



# Competitive Strategy in Managing Café Djayataruna Business, Natar District, South Lampung Regency

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**Abstract:** As people increasingly seek spaces that offer both food and relaxation, cafes and recreational venues are gaining popularity. This study examines the marketing strategies employed by Café Djayataruna, focusing on its marketing mix. Through a qualitative case study, the research involved interviews with the owner, employees, and customers, alongside observations of the café's operations. The findings reveal the café's strengths, such as its diverse menu, unique experience, and strong social media presence. A SWOT analysis shows promising opportunities for growth, including food delivery services and local collaborations. However, challenges like operational inefficiencies and limited market reach need attention. The study concludes that by focusing on innovation and customer satisfaction, Café Djayataruna can strengthen its competitive position and ensure long-term success.

**Keywords:** Marketing Strategy, SWOT Analysis, Customer Satisfaction, Food and Beverage Industry, Café Djayataruna.

## Introduction

In the rapidly evolving modern lifestyle, people's allocation of time has undergone significant changes, with social factors increasingly influencing lifestyle behaviours. Today, individuals are not only looking for food and beverages but also seeking spaces that provide an escape from the pressures of daily routines. This shift has led to the rise of cafes and recreational venues, which serve as ideal locations for relaxation, socialization, and experiencing unique atmospheres (Kotler, 2021). Despite the growing popularity of these establishments, they face significant challenges in distinguishing themselves within a highly competitive market. Zimmerer (1996), as explained in Purnomo (2017), emphasizes that entrepreneurship is a process of applying creativity and innovation to solve problems and seize opportunities to improve business life. This perspective highlights the importance of creativity and innovation in responding to customer needs and ensuring sustainability in a dynamic market. Business owners must ensure that both product quality and effective marketing strategies stand out (Sugiyono, 2020). As competition intensifies, businesses must innovate their marketing approaches to retain existing customers while attracting new ones.

In a fast-paced and competitive environment, marketing strategies are critical for sustaining businesses. Apart from retaining existing customers, companies must also identify and target new customer groups to remain competitive. The application of a

comprehensive marketing mix is essential for increasing sales and achieving long-term business success (Kotler, 2021). The tourism sector, one of the fastest-growing industries globally, plays a crucial role in regional economic development. Establishments like Cafe Djayataruna are excellent examples of how combining culinary services with recreational activities can increase a business's appeal (Amanda Azharani, 2023). Managing these diverse offerings effectively is crucial for ensuring customer satisfaction and business success.

Several studies have explored the role of marketing strategies in improving the competitiveness of food and beverage businesses. For example, Amanda Azharani's (2023) research on Maroz Cafe & Resto Gondangmanis analyzed the application of SWOT analysis and the marketing mix strategy to enhance business competitiveness. Azharani's findings emphasize the importance of integrating marketing strategies to drive growth and sustainability. However, existing research mainly focuses on the use of SWOT analysis and marketing strategies individually, with limited investigation into how combining product innovation and marketing approaches can address issues such as revenue instability, particularly in the food service industry.

## Methodology

### Research Design

The research employs a qualitative field study approach. This method is designed to provide a detailed and descriptive explanation of the issue being investigated. The study also uses a case study approach, which is appropriate for understanding the marketing strategies implemented at Café Djayataruna. This method is ideal as it allows the researcher to explore the phenomena within a real-life context, offering an in-depth understanding of the marketing practices at this rapidly expanding café.

### Population, Sample, and Sampling

The population for this research consists of individuals directly involved with Café Djayataruna, including the owner, employees, and regular customers. Specific individuals were selected based on their relevance to the research using purposeful sampling.

1. Owner and manager: The owner, as the primary decision-maker and manager, provides key insights into the café's marketing strategies.
2. Employees: Employees, especially those working in customer service and marketing roles, were selected for their first-hand experience with the café's operations.
3. Customers: Regular customers were chosen to provide insights into their perceptions of the café's marketing strategies.

**Table 1.** Respondent Profile Data

Respondent	Name Of Respondent	Position
1	Saka Fatihah Djayataruna	Owner and manager of Cafe Djayataruna
2	Virda Sani Aulia	Cafe Djayataruna employee

Respondent	Name Of Respondent	Position
3	Dio Ilham	Cafe Djayataruna customers
4	Yoan Faizal	Cafe Djayataruna customers

Source: Processed Data,2025

### Intervention Procedure

As this is a qualitative study rather than an experimental one, there is no formal intervention. The research focuses on understanding the current marketing practices at Café Djayataruna. The study involves direct observation of the café's activities and interviews with key participants to gain a comprehensive understanding of how the marketing mix is applied.

### Conceptual Framework

As market competition intensifies, it becomes essential for businesses to adopt strategies that enhance their competitiveness and improve customer satisfaction. This study explores the business management strategies employed by Café Djayataruna, mainly focusing on how operational and service strategies contribute to better customer experiences and foster business growth. The goal of this research is to offer practical insights that will strengthen Café Djayataruna's position as a leading tourist destination. A conceptual framework is used in this research, which incorporates a SWOT analysis to assess the café's strengths, weaknesses, opportunities, and threats. Additionally, Porter's Five Forces model is applied to evaluate market competition and identify effective management strategies. This approach aims to provide a thorough understanding of the café's strategic direction and its potential for sustainable success.

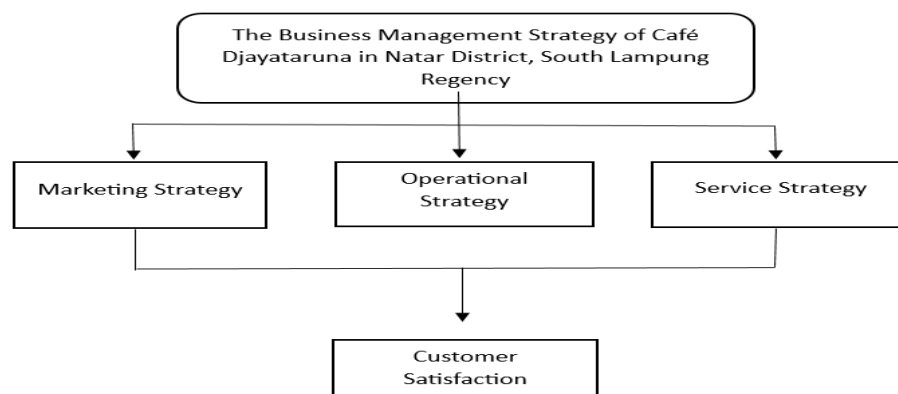


Figure 1. Conceptual Framework

### Data Collection Techniques

In this study, several data collection techniques were employed to gather accurate and relevant information for analysis.

## 1. Observation

Observation involves the systematic collection of factual data through direct observation of events and activities in the field. It is defined as the careful recording of information about the phenomena being studied. The purpose of observation is to gather concrete data from the source by engaging in on-site activities. This study used passive participant observation, where the researcher did not participate in group activities but observed independently over a specified period. The goal of the observation was to identify the marketing mix strategies implemented at Café Djayataruna.

## 2. Interviews

Interviews are a method of collecting in-depth data through oral questioning. In this qualitative study, preliminary interviews were conducted to explore the issues in greater depth before addressing the main research questions. Interviews involve a conversation between the interviewer, who asks the questions, and the interviewee, who provides the answers. This technique was used to gather information about the marketing mix strategies at Café Djayataruna and customers' perceptions of their experiences at the café. The interviews aimed to complement the findings from the observations.

## 3. Documentation

Documentation refers to records or documents used to collect secondary data from various sources, including personal and official documents. To support the observation and interview methods, documents such as photographs, biographies, diaries, and the history of the research subject were utilized to enrich the data. The researcher gathered supplementary information from books, journals, and reports related to the marketing mix strategy at Café Djayataruna. Written materials, along with audio recordings and photographs, served as additional resources.

## Result and Discussion

The section below outlines the results from the SWOT analysis of Café Djayataruna, highlighting the internal and external factors that influence the café's market position. The findings suggest a favourable scenario for the café in terms of its internal strengths and external opportunities.

### Internal Factors:

The internal evaluation reveals that Café Djayataruna has significant strengths, with a score of 1.75 for strengths and a relatively lower weakness score of 0.45. This indicates that the café's strengths far exceed its weaknesses, providing a strong base for ongoing growth and competitiveness.

1. **Strengths:** The café's primary strengths include its diverse menu, which appeals to a wide variety of customer preferences, and its ability to offer a unique dining experience by combining food with recreational activities. Moreover, its advantageous location and strong social media presence have helped to build a loyal customer base. The café's flexibility in responding to consumer needs through marketing strategies and special offers is another key asset.

2. **Weaknesses:** One major weakness identified is the café's limited capacity for expansion outside its current location. While it enjoys a strong presence locally, its reach is primarily confined to the surrounding area. Additionally, the café could enhance its operational efficiency, particularly in areas such as staffing and supply chain management, which could lower costs and improve service. Addressing these weaknesses would enable the café to increase its competitive edge and broaden its market presence.

### **External Factors:**

In terms of external factors, Café Djayataruna is positioned to benefit from more opportunities than threats. The opportunity score stands at 1.62, while the threat score is only 0.33, indicating that external opportunities outweigh the risks the café faces.

1. **Opportunities:** Café Djayataruna has multiple growth opportunities, including the potential to expand through food delivery services like GoFood and GrabFood, take advantage of the rising demand for unique dining experiences, and establish partnerships with local tourism agencies or event planners. These initiatives would help the café reach new customer segments, increase brand visibility, and create new revenue streams. The introduction of seasonal promotions and new menu items could also ensure continued customer engagement and long-term sustainability.
2. **Threats:** The café faces challenges from competition in the local food and beverage industry, with new establishments offering similar products. Additionally, there is the risk of disruptions to the supply chain due to the café's reliance on local suppliers for essential ingredients. Given its current operational capacity, the café also faces challenges in maintaining high-quality service during peak times. To address these issues, the café needs to differentiate its offerings, foster customer loyalty, and diversify its Supplier base.

### **SWOT Analysis Summary:**

The SWOT analysis of Café Djayataruna reveals a robust internal foundation, highlighted by an innovative menu, prime location, and effective customer engagement, which offer the café a competitive edge. Nonetheless, it faces internal weaknesses, including operational inefficiencies and limited brand visibility beyond its current market. On the external front, the café has significant opportunities for growth, mainly through food delivery services and local collaborations. However, it also contends with external threats such as rising competition and supply chain uncertainties. To foster long-term growth, Café Djayataruna must leverage its strengths, address operational weaknesses, and navigate external challenges effectively.

## Conclusion

The analysis indicates that Café Djayataruna has effectively implemented competitive strategies through differentiation and a focused approach. By offering unique facilities that distinguish it from competitors, the café ensures that each market segment, including families and teenagers, receives tailored experiences. Furthermore, the café maintains cost efficiency while innovating to stay competitive in a growing market. To sustain its competitive edge, it is crucial for the café to regularly assess market demands, uphold the quality of its facilities and services, and remain adaptable to emerging industry trends. Café Djayataruna demonstrates substantial potential as a distinctive culinary and recreational destination in Natar District, South Lampung, attracting a diverse range of customer segments such as families, communities, and corporate groups. However, its continued success in maintaining relevance amidst intensifying competition will depend on the practical implementation of its competitive strategy, including product differentiation, competitive pricing, customer experience enhancement, digital marketing efforts, and collaboration with local communities. Future studies could investigate the long-term effects of these strategies on the sustainability and growth of Café Djayataruna.

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