

Intisari

Tujuan - Penelitian ini bertujuan untuk 1) mendapatkan hasil informasi alasan-alasan Kronology Coffee and Bites belum dapat menemukan strategi pengembangan yang cocok untuk diterapkan di dalam bisnis *coffee shop*-nya. 2) Mengidentifikasi penyusunan strategi pengembangan usaha dan penetapan harga pokok penjualan yang cocok, handal, dan jelas untuk Kronology Coffee and Bites dengan metode *competitive positioning analysis* untuk mengetahui posisi perusahaan dalam persaingan pasar dengan pesaing sejenis.

Metode Penelitian - Penelitian ini menggunakan metode kualitatif deskriptif, dengan desain studi kasus pada Kronology Coffee and Bites. Sumber data berasal dari data primer dan data sekunder, metode pengumpulan data dilakukan dengan cara observasi lapangan, wawancara, dan analisis dokumen. Teknik analisis data menggunakan triangulasi sumber dan teknik.

Hasil Penelitian - Hasil penelitian yang pertama menunjukkan bahwa faktor penyebab Kronology Coffee and Bites belum menyusun strategi pengembangan usaha yang cocok di *coffee shop*-nya, yaitu 1) *coffee shop* masih tergolong baru sehingga masih dalam masa pencarian suatu strategi pengembangan usaha yang cocok. 2) *Coffee shop* memiliki keterbatasan sumber daya. 3) Masih fokus dalam pembuatan resep-resep minuman kopi yang nyaman dan fokus dalam peningkatan inovasi tempat, pelayanan, dan fasilitas. 4) Masih fokus dalam memperbaiki konsep pemasaran dan kegiatan promosi untuk memperkenalkan Kronology kepada masyarakat yang masih belum mengetahui keberadaan *coffee shop* tersebut. Hasil penelitian yang kedua menunjukkan bahwa strategi pengembangan usaha yang cocok di Kronology Coffee and Bites ialah strategi penetrasi pasar, strategi pengembangan produk, strategi diferensiasi, strategi hubungan manajemen pelanggan.

Kata Kunci: *coffee shop*, konsep strategi, strategi pengembangan, penjualan, *competitive positioning*, harga pokok penjualan, indikator kinerja utama, analisis SWOT.

Abstract

Purpose - *This study aims to 1) obtain information on the reasons for the Chronology of Coffee and Bites that have not been able to find a suitable development strategy to be applied in the coffee shop business. 2) Identifying the preparation of business development strategies and determining the cost of goods sold that is suitable, reliable, and clear for Kronology Coffee and Bites with the method of competitive positioning analysis to determine the company's position in market competition with similar competitors.*

Methodology - *This research uses a descriptive qualitative method, with a case study design in Kronology Coffee and Bites. Sources of data derived from primary data and secondary data, data collection methods were carried out by field observations, interviews, and document analysis. Data analysis techniques using source and technique triangulation.*

Research Result - *The first research results showed that the factors causing Kronology Coffee and Bites had not yet developed a suitable business development strategy in its coffee shop, i.e. 1) The coffee shop was still relatively new so it was still in the search for a suitable business development strategy. 2) Coffee shops have limited resources. 3) Still, focus on making convenient coffee drink recipes and focus on improving the innovation of places, services, and facilities. 4) Still, focus on improving the concept of marketing and promotional activities to introduce Kronology Coffee and Bites to the public who still do not know the existence of the coffee shop. The second research result shows that suitable business development strategies in Kronology Coffee and Bites are market penetration strategies, product development strategies, differentiation strategies, customer relationship management strategies.*

Keywords: *coffee shop, strategy concept, strategy development, sales, competitive positioning, cost of goods sold, key performance indicators, SWOT analysis.*