

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi promosi yang diterapkan oleh Sarang Coffee dalam upaya meningkatkan daya tarik konsumen dan volume penjualan. Dalam era persaingan bisnis yang semakin ketat, khususnya di industri kuliner dan kafe, strategi promosi yang tepat menjadi kunci utama untuk mempertahankan eksistensi dan memperluas pangsa pasar. Sarang Coffee sebagai salah satu kafe lokal yang sedang berkembang dihadapkan pada tantangan untuk membangun brand awareness serta meningkatkan loyalitas pelanggan melalui pendekatan promosi yang efektif.

Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara langsung dengan manajemen, observasi lapangan, dan dokumentasi media promosi yang digunakan, baik online maupun offline. Hasil penelitian menunjukkan bahwa Sarang Coffee menerapkan beberapa strategi promosi seperti diskon musiman, program loyalitas pelanggan, kolaborasi dengan influencer lokal, serta penggunaan media sosial sebagai sarana komunikasi dan promosi utama.

Strategi promosi berbasis digital terbukti memberikan dampak signifikan terhadap peningkatan kunjungan konsumen, terutama dari kalangan muda. Namun demikian, ditemukan pula beberapa kelemahan seperti kurangnya evaluasi berkala terhadap efektivitas program promosi dan belum optimalnya integrasi antara promosi online dan offline. Oleh karena itu, disarankan agar Sarang Coffee melakukan evaluasi berkala, memperkuat brand positioning, serta meningkatkan kreativitas dalam merancang konten promosi.

Kata Kunci: Strategi Promosi, Pemasaran, Sarang *Coffee*

ABSTRACT

This study aims to analyze the promotional strategies implemented by Sarang Coffee to enhance consumer appeal and increase sales volume. In the face of intense competition, particularly in the culinary and café industry, effective promotional strategies are essential for maintaining business sustainability and expanding market share. Sarang Coffee, as a growing local café, faces the challenge of building brand awareness and strengthening customer loyalty through well-targeted promotional efforts.

The research method used is descriptive qualitative with a case study approach. Data were collected through direct interviews with management, field observations, and documentation of both online and offline promotional media. The results indicate that Sarang Coffee implements several promotional strategies, including seasonal discounts, customer loyalty programs, collaborations with local influencers, and the use of social media as a primary channel for communication and promotion.

Digital-based promotional strategies have significantly increased consumer visits, especially among younger demographics. However, several weaknesses were identified, such as the lack of regular evaluations of promotional effectiveness and suboptimal integration between online and offline promotions. Therefore, it is recommended that Sarang Coffee conduct periodic evaluations, strengthen its brand positioning, and enhance creativity in promotional content development.

Keywords: Promotion Strategy, Marketing, Sarang Coffee