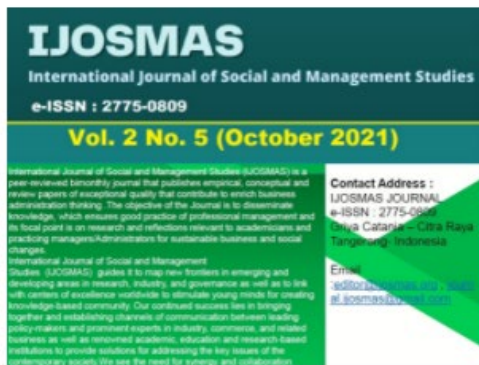


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## ARTICLES

---

- [Managing Performance and Work-Family Conflict through Social Support](#)

Masduki Asbari, Dewiana Novitasari, Agus Purwanto

11 - 20

- [DOWNLOAD PDF ARTICLE](#)

- [Café Marketing Strategy Analysis in The Covid-19 Pandemic](#)

Nova Bernedeta Sitorus, Juliana Juliana, Sandra Maleachi, Arifin Djakasaputra, Gunawan Prabowo

44 - 53

- [DOWNLOAD PDF ARTICLE](#)

- [Self-leadership to Innovation: The Role of Knowledge Sharing](#)

Masduki Asbari, Dewiana Novitasari, Agus Purwanto, Khaerul Fahmi, Temmy Setiawan

21 - 36

- [DOWNLOAD PDF FILE](#)

- [THE ROLE OF SOCIAL MEDIA MARKETING, PRODUCT INNOVATION AND MARKET ORIENTATION ON MARKETING PERFORMANCE : AN EMPIRICAL STUDY ON SMEs in BANTEN](#)

Hayu Kartika

1 - 10

- [DOWNLOAD PDF ARTICLE](#)

- [Development of Distance Learning During the Pandemic Period Using the Android Application \(e-Sabaky\) in Physics Subjects at SMA Negeri 1 Pati](#)

Yuli Sudargini, Agus Purwanto

54 - 60

- [DOWNLOAD PDF ARTICLE](#)
- [Promotion and Price Analysis of Purchase Decisions Bear Brand Milk During The Covid-19 Pandemic at PT. Aneka Rasa Citra Sejati, Jakarta](#)

Peter Rajagukguk, Bambang Haryono, Hardani Hardani, Arief Fadholi

37 - 43

- [DOWNLOAD PDF ARTICLE](#)

# Café Marketing Strategy Analysis in The Covid-19 Pandemic

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**Abstract** Entering the pandemic period, S.T. made several strategic changes. ALi Jakarta includes outlets in SetiaBudi to continue innovating and attracting buyers to shop because of the PSBB and PPKM, which have made profits from the food and beverage industry relatively low. S.T.ALi carried out several marketing strategies during the pandemic. ST, ALi will focus on marketing instant products that are easy to enjoy at home because buyers will spend more time at home. 1-litre bottle packaging and care products are one of the breakthroughs that are widely discussed in Indonesia. This 1-litre bottle packaging can also be more easily marketed with the emergence of new drink types and flavours that are continuously updated regularly within a certain period. In this study, there are two problem formulations: (1) how is the marketing strategy of S.T. Ali Jakarta outlets during the Covid-19 pandemic (2) how does S.T. carry out the marketing mix. Ali outlets during the Covid-19 pandemic. The purpose of this study is to analyze the marketing strategy of S.T. Ali Jakarta outlets during the Covid-19 pandemic and to explore the marketing mix carried out by S.T.ALi outlets during the Covid-19 pandemic.

This research is qualitative. The object used in this research is a cafe named S.T. ALi Jakarta, which has an Australian-style concept. Data collection techniques include surveys, participation, observation, interviews, field notes, and analytical memos, elicitation of documents, personal experiences, and participation in follow-up studies. Some data collection techniques are the same as "methodological trade," which can be varied according to the researcher's interests. The study results found that the marketing strategy was done through digital marketing, website facilities, and social media marketing, namely Instagram. Each uploaded content varies and includes important and interesting information to provide the latest promotions to followers and potential customers.

The S.T. cafe carries out the marketing mix. ALi Jakarta following the concept of eight Marketing Mixes (8P) has been executed quite well, starting from a variety of products with a uniquely Australian theme, prices according to quality, placement of the right outlets with the location of the majority of the target market, attractive and profitable promotions, skilled human resources. trained and professional to improve the good image, quality packaging with beautiful and durable designs, structured system management, to partnerships that can support and provide every need needed by the organization

**Keywords** — Strategy, Marketing, Restaurant, Hospitality

## I. INTRODUCTION

The tourism industry in the world has been shaken by the coronavirus (COVID-19) which was officially declared a pandemic by the WHO (World Health Organization or World Health Organization) on March 9, 2020 and had been going on for almost 18 months. Including the tourism sector in Indonesia, which is one of the largest contributors to the country's foreign exchange with a foreign exchange value of USD16.91 billion in 2019, also felt the impact. According to the Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno, on the travel.kompas.com page, Indonesia's tourism sector foreign exchange earnings in 2020 fell drastically by 80.84% to USD3.244 billion (Kemenparekraf, 2021; Kompas, 2021).

With the emergence of the COVID-19 virus, the F&B (Food & Beverage) industry is one of the industries feeling the impact of the decline. Based on the results of research conducted by the digital cash register provider company Moka, it was stated that as many as 13 out of 17 cities had experienced a significant decrease in daily income. Bali and Surabaya were the most affected cities, accounting for an 18% decline for Bali and a 26% decline for Surabaya. Greater Jakarta also experienced a decrease, but not as sharp as the two cities. The

Jabodetabek areas that were most significantly affected were Depok, Tangerang, West Jakarta and East Jakarta. Regulations from the government not to leave the house to reduce the rate of the spread of this virus also make people spend more time at home, which makes the F&B sector experienced a decline. However, there was an increase in the purchase of takeaway food by 7% from January to February 2020 (Bisnis, 2020). The COVID-19 pandemic has affected all industries, as well as coffee shops. Facing this pandemic, brand trust and sales promotion are some of the main focuses of the coffee shop strategy. Coffee Shop is an informal restaurant that does not use table service as a fine dining restaurant but focuses on coffee and other beverages. (Pramezwary et al., 2021)

Food and drink are basic needs for humans daily. Therefore, we need to shop to meet the food and drinks required. However, since the emergence and rapid increase in positive cases of COVID-19, these activities have been hampered due to the implementation of Large-Scale Social Restrictions (PSBB) in 2020 and the Imposition of Emergency Community Activity Restrictions (PPKM) in 2021. With these regulations, we cannot do anything. Activities outside the home regularly such as work, worship, shopping, and other activities. One way to meet basic human needs is by shopping online, or it can also be called shopping from home. (Sihombing & Juliana, 2021)

S.T.ALi Jakarta cafe located at Setiabudi Building One 2 GF-103A, Jalan Hr.Rasuna Said Blok Kav. 62, Setiabudi, RT.6/RW.7, Karet Kuningan, Setia Budi, City of South Jakarta, Special Capital Region of Jakarta 12950, Indonesia. This S.T.ALi cafe has operating hours from 7 am - 8 pm every day. According to the reviews given by customers, they said that the service provided was very good. The baristas were friendly and responsive in dealing with customer complaints. The location was strategic because it was right near the Australian embassy and many office buildings. Ali cafe has an open concept; the canopies are neatly lined up on the outdoor side, while some tables and chairs are arranged so neatly on the indoor side. In ST. ALi coffee bar is divided into two. The first is an espresso bar that faces outside with a La Marzocco espresso machine as a 'combat tool' for the baristas. In contrast, the brew bar is placed in the middle of the room, so it is a display for those who are interested in the manual brewing method. The atmosphere inside is also clean so that it makes you comfortable and doesn't hesitate to come back. It has a building that is quite spacious and attractive so that it can create comfort for customers. The Wi-Fi facility provided has a capable network speed and makes it easier if customers don't just want to buy drinks and do tasks or others.

In order to increase public attention and interest in the products and services sold by S.T.ALi, this company has the same marketing strategy as Common Ground because it is still in the same company. Their marketing strategy is to use premium quality coffee as it is known that S.T.ALi always puts the position of the café as a premium brand, so the ingredients used are also premium. Apart from that, the place is comfortable. The cafe, which is always cleaned and kept neat, makes all customers feel comfortable to relax. Since technology and social media are growing, S.T.ALi has started to promote it through digital marketing, namely social media platforms such as Instagram, Tiktok and other social media. S.T.ALi also usually uses the services of influencers to market the brands owned by S.T.ALi.

Entering the pandemic period, S.T. made several strategic changes. ALi Jakarta includes outlets in SetiaBudi to continue innovating and attracting buyers to shop because of the PSBB and PPKM, which have made profits from the food and beverage industry quite low. S.T.ALi carried out several marketing strategies during the pandemic. ST, ALi will focus on marketing instant products that are easy to enjoy at home because buyers will spend more time at home. 1-litre bottle packaging and care products are one of the breakthroughs that are widely discussed in Indonesia. This 1-litre bottle packaging can also be more easily marketed with the emergence of new drink types and flavors that are continuously updated regularly within a certain period. Marketing strategy is one of the methods applied by the hospitality industry to survive and operate during this pandemic. The 4P marketing strategy (marketing mix) involves the marketing strategy, including the product, price, location, and promotion. (Juliana et al., 2021). In this study, there are two problem formulations: (1) how is the marketing strategy of S.T. Ali Jakarta outlets during the Covid-19 pandemic (2) how does S.T. carry out the marketing mix. Ali outlets during the Covid-19 pandemic. The purpose of this study is to analyze the marketing strategy of S.T. Ali Jakarta outlets during the Covid-19 pandemic and to explore the marketing mix carried out by S.T.ALi outlets during the Covid-19 pandemic.

## II. LITERATURE REVIEW

The bigger a company or organization, the more complex the forms, types, and relationships that occur in dealing with these two types of environments. Thus, it is stated that a marketing strategy is needed in exploring the development of the organization.

One of the marketing strategies carried out is the STP (Segmenting, Targeting, Positioning) strategy which is three marketing activities that form a series in the business strategy. This marketing model is effective for creating messages, images, images for marketing as a whole. The most important thing is to analyze the

company first thoroughly. Only after that do the STP model so that marketing can run in the direction determined (Glints, 2020).

To achieve a goal and implement a marketing strategy, steps are needed to support the marketing strategy's success and support each other. Here are seven stages of a marketing strategy: Deciding on the comparison of multiple values, Splitting several market offerings to create reciprocity from buyers, Positioning puts that market offering in the mind of the target market, creating value for the target market, Choose buyers to serve, Segments divide the entire market into smaller segments, Goal setting selects one or more components to include. Effective target marketing requires marketers to: identify and profile groups of buyers who have different needs and wants (market segmentation) and select one or more market segments (market targeting), and for each target segment, communicate and deliver the right benefits to the company's market offering (market position) (Juliana & Carroline, 2020)

Market segmentation is a strategy to divide the market into small groups based on various variables. (Kotler et al., 2016) This strategy is carried out to determine the steps in marketing for each segmentation because the profile of each different target market will have different needs.

Other benefits of market segmentation are as follows:

- a. When the competition does not have the required product, then segmentation can reduce the pressure.
- b. A product that is not regular in its competition will lose its share in the required segment.
- c. Products that are not affected by the impact of price competition and can level the premium price can make adjustments to the segment.

Segmentation can be divided into several types, such as geographic, demographic, psychographic, and behavioral segmentation.

a. Geographic Segmentation

Divide the market based on criteria related to consumers' geographic environment, such as country, urban, rural, suburban, and climate. This segmentation has several advantages, such as saving resources because marketing will be more focused by determining certain areas for marketing. Geographical segmentation is also one of the most straightforward segments because it is easier to research where consumers live. This is because it is included in objective research (Cerdasco, 2021).

b. Demographic Segmentation

This segmentation groups the target market based on demographic variables, such as age, gender, income, occupation, education level, religion, ethnicity, marital status, social class, etc. When sellers can understand the demographic segmentation of their consumers, several advantages will be obtained; for example, sellers can more easily understand what consumers need and want and even how the demographic variables themselves affect the behavior of using their products. Demographic segmentation is also one whose data is easily measured (Kotler & Armstrong, 2012)

c. Psychographic Segmentation

Segmentation relies on human psychological character as a parameter to study consumer attitudes. Examples of psychographic segmentation variables include lifestyle, life values, and personality characteristics. The advantage of this segmentation is that it focuses on in-depth consumer characteristics that play a major role in how consumers finally decide to use or buy a product. However, because the variables of this segmentation involve subjective judgments so it is not easy to measure and is a weakness of psychographic segmentation (Cerdasco, 2021; Glints, 2021)

d. Behavioral Segmentation

Behavioral segmentation uses variables based on behavior patterns, responses, attitudes, and consumer use of a product or service to classify. The advantage of behavioral segmentation is that when the seller can find out the behavior of the market, then the marketing will be more easily targeted with different offers for each market group. As for the weakness, human behavior is a thing that can change continuously and is inconsistent, so that this can be a challenge and a drawback of this segmentation itself because it cannot always be predicted accurately (Kotler & Armstrong, 2012).

Target market determination is the process of evaluating the attractiveness of each market segment and then selecting one or more segments to enter. (Kotler et al., 2016). Companies should consider the following three factors in evaluating different market segments:

- a. Segment size and development.
- b. Structural attractiveness of the segment.
- c. Company goals and resources.

In tourism, marketing is one of the most influential activities in the life of a tourist attraction. This is due to the many competitors and also the emergence of various new tourist destinations. Even to be able to bring in tourists, tourism marketing is one of the most effective ways. A good tourism marketing strategy will increase the adequate supervision of a tourist spot. Management will continue to be carried out along with the rapid

development of tourist attractions; this is useful so that tourists still feel comfortable while on vacation. The end result is targets and goals will be more focused

Positioning is the process of developing the right competitive Positioning for the product and marketing mix. The company's positioning decisions determine who its competitors will be. When choosing a positioning strategy, a company must review its competitive strengths and weaknesses and select a position that places it superior to its competitors.

The company's purpose in carrying out a positioning strategy is to create a competitive advantage or maintain a miracle that has been achieved in business competition. This strategy is carried out by providing high-quality products, providing superior customer service, achieving lower costs than competitors, having a more convenient geographical location, producing products with better performance than competing brands, and making more resilient products. and durable, and giving buyers more value for their money (a combination of high quality, good service, and acceptable prices).

There are five steps of the positioning process:

1. Confirm understanding of market dynamics
2. Identify competitive advantage
3. Choose a competitive advantage that determines the market position
4. Define a positioning strategy
5. Communicate and deliver positioning strategy

According to Morrison (2011), the Marketing Mix was expanded into eight elements: Product, Price, Distribution (Place), Promotion, People, Packaging, Programming, and Partnership.

Marketing is often equated with sales in the tourism and hospitality industry, including the food and beverage industry (Food and Beverage). This happens because the sales department is the most physically visible to visitors and industry managers. At the same time, marketing takes place behind closed doors and cannot be seen directly, but the results' impact increased sales. In this industry, several managers and managers are apathetic towards marketing because they feel they cannot significantly influence sales. However, it turns out that the attitude of not caring and believing in the marketing that was implemented was caused because every advertising and promotional effort that had been marketed previously did not go well. It looked like it did not provide significant results.

In fact, the function of marketing is very diverse. Increasing sales is not the only thing that is most important because marketing also consists of research, information systems, and planning. Of the eight existing elements, namely the 8Ps, marketers can conduct research in accordance with the references and goals to be achieved, including creating products with certain characteristics that become advantages, setting prices that are in accordance with quality, deciding how to distribute the products sold so that they can be sold. reach by many people, and choose the best promotion method to attract many potential buyers. The marketing mix can run well if each element is prepared effectively in accordance with the intended target market.

At the end of 2019, precisely in December, a new virus was discovered for the first time in a wet market located in Wuhan, China. This virus is thought to have originated from Huanan seafood sold in the wet market, then transferred to humans and spread very quickly. Coronavirus Disease 2019 (Covid-19) is a new type of infectious disease caused by the SARS-CoV-2 (WHO) virus. Coronaviruses are zoonotic viruses (viruses that are transmitted between animals and humans). This virus causes illness that can range from mild symptoms (cough, fever, loss of smell) to severe (shortness of breath) (Ministry of Health). The Covid-19 virus is a new virus related to the same virus family as Severe Acute Respiratory Syndrome (SARS). This virus can be transmitted through physical contact between humans and humans.

On March 2, 2020, the first case of COVID-19 entered Indonesia. It was confirmed that there were two people who were infected from Japanese citizens. On April 9, 2020, this virus has spread to almost all provinces in Indonesia. People are advised to wear masks when doing activities and to wash their hands regularly. Due to the increasing number of positive cases, people in Indonesia are expected to follow and obey the PSBB (Large-Scale Social Restrictions) in 2020. In 2021 positive cases in Indonesia will increase again so President Jokowi appealed that several regions are required to implement the PPKM policy (Enforcement of Activity Restrictions). Public). The Covid-19 pandemic has had quite a concerning impact on various sectors, one of which is the economic sector. The increasing number of positive cases and the implementation of the PSBB & PPKM policies have made it difficult for people who have a below-average economy to earn money/work. Income can also decrease further as we all save more money to buy more needed necessities.

Digital marketing is a type of marketing that uses technological advances to deliver messages more integrated and measurable to build a deeper bond, attract attention, and make customers loyal. (Deiss, Henneberry, Russ., 2017). Digital marketing has long developed in an international scope, as an alternative marketing method for a product or service, digital marketing will change marketing activities and cut operational costs for commercial activities (Juliana et al., 2020).



Technologies used for digital marketing include e-mail, network sites, databases, digital T.V., and the like. Every device used to carry out digital marketing is considered very supportive of both interactive and non-interactive marketing activities to benefit customers (Chaffey & Chadwick, 2020). The digital and traditional marketing environments can be distinguished in the ease with which the customer obtains it. Every customer has the right to upload feedback, reviews about products/services, participate in marketing products, and so on social media to reach more potential customers. (Kannan & Li, 2016)

There are 3 (three) basic principles of digital marketing, which consist of:

1. Immediacy: Digital marketing is dynamic and can change rapidly over time.
2. Personalization: Customers must be served personally and differ from one another according to their needs. Personal information of customers who provide personal information to the company can be used optimally for marketing purposes.
3. Relevance: The provision of services to customers through online communication media can be carried out properly so that customers feel prioritized and their needs are satisfied.

E-Commerce refers to the processing of transactions, such as the buying and selling of products and services over computer networks such as the internet. E-Commerce pays attention to the function of buying and selling goods and services online and facilitates the entire buying and selling process for both sellers and buyers. In general, e-commerce is a business activity that operates through electronic media such as the internet. (Juliana et al., 2020)

### **III.METHOD**

The object used in this research is a cafe named S.T. ALi Jakarta, which has an Australian-style concept. Like cafes in general, S.T. ALi provides a variety of food and beverage menu choices, including pastries, main western courses, coffee, to alcoholic beverages in the form of beer. Therefore, every visitor who comes to S.T. ALi is served well to create an impression of kinship and increase loyalty because it gets services that are not the same as other cafes.

S.T.ALi is a cafe that serves Australian food and drinks. Established in Melbourne, Australia, in 2005 and successfully opened a branch in Jakarta in 2014 located on the ground floor of Setiabudi Building 2, Setiabudi, South Jakarta. S.T. ALi has a wide variety of food and beverages with relatively high prices but comparable to the quality of the products and services provided.

The food provided by this cafe is typical Australian food and other western regions, ranging from snacks such as pastries to heavy meals such as main courses. The drinks provided by this cafe also vary from mineral water, tea, coffee to beer. Still, this cafe focuses more on quality coffee products, resulting in many coffee products being sold. Customers can choose from several coffee variants, ranging from local coffee such as Gayo coffee and Toraja coffee to coffee from abroad, such as Geisha coffee. The taste produced from coffee processed by S.T. ALi Jakarta has passed the quality control tests that are implemented to ensure that the coffee served to customers is the best coffee. This cafe also has unique menu options available in certain months and exciting promotions from selected menus with a specific period.

This study uses a qualitative method. Obtaining data is the most feasible step in research because the research itself aims to collect data. (Sugiyono, 2018). Data collection is not just done. There is a separate technique in collecting data. If the method is not carried out, the researcher will not get data under the data standards that have been set (Fatchan, 2011). Data collection techniques include surveys, participation, observation, interviews, field notes and analytical memos, elicitation of documents, personal experiences, and participation in follow-up studies. Some data collection techniques are the same as "methodological trade" which can be varied according to the researcher's interests. (Sekaran & Bougie, 2018)

One of the essential processes in this research is the data collection process. After the data is obtained and collected, the next step is the data analysis process. Data analysis is a method used to process data to get later information based on that data. Unfortunately, the data obtained through data collection is large and imperfect, so conclusions cannot be drawn (Dunia Dosen, 2021).

There are many ways, stages, or methods to analyze data. Following are the stages of data analysis from this research:

#### **1. Data Reduction**

After going through the data collection process, the data obtained will be very complex. The data can also be divided into 3 types: important, less important, and unimportant data. The function of this data reduction stage is to sort the data based on the group so that the remaining data are those that really fit the research needs. When the data held is simplified it will facilitate the process of researchers to process these data into a piece of weighty and clear information.

#### **2. Data Presentation**

The data that has been reduced in the next stage will enter the presentation stage. Presentation of data can be in various forms, ranging from tables, charts, diagrams, graphs, and others. The data presented must contain clear information and can be easily understood by the reader. Therefore, the data must be presented in a simple but systematic and neat form.

### 3. Drawing Conclusion

The last stage of data analysis in this study is the stage of drawing conclusions, where the information and data that have been compiled are then presented with a pattern so that conclusions can be drawn later. The conclusion is usually placed at the end of the report so that the reader can also easily find the conclusion. Conclusions must represent the results and information contained in the research report (D.Q. Lab, 2020).

## IV. RESULT AND DISCUSSION

In a secluded converted warehouse in the back streets of South Melbourne is St Ali, the headquarters of an ambitious coffee operation with plans to dominate the world. Mark Dundon opened St Ali's in 2005 and started roasting coffee to supply cafes and some retail customers. The buyer was Salvatore Malatesta, who has since positioned St. Ali as the flagship of his growing cafe empire. Other well-known cafes under the St Ali brand are Sensory Lab, Auction Rooms and Clement. Malatesta has cleverly developed a team of energetic coffee enthusiasts. His hard work and passion is evident and St Ali's has an atmosphere that comes from people who are very passionate about the products they offer.

Since St Ali and the Common Grounds first collaborated in mid-2014 with a pop-up bar and coffee class, now the evangelization of this "Saint" from Australia has been further confirmed by the opening of St. The first Ali Jakarta is located at Setiabudi Building One, Jl. H.R. Rasuna Said. Not just coffee drinks brought by St. Ali, but also the culture that breakfast does not need to be done in the morning with a "brunch" menu that is not much different from what is served at their hometown in Melbourne. Then there is the chicken burger menu besides scones, salmon omelette, and their signature dish, St. Ali Steak Sandwich (ST. ALi, 2021; Otten, 2017).

At the coffee bar, the La Marzocco Linea P.B. type machine was selected for the reliability and quality of the coffee produced for milk-based coffee. The two types of coffee used are selected from Colombia and Costa Rica. One of the quality parameters is "attention to details", as demonstrated by Matt Perger when serving coffee using a Kalita Wave filter to the guests. The choice of grind size, water temperature, ratio of coffee and water, and how to use the tool were explained in detail to the specially invited foodies.

The Jakarta coffee public can be heartened by the opening of St. Ali. who choose this city in their international expansion especially in big Asian cities

### Marketing Segmentation

#### 1. Geographic Segmentation

Based on the information obtained through various data collection methods, it can be concluded that the first is the demographic segmentation of S.T. ali. ST. consumer segmentation. ALi was the first to come from Indonesia because of the location of S.T. ALi Jakarta is in Indonesia, followed by Australia. This is because S.T. ALi Jakarta is a branch of S.T. ALi Melbourne, so it is not surprising that people from Australia also dominate its consumers. In addition, most of the consumer segmentation comes from the city of Jakarta, especially those who live in city centers such as Central Jakarta and South Jakarta as one of the influences of the location of the cafe.

#### 2. Demographic Segmentation

Demographic segmentation of S.T. consumers. ALi is based on the information obtained, such as those with middle to upper income levels. For example, the location of the cafe in the center of Jakarta City and the food and beverage menu affects the majority of its consumers who come from the upper middle class with the dominance of work, namely office workers because of its location, which is very close to the office area. In addition, the consumer segmentation also has a job as a businessman or freelancer. In addition, it is also known that for the marital status of consumers, information is obtained that the majority of consumers have unmarried status with an age that is not too young, namely 27-35 years, especially during weekdays. For weekends, the market segmentation is with the status of being married and having children.

#### 3. Psychographic Segmentation

S.T. consumers. ALi has a psychographic segmentation, which is a lifestyle that likes to gather and eat together with friends, especially during lunch hours or after office hours. In addition, consumers from S.T. ALi has a healthy lifestyle or can be said to have a high concern for the ingredients and ingredients used in the food they will eat. Because one of the advantages of S.T. products. ALi is its products that have homemade raw materials. Segmentation in terms of personality, referring to the 5-factor model (extraversion, agreeableness, conscientiousness, neuroticism, openness), can be grouped into 3 personality groups: extraversion, conscientiousness, and openness. Extraversion because it is based on the culture and branding of S.T. ALi itself is that they rely on friendly and close service to their customers, so that every customer can feel like they are at

"home" and get to know the staff and baristas. Conscientiousness for consumers who understand very well the products they want to buy and prioritize the goals of the products they will consume. Openness is because many consumers come because they are curious to try products from S.T. ALi, also consumers who are open to converse with staff or baristas and share stories or experiences with each other. In addition, since the pandemic, there have also been consumers who have an interest or hobby in bicycles. Usually people who have cycled around Central Jakarta will stop by to buy coffee and rest for a while (Soto & Jackson, 2015).

#### 4. Behavioral Segmentation

The first segmentation variable is purchase frequency. According to the results of interviews, the majority of consumers S.T. ALi is a heavy user because most of its customers are workers from offices around the cafe location, so they come to S.T. almost every working day. ALi at lunch or when he comes home from work. The next variable is the level of loyalty where the majority of S.T. consumers. ALi has a high level of loyalty. Based on the data obtained, most of their consumers tend to choose the same brand consistently because they prioritize the quality of the product and do not have much time always to try new things, especially if they are different brands. In fact, they are willing to pay more for premium quality. In this case, they are willing to come back to buy S.T. products. ALi although when compared to food and beverage business people in the area around the location, S.T. ALi including those that have a reasonably high price. S.T. ALi does not prioritize quantity, but quality, so it does not compete on price. In addition, the service is also prioritized.

#### Marketing Target

S.T. ALi targets office workers, especially offices located not far from S.T. Ali for weekdays. Then people who like to exercise in the morning on weekends will stop by for breakfast after exercise. Because the concept of S.T. ALi is a family meeting, this is also the reason that S.T. ALi also targets families who want to gather together in a comfortable atmosphere. According to age, target marketing S.T. ALi is set for ages ranging from 20 years (workers) to parents. If according to its psychological characteristics, S.T. ALi also targets people who are proficient or familiar with social media because it is easier for them to place an order online.

#### Market Positioning

Brand S.T. ALi di proved successful enough that Malatesta decided to travel overseas and set up a shop in Jakarta in 2014 on the ground floor of Setiabudi Building 2, Setiabudi, South Jakarta. The city of Jakarta was chosen to set up a shop because the aim is to grow the coffee world in an area where interest in coffee is still new and undeveloped. St. Decision. ALi's presence in Jakarta indeed carried risks, but the cafe was supported by the Department of Foreign Affairs and Trade (DFAT) and ordinary Australians once the news broke.

##### 1. Competitive Advantages

St.ALi presents a coffee menu and a food menu, all of which are original recipes from Melbourne. This 100 seater cafe also has an interior with a "Melbournian" vibe and ultimately open the whole area. The concept of an open bar or open kitchen table also allows visitors to interact with the baristas. The cafe's interior is filled with wooden ornaments, as well as small plants that make us feel like at home.

Salvatore reveals that Australians also handle the entire menu, recipes, ingredients, even baristas and chefs. Mark Richardson fills head Chef St.ALi himself. Coffee connoisseurs can taste Melbourne-style coffee blends with an authentic taste. For coffee fans who have been to St; Ali Family Melbourne can reminisce again in Jakarta.

##### 2. Competitors

###### a. Anomaly

Anomali Coffee is a big name in the domestic coffee industry. Its consistency in developing authentic Indonesian coffee makes it one of the delicious coffee outlets special for coffee lovers. Anomali is a coffee supplier that curates coffee beans that have been roasted and then sold. Anomaly only curates coffee beans from all over Indonesia; each coffee selected has a premium quality that will be felt when drunk. Not only that, Anomali also has a mission to promote and curate Indonesia Specialty Coffee through education and experience.

###### b. Starbucks

Starbucks is an American coffee company and global coffee shop chain headquartered in Seattle, Washington. Starbucks sells hot and cold drinks, coffee beans, salads, hot and cold sandwiches, sweet pastries, snacks, and items like glasses and tumblers.

###### c. Saladstop

Saladstop is a chain restaurant from Singapore also present in Indonesia. The interior design of this restaurant, SaladStop is our family business that was founded in 2009. They have the Eat Wide Awake concept, with a mission to become a transparent restaurant so that customers know the nutrition and ingredients of the food they eat.

###### d. fore

Fore Coffee is a start-up with a coffee shop business model to provide high-quality coffee for all coffee lovers in the country. Founded in August 2018, Fore Coffee was born to help revitalize the increasingly passionate coffee industry, especially in the last few years, and contribute to Indonesia's positive economic growth.

**Marketing Mix****1. Product**

Products are goods or services that are traded in accordance with the wishes and needs of consumers. The products at the S.T.ALi Cafe are food and drinks, which are more or less similar to the S.T.ALi Cafe in Australia. Food and drinks at the S.T.ALi Cafe use the Australian style concept so that the ingredients used are fresh. There are also many menus available, including heavy food, pastry, coffee and alcohol. One of the most expensive products in this cafe is S.T.ALi Famous Steak Sanga. This steak is made of medium-rare Australian rib-eye steak with BBQ & Beetroot sauce, watercress, grilled onions, parmesan, and mustard mayo.

**2. Price**

Price is the exchange rate used to obtain goods or services. Prices at the S.T.ALi Cafe are included in the quite expensive category. For example, some of the most expensive products at the S.T.ALi cafe are S.T.ALi Famous Steak Sanga for Rp. 155,000.00, Turtle Beer for Rp. 135,000.00, and one of the coffees at a price of Rp. 130,000.00. But the high price is equivalent to the quality of the products and services in the S.T.ALi cafe.

**3. Distribution (Place)**

S.T.ALi cafe is located at Setiabudi Building One 2 GF-103A, Jalan Hr. Rasuna Said Blok Kav. 62, Setiabudi, RT.6/RW.7, Karet Kuningan, Setia Budi, City of South Jakarta, Special Capital Region of Jakarta 12950, Indonesia. This location is quite strategic because it is near the Australian embassy and office buildings to suit their target consumers.

**4. Promotion**

To increase sales of these foods and beverages, S.T.ALi also carried out a promotion. Promotions are carried out by S.T.ALi, such as giving promos by buying one food will getting one cheesecake and one beer, spreading it through various social media, one of which is Instagram. They share photos of their products and also some daily pictures of their employees at work.

**5. People**

People referred to here are providers of goods and services for consumers, which means employees at the S.T.ALi cafe. Employees at the S.T.ALi cafe do pretty good service, differentiating between old and new customers.

**6. Packaging**

The function of packaging is to protect food and beverages from being damaged, but it can also be a way to attract consumers' attention. Because the packaging will be noticed first when the consumer receives the product. One example of packaging at the S.T.ALi cafe is O.J, which is homemade Orange Juice. They use glass bottles as packaging for O.J. Besides being able to keep drinks from spilling, these glass bottles can also be reused for consumers.

**7. Programming**

Programming is a technique that makes the activity attract the attention of consumers. S.T.ALi uses Instagram as one of their social media to promote their cafe. To attract consumers' attention, they use H.D. photos and maintain the neatness of their feeds to be seen as better and more attractive. The packaging they use is also great. The fonts used on their packaging are pretty clear, and the designs are unique.

**8. Partnership**

S.T.ALi cafe is working with Common Grounds Roastery because it is still under the same company. They use premium quality coffee.

The marketing mix application at the ST Ali cafe, in line with the research conducted (Sitorus, Bernedeta Irene Nova, Juliana & Kho, 2021) (Sitorus et al., 2021), stated that in terms of the marketing aspect, the business could be run.

**Digital Marketing**

Based on the observations on digital marketing conducted by S.T.ALi Jakarta, this cafe carries out digital marketing activities using the website and Instagram social media.

On the website's main page at [www.stali.com.au](http://www.stali.com.au), there is important information about S.T.ALi Jakarta, such as the location and telephone number that can be contacted for information or to book a place. The domain used by S.T.ALi Jakarta is a domain from Australia, namely "com.au." This happens because the entire system is sourced from a central location, namely in Australia. The existing website pages are also managed by the central company located in Australia.

The social media used by S.T.ALi as a tool to market their products digitally is Instagram because Instagram's popularity tends to be high and is still favored by most people today. Unlike the website, the S.T.ALi Jakarta Instagram account is managed independently by the Jakarta branch. The content uploaded by the S.T.ALi Jakarta account is packaged very attractively, including photo content of food and beverages that are aesthetically photographed to arouse appetite, ongoing promotions at the cafe, testimonials from customers to increase the trust of potential consumers, cafe facilities to show good quality, as well as stories content that can appear on the main page of everyone who follows the S.T.ALi Instagram account to reach many people who

are using the social media. Instagram is a popular social media for communication, entertainment, and exchanging information, and doing business. Instagram users consist of various groups, namely children to adults, including in Indonesia. (Juliana et al., 2021)

Meeting customer needs by providing customer satisfaction and pleasure is very important as a golden rule to maintain business continuity in this competitive world (Stella et al., 2021)

## V. CONCLUSION

Based on the results of qualitative research conducted on the cafe S.T. ALi Jakarta regarding marketing strategies during the COVID-19 pandemic, several conclusions can be drawn, namely as follows: accordance with the data obtained by the group, the marketing strategy carried out by S.T. ALi Jakarta, especially in digital marketing, is doing quite well and can attract the attention of some potential customers. Marketing is done by using the website and social media marketing tools, namely Instagram. Each uploaded content varies and includes important and interesting information to provide the latest promotions to followers and potential customers. The S.T. cafe carries out the marketing mix. ALi Jakarta, following the concept of eight Marketing Mixes (8P) proposed by Morrison (2011) has been executed quite well, starting from the variety of products with a distinctively Australian theme, prices according to quality, placement of the right outlets with the location of the majority of the target market, promotion attractive and profitable, trained and professional human resources to enhance the good image, quality packaging with beautiful and durable designs, structured system management, to partnerships that can support and provide every need is needed by the organization.

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