Hazmi Ramasakti, 2026. Strategi Pemasaran Kopi Pada Kopi Seng Djogja Dengan Analisis *Blue Ocean Strategy*. Di bawah arahan Dwi Aulia Puspitaningrum.

INTISARI

Industri kedai kopi di Yogyakarta mengalami pertumbuhan yang pesat disertai persaingan yang semakin ketat sehingga menuntut pelaku usaha memiliki strategi pemasaran yang mampu menciptakan diferensiasi. Kopi Seng Djogja menghadapi tantangan berupa fluktuasi penjualan, kesamaan penawaran dengan pesaing, dan promosi digital yang belum optimal sehingga diperlukan perumusan strategi melalui pendekatan *Blue Ocean Strategy*. Penelitian ini bertujuan untuk meneliti (1) menganalisis karakteristik konsumen, (2) mengidentifikasi faktor internal dan eksternal, serta (3) merumuskan strategi pemasaran terbaik menggunakan pendekatan *Blue Ocean Strategy* pada Kopi Seng Djogja. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan studi kasus. Penentuan responden dilakukan secara *accidental sampling* terhadap konsumen Kopi Seng Djogja dan Kedai Kopi Pesaing. Pengumpulan data dilakukan melalui penyebaran kuesioner, wawancara, dan observasi. Teknik analisis data menggunakan analisis lingkungan internal dan eksternal melalui matriks IFE dan EFE, Matriks IE untuk menentukan posisi strategis, serta alat analisis *Blue Ocean Strategy*. Hasil penelitian menunjukkan posisi strategis Kopi Seng Djogja berdasarkan matriks IE berada pada kondisi *Grow and Build*. Strategi pemasaran yang dirumuskan melalui *Blue Ocean Strategy* berfokus pada strategi pengembangan menu unik berbasis rempah lokal, penguatan storytelling budaya lokal dan nuansa "rumah nenek" pada promosi digital, serta memperluas jangkauan pemasaran. Kesimpulannya, penerapan *Blue Ocean Strategy* mampu membantu Kopi Seng Djogja menciptakan diferensiasi nilai yang unik, sehingga dapat berpindah dari pasar *Red Ocean* menuju *Blue Ocean* yang tidak tergarap untuk meningkatkan keunggulan kompetitif yang berkelanjutan.

Kata Kunci: *Blue Ocean Strategy,* Diferensiasi Nilai, Kedai Kopi, Kopi Seng Djogja, Pemasaran.

Hazmi Ramasakti, 2026. *Marketing Strategy for Coffee at Kopi Seng Djogja With The Blue Ocean Strategy Method. Supervised by* Dwi Aulia Puspitaningrum.

ABSTRACT

The coffee shop industry in Yogyakarta experienced rapid growth accompanied by increasingly intense competition, which required business players to have marketing strategies capable of creating differentiation. Kopi Seng Djogja faced challenges in the form of sales fluctuations, similarities in offerings with competitors, and sub-optimal digital promotions; therefore, it was necessary to formulate a strategy through the Blue Ocean Strategy approach. This study aimed to (1) analyze consumer characteristics, (2) identify internal and external factors, and (3) formulate the best marketing strategy using the Blue Ocean Strategy approach for Kopi Seng Djogja. The research method used was descriptive with a case study approach. The respondents were determined using accidental sampling on consumers of Kopi Seng Djogja and competing coffee shops. Data collection was carried out through questionnaires, interviews, and observations. Data analysis techniques utilized internal and external environmental analysis through the IFE and EFE matrices, the IE Matrix to determine the strategic position, and the Blue Ocean Strategy analysis tool. The results showed that Kopi Seng Djogja's strategic position based on the IE matrix was in the Grow and Build condition. The marketing strategy formulated through the Blue Ocean Strategy focused on developing a unique menu based on local spices, strengthening local cultural storytelling and a "grandmother's house" atmosphere in digital promotions, as well as expanding marketing reach. In conclusion, the application of the Blue Ocean Strategy was able to help Kopi Seng Djogja create unique value differentiation, allowing it to move from the Red Ocean market to an untapped Blue Ocean to increase sustainable competitive advantage.

Keyword: Blue Ocean Strategy, Coffee Shop, Kopi Seng Djogja, Marketing, Value Differentiation.