

ABSTRACT

The development of coffee shops in the modern era is a major concern for culinary entrepreneurs, especially with increasing competition that can result in a decrease in the number of loyal customers. This study aims to identify obstacles in marketing Sanger coffee at Coffee shop Isi Koffie using USG (Urgency, Seriousness, Growth) analysis to determine the priority of obstacles that need to be overcome using a Likert scale. The results of the study indicate that Coffee shop Isi Koffie faces urgent obstacles related to changes in consumer trends and preferences, as well as market dynamics. To stay relevant in a dynamic market, Coffee shop Isi Koffie needs to implement adaptive and innovative marketing strategies. Despite the challenges, the popularity of Sanger coffee and effective promotional efforts provide growth opportunities. By leveraging product popularity and improving promotional strategies, Coffee shop Isi Koffie can attract more customers and expand market share. In addition, efficient internal management, optimal resource management, and improving product quality are the keys for Coffee shop Isi Koffie to face marketing obstacles and increase competitiveness and operational efficiency amidst increasingly fierce competition.

Keywords: *Marketing Constraints and Sanger Coffee Isi Koffie*