

ABSTRACT

This research was carried out at the Aceh Malaka coffee shop business in Dewantara District, North Aceh Regency. The aim of this research is to analyze the 4P market and marketing strategies for the Aceh Malaka coffee shop business in Dewantara District. Sampling was carried out using the case study method with Aceh Malaka coffee shop business owners as respondents. The data analysis method used is descriptive qualitative where the 4P market analysis consists of market segmentation, marketing mix, marketing channels and marketing constraints. Meanwhile, the marketing strategy uses SWOT analysis. The research results show that market segmentation in the Aceh Malaka coffee shop business uses 2 market segmentations, namely demographic segmentation and psychographic segmentation. The marketing mix consists of 4Ps, namely product, price, place and promotion. The marketing channels used by Aceh Malaka coffee shops are direct from producers to consumers. There are 7 marketing obstacles that exist in the Aceh Malaka coffee shop. In the SWOT analysis, the IFAS matrix is 2.83 and the EFAS matrix is 3.05, which means that the Aceh Malaka coffee shop business is in quadrant 1, namely an aggressive strategy or SO (strength/opportunity) by making maximum use of strengths and opportunities to develop the business. The marketing strategy obtained is to improve existing facilities to attract potential consumers and provide discounts and maintain product quality to maintain relationships with customers.

Keywords: Coffee Shop Business, 4P Market Analysis, Marketing Strategy