

FLOOR COFFEE & SPACE MARKETING STRATEGY THROUGH PROFESSIONAL BARISTA

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ABSTRACT

In the competitive landscape of the coffee shop industry, businesses must strategically enhance their advantages to boost competitiveness and contend with rivals. A pivotal strategy for business owners involves the thoughtful design of the physical space where the business operates. The role of a barista, the coffee brewer, is crucial within a coffee shop setting. Baristas, armed with speed, precision, and a mastery of coffee blending, are responsible for serving customers seamlessly, from their arrival until the enjoyment of the final sip. Beyond the operational aspect, the barista profession attracts job seekers seeking an engaging and flexible work environment. This study adopts a descriptive research approach, intending to depict existing phenomena without manipulation of independent variables. Floor Coffee Space, as a case study, emphasizes hospitality and digital marketing in its marketing strategy. This aligns with the STP theory (Segmentation, Targeting, Positioning), forming the foundation of their marketing framework. The fusion of hospitality and digital marketing reflects a contemporary approach to meeting diverse market needs. At Floor Coffee & Space, marketing strategies revolve around service, education, and an emotional approach. The focus on service and education corresponds to the self-service system, enhancing the customer experience. An emotional approach, emphasizing personal interaction and customer understanding, creates added value. The ultimate goal of Floor's marketing strategy extends beyond the product, prioritizing customer experience and relationships to foster repeat orders.

Keywords: Strategy marketing, STP, Floor Coffee & Space.