers' understanding and appreciation of cakes. traditional.

The following are the development strategies carried out in developing the Buah Batu Coffee Shop business, namely:

1. Expanding presence in strategic locations, by expanding presence in strategic locations, Buah Batu Coffee Shop can reach more potential customers and increase their brand visibility. This will help increase customer awareness and the appeal of the coffee shop.
2. Increasing product and menu variations, by increasing product and menu variations, Buah Batu Coffee Shop can meet the diverse needs and preferences of customers. This will also provide a more engaging experience and increase the appeal of the coffee shop to customers.
3. Strengthen relationships with local coffee farmers. By strengthening relationships with local coffee farmers, Buah Batu Coffee Shop can support the sustainability of the

coffee industry, source high-quality raw materials, and build authentic stories around their products. This will add value and differentiate them from competitors.

4. Develop a consistent branding strategy. By developing a consistent branding strategy, Buah Batu Coffee Shop can build a strong and cohesive image in the eyes of customers. This will help build customer trust and loyalty, as well as increase coffee shop brand recognition.

Furthermore, after obtaining the SWOT analysis results, the strategy indicators obtained are then grouped into the Business Model Canvas for the Buah Batu coffee shop business:

1. Customer Segment:
  - a. Students, professionals, or office workers around the coffee shop area.
  - b. Coffee lovers who appreciate the quality and variety of coffee.
2. Value Proposition:
  - a. Providing high quality coffee and innovative coffee drinks.
  - b. Provides a comfortable atmosphere and attractive interior design.
  - c. Offer friendly and personalized service to customers.
3. Distribution Channels:
  - a. Direct sales in coffee shops.
  - b. Delivery or coffee delivery service.
4. Customer Relations:
  - a. Personal interaction with customers.
  - b. Membership or loyalty programs to build long-term relationships.
5. Source of Income:
  - a. Direct sales of coffee drinks.
  - b. Selling snacks or snacks.
  - c. Potential collaboration with coffee suppliers or well-known coffee brands.
6. Key Resources:
  - a. High quality coffee raw materials.
  - b. Modern coffee making equipment.
  - c. Employees are well trained and knowledgeable about coffee.

By taking these steps, Batu Buah Coffee takes advantage of existing opportunities and increases their business growth, while still



overcoming existing challenges such as high competition, changing consumer trends, dependence on raw materials, regulatory changes, and economic uncertainty.

#### 4.2 Research Discussion

Expanding presence in strategic locations is an important strategy that Buah Batu Coffee Shop can implement to increase market share and optimize their brand exposure. By opening new branches or presenting coffee shop outlets in strategic locations, such as shopping centers, business centers or tourist areas, Buah Batu Coffee Shop can reach more potential customers. Through proper placement, they can attract visitors' attention and bypass the competition easily. In addition, by having a wider presence in strategic locations, Buah Batu Coffee Shop can also increase their brand visibility. This will help increase customer awareness of the coffee shop and the products it offers. Customers who pass by or see coffee shops in strategic locations tend to be more interested in trying and visiting the shop. By increasing customer awareness, Buah Batu Coffee Shop can build a larger customer base and increase their brand appeal.

Increasing product and menu variations is an important strategy for Buah Batu Coffee Shop to expand market share and increase customer satisfaction. By providing a wide selection of products and menus, coffee shops can meet the different needs and preferences of their customers. This allows them to attract and retain customers who have diverse tastes and preferences. By increasing the variety of products and menus, Buah Batu Coffee Shop can also provide a more interesting experience for customers. Customers will feel more fulfilled by having a variety of choices, both in terms of types of coffee, serving methods, additional flavors and complementary foods. This will create a richer experience and enrich customer interactions with the coffee shop.

Additionally, by increasing product and menu variety, Buah Batu Coffee Shop can increase their appeal as an attractive

destination for customers. Customers will feel interested in coming back and trying the various choices offered by the coffee shop. This also provides an opportunity for coffee shops to bring innovation and create a signature menu that differentiates them from competitors.

Strengthening relationships with local coffee farmers is an important strategy for Buah Batu Coffee Shop to support the sustainability of the coffee industry, ensure the supply of high-quality raw materials, and build authentic stories around their products. Through close collaboration with local coffee farmers, coffee shops can create mutually beneficial relationships that are sustainable and mutually supportive. By strengthening relationships with local coffee farmers, Buah Batu Coffee Shop can ensure the supply of high quality raw materials for their coffee products. By working directly with farmers, they can get the freshest, best and guaranteed quality coffee beans. This will ensure that the products served in the coffee shop are of the best quality and provide a satisfying experience for customers.

The coffee shop business in Buah Batu presents various customer segments, including students, professionals and office workers who live around the coffee shop area. Apart from that, they also target coffee lovers who appreciate the quality and variety of coffee. The value proposition offered by this coffee shop is to provide high quality coffee and innovative coffee drinks. They pay special attention to a comfortable atmosphere and attractive interior design so that customers can enjoy coffee in a relaxed manner. Apart from that, friendly and personal service is an added value in the customer experience.

The distribution channels used by this coffee shop include direct sales at the shop, where customers can enjoy coffee directly on the spot. Apart from that, they also provide delivery or coffee delivery services to provide convenience to customers who want to enjoy coffee elsewhere. Customer relationships in this coffee shop are supported by personal

interactions between employees and customers. Friendly, coffee-knowledgeable employees interact directly with customers, provide recommendations on coffee choices, and respond well to customer questions or requests. This coffee shop also launched a membership or loyalty program to build long-term relationships with customers, such as providing special discounts, special promos, or rewards for loyal customers.

This coffee shop's main source of income comes from direct sales of quality coffee drinks. Apart from that, they also get additional income through selling snacks or snacks served at the shop. This coffee shop also has the potential to collaborate with high quality coffee suppliers or well-known coffee brands, which can be a source of additional income and improve the shop's image and reputation.

The key resources owned by this coffee shop include high quality coffee raw materials to serve the best coffee to customers. Apart from that, they also use modern coffee making equipment to produce coffee with optimal quality and taste. Employees who are trained and knowledgeable about coffee are also an important key resource in serving high-quality coffee and providing the best service to customers.

The results of the same research using SWOT to find the right strategy were also carried out by (Kaniawati & Saudi, 2019) with the result that business development strategies that can be implemented include; Ease of business placement according to layout; Facilitate open and facilitate access to funding; Facilitation of developing and expanding market access through promotion, information and networking; Facilitation of obtaining raw materials; Facilitate easier access to funding; Ease of developing business through counseling, training, capacity building in management and technology development; Creation of a conducive business climate; Facilitating the ease of issuing permits is felt to be still insufficient, this shows that the total score of respondents for the eight policies

included in this category is between facilitation and not enough facilitation.

## 5. Closing

### 5.1 Conclusion

The implementation of the BMC-based marketing strategy at the 48 Buah Batu Coffee Outlet is that this strategy has succeeded in helping the outlet compete with competitors in the coffee industry and create a competitive advantage. Positive consumer responses to product innovation, use of social media, collaboration with local producers, as well as convenient and fast service, have provided strong support for the success of this strategy. In addition, the results of the SWOT analysis calculations show that a deep understanding of customers, use of technology, differentiation of products and services, and intelligent collaboration are the main strengths that are able to cover and overcome the weaknesses and threats faced. Thus, BMC based marketing strategy has helped 48 Buah Batu Coffee Outlet achieve competitive advantage and become a relevant and successful player in the busy coffee industry.

### 5.2 Suggestions

In developing sales marketing strategies, 48 Buah Batu Coffee Outlet should focus on improving customer experience. By leveraging BMC, outlets can identify and integrate important aspects that contribute to a positive experience for customers.

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