

STRATEGI PENGEMBANGAN BISNIS DENGAN METODE SWOT DAN QSPM (STUDI KASUS: SODARE KOPI, TEBET)

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ABSTRAK

Industri bisnis di bidang makanan dan minuman seperti toko kopi saat ini merupakan bagian dari industri kuliner yang sedang berkembang pesat di tengah masyarakat. Penelitian ini bertujuan untuk menganalisis strategi pengembangan toko kopi Sodare Kopi dalam industri menggunakan metode IE, SPACE, SWOT, dan QSPM. Data diperoleh melalui observasi, wawancara, dan studi dokumentasi. Analisis dilakukan dengan menganalisis faktor internal dan eksternal toko kopi Sodare Kopi yang menghasilkan 9 atribut internal dan 9 atribut eksternal, lalu menggunakan metode IE dan menghasilkan posisi di kuadran II, lalu mengevaluasi faktor-faktor lingkungan dengan metode SPACE dan menghasilkan posisi di kuadran I, kemudian menganalisis kekuatan, kelemahan, peluang, dan ancaman dengan metode SWOT yang menghasilkan 15 strategi usulan, serta merancang strategi dengan QSPM dan menghasilkan 18 alternatif strategi. Hasil penelitian menunjukkan bahwa toko kopi Sodare Kopi memiliki potensi untuk mengembangkan strategi ekspansi produk dan layanan melalui diferensiasi produk dan peningkatan kualitas pelayanan. Strategi ini diharapkan dapat meningkatkan pangsa pasar dan keunggulan kompetitif toko kopi Sodare Kopi di pasar yang semakin kompetitif.

Kata Kunci: Kopi, Pemasaran, IE, SPACE, SWOT, QSPM

***BUSINESS DEVELOPMENT STRATEGY USING SWOT AND
QSPM METHODS (CASE STUDY: SODARE KOPI, TEBET)***

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ABSTRACT

The business industry in the food and beverage sector, such as coffee shops, is currently part of the culinary industry that is experiencing rapid growth in society. This research aims to analyze the development strategy of Sodare Kopi coffee shop in the industry using IE, SPACE, SWOT, and QSPM methods. Data were obtained through observations, interviews, and documentary studies. The analysis was conducted by analyzing the internal and external factors of Sodare Kopi coffee shop, resulting in 9 internal attributes and 9 external attributes. The IE method was then used to determine the position in quadrant II. Subsequently, the environmental factors were evaluated using the SPACE method, resulting in a position in quadrant I. Next, the strengths, weaknesses, opportunities, and threats were analyzed using the SWOT method, which produced 15 proposed strategies. Finally, strategies were designed using QSPM, resulting in 18 alternative strategies. The results show that Sodare Kopi coffee shop has the potential to develop product and service expansion strategies through product differentiation and improved service quality. These strategies are expected to increase market share and competitive advantage for Sodare Kopi coffee shop in an increasingly competitive market.

Keywords: *Coffee, Marketing, IE, SPACE, SWOT, QSPM*