



Analysis of Menoreh Coffee Sales Strategy in Kulon Progo

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ABSTRACT

Study This aim for know strategy And constraint in marketing incised coffee. Type study Which used is qualitative research with descriptive research type. Result of study This show that Menoreh Coffee has implementing a marketing mix strategy that uses the 4P variable that is Products, price, place And Promotions Which capable increase profit And sale product incised coffee. Study This Also there is factor supporters And factor inhibitor application strategy marketing to sale incised coffee products. Which become factor supporters that issupport from the community, good service and management the good one. While the factors that hinder the implementation of the strategy marketing on product Menoreh Coffee is Not yet formed structure organization Which Good, power Work or source Power that human still low

INTRODUCTION

Marketing is a social and managerial process by which individual and group get need and desire them by creating, offering, and exchanging things worth each other (Kotler, 2007). With marketing a good product will be able to increase sales and seize market share. If that has happened then it is certain the company will get the maximum profit. If marketingIf the product is not done or is not right, it will happen decline sale which will give impact decline income which accepted by company the.

Marketing application means to make efforts to know what which needed by consumer and try make one product or service produced can be satisfactorythese needs and make efforts to meet them reassuring consumer the that product or service resulting from in accordance which needed. In side other, desire consumers are different and very fast changing, because of that the causative factors include advances in science and technology, economic growth, cultural development and policy government. So that company still capable compete with company other which emit product kind and product substitution, so management company must capable process his company with good. So consumer or customer which there is no switch to company other. Companies are required to better understand all needs and desire of consumers or companies must be able to create products that meet consumer needs. Aside from that needed good marketing (Supariyani, 2004). Coffee is a drink that is loved by everyone person throughout the world and has become a part of human life a day - day. Moment this coffee is wrong one material important world trade and involve trade networks between nations, from developing countries to developed countries is consumer main (Siswoputranto, 2002). According to Yusdiadi (2008) coffee it is a result commodity plantation which own mark economy which enough tall in between plantations and plays an important role as a source of foreign exchange country. Coffee also is source income for no less than one and a half million coffee farmers in Indonesia. Quality coffee beans are highly dependent on the post handling process proper harvest. With proper post-harvest handling in every the process and can improved.

Based on initial observations, the coffee product incised one the famous local coffee powder product in Kulon Progo Regency. However, there are also several areas in Kulon Progo that are didn't know Menoreh Coffee, therefore it's a Coffee product Menoreh needs to promote more vigorously use media social nor circulation to all Kulon Progo so that whole public Good in surrounding area and in outside Kulon Progo Regency. Method processing Which modern without compromising traditional patterns incised coffee powder packaged in several ways packaging and often used as souvenirs, need House stairs, and roadside stall coffee.

The company's success in marketing its productsvery depends on tips and strategy marketing which because with the implementation of the right marketing strategy, company can create And look after as well as develop consumer demand convincingly and continuous. If turnover sale experience slow increase, it must be analyzed whether it iscaused by not enough its

effective strategy marketing which done or Possible influenced by appetite and behavior consumer Which Already changed. Wrong one method for increase sale done with mix marketing. The marketing mix is very important to influence decision consumer purchase.

The Marketing Mix is a tool that will determine the level of marketing success for the company, and All of this is aimed at providing satisfaction to the segment market or consumer which chosen. On actually mix marketing (*marketing mix*) is manage elements of *the marketing mix* in order to influence purchasing decisions consumers with the aim of being able to produce and sell products and services that can provide satisfaction to customers and consumers, so that this study contains the problem of factors Which support And hinder application of *marketing mix* to sales of Menoreh Coffee products in Kulon Progo.

LITERATURE REVIEWS

A. Draft Core in Marketing

For understand function marketing necessary understand series draft core following This Need, Desire, and Requests. Needs are basic human life conditions, people need air, food, water, clothes And place stay to be able to survive. People also have needs strong and recreation, education and entertainment. Needs this become desire when in point to object certain which can satisfying need the. A consumer in America Union make food, However Possible wanted a hamburger, fries and a soft drink. Someone in Mauritius needs food, but maybe need a mango, rice, lentils, and peas. Desire in shape by society (Abdurrahman, 2015).

Demand is the desire for certain products supported by the ability to pay a lot of people want, but only A little Which capable And Want to buy it. Company must measure No only how much Lots person which want product they, However Also How many Lots person Which Want to and capable buy it. This difference highlights the point that said, marketers create need, or marketers make person buy things they don't want. Understand need and desire customer No always easy. Part customer have needs who does not fully they realize, or they are unable to articulate this need. Sometimes they use words requiring interpretation. What it means when customer want A tool powerful lawn mowers, fast lathes, swimsuits attractive, or a hotel that supports rest, marketers must investigate further. Kotler and Ketler (2008) differentiate five type need:

- a) The stated need (The customer wants which car cheap)
- b) Need which are actually (Customer want A car Which cost the operation, No price initially, low)
- c) Need Which No in declare (Customer expect service Which good of dealer car)
- d) Need pleasure (Customer want to so that dealer the car also incorporates a GPS navigation system inside package)
- e) Need confidential (customer want to so that her friend looked himself as a customer Which intelligent)

Only serve need which in declare just means not giving customers what they really need. Many consumers do not know what they want in a product. Consumers don't know a lot about something product. The company gives customer what which they want now no Again Enough. To obtain profit, company must help customer in learn what which they want.

B. Process Marketing

Kotler and Armstrongs (2009) describe modelsimple of five process step marketing following:

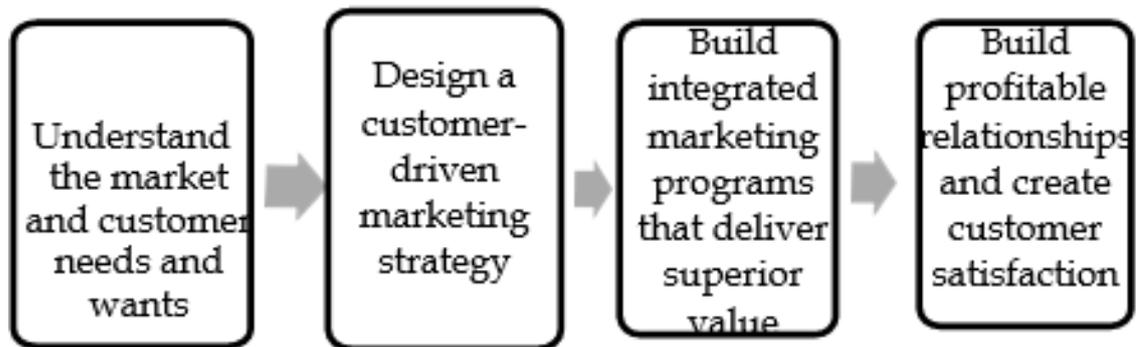


Figure 1. Marketing Process ImageKotler and Armstrongs (2009)

Explanation:

1. The first step of the marketing process is understanding market and customer needs and wants. Need is a state and the company is deficient. Desire is need man which formed by culture and personality somebody. Request is desire people backed by purchasing power. As for management marketing try understand what which become need, desire And request humans (consumers).
2. Step second, designing strategy marketing which in move by consumers.
3. Step third, build program marketing integrated which give mark superior.
4. Step fourth, build environment which profitable and create satisfaction customer.

B. Indicator Quality Product

According to Kotler and Armstrong (2013: 272), there are seven quality dimension product ie as following:

- a. Performance (Performance), related with characteristics basic operations of a product.
- b. Durability (Power Stand), related with How many long a product can be used. This dimension includes age technical as well as age economical use product.
- c. Features (*Feature*), product which designed For perfect function product or addinterest consumers for products.
- d. *Conformance To Specifications* (suitability with specifications), namely the extent to which the basic operating characteristics from A product fulfil specification certain from consumer or not found disabled on product.

- e. *Reliability* (reliability), is probability product will work satisfactorily or not within a period of time certain. The less chance of damage then the product can dependable.
- f. *Esthetics* (aesthetics), Power pull product to five senses, say models or artistic design, color, And etc.
- g. *Perceived Quality* (impression quality), reputation product as well as not quite enough the company is responsible for it.

C. Framework Thinking

Framework thinking or connection between draft instudy this can described as following:



Figure 2. Framework Thinking

METHODOLOGY

A. Type Study

For gather data research this used qualitative approach with descriptive research type. Approach qualitative, that is something process study and understanding which based on on methodology which investigate something phenomenonsocial and human problems (Moleong, 2018).

Type study which will researcher do is type descriptive research. Descriptive research is research that used for describe, explain and answer problems with phenomena and events that occur moment this. Reason researcher do study with typedescriptive research is to be able to explain more detail what is menoreh coffee marketing strategy and what are the supporting and inhibiting factors in the marketing.

B. Location Study

The research location is the environment, place, or region which planned by researcher for made as object study in framework gather data which needed. Place is area or region in where subject or object study which want researched. Study this is implemented on Cafe Resto Bukit Menoreh, specifically in Girimulyo District, Kulon Progo. The reason for choosing Menoreh Coffee is that it is well known for its quality products and is liked by many people of Kulon Progo. Source the data used in this research is primary

data namely data sourced from direct observation in the field (Sugyono, 2014). Primary data is data obtained by researchers from source original, in matter this data obtained from interview with Owner and Visitors Which There is in Menoreh Hill Resto Cafe.

C. Population And Sample

In study This use Population And sample Where population is amount whole subject or the totality of research subjects can be people, objects or something matter Which can give information data research. (Sugyono, 2014). In this study population is the owner of Cafe Resto Bukit Menoreh and visitors Which There is at Menoreh Hill Resto Cafe.

RESULT AND DISCUSSION

A. The strategy carried out by Menoreh Coffee restaurant cafe

The results of research conducted directly in the field were obtained that is in accordance with and directly proportional to the theory *marketing mix*. These results were obtained directly from the owner of Dhapu Kupa and consumer. Implementation of *the place* strategy by Dhapu cup can said fulfil criteria, location branch Which is at in Jl. Intersection Surabaya, peace Subdistrict Lueng Bata is a very strategic place, in the middle of the city and easily accessible by the people in Kulon Progo.

Results study writer do interview with owner Dhapu Kupa Which state:

"We before establish Menoreh Coffee Cafe over formerly see *plan* city, that is see development place strategic Kulon Progo. So we has predict 10 year to in front of the incised hill becomes a tourist destination area will proceed And have prospect business Which Good. By because that we established a Cafe restaurant with local coffee products. So we present roadside stall coffee with draft modern which accompanied with use technology in inside (interview with father André date 19 December 2022).

For know is Menoreh Coffee Resto Cafe own place the strategic researcher asked several visitors which state:

"According to I this place own location which very strategic because it is in the middle of the city and very easy to reach. Also the name of the location which is already very popular, namely in Kulon Progo. So If we *meet up* The same relatives location in Kulon Progo direct understand (interview with Very Andreas the 18th December 2022).

Results study writer do interview with visitors The Menoreh Coffee Resto Cafe state:

"This place has a very comfortable place with complete facilities such as wifi, toilet and prayer room other than that I chose Menoreh Coffee Resto Cafe because very close to where I live (interview with Mr. Lutfi Triambodo Akbar date 18 December 2022).

From Interview result visiting consumers to Dhapu Kupa it can be concluded that the Dhapi Kupa coffee shop really has a very strategic place and has comfort for consumers who want to enjoy coffee.

B. Promotions

Promotion is something activity marketing which conducted by a company to disseminate information regarding the product produced through the use of the elements of the mix promotion. So that activity this can influence consumers so that consumer interested with product Which offered as well as decide to buy product the.

In line with theory which put forward by (Kotler & Keller, 2009) *promotion* (marketing communication) is a means in where company try inform, persuade, and remind consumers directly or indirectly about products and brands for sale.

Mix marketing promotion consists from a number of things following namely (Abdurrahman, 2015):

1. Advertising (*Advertising*) are all forms of non-presentation personal and paid promotions, ideas, goods or services by sponsors the.
2. Sales promotion (*Sales promotion*) namely term incentives short to encourage buying or selling of products or services.
3. Public relations (*Public relations*) is to build connection Good with various circles Forgetting the desired publicity, building an image company Which Good and handle or face rumors news and incident Which not fun.
4. Sale personal (*Personal selling*) that is presentation personal by salesperson company for objective produce sale and build connection customer.
5. Direct marketing (*Direct marketing*) direct relationship with consumer individual which targeted in a manner carefully to elicit an immediate and constructive response connection customers directly.
6. Marketing *on line* that is business company For promote product And service as well as build connection customer through Internet. With method this process sell buy product becoming increasingly easy.

Based on results study direct which done in the field in accordance and compared straight with theory Which There is. Matter this proven with do development product past strategy promotion which will lead on improvement sales or *share* market.

The following is the result of an interview with the owner of Menoreh Coffee state that:

“The promotional activities we are doing are first which is very influential, namely promotion through social media. We know that in era digital moment This The most efficient promotion is through social media, besides that we also do some other strategies in promote product like cooperate with *online form take away*, So consumer can enjoy our products

wherever and whenever even. in developing our products try build *brands image* in public form product *lowbudget* but still maintain quality product" (Interview with Father André 19th December 2022).

The results showed that the promotion strategy on *the marketing mix* that is applied has a big impact on profits which in can by Cafe Resto Kopi Menoreh. From the results interview with a number of respondent show that 92 percent from visitors already know Menoreh coffee brand. This is not regardless of the promotion made by the owner via social media, information mouth to mouth and etc. Respondents get to know menoreh coffee products from social media and information from Friend. Consumers feel fit and satisfied with the taste coffee Which There is in menoreh coffee restaurant cafe. They often visit and spend up to 7 hours with relatives in a coffee shop this.

Based on the results of the discussion above shows that Dhapu cup has apply strategy *marketing mix* as well as *marketing mix* strategy has had an impact on enhancement profit which got. With using variables 4P that is *products, price, place* and *promotions*. Strategy implemented by Dhapu Kupu has increased sales significantly has been done correctly in accordance with the theory which exists. The purpose of implementing *the marketing mix* is business order carried out can continue and provide benefits which optimum for his efforts.

C. Factors Supporting and Inhibiting Strategy Marketing to Sale Product Coffee incised

In operate something business naturally there is factor which inhibiting and supporting factors for the continuation of a business. Same case with business coffee which also own constraint and supporters in success and progress his efforts and business competition. In this study researchers used two factors viz factor supporters and factor inhibitor with use SWOT analysis. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. Analysis that based on logic that can maximize the power and opportunities and minimize weaknesses and threats. Taking strategy related with vision and mission company (Freddy, 2006).

D. Supporting Factors for Implementation of Marketing Strategy to Sale Product Menoreh Coffee

a. Management Which Good

There is management Which Good And structured in activity marketing Menoreh Coffee experience progress and increase in business from year to year. Owner at once manager own planning Which Good about How can manage and develop his efforts well in the face of competition. The owner came down right away to the field to review the performance of employees while on duty as well capable compile strategy Which Good through activities which strategic, practical and programmed or structured.

b. Service The good one

Service has an important role in the progress of a business. *Service* the good one can influence consumer for loyal to product which offered. Matter this done to provide excellent service to its customers as well as not discriminating in service, both customers regulars and new customers, spend a lot or a little still give service Which Good. Every customer visiting employees will treat it in such a way that consumers feel comfortable and satisfied consuming incised coffee products. Factor inhibitor application strategy marketing to sale product dhapu cup

E. Factor Internals

Structure organization which not yet formed, source Power humans who are still minimal in other words low. Therefore, the need for technology in an effort to minimize costs. Distribution of goods yet effective for scale area, matter this caused product which produced are still new to the market. So that society has not Lots knowledge of coffee products incise.

F. Factor external

On product incised coffee offer price which varied on each product so that the constraints faced at the time this is Money change. Supply Money broken Which Still become an obstacle, so it is necessary to revamp the price of the product. For minimize problem so owner has provide money stock broke if situation lack of money broken.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the research results concluded that Menoreh Coffee Resto Cafe has implementing a marketing mix strategy that uses the 4P variables that is *products, price, place* and *promotions* which capable increase enhancement profit And sale product. Based on each variable from *marketing mix* can concluded that the product Which generated is coffee arabica and robusta coffee using standing pouch plastic packaging and box packaging and already pocketing Certificate Label Halal from MUI as well own quality which product quality. As well as the author provides suggestions for government is expected to do activity or program construction for small and medium industry, so can overcome various problem, need And obstacle Which experienced by entrepreneurs and researchers furthermore expected can study more carry on about variable *marketing mix* with use method analysis Which different. As well as researcher furthermore can add other variables that can influence enhancement Product sale.

Recommendation

We hope that further research will be better so that it can improve Micro Small Enterprises in the Girimulyo community, Kulon Progo Regency.

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