

International Proceeding Community Services

Developing Marketing Strategies For SMEs To Enhance Business Sustainability: A Case Study Of Takana Coffee

Sekar Febriyanti¹, Destry Nayla Chaerani², Shalzabilla Indrias Kusuma³, Nindi Aulia Octaviani⁴, Nurul Fadilah⁵, Salwa Tuhfah Narda Sapphira⁶, Patria Laksamana⁷
^{1,2,3,4,5,6,7} Faculty of Economics and Business, Perbanas Institute

Email: sekar.febriyanti78@perbanas.id

ABSTRACT

Keyword:

Coffee Shop,
Marketing Strategy,
7P Marketing Mix,
SMEs,
Takana Coffee.

Accepted : 30 May 2026

Approved : 3 June 2026

Published : 29 June 2026

Publisher:

Perbanas Institute

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The rapid growth of the coffee shop industry in Indonesia has intensified competition among small and medium-sized enterprises (SMEs), especially in the food and beverage sector. This study aims to analyze the marketing strategies implemented by Takana Coffee and provide business development recommendations using the 7P marketing mix approach. This research employed a qualitative descriptive method through observation, interviews, and documentation conducted at Takana Coffee, Rawamangun, East Jakarta. Data were collected through direct observation of business activities and interviews with the café manager. The results show that Takana Coffee has implemented community-based and digital marketing strategies through Instagram and Google Reviews. The café also provides facilities such as Wi-Fi, electrical outlets, prayer rooms, and comfortable working spaces to support customer comfort, especially for students and young people. The implementation of the 7P marketing mix, consisting of product, price, place, promotion, people, process, and physical evidence, plays an important role in increasing customer satisfaction and strengthening business competitiveness. The study concludes that continuous innovation, service quality improvement, and digital marketing optimization are essential for maintaining business sustainability in the competitive coffee shop industry.

I. INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth in recent years. According to Toffin Indonesia (2020), the number of coffee shops in Indonesia increased significantly, indicating that coffee shops are no longer merely places to drink coffee but have evolved into social spaces, learning environments, and workspaces for young people and students. This development has created intense competition among coffee shop businesses, especially small and medium-sized enterprises (SMEs).

According to Kotler and Armstrong (2018), marketing is the process of creating value for customers and building strong relationships with them. In the increasingly competitive coffee shop industry, business owners must implement innovative marketing strategies that align with consumer needs and preferences. Consumers not only evaluate product quality but also consider service quality, facilities, atmosphere, and overall customer experience.

The concept of the marketing mix has developed into the 7P marketing mix, consisting of product, price, place, promotion, people, process, and physical evidence. According to Alma (2018), the implementation of an effective marketing mix strategy can improve customer satisfaction and increase business competitiveness.

Takana Coffee is a growing coffee shop located in Rawamangun, East Jakarta. Established in 2021, Takana Coffee provides a comfortable environment for studying, gathering, and working. The café is equipped with facilities such as Wi-Fi, electrical outlets, indoor and outdoor seating areas, and a prayer room. Takana Coffee also utilizes social media and community engagement as its primary marketing strategies.

However, the increasing competition in the coffee shop industry and changing consumer behavior require Takana Coffee to continuously innovate and improve its marketing strategies. Therefore, this study aims to:

1. Identify the marketing strategies implemented by Takana Coffee.
2. Identify the challenges faced in business development.
3. Provide marketing strategy recommendations using the 7P marketing mix approach.

II. METHODS

This study was conducted in 2026 at Takana Coffee, located in Rawamangun, East Jakarta. The café was selected because it is a developing SME in the coffee shop industry with strong potential for business and marketing development.

This study used a qualitative descriptive method. According to Sugiyono (2019), qualitative research is used to gain an in-depth understanding of social phenomena by placing the researcher as the primary instrument in data collection. This method was chosen to provide a detailed understanding of Takana Coffee's business operations, marketing strategies, and challenges.

Data collection techniques included observation, interviews, and documentation. Observations were conducted to examine operational activities, customer service processes, and marketing practices implemented by the business. Interviews were conducted with Mr. Rahmat, the owner of Takana Coffee, to gather information regarding the business history, marketing strategies, challenges, and future business development plans.

The collected data were analyzed descriptively to identify the implementation of the 7P marketing mix and provide recommendations for business improvement.

III. RESULTS AND DISCUSSION

3.1 Business History

Takana Coffee is a café business operating in the food and beverage sector. The business was established in August 2021 under the name “Kopi Dari Hati” as part of a franchise business. However, the owner later decided to build an independent business identity and officially changed the name to Takana Coffee on December 25, 2021.

Takana Coffee was established to provide a comfortable place for people, especially students and young adults, to gather, study, and work. The owner observed the growing trend of studying and working outside the home, which created opportunities for café businesses offering supportive facilities and comfortable environments.

Initially, Takana Coffee relied on community engagement and café events as its primary marketing strategy. Over time, the business identified college students as its primary target market and adjusted its facilities and marketing strategies accordingly.

3.2 Type of Business

Takana Coffee operates in the food and beverage (F&B) industry by offering coffee, non-coffee beverages, snacks, and main dishes. The café focuses not only on selling products but also on providing a comfortable environment for studying, working, and socializing. To maintain product quality, Takana Coffee implements standard operating procedures (SOPs) for beverage and food preparation. Employees receive training to ensure consistency in product quality and customer service.

The café also provides facilities such as Wi-Fi, electrical outlets, air conditioning, prayer rooms, smoking areas, and comfortable seating areas. These facilities are designed to support customer activities and increase customer satisfaction.

3.3 Product Strategy

Takana Coffee offers a variety of products, including coffee, espresso-based drinks, non-coffee beverages, snacks, and main meals. Product diversification allows the business to reach broader customer segments, including customers who do not consume coffee.

The café plans to introduce seasonal menus and continue product innovation to maintain customer interest and encourage repeat visits. Product quality is maintained through SOP implementation and regular menu evaluations based on customer feedback and sales performance.



Figure 1 Product Takana Coffee

3.4 Price Strategy

Takana Coffee implements affordable pricing strategies targeting students and young consumers. Product prices range from approximately Rp15,000 to Rp30,000, making the products accessible to the target market.

The pricing strategy is considered appropriate because it reflects product quality, portion size, and customer purchasing power. Affordable pricing has become one of the factors that attract customers to visit Takana Coffee regularly.

TAKANA COFFEE Daily Productive Place	
KOPI SUSU	
Takana	25K
Aneka	25K
Starbucks	25K
Vanilla Latte	28K
Caramel Latte	28K
Banana Latte	28K
Butterscotch Latte	28K
Caramel Macchiato	30K
KOPI BANGET	
Amergano	23K
Long Black	23K
Manjagoesoro	23K
Capuccino	23K
Coffee Latte	23K
YANG SEGAR	
Lemon Tea	23K
Lychae Tea	23K
Blue Citrus	23K
Orange Squash	23K
Mango Squash	23K
Apple	23K
LITERAN	
Takana Iced	100K
Starbucks	120K
Matcha Latte Chocolate	130K
TAKANA SUSU	
Matcha Latte	28K
Chocolate	30K
Chocolate	28K
Chocolate	30K
Chocolate Miley	30K
Red Velvet	25K
Taro Latte	25K
Susu Pregel	25K
RICE BOWL	
Chicken Black Pepper	30K
Chicken Korean BBQ	30K
Chicken Cheese	30K
Chicken Sambal Nusantara	30K
Beef Bulgogi	30K
Beef Black Pepper	30K
Beef Sambal Goreng	30K
Beef Black Pepper Tuna	30K
Beef Sambal Goreng	30K
Beef Sambal Goreng	30K
Beef Sambal Goreng	30K
TAKANA TOAST	
Egg Toast	23K
Cheese Double Toast	23K
Chicken Korean BBQ	25K
Chicken Black Pepper	25K
Beef Black Pepper	25K
Beef Black Pepper Tuna	25K
Beef Sambal Goreng	25K
Beef Sambal Goreng	25K
Beef Sambal Goreng	25K
Beef Sambal Goreng	25K
INDONISIA	
Indonesian Beef Curry	30K
Indonesian Beef Curry	30K
Indonesian Beef Curry	30K
Indonesian Beef Curry	30K
SNACK / DESSERT	
Snack Komplit	30K
Snack Komplit	30K
Snack Komplit	30K
Snack Komplit	30K
TAMBAHAN	
Sambal Tuna Special	2K
Red Bull Ice Cream	20K
Ice Cream	20K
Ice Cream	20K
Ice Cream	20K

Figure 2 Takana Coffee Menu

3.5 Place Strategy

Takana Coffee is strategically located in Rawamangun, East Jakarta, near the University of Jakarta (UNJ). The location is easily accessible through public transportation and private vehicles.

The café provides comfortable indoor and outdoor areas, parking spaces, Wi-Fi, electrical outlets, and aesthetic interior designs that support customer comfort. The café atmosphere is designed to create a cozy and productive environment for studying and working.





Figure 3 Atmosphere of Takanan Coffee place

3.6 Promotion Strategy

Takana Coffee uses social media, particularly Instagram Stories, as its primary promotional platform. The café frequently uploads content related to products, customer activities, and café events to increase customer engagement.

Google Reviews and Google Maps are also utilized to strengthen the café's digital presence and improve customer trust. In the early stages of the business, Takana Coffee implemented a "pay what you want" promotion strategy to attract customer attention and encourage online reviews.

Community engagement activities also play an important role in Takana Coffee's marketing strategy by creating strong relationships between the business and customers.

3.7 People Strategy

Human resources are important in creating positive customer experiences. Takana Coffee focuses on improving employee service quality through training in communication, hospitality, and customer service.

Employees are encouraged to build close relationships with customers by providing friendly interactions and understanding customer needs. Takana Coffee also plans to form a dedicated digital marketing team to improve social media management and online promotions.

3.8 Process Strategy

Takana Coffee has implemented structured service procedures, starting from ordering, payment, and product delivery. One innovation implemented is the wireless calling system, which notifies customers when their orders are ready.

This system improves operational efficiency, reduces crowding around the counter, and creates a more organized customer experience. Customer feedback is also regularly collected through Instagram Stories and Google Reviews to evaluate service quality.

3.9 Physical Evidence Strategy

Physical evidence plays an important role in building Takana Coffee's brand image. The café offers modern interior designs, comfortable seating areas, aesthetic decorations, and photo spots that attract customers.

Facilities such as Wi-Fi, electrical outlets, prayer rooms, and clean restrooms strengthen the café’s image as a comfortable place for studying and working. Takana Coffee also strengthens its digital identity through consistent social media content and customer testimonials.



Figure 1 Group Photo with the Owner

MARKETING STRATEGY RECOMMENDATIONS

Based on the results of observations, interviews, and analysis of Takana Coffee’s current business condition, several major issues were identified, including intense business competition, changing consumer behavior, limitations in digital marketing, operational challenges, and customer loyalty concerns. Therefore, more comprehensive and targeted marketing strategy recommendations are needed to help Takana Coffee improve its competitiveness and maintain business sustainability in the increasingly competitive coffee shop industry.

A. Strategy for Facing Coffee Shop Competition

One of the main challenges faced by Takana Coffee is the intense competition among coffee shops in East Jakarta, particularly within the student and young adult market segment. The growing number of coffee shops with similar concepts has provided consumers with many alternative places to study, work, and socialize.

To address this issue, Takana Coffee is recommended to strengthen its business differentiation by positioning itself as a *student-friendly coffee shop*. This strategy can be implemented by offering affordable student meal packages, improving study-supporting facilities such as high-speed Wi-Fi and comfortable working areas, and creating an environment that supports work-from-café (WFC) activities.

In addition, Takana Coffee should strengthen its brand identity through consistent visual design, friendly service, and a comfortable customer experience. By implementing this differentiation strategy, Takana Coffee can develop a stronger competitive advantage compared to other coffee shops.

B. Digital Marketing Development Strategy

Another issue faced by Takana Coffee is the limited optimization of its digital marketing activities. Currently, promotional activities mainly rely on Instagram Stories and community-based promotions, which limit market reach and result in promotional content disappearing within a short period.

As a solution, Takana Coffee is recommended to implement a more structured digital marketing strategy through Instagram Feed, Reels, TikTok, and Google Business Profile. The content should not only focus on product promotion but also include interactive content, coffee-related educational content, customer activities, café ambience, and customer testimonials.

Furthermore, a consistent content posting schedule is necessary to maintain engagement with customers. Utilizing TikTok is also important to reach younger consumers who actively use short-video-based social media platforms. This strategy aims to increase brand awareness, expand market reach, and attract more customer visits.

C. Customer Loyalty Enhancement Strategy

Takana Coffee also faces challenges in maintaining customer loyalty, as coffee shop consumers tend to switch easily to other cafés that appear more attractive or trendy.

To overcome this issue, Takana Coffee is advised to implement customer loyalty programs such as point collection systems, membership cards, or repeat-purchase promotions. Customers who reach a certain number of transactions may receive rewards such as discounts or free beverages.

In addition, Takana Coffee should strengthen emotional relationships with customers through direct interaction and social media engagement. Employees can provide more personalized service by recognizing regular customers, offering friendly greetings, and requesting feedback regarding customer experiences. This strategy is expected to improve customer satisfaction and build long-term relationships with consumers.

D. Service Quality Improvement Strategy

As the business continues to grow, Takana Coffee faces challenges in maintaining consistent product and service quality. Differences in employee skills and performance may affect beverage quality as well as the overall customer experience.

As a recommendation, Takana Coffee should strengthen the implementation of Standard Operating Procedures (SOPs) and conduct regular employee training programs. These training activities may include customer service, communication skills, hygiene standards, and product preparation standards.

In addition, service evaluations should be conducted regularly through Google Reviews, customer surveys, and social media feedback. Through these evaluations, Takana Coffee can identify service weaknesses and make immediate improvements.

E. Operational and Technology Development Strategy

Another issue identified is the operational system, which still carries the risk of recording errors and inefficient inventory management when handled manually. This condition may negatively affect work efficiency and raw material control.

To address this problem, Takana Coffee is recommended to integrate digital systems such as Point of Sale (POS) applications, automated inventory recording systems, and sales monitoring systems. The use of digital technology can help management monitor sales performance, control inventory, and minimize operational errors.

Operational digitalization will also assist Takana Coffee in making faster and more data-driven business decisions.

F. Long-Term Development Strategy

In the long term, Takana Coffee has the opportunity to expand its business through opening new branches or developing a simple franchise system. However, such expansion also presents challenges, as it requires financial readiness, qualified human resources, and a strong operational system.

Therefore, Takana Coffee is advised to conduct business expansion gradually and carefully. Before opening new branches, the company should ensure that service standards, product quality, and operational systems are already functioning effectively in the main outlet.

Additionally, SOP documentation, brand identity, and management systems should be prepared from an early stage to ensure that future business expansion can be carried out effectively while maintaining consistent service quality for customers.

IV. CONCLUSION

Based on the results of observations, interviews, and analysis, it can be concluded that Takana Coffee has successfully implemented marketing strategies focused on customer comfort, digital marketing, and community engagement. The café not only provides food and beverages but also creates a comfortable environment that supports studying, working, and social interaction.

The implementation of the 7P marketing mix strategy plays an important role in increasing customer satisfaction and strengthening business competitiveness. Strategies related to product diversification, affordable pricing, strategic location, digital promotion, employee development, operational processes, and physical facilities contribute positively to business growth.

However, Takana Coffee still faces challenges related to intense competition and changing consumer behavior. Therefore, continuous innovation, digital marketing optimization, and service quality improvement are necessary to maintain long-term business sustainability.

THANK-YOU NOTE

The authors would like to thank Takana Coffee and all parties who supported this research and observation activities.

LIST OF PARTICIPANTS

1. Sekar Febriyanti
2. Destry Nayla Chaerani
3. Shalزابilla Indrias Kusuma
4. Nindi Aulia Octaviani
5. Nurul Fadilah
6. Salwa Tuhfah N
7. Mr. Rahmat (Owner of Takana Coffee)
8. Patria Laksamana (Lecturer)

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