

Rayyan Adzka Wildan. 2023. *Marketing Strategic Analysis of Blue Ocean Strategy at Loko Coffee Shop Malioboro, Yogyakarta. Supervised by Indah Widowati.*

ABSTRACT

This Study aimed to (1) identify and analyze the factors that serve as competition in Loko Coffee Shop Malioboro and (2) Formulating Blue Ocean Strategy as an alternative strategy for Loko Coffee Shop Malioboro. This basic type of research is descriptive analysis with a quantitative approach. The method of taking respondents involves (1) purposive, which is the selection of samples for a specific purpose. This sample include a informant with Junior Manager Sales on Train and Commercial Services PT. Reska Multi Usaha Branch Office 6 Yogyakarta; (2) accidental sampling taken by chance at a research location that is relevant to the research context. This sampling technique involves 40 respondents who are product consumer of Loko Cofee Shop Malioboro. Data collection for the study with some methods including interview, questionnaire, observations, literature, and documentary. The analysis technique uses test for assessing competition factors, canvas strategy, and 4-step framework. Results of the research indicate that the identified competition factors include products, price, promotion, services, and facility. The formulation of the Blue Ocean Strategy using the kanvas strategy fulfill three key elements; which focusing on improving service; divergence with the introduction of signature product idea: manual brewing coffee, room facilities: working space, and innovation for nasi goreng loko; and a motto: “Medhang, Madhang, Jagongan”

Keywords: Blue Ocean Strategy, Canvas Strategy, 4-Step Framework

Rayyan Adzka Wildan. 2023. Analisis Strategi Pemasaran dengan Pendekatan *Blue Ocean Strategy* pada Loko Coffee Shop Malioboro, Yogyakarta. di bawah arahan Indah Widowati.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengidentifikasi dan menganalisis faktor-faktor lingkungan yang dijadikan persaingan pada usaha Loko Coffee Shop Malioboro. (2) Merumuskan *Blue Ocean Strategy* yang menjadi alternatif strategi Loko Coffee Shop Malioboro. Jenis penelitian ini adalah analisis deskriptif dengan pendekatan kuantitatif. Metode pengambilan sampel menggunakan (1) *purposive sampling* yaitu pengambilan sampel dengan tujuan tertentu. Sampel ini melibatkan 1 narasumber, yaitu Junior Manager Sales on Train and Commercial Services PT. Reska Multi Usaha Branch Office 6 Yogyakarta; (2) *accidental sampling* yang diambil secara kebetulan ada di suatu lokasi penelitian yang sesuai dengan konteks penelitian. Teknik sampel ini melibatkan 40 responden konsumen Loko Coffee Shop Malioboro. Metode pengumpulan data menggunakan wawancara, kuesioner, observasi, studi pustaka, dan dokumentasi. Teknik analisis menggunakan uji penilaian faktor kompetisi, kanvas strategi, dan kerangka kerja 4 langkah. Hasil penelitian ini menunjukkan faktor persaingan yang diidentifikasi pada Loko Coffee Shop Malioboro adalah faktor produk, faktor harga, faktor promosi, faktor pelayanan, dan faktor fasilitas. Perumusan *Blue Ocean Strategy* menggunakan kanvas strategi memenuhi tiga unsur strategi yang baik yaitu fokus pada peningkatan faktor pelayanan; divergensi dengan adanya ide *Signature Product: Manual Brewing Coffee*, Fasilitas ruangan: *working space*, dan inovasi produk: nasi goreng loko; dan memiliki motto yang memikat yaitu “Medhang, Madhang, Jagongan”.

Kata kunci: *Blue Ocean Strategy*, Kanvas Strategi, Kerangka Kerja 4 Langkah