

ONLINE MARKETING STRATEGY ANALYSIS ON SOCIAL SPACE CHANNEL

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Abstrack

This study aims to look at the marketing strategy carried out by the Coffe Shop Kanal Social Space. This research uses interviews and field studies which are descriptive and qualitative in nature and also uses SWOT analysis.

The results of this study show that the marketing strategy used by the Social Space Channel is to offer discounts for certain events. Using digital marketing that can increase profits and sales in the social space channel coffee shop product. SWOT Analysis of Social Space Channel consists of (Strengths), the namely strategic location of quality and high- quality products, product variety, reasonable prices for consumers, and friendly service. Meanwhile (weaknesses) there are workers who arrive late, the marketing is still lacking. Then (Opportunity) consumers recognize, namely increased consumer demand, broad market opportunities, increased marketing through social media, and product quality. Meanwhile (Threat) is a competitor in the same field and the toughest competitor is also right next to this coffee shop.

Keywords: Online Marketing Strategy

INTRODUCTION

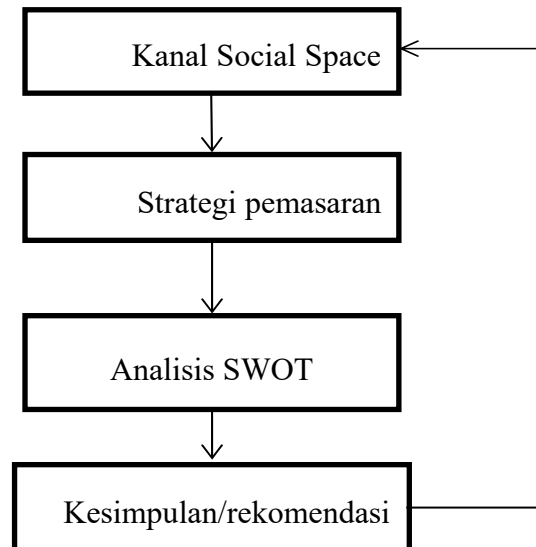
Online marketing is the use of web-based channels to convey messages about an industry's brand, product or service to customers. The methods and methods used in online marketing include email, social media, display advertising, and engine optimization of the channels they read, search, shop, and connect with online.

Marketing strategy is the marketing logic, based on which business units are expected to achieve marketing objectives. The marketing strategy consists of making decisions about the company's marketing costs, marketing mix and marketing allocations in relation to expected environmental conditions and competitive conditions. The formulation of the marketing strategy is carried out after previously identifying internal and external factors which lead to an increase in sales volume adjusted to the amount of funds, the nature of the market, the type of product and the life cycle of the goods.

Currently, the coffee shop business on Jl. Wijaya Kusuma Banta-bantaeng, Kec. Arppocini or the mid-city area of Makassar is showing a very significant development, this development is marked by the increasing number of hangout places that have sprung up with various menu choices and the coffee shop atmosphere offered. Almost certainly on every street, especially in the Makassar city area, we can find at least one Coffee Shop/coffeshop, we can even find it on busy streets and close to settlements. With more and more Coffee Shops being established, the stronger the competition faced by every Coffee Shop entrepreneur.

Based on the objectives of the literature, a framework for this study can be developed, as presented in the following figure:

Figure 1 Thinking Framework



RESEARCH METHODS

The research location to be conducted is in Makassar City. The location of this research is Kanal Social Space Jl. Wijaya Kusuma No. 7 cities of Makassar, with research conducted from 3 January to 1 February 2023.

For this study, the authors collected data and information using the library research method, which is a method that is carried out by obtaining references from several literatures as a basis and references that will be used as a theoretical basis. Field research is a method by collecting data required by the author, by making direct observations at the research site, both through documentation and interviews.

The analytical method that will be used by researchers is the IFAS Matrix (Internal Factor Analysis Summary, EFAS Matrix (External Factor Analysis Summary, SWOT Matrix, SWOT Diagram). In this study the authors used qualitative research. The data sources in this study were primary data and secondary data.

RESULTS AND DISCUSSION

EFAS (External Strategy Factors Analysis Summary) is the stage of analyzing external strategic factors. Before making a matrix of external strategic factors, an analysis of the company's external environment must be carried out to find out various possible opportunities and threats. We utilize the data we obtain from direct observation and interviews with owners, employees and customers. The following describes the results of an internal environmental analysis at the Kanal Social Space coffee shop.

Table 4. 2 IFAS Matrix

Internal strategic factors	Weight	Rank	Yield Value
<i>Strengths (S)</i>			
a) Strategic location	0,11	4	0,43
b) Provide excellent service	0,07	3	0,21
c) Have an interesting promotion through instagram	0,07	4	0,29
d) Has an affordable price	0,11	3	0,32
e) have various kindsvariant food and drink menu.	0,11	3	0,32
f) Ownview the good one	0,11	4	0,43
g) Have adequate facilities	0,11	3	0,32
Sub Total	0,68		2,32
<i>Weaknesses (IN)</i>			
a) Lack of promotional material to be marketed on social media	0,11	2	0,21
b) The place is not wide enough	0,07	2	0,14
c) Lack of information about valid menu promos	0,07	1	0,07
d) There is no prayer room available	0,04	2	0,07
e) Lack of parking area.	0,04	2	0,07
Sub Total	0,32		0,57
Total	1,00		2,89

In the strength table (Strength) in the internal strategy factor, it can be concluded that the one with the highest weight is 0.43 and the lowest score is the weighting factor, the total score is 0.21.

In the Weaknesses table in internal factors, it can be concluded that the one with the highest weight is 0.21. Of the total weaknesses (Weaknesses), a score of 0.57 was obtained. So that when the overall weighting factors are added up in the IFAS table, a score of 2.89 is obtained.

EFAS Matrix (external factor analysis summary)

External environment analysis is an analysis that comes from the environment outside the company, in this case opportunities and threats. The data obtained is the result of interviews with owners, employees and customers who have visited the Social Space Channel.

Table 1
Matrix EFAS

External strategic factors	Weight	Rank	Yield Value
<i>Opportunity(o)</i>			
a) Can carry out product promotions in various media with technological advances	0,13	3	0,39
b) Increase broad market capacity for organizing events and meetings	0,13	4	0,52
c) Relationship with customers	0,13	3	0,39
d) Has an interior design for all walks of life	0,09	4	0,35
e) Increased consumer purchasing power in line with changes in lifestyle	0,09	3	0,26
Sub Total	0,57		1,91
<i>Weaknesses(IN)</i>			
a) Lots of new cafe shops	0,13	4	0,52
b) Increase in coffe shop operating costs	0,04	3	0,13
c) Rising prices of raw materials and coffee shop equipment	0,09	3	0,26
d) promotional competition with other coffee shops.	0,09	3	0,26
e) Decreased sales turnover	0,09	3	0,26
Sub Total	0,43		1,43
Total	1,00		3,35

Filling in the EFAS table is the same as filling in the IFAS table, except that the EFAS table contains factors that have an influence from outside the scope of the cafe which consists of opportunities and threats. In the Opportunity column, it can be seen that the factor has a score of 0.52, the lowest factor score with a score of 0.26. The overall total of the external factors of the opportunity strategy is 1.91.

In the Threats column, it can be seen that the factor with a score of 0.52 is the highest score. And if you look at the total weighting obtained in the weighting factor column in the threat factor, it is 1.43. The overall total of external strategic factors consisting of opportunities and threats is 3.35.

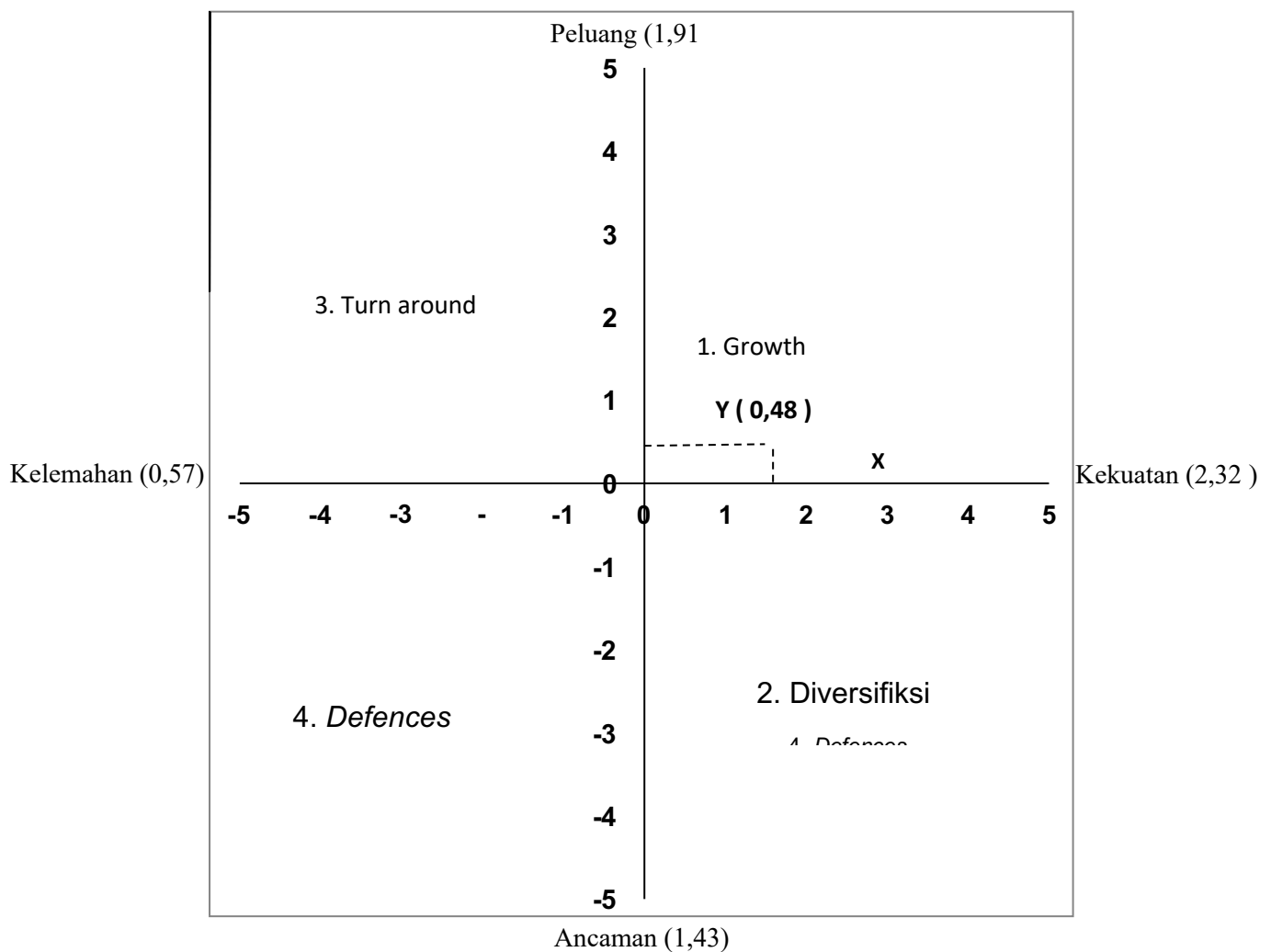
Cartesian diagram

Based on the IFAS and EFAS matrices, the total value of each factor can be broken down as follows strengths (strengths) 2.32, weaknesses (weaknesses) 0.57, opportunities

(opportunities) 1.91 and threats (treahts) 1.43. The difference in internal factor values can be calculated using the formula (strengths – weaknesses), 2.320.57, the result is 1.75 and the external factor values can be calculated using the formula (opportunities – threats), 1.91-1.43, the results of identifying these factors are illustrated in the diagram Cartesian below:

Figure 2

Cartesian diagram of social space channels



From the Cartesian diagram above, it is very clear that the Social Space Channel is in quadrant I, namely the Growth position which can be seen from the coordinate points formed, namely X 1.75 and Y 0.48 obtained from the accumulation of external factors and internal factors after that subtracted to get this result.

It can be concluded that Kanal Social Space is in a very favorable situation. The Social Space Channel has opportunities and strengths so that it can take advantage of existing opportunities and is on the right track by continuing to carry out strategies to

further develop. The strategy that must be applied in this condition is to support an aggressive growth policy (growth oriented strategy), which is fixed and develops promotion techniques that will be marketed and it is very possible for the Social Space Channel to grow and develop, and can achieve maximum progress by utilizing the strengths and the opportunities that exist.

This position signifies a strong company that has great opportunities, meaning that the Social Space Channel is in good condition with a number of opportunities so it is estimated that the company's wheels will experience growth if it relies on this strategy.

DISCUSSION

Table 3 Matriks SWOT Kanal Social Space

<i>Strenght Weaknes</i>	<i>Strenght (S)</i> <ul style="list-style-type: none"> • Strategic location with a wide selection of products. • An affordable price. • The products offered are of high quality and excellent. • Service polite and friendly. 	<i>Weaknes (IN)</i> <ul style="list-style-type: none"> • There are employees who came late • Less in maximizing it marketing • Lack of facilities • Employees who do not master complaint handling
<i>Opportunity Treatments</i> <i>Opportunities (O)</i> <ul style="list-style-type: none"> • Wide market share • High consumer demand • Maximize marketing • Product quality is recognized by customers 	<i>Strength Opportunity</i> <ul style="list-style-type: none"> • Intensifying competitive prices on the products offered • Always innovating on the facilities on offer • Expand marketing through social media 	<i>Weaknes Opportunity</i> <ul style="list-style-type: none"> • Give a warning to employees who come late • using promotional media that attract consumers • provide higher facilities • teaches handlingcomplain t
<i>Threat (T)</i> <ul style="list-style-type: none"> • competitors open in the same field • consumers switch elsewhere • business competitors in the same field • competitors who use 	<i>Strength Threat</i> <ul style="list-style-type: none"> • applying competitive prices on the products offered • using social media as a means of promotion 	<i>Weaknes Threat</i> <ul style="list-style-type: none"> • applying competitive prices but not detrimental • employee training on complaint handling • changing one of the rooms or adding a prayer room

information technology in marketingthe seller	<ul style="list-style-type: none">• provide the best possible servicemaintain the quality of the products offered	
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The main function of SWOT is to increase awareness of the factors used in making decisions in making business or formulating business decisions or formulating business strategies. For this purpose SWOT analyzes the internal and external environment and the factors that influence the consistency of decisions. The results of the SWOT data analysis at the Kanal Social Space coffee shop can be described based on the interview results as follows:

1. Strength Analysis

The first SWOT Analysis component is strength, or we can interpret it as strength. From here we can see how far our strengths are in the company or business that we are running. The strengths of the Kanal Social Space coffee shop after conducting research include:

1) Strategic location

Locations that are easily accessible to consumers. And consumers make purchasing decisions on a product. Choosing a location is one of the first steps in running a business. And location selection is usually based on market segments or target buyers. Based on the results of this study, the location of the Kanal Social Space coffee shop is very strategic because this place is located in the city center and close to hospitals, clinics, campuses, and shopping centers. With a large access road so that it can be easily recognized.

2) Wide Product Selection

In developing a program to reach the desired market, a company must have a product or service designed to satisfy consumer desires. Products are not only in the form of something tangible but also something that is intangible. In addition, the product is also important for the survival of the company. Products from the Kanal Social Space coffee shop are a drink menu from coffee to cocktails. And on the menu varies from fast food to International.

3) Products Offered Good Quality

Products from the Kanal Social Space coffee shop now have high quality ingredients and standards make their products even better. And food is prepared as soon as diners order and is not reheated and neither is the drink.

4) Polite And Friendly Waitress

Service is an important factor in business continuity. Friendly service makes consumers feel comfortable in the coffee shop. According to the results of interviews

with consumers, the Social Space Channel itself has friendly employees in carrying out their duties.

2. Weakness Analysis

Weaknesses are the company's limited resources, both skills and abilities, which directly reduce the company's effectiveness. These weaknesses include poor facilities and insufficient funds. Weaknesses in the Kanal Social Space coffee shop include:

1) There are employees who come late

Performance of high quality results carried out by employees in carrying out their duties in accordance with the tasks assigned to them. Employees at the Kanal Social Space coffee shop still often arrive late in carrying out their duties/responsibilities so that their work does not run optimally.

2) Less In Maximizing Marketing

Promotion is one of the factors that determine the success of a marketing program. Promotional activities not only play a role as a means of communication between companies and consumers, but also suggestions where consumers influence the use of services according to their needs. The promotion strategy implemented by the Kanal Social Space coffee shop is still lacking. Promotion is only done from social media.

3) Lack of Facilities

Hanging out at the coffee shop has become a way of life for today's society. And the Kanal Social Space coffee shop does not have supporting services such as a prayer room. Nowadays, facilities are very important in the business world, because people don't have to worry anymore if they want to pray. Researchers have made observations at other coffee shops and have provided prayer rooms.

4) Less Breadth of Place

The lack of space will definitely affect visitors because they will seek comfort. The atmosphere of a coffee shop can be an influence when consumers visit and then buy at the shop. In fact, many consumers go to coffee shops because they are curious and like the atmosphere there, because they not only pay attention to the services or products offered, but also see the spacious and comfortable place. And the place in the Kanal Social Space coffee shop is still not wide enough.

3. Opportunity Analysis

Opportunity is an analysis that helps companies find and find out what are the opportunities for companies to run their business so that companies can compete with their industrial competitors. The purpose of this analysis is to assist the company in deciding what strategies the company will take in this opportunity to maintain the

viability of the company so that the company's goals can be achieved (Sholihin, 2014). Conducting social space channel coffee shop surveys, including:

1) Broad Market Share

Currently hanging out in coffee shops is popular with the public, from children to the elderly, which makes the coffee shop market wide because it is not only among teenagers. At the Kanal Social Space coffee shop, researchers saw several families coming to be together.

2) High Consumer Demand

Quality is a characteristic requirement and attribute that determines the extent to which the product can meet the requirements of the customer to satisfy his needs. The Social Space channel offers quality products that are appreciated by consumers, this increases consumer demand. It is also beneficial for coffee shops to earn high profits and to maximize production costs and space offerings.

3) Maximizing Markets

Promotion is an introduction to goods or prices that will be promoted to the public, the introduction of these goods is usually carried out by companies or product providers. Promotion is one of the determining factors for the success of a marketing program (Yulia Sari, 2020). At the coffee shop Kanal Social Space is doing well and they want to maintain it by working with other businesses in the area to help promote their product and get better deals.

4) Product Quality Recognized by Consumers

One of the advantages that can be used is that the product offered is the product offered which has proven quality. This can be seen from the number of customers who reorder and even become regular customers.

4. Analisa Ancaman (Threat)

Threats are important unfavorable situations for the corporate environment. Threats are also inhibiting factors or things that can threaten the stability of the company. The existence of new or revised government regulations can pose a threat to company success (CIAMAS et al., 2019). Threats to the Kanal Social Space coffee shop based on research results include:

1) Competitors in the Same Field

Now there are several coffee shops engaged in the same field. Competition between businesses requires businesses to be aware of their surroundings. And with so many competitors, this coffee shop is better at running its business.

2) Consumers Switching To Other Places

Consumers are the main asset in running a business. With the company's consumers will get income and continue to operate. Keeping consumers to continue to use the product is not easy even though they provide the best service.

3) Business Competitor

As entrepreneurs, of course we will not be able to avoid the name competition. In order for the business we are in to continue to provide benefits, of course we must be able to face competition. Don't let competition actually make us back down and stop running a business (Pramitasari, 2019).

CONCLUSION

Based on the results of the research that has been described, it can be concluded as follows:

1. The marketing strategy used by the Social Space Channel is to offer discounts for certain events. Using digital marketing that can increase profits and sales in Kanal Social Space coffee shop products.
2. SWOT Analysis of Social Space Channel consists of (strengths), namely strategic location of high quality and quality products, product variety, reasonable prices for consumers and friendly service. Meanwhile (weaknesses) there are workers who arrive late, marketing is still lacking. Then (opportunities) consumers recognize, namely increased consumer demand, broad market opportunities, increased marketing through social media, product quality. Meanwhile (threat) is a competitor in the same field and the toughest competitor is also right next to this coffee shop.
3. Strategies that can be used by the Kanal Social Space coffee shop based on the SWOT matrix are expanding places to increase marketing promotions, maintaining the quality of the products offered, using social media as promotions and providing facilities in the form of prayer rooms, smoking rooms and additional toilets so that consumers feel more comfortable while in coffee shop.

SUGGESTION

Based on the research results, there are several things that need to be considered in developing the Kanal Social Space coffee shop. Researchers provide suggestions and input as material for future improvements, the suggestions are as follows:

1. This Coffee Shop needs to increase its marketing on social media or websites which currently have many users.
2. This Coffee Shop should pay attention to employees so that they are always on time every day. Because this must be done according to the working hours set by this coffee shop.
3. This coffee shop is expected to add to its food menu.
4. This coffee shop is expected to get new innovations so that it still has an appeal to consumers. And need to expand the place.

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