

Faza Devanda Muhammad Adji. 2026. Strategi Pemasaran Kopi dengan Metode Blue Ocean pada Vivacity Cafe di Cilegon. Dibimbing oleh: Antik Suprihanti.

ABSTRAK

Vivacity Cafe merupakan usaha *coffee shop* di Kota Cilegon yang menghadapi peningkatan persaingan antar cafe serta belum optimalnya pemanfaatan promosi digital yang berdampak pada penurunan penjualan kopi. Penelitian ini bertujuan untuk (1) mengidentifikasi faktor internal dan eksternal yang memengaruhi strategi pemasaran Vivacity Cafe, serta (2) menganalisis dan menentukan strategi pemasaran yang tepat menggunakan pendekatan *Blue Ocean Strategy* (BOS). Metode penelitian yang digunakan adalah pendekatan deskriptif kuantitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, studi literatur, dan dokumentasi. Responden terdiri dari pihak internal perusahaan dan konsumen. Teknik analisis data menggunakan matriks *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), matriks Internal-Eksternal (IE), serta pendekatan Blue Ocean Strategy (BOS) melalui kanvas strategi dan kerangka kerja empat langkah (ERRC). Hasil penelitian menunjukkan bahwa kekuatan utama terletak pada kualitas produk, pelayanan, dan suasana cafe yang nyaman. Kelemahan utama terdapat pada promosi digital yang belum optimal serta kurangnya diferensiasi. Peluang berasal dari perkembangan digital marketing, meningkatnya tren konsumsi kopi, serta potensi kolaborasi, sedangkan ancaman utama adalah persaingan cafe yang semakin ketat. Posisi perusahaan berada pada kategori tumbuh dan membangun. Strategi yang dihasilkan meliputi peningkatan pengalaman pelanggan melalui hiburan interaktif, optimalisasi promosi digital dan berbasis komunitas, serta penciptaan nilai baru melalui *event* dan paket produk untuk meningkatkan daya saing dan loyalitas pelanggan.

Kata Kunci : Blue Ocean Strategy, Evaluasi Faktor Eksternal, Evaluasi Faktor Internal, Strategi Pemasaran

Faza Devanda Muhammad Adji. 2026. *Coffee Marketing Strategy Using the Blue Ocean Method at Vivacity Cafe in Cilegon.* Supervised by: Antik Suprihanti.

ABSTRACT

Vivacity Cafe is a coffee shop business located in Cilegon City that faces increasing competition among coffee shops and suboptimal utilization of digital promotion, which has affected its coffee sales performance. This study aims to (1) identify internal and external factors influencing the marketing strategy of Vivacity Cafe, and (2) analyze and determine the appropriate marketing strategy using the Blue Ocean Strategy (BOS) approach. This research employs a descriptive quantitative method with a case study approach. Data were collected through observation, interviews, questionnaires, literature review, and documentation. The respondents consist of internal company members and consumers. Data analysis techniques include the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External (IE) matrix, and the Blue Ocean Strategy (BOS) approach using the strategy canvas and Four Actions Framework (ERRC). The results indicate that the main strengths of Vivacity Cafe lie in product quality, service, and a comfortable atmosphere. The main weaknesses include suboptimal digital promotion and lack of differentiation. Opportunities arise from the growth of digital marketing, increasing coffee consumption trends, and potential collaborations, while the main threat is the intensifying competition among coffee shops. The company is positioned in the grow and build category. The proposed strategies include enhancing customer experience through interactive entertainment, optimizing digital and community-based promotions, and creating new value through events and product bundling to improve competitiveness and customer loyalty.

Keywords: *Blue Ocean Strategy, External Factor Evaluation, Internal Factor Evaluation, Marketing Strategy*