Analysis Of Community Marketing As A Competitive Strategy Coffee Shop Business Case Study Doi-Ku Café

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Abstract
This study aims to analyze the community marketing strategies implemented by DOI-KU Café in building customer loyalty and providing a competitive advantage. Using a descriptive qualitative research method, this study highlights how customer engagement through community activities can increase the emotional bond between customers and coffee shop business owners. The results show that this marketing approach is effective in creating customer loyalty, which is manifested by open communication, regular interactions, and the provision of relevant activities that appeal to the community. In conclusion, community marketing is not only able to maintain customer loyalty but also able to strengthen the position of DOI-KU Café in the midst of competition in the coffee shop business that is increasing significantly.

Keywords: Community Marketing, Customer Loyalty, Competitive Advantage, Marketing Strategy, SWOT Analysis

1. Introduction

The development of community needs and lifestyles has undergone significant changes in recent years, particularly in patterns of coffee consumption. Coffee is no longer perceived merely as a beverage, but has become an integral part of social lifestyle. Coffee shops have emerged as popular destinations, especially among younger generations, serving as spaces for relaxation, social gatherings, and social interaction. In addition to young consumers, coffee shop customers also include adults and business professionals who frequently use coffee shops as venues for discussions, business planning, and professional networking (Ridwan & Hanafiah, 2021).

In this context, coffee shops function not only as places for consumption but also as meeting points and spaces for social interaction within local communities. Consequently, the implementation of community-based marketing strategies has become increasingly relevant. Through community marketing, coffee shop business actors can build strong relationships with customers, foster loyalty, expand marketing networks, and strengthen their brand image at the local level. This strategy is considered effective in enhancing customer loyalty, expanding market share, and increasing the visibility and reputation of coffee shops within the community (Waringga et al., 2022).

Furthermore, (Nawawi, 2022) emphasize that long-term business sustainability, particularly in the small business sector, largely depends on the ability of entrepreneurs to develop their businesses sustainably through economic empowerment and community support. This issue becomes more critical given the intense competition among coffee shop businesses in the Marindal area of North Sumatra. Amid such competitive conditions, DOI-KU Café adopts a distinctive business concept by optimizing community marketing strategies as an effort to increase sales,

utilize promotional media, and establish partnerships in various community activities that align with both business development and community growth.

The implementation of community marketing strategies by DOI-KU Café is not solely intended to strengthen brand existence, but also to build reciprocal relationships with communities as strategic partners in business development. To assess the extent of the impact of this strategy, it is necessary to conduct an analysis based on financial data, particularly sales growth reflected in the company's net profit.

Table 1. DOI-KU CAFE Sales Data measured from the close of December 31, 2022-December 31, 2024

Net Profit December 2022	Rp. 117,921,000
Net Profit December 2023	Rp.138.904.000
Net Profit December 2024	Rp. 86,022,000

Based on the sales data of DOI-KU Café measured through net profit from December 31, 2022, to December 31, 2024, the café recorded a net profit of Rp117,921,000 in 2022, which increased to Rp138,904,000 in 2023, but then declined to Rp86,022,000 in 2024. These financial data over the past three years serve as an important indicator for analyzing the influence of community marketing implementation on the development of DOI-KU Café's coffee shop business.

Therefore, this study aims to analyze and identify the role and function of community marketing in enhancing the existence and sales performance of coffee shop business actors. The findings of this research are expected to provide both practical and academic contributions regarding the use of community marketing as a competitive strategy in facing market competition and promoting the advancement of coffee shop businesses.

2. Method

This study adopts a descriptive qualitative research approach aimed at understanding and exploring the implementation of community marketing as a competitive strategy in the coffee shop business. The research focuses on examining the perspectives, experiences, and practical applications of community marketing carried out by DOI-KU Café in building customer loyalty and achieving competitive advantage. Through this approach, the study seeks to provide an in-depth understanding of how community-based marketing strategies contribute to business sustainability and competitiveness.

The subjects of this research consist of the owner or manager of DOI-KU Café, who is directly responsible for implementing community marketing as one of the café's primary marketing strategies. In addition, this study involves members of the community, particularly customers who actively participate in and interact with the community-based activities organized by the café (Prandika & Novalita, 2025). The selection of research subjects is based on several criteria, including evidence of increased sales following the implementation of community marketing, the identification of both positive and negative impacts of community marketing on the operation of the coffee shop business, and active customer engagement in community events or activities hosted by the café.

Data used in this research comprise both primary and secondary data sources. Primary data were collected through in-depth interviews with DOI-KU Café business owners or managers, as well as through direct on-site observations. Observational

activities were conducted by directly witnessing the production processes and sales activities taking place at DOI-KU Café, allowing the researcher to gain a comprehensive understanding of daily operations and marketing practices. Secondary data were obtained from relevant documents, reports, and supporting literature related to community marketing and competitive strategies.

Data analysis in this qualitative study was carried out using a triangulation approach, in which data from various sources and collection methods were continuously compared until data saturation was achieved. The analysis process involved organizing and structuring the collected data into meaningful categories, themes, and descriptive units (Sari et al., 2023). The stages of data analysis included compiling interview transcripts and documentation to identify similarities and differences relevant to the research questions, organizing data according to thematic topics, examining relationships among identified themes, and interpreting findings using relevant theoretical frameworks. The results of the analysis are presented in the form of contextual descriptive interpretations.

In addition to qualitative analysis, this study also employs SWOT analysis to support strategic evaluation. SWOT analysis is conducted based on questionnaire results that capture information regarding the company's internal and external conditions, as well as stakeholder perspectives. The analysis utilizes the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices to prioritize internal strengths and weaknesses, as well as external opportunities and threats. These factors are subsequently mapped into a SWOT diagram to determine the strategic quadrant position of DOI-KU Café. The IFAS matrix is used to identify internal organizational factors, while the EFAS matrix identifies external factors influencing the company's competitive environment(Harahap et al., 2024).

The research was conducted at DOI-KU Café, located in the Marindal Deli Serdang area, North Sumatra. This location was selected due to its active implementation of community marketing strategies and its dynamic business environment characterized by frequent community-based activities. The vibrant interaction between the café and local communities makes DOI-KU Café an appropriate setting for examining the role of community marketing as a competitive strategy in the coffee shop industry.

3. Results and Discussion

SWOT Analysis

According to (Kamaluddin, 2020) SWOT analysis is a strategy planning technique employed to asses the Streght, Weakness, Opportunities, and Threats related to a project business endeavor. According to (Sadihatmanta et al., 2024) This SWOT analysis is based on the logic of improving (Strengths) along with (Opportunities) of the organization's internal factors, minimizing (Weaknesses) in the face of (Threats) from external factors. It entails making strategic decisions that are continuously connected to the organization's mission progress, goals, tactics, and guidelines. Strategic planners must analyze the strategic components of the organization, in particular Strengths, Weaknesses, Opportunities, and Threats, under current conditions. This is what is called condition analysis. A SWOT analysis was conducted to identify the strengths, weaknesses, threats, and opportunities related to DOI-KU Cafe. The identification of the elements in the SWOT analysis was obtained

through observations and direct interviews with business owners of the data calculation was also the result of the distribution of the questionnaire to the DOI-KU Cafe. The preparation and weighting results can be seen in table 2, namely:

Table 2. Identification Factor Internal SWOT DOI-KU café

Internal Factors				
No.	*Streghts*	WEIGHT	RATING	SCORE
1.	The community marketing *program* run by DOI-KU Cafe has been successful in increasing brand awareness in the local community.	0,15	5	0,75
2.	DOI-KU Cafe has a good relationship with the surrounding community, so it's easy to get support from them.	0,10	4	0,40
3.	Activities that involve the local community, such as events or workshops, help increase customer loyalty.	0,10	4	0,40
4.	*Community marketing* allows DOI-KU Cafe to get direct feedback from loyal customers.	0,10	4	0,40
5.	Active involvement with the community helps DOI-KU Cafe differentiate itself from competitors.	0,125	5	0,625
	Total Strength	**0,575**		**2,575**
No.	*Weakness*	WEIGHT	RATING	SHOES
1.	DOI-KU Cafe is still struggling to reach the wider community outside the surrounding area.	0,10	3	0,3
2.	Community marketing *activities* at DOI-KU Cafe do not have a consistent frequency.	0,15	4	0,6
3.	The limited budget makes it difficult for DOI-KU Cafe to hold events or programs that engage the community on a regular basis.	0,05	3	0,15
4	DOI-KU Cafe is still struggling to utilize social media to strengthen *community marketing*.	0,125	4	0,5
	Total Weakness	**0,425**		**1,55**
	TOTAL INTERNAL FACTORS	**1.00**		**4,125**

DOI-KU Cafe has a number of key strengths that underpin its success. One of its main strengths is its community marketing program that has succeeded in increasing brand awareness in the local community. In addition, good relationships with the surrounding community make it easy to get support from them. Various activities involving the local community, such as events or workshops, have also been proven to increase customer loyalty. Through community marketing, DOI-KU Cafe can get direct feedback from loyal customers, which is a valuable material for business development. Active engagement with the community also helps DOI-KU Cafe differentiate itself from competitors, further strengthening its position in the local market.

However, DOI-KU Cafe also faces some weaknesses that need to be addressed. One of them is the difficulty in reaching the wider community outside the surrounding area. In addition, the frequency of community marketing activities has not been consistent, so improvements are needed in planning the activity schedule. Limited budgets are also an obstacle to holding community events or programs regularly. On

the other hand, the use of social media to strengthen community marketing is still not optimal, so the opportunity to reach a wider audience has not been fully maximized.

Overall, DOI-KU Cafe has an internal factor score of 4.125, which indicates that their strengths are more dominant than their weaknesses. To continue to grow, DOI-KU Cafe is advised to leverage its strengths in community marketing and relationships with the local community. At the same time, weaknesses such as inconsistent frequency of activities and social media optimization must be addressed. Long-term strategies that involve increasing social media reach, planning more structured activities, and collaborating with local partners or sponsors can help address existing challenges and support sustainable business growth.

In..factor.externally, there are 5 factors of opportunity and 4 factors of threat. After these external factors are known, a strategy analysis is carried out through the EFAS table. The weights and ratings in the EFAS table were obtained from the results of the questionnaire that had been filled out by the informant. The EFAS matrix can be seen in the following table 3:

Table 3. Identification of External Factors SWOT DOI-KU Cafe

Factor=External			
No.	***Opportunities***	**WEIGHT**	**RATING**	**SCORE**
1.	DOI-KU Cafe can take advantage of community events to introduce new products to customers.	0,15	4	0,6
2.	A more targeted community marketing *program* can help DOI-KU Cafe attract more new customers.	0,05	4	0,2
3.	The trend of people who are increasingly interested in community-based activities can be taken advantage of by DOI-KU Cafe.	0,15	4	0,6
4.	Collaboration with local communities has the potential to increase the visibility of DOI-KU Cafe on social media.	0,10	4	0,4
5.	DOI-KU Cafe can work with specific hobby communities or groups to expand market reach.	0,05	5	0,25
	Total Opportunities	**0,5**		**2,05**
No.	***Threats***	**WEIGHT**	**RATING**	**SCORE**
1.	Competitors around DOI-KU Cafe have also begun to develop their *community marketing* strategies.	0,15	4	0,5
2.	Changes in the interests and needs of the local community can make *DOI-KU Cafe's* community marketing program less relevant.	0,125	4	0,5
3.	Community marketing *activities* that are not managed properly can harm the image of DOI-KU Cafe in the eyes of the community.	0,1	4	0,4
4	The high cost of holding community events can be a burden on the sustainability of *community marketing programs*.	0,125	4	0,6
	Total Threats	**0,5**		**2**
	TOTAL EXTERNAL FACTORS	**1.00**		**4,05**

DOI-KU Cafe has various opportunities that can be used to support its business growth. One of the key opportunities is the ability to leverage community events as a

means to introduce new products to customers. A more targeted community marketing program also has the potential to attract more new customers. Additionally, the trend of people increasingly interested in community-based activities can be used to expand reach and increase customer engagement. Collaboration with local communities has the opportunity to increase the visibility of DOI-KU Cafe on social media, while cooperation with certain hobby communities or groups can help reach a wider market. Overall, these opportunities present promising prospects for the development of DOI-KU Cafe's business.

On the other hand, DOI-KU Cafe also faces several threats that need to be anticipated. Competition from competitors who are also starting to develop community marketing strategies is one of the main threats. In addition, changes in the interests and needs of the local community can make the programs run by DOI-KU Cafe less relevant. The risk of suboptimal management of community marketing activities can also harm the image of DOI-KU Cafe in the eyes of the community. On the other hand, the high cost of holding community events is a considerable challenge in the sustainability of this program.

With a total external factor score of 4.05, the odds that DOI-KU Cafe has are greater than the threats it faces. To maximize opportunities, DOI-KU Cafe needs to capitalize on community-based trends and increase collaboration with external parties. On the other hand, threats such as competition and changing market needs can be overcome with continuous innovation in community marketing programs, good management, and budget optimization through partnerships or sponsorships. This strategy is expected to maintain the sustainability of DOI-KU Cafe's business while increasing its competitiveness in the market.
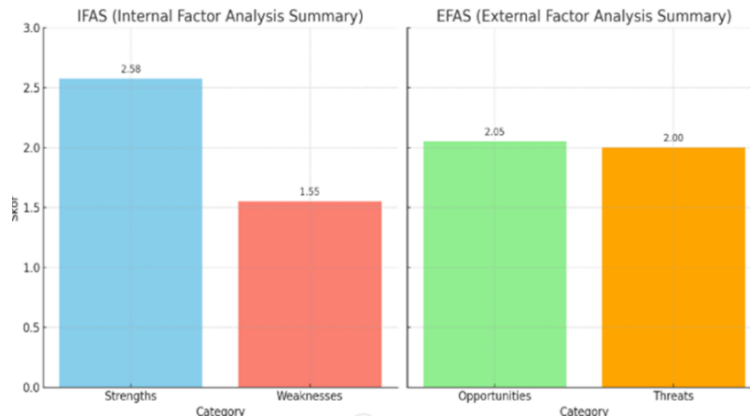

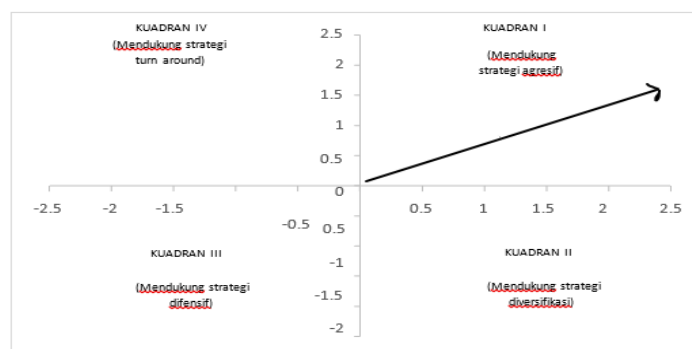Figure 1. IFAS and EFAS Matrix Bar Diagram

Figure 2. IFAS and EFAS Matrix Quadrant Diagram

Based on figure 1 and figure 2, the IFAS and EFAS diagrams above are explained, namely:

Diagram IFAS (*Internal Factor Analysis Summary*):
Stregths :
This category has a total score of **2,575**, which indicates that DOI-KU Cafe has a variety of significant strengths, such as a successful community marketing program, good relationships with the community, and activities that engage customers. This reflects internal strengths that can support marketing strategies and business sustainability.

Weakness:
This category has a total score of **1.55**, which is lower compared to Strengths. This shows that existing weaknesses, such as difficulty reaching a wider community, limited budgets, and lack of social media optimization, although important, are not too dominant compared to the strengths they have.

Diagram EFAS (*Eksternal Factor Analysis Summary*):
Opportunities :
This category has a total score of **2.05**, which indicates that DOI-KU Cafe has great opportunities from community trends, collaborations with external parties, and the ability to utilize community events as a marketing tool. This opportunity provides room to expand the market and increase brand visibility.

Threats:
This category has a total score of **2.00**, which is almost equivalent to Opportunities. Threats such as fierce competition, changing community needs, and high event costs indicate that there are risks that need to be managed properly so as not to hinder business development.

Discussion of IFAS and EFAS Results
Based on the results of the Internal Factor Analysis Summary (IFAS) analysis, it can be seen that DOI-KU Café has more dominant strengths with a total score of 2.575 compared to weakness with a score of 1.55. This means that this coffee shop has a fairly strong internal foundation, especially through community marketing programs that have been proven to be effective, good relationships with the community, and activities that are able to attract customers. These factors are assets in building customer loyalty and creating differentiation in the midst of competition in the coffee shop business industry. However, there are a number of internal weaknesses that must be addressed. These include budget constraints, suboptimal use of social media as a digital marketing tool, and limitations in reaching the wider community. Although these weaknesses are less dominant than their strengths, they still need to be addressed to ensure that DOI-KU Café remains competitive and stays ahead of competitors who are more aggressive in leveraging digital media and marketing scale. Meanwhile, the results of the External Factor Analysis Summary (EFAS) analysis showed that DOI-KU Café had an Opportunity score of 2.05, slightly higher than the Threat score of 2.00. This shows that externally, DOI-KU Café has good room to grow, for example through community-based lifestyle trends, collaboration opportunities

with external parties (such as local brands or event organizers), and the ability to leverage community events as a cost-effective and effective promotional tool. However, external threats cannot be ignored, as the score is almost equal to the odds. Increasing competition between coffee shops, rapid changes in public preferences, and high costs of organizing events can be inhibiting factors if not managed with the right strategy.

4. Conclusion

This study shows that DOI-KU Café has stable strength after implementing a community marketing strategy and has successfully increased brand awareness and customer loyalty in the local community. These strengths include good relationships with the surrounding community, effective community programs, and direct feedback from customers. However, there are weaknesses that need to be considered, such as difficulties in reaching the wider community, inconsistent frequency of activities, and limited budgets and social media utilization. DOI-KU Café needs to address these weaknesses to strengthen its position and capitalize on opportunities such as collaboration with local communities and societal trends that are increasingly interested in community-based activities.

Long-term strategies that involve planning more structured activities and increasing social media reach are expected to support sustainable business growth. The results of the study showed that customers who were involved in community activities tended to be more loyal, gave positive ratings, and consistently gave DOI-KU café in the midst of competition. This proves that community marketing is able to provide effective efforts to build long-term loyalty while being able to strengthen business competitiveness in the culinary sector. The conclusion of the discussion is that community marketing can be a valuable asset in building loyalty and can expand market share in the competing culinary business.

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