

International Proceeding Community Services

Marketing Strategies for SMEs in the Digital Era: Enhancing Competitiveness and Customer Loyalty

Ahmad Subky Athoillah¹, Dave Nathanael Neolaka², Mohamad Rafi Rosa³,
Putra Kurnia Lestari Gulo⁴, Rafael Gena Immanuel⁵, Ignatius Septo Pramesworo⁶,
Patria Laksamana⁷

^{1,2,3,4,5,6,7} Faculty of Economics and Business. Perbanas Institute

Email: amdsbky@gmail.com

ABSTRACT

Keyword:

Marketing Mix 7P
Segmentation
Targeting
Positioning
MSME
Customer Loyalty
Digital Marketing

Accepted : 30 May 2026

Approved : 3 June 2026

Published : 29 June 2026

Publisher:

Perbanas Institute

International. To view a
copy of this license, visit
[http://creativecommons.org/
licenses/by-nc-sa/4.0/](http://creativecommons.org/licenses/by-nc-sa/4.0/)

Warkop Djaja Abadi is a culinary MSME (Micro, Small, and Medium Enterprises) engaged in providing coffee and light snacks that has had a significant social and economic impact on the surrounding community, especially in providing a third place for students, workers, and the general public. This community service activity aims to develop new, creative, applicable, and measurable marketing strategies so that Warkop Djaja Abadi can adapt to the digital era. The approach used refers to the concept of the marketing mix (7P) and STP (Segmenting, Targeting, Positioning), including coffee and food product innovation, flexible pricing, expansion of digital promotional channels, improvement of service quality, and strengthening institutional image through social media. The results show that digital transformation and branding strengthening not only expand customer reach but also increase public loyalty to the coffee shop. This digital-based marketing strategy is expected to strengthen the existence of Warkop Djaja Abadi as a sustainable and competitive culinary MSME model in the creative industry era.

I. INTRODUCTION

In today's digital era, micro, small, and medium enterprises (MSMEs) are not only required to survive but also to adapt to digital transformation and changes in consumer behavior. As stated by Astuty, Sudirman, and Aryanto (2024), sustainable resilience is the key for MSMEs to be able to utilize the potential of digitalization in facing economic uncertainty. This concept emphasizes the need for continuous innovation, technological adaptation, and strengthening human resources so that MSMEs remain relevant and competitive in the Industry 4.0 era.

One of the MSME sectors that has an important role in people's lives is the culinary industry, especially coffee shops. Coffee shops not only function as providers of food and beverage services but also act as social spaces (third places) that open up opportunities for interaction and relaxation for local communities, especially students and workers. As explained by Kautonen, Down, and Minniti (2014), entrepreneurial preferences are influenced by age, experience, and social environment, so culinary MSMEs like Warkop Djaja Abadi have a strategic position in shaping the lifestyle and consumption habits of the surrounding community. In the context of culinary service marketing, the marketing mix approach (7P) proposed by Booms & Bitner (1981) and Kotler & Keller (2012) becomes the basis for developing effective strategies to increase MSME competitiveness in increasingly tight competition.

Digital transformation also has a major impact on how MSMEs market their products and services. The use of social media, community-based marketing, and visual content strategies are now important elements in building brand image and attracting new consumers (Kapoor et al., 2021; Matin & Laksamana, 2023; Wibowo & Laksamana, 2023). Digitalization of MSMEs in Indonesia continues to grow along with government support through various programs such as SME-Go Digital (Legowo, Indiarto, & Prayitno, 2022) and digital literacy (Purnomo & Nurmalitasari, 2024). In this context, research and community service activities play an important role in helping MSMEs carry out marketing transformation, including coffee shops like Warkop Djaja Abadi that still rely on conventional strategies such as word of mouth and offline promotion.

Warkop Djaja Abadi, a culinary micro, small, and medium enterprises (MSME) located in Karet Pedurenan, South Jakarta, demonstrates a real contribution to the economic empowerment of the local community. This MSME has 10 employees and engaged in providing traditional and modern coffee, light snacks, and heavy meals at affordable prices. It was established on the initiative of the management who cares about the need for a comfortable and affordable relaxing space for the surrounding community. The initial goal of establishing Warkop Djaja Abadi was to provide a pocket-friendly hangout place while supporting the local economy. To date, Warkop Djaja Abadi has grown to reach various groups, from students, office workers, to the general public.

The interview for this study was conducted with Mr. Garang as the representative of Warkop Djaja Abadi management. The business is located at Jalan Karet, Jl. Pedurenan Mesjid Raya No. 52C, RT.6/RW.7, Kuningan, Karet Kuningan, Setiabudi District, South Jakarta City, Special Capital Region of Jakarta 12940, Indonesia. For further information and business inquiries, Warkop Djaja Abadi can be contacted through 0813-9938-820.

However, the marketing strategies used are still limited to social networks and direct recommendations, so they have not been able to reach a wider market. Based on field findings and relevant literature (Laksamana et al., 2024; Wijaya et al., 2025; Moniaga & Laksamana, 2025), the implementation of digital marketing strategies, collaboration with food delivery platforms, and social media activation are believed to be able to expand the reach of Warkop Djaja Abadi and increase its attractiveness among the younger generation. Therefore, this community service activity is focused on strengthening digital-based marketing strategies and the STP approach so that Warkop Djaja Abadi can transform into an adaptive, innovative, and sustainable culinary MSME in the digital era.

II. METHODS

This community service activity was carried out through a partnership with Warkop Djaja Abadi, a culinary MSME located in Karet Pedurenan, Setiabudi, South Jakarta. Warkop Djaja Abadi is known as a hangout place that is active in providing affordable culinary experiences for the community, particularly in coffee and light snacks that are relevant to the lifestyle of young people. This collaboration was chosen because this MSME has a strategic role in improving the quality of life of the community at the local level.

This MSME is managed by the owner and several employees who have experience in serving customers from various backgrounds, so their insights become an important source of information for community service activities. Through direction and explanation from the owner and staff, the service team was able to understand the operational dynamics of the business, the challenges faced, and opportunities for developing more effective and sustainable marketing programs.

The activity was conducted in May 2026 using direct interviews and field observation methods. Interviews were conducted to gain insights into customer needs, consumer profiles, and the effectiveness of programs that have been running so far. Meanwhile, field observations were conducted to see directly the coffee shop facilities, service methods, and interactions between employees and customers. The combination of these methods provides a comprehensive overview that serves as the basis for formulating recommendations for improving service quality and future business development strategies.

III. RESULTS AND DISCUSSION

Warkop Djaja Abadi was initiated informally as a form of social concern for the need for a comfortable and affordable hangout space for the community around Karet Pedurenan. Starting from a simple coffee stall, this business continued to grow along with increasing public demand for a comfortable relaxing place with friendly prices.

Over time, Warkop Djaja Abadi began offering various food and beverage menus, including traditional and modern coffee, fried rice, noodles, toast, snacks, and contemporary drinks. With a price range of approximately IDR 25,000 to IDR 50,000, this affordable pricing strategy makes this coffee shop attractive to students, office workers, and the surrounding community.

Tabel 1. Interview Results

QUESTION	ANSWER
1. What is the background behind the establishment of Warkop Djaja Setiabudi?	Initially, we were inspired by several coffee stalls in Jakarta. Many of those coffee stalls only sell instant sachet coffee. However, Warkop Djaja Abadi has introduced a new breakthrough by adopting coffee shop standards. We offer various coffee options such as Kopi Susu Mandala, Kopi Susu Kamil,Americano, and many others.
2. What products or menu items are the signature offerings at Warkop Djaja Setiabudi?	As for our signature menu items, especially the beverages, we have three main favorites. They are Kopi Susu

	Kamil, Kopi Susu Butterscotch, and Kopi Susu Rum.
3. What makes Warkop Djaja's products unique compared to other coffee stalls?	For the Kamil coffee, it is made using palm sugar. However, the coffee beans we use come from Kupang, so the combination of the coffee's bitter taste and the sweetness of the palm sugar creates a really great flavor. Then, the second one is Kopi Susu Rum. We use syrup from Slamboyan, which is a rum-flavored syrup. The same goes for the Butterscotch coffee; we also use syrup for it. What makes the Butterscotch and Rum coffee special is the combination of sweet and slightly sour flavors. That unique taste
4. How do you maintain the quality of the food and beverages sold?	To maintain the quality of our signature menu items, we always use the best coffee beans available. This is because, from our perspective at Warkop Djaja Abadi, the overall taste depends greatly on the quality of the coffee beans. If the coffee beans are good and excellent, then the flavor experience produced will also be exceptional.
5. How do you determine the prices of the menu items offered to customers?	We determine our menu prices by following the standards commonly found in South Jakarta. Moreover, many of our customers are corporate workers, so we adjust our pricing to match their income standards. Even regular coffee at many coffee shops in Jakarta, especially in South Jakarta, is usually priced in the range of 30,000 to 50,000 rupiah. Meanwhile, we sell our coffee at a more affordable range of around 20,000 to 25,000 rupiah.
6. Has Warkop Djaja ever offered promotions or discounts to customers?	Promotions or discounts do not seem necessary for us. After all, we operate in South Jakarta, so we do not really rely on promotional discounts. This is because our location is very strategic, surrounded by several office buildings with a large number of employees, especially the Ministry of Transportation building.

	As a result, many of the employees come here during their lunch breaks or after work hours.
7. Why did you choose Setiabudi as the business location?	Our main target market is corporate workers. Therefore, we do not need to look for
8. Does Warkop Djaja provide online ordering or delivery services?	We also provide online ordering services through Grab and GoFood. There, customers can find several varieties of our food and beverage menu items.
9. What promotional media are used to introduce Warkop Djaja to the public?	Our promotional media are TikTok and Instagram, but we are mostly known by the local community around us. As a result, many of our customers come through word-of-mouth recommendations.
10. How are employees trained to provide customer service?	We do not actually provide formal training right away. Instead, we directly let them interact with customers. If we notice that their service is still lacking, we immediately give them guidance and the best direction on how to serve customers properly and how to respond to complaints, such as issues related to food or drinks that may not meet customer expectations. So, the approach is more hands-on and direct, without the need for any special formal training.
11. How are employees trained to provide customer service?	For our service, we always strive to provide the best possible experience, especially since we are located in an area where people generally have high levels of education and good manners, so excellent service is very important for us.

12. What is the service process from the moment customers place an order until they receive it?	When placing an order, customers will come to the cashier area, where the menu is also displayed. Payments can be made either in cash or cashless methods. After the payment is completed, we immediately prepare the order and deliver it to the customer.
13. What challenges are commonly faced in daily operational processes?	We do not really face many obstacles, but there is one main issue, which is the space. Our place is relatively small, while we have many customers. As a result, when new customers arrive, the tables are sometimes already full.
14. How do you maintain the cleanliness and comfort of the business premises?	We always maintain the cleanliness and comfort of our business place. Especially after customers leave, we immediately clean their tables. We also check under the tables and on top of them in case there is any trash, and we clean it right away. For us, customer comfort and cleanliness are our top priorities. Because comfort comes from cleanliness.
15. What facilities are provided to improve customer comfort?	We provide free Wi-Fi facilities, and the connection is also quite fast. As a result, many office workers enjoy using this facility. Besides ordering a cup of coffee priced at Rp25,000, customers can also enjoy unlimited Wi-Fi access until our café closes.
16. What are the future expectations and development plans for Warkop Djaja Setiabudi?	My hope is that we will be able to expand the place in the future. This is because we already have a large number of customers. As a result, the limited and narrow space has become one of our main challenges. That is why we are trying to acquire nearby empty land so that we can expand Warkop Djaja Abadi further.

Marketing strategy

Warkop Djaja Abadi should consider expanding its business space because the café is often crowded and customers sometimes cannot find available tables. In addition, the café can improve its social media promotions through TikTok and Instagram by uploading interesting content such as coffee-making videos, customer reviews, and café ambience to attract more customers. Even though the current hands-on employee training method is already good, providing simple training and clearer SOPs could help maintain service quality consistently. Adding more facilities such as charging ports and comfortable seating areas would also increase customer comfort, especially for office workers who spend a lot of time there. Furthermore, creating loyalty programs or simple promotions could help maintain customer loyalty. Most importantly, Warkop Djaja Abadi should continue maintaining the quality of its coffee beans and develop more unique signature menu items so customers remain interested in visiting and trying new products.



Figure 1 Interview with One of Warkop Djaja Abadi's Employees



Figure 2 Condition of the place Warkop Djaja Abadi's

IV. CONCLUSION

Warkop Djaja Abadi is a concrete example of a culinary MSME that has succeeded in providing a significant social and economic impact on the surrounding community, particularly in providing a comfortable and affordable third place for students, workers, and the general public. Through a concept that combines traditional and modern coffee, this coffee shop not only provides food and beverage products but also fosters a social interaction space that is relevant to the lifestyle of today's youth. This social role shows that culinary MSMEs have a dual function as product providers and agents of social change that are relevant to the sustainable development agenda at the community level.

However, the marketing strategies implemented by Warkop Djaja Abadi to date are still conventional and community-based, such as word of mouth and limited social media. This limitation means that the business's market reach is not yet optimal amidst the great opportunities of digitalization and the increasing public interest in instagramable and practical culinary experiences. Therefore, the transformation of marketing strategies towards a more modern, digital, and collaborative approach is an urgent need so that Warkop Djaja Abadi can expand customer access, strengthen competitiveness, and improve operational sustainability in the creative industry era.

The implementation of new digital-based marketing strategies includes product diversification, social media activation, loyalty programs, and strengthening collaboration with delivery platforms and communities. These will be strategic steps to strengthen the brand position of Warkop Djaja Abadi. Through a combination of product innovation, pricing flexibility, community partnerships, and creative digital content management, this MSME has the potential to become a model for sustainable community-based culinary empowerment. Thus, Warkop Djaja Abadi is not just an ordinary hangout place, but also a symbol of local economic independence and MSME innovation in the digital era.

REFERENCES

- Astuty, E., Sudirman, I. D., & Aryanto, R. (2024). Sustainable Resilience Strategy: Unleashing the Potential of Micro-Businesses in the Digitalization and Sustainability Era. *Cogent Business & Management*, 11(1), 2313672.
- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organizational structures for service firms. *Marketing of Services*, 47-51.
- Kapoor, K., Tamilmani, K., Rana, N. P., & Dwivedi, Y. K. (2021). Social media affordances and retail marketing: A systematic review and agenda for future research. *Journal of Business Research*, 122, 616–627.
- Kautonen, T., Down, S., & Minniti, M. (2014). Ageing and entrepreneurial preferences. *Small Business Economics*, 42(3), 579–594.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.
- Laksamana, P., Saripudin, S., Suharyanto, S., & Sorongan, F. (2024). Layanan prima dan digitalisasi UMKM sepatu, sentra PIK Pulogadung. *Jurnal Abdimas Perbanas*, 5(1), 37-45.
- Legowo, M. B., Indiarto, B., & Prayitno, D. (2022). A Conceptualization of The SME Digitalization Model To Support The "SME-Go Digital" Program in Indonesia. *Indonesian Journal of Business and Entrepreneurship*, 8(3), 421.
- Matin, M., & Laksamana, P. (2023). Analysis of the influence of mobile marketing and social media marketing on purchase intention with customer engagement as an intervening variable in the property industry. *Journal of Social Research*, 2(5), 1765-1773.
- Moniaga, I. F., & Laksamana, P. (2025). Strategi digital: Dampak pemasaran media sosial, kredibilitas influencer, dan citra merek terhadap niat beli konsumen. *Kompleksitas: Jurnal Ilmiah, Manajemen, Organisasi dan Bisnis*, 14(1), 77-86.