

The Key To Success For 'Kefi' Coffee Shop In The New Normal Era: An Analysis of Adaptive Strategies

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Abstract

Research aim: This study aims to analyze the implementation of adaptive strategies in Coffee Shop "Kefi" in terms of product quality, service quality, and facilities in implementing the new normal era in Sidoarjo Regency.

Method: Using qualitative methods, data collection techniques with interviews, documentation and observation. This research focuses on analyzing the adaptive strategies carried out by Coffee Shop "Kefi" with SWOT Analysis. Data analysis includes data collection, Presentation of data, Conclusion Drawing, and Verification

Research Finding: Adaptive Coffee Shop "Kefi" strategies to improve product quality include providing a delicious and varied menu of coffee and non-coffee drinks, preparing superior coffee quality, in the aspect of service quality, namely friendly, responsive service, and in the aspect of facilities provided are comfortable seating, a pleasant atmosphere, and attractive interior design, WiFi access, music played at Coffee Shop "Kefi" and the availability of clean and well-maintained toilets.

Theoretical contribution: This research contributes to analyzing the way to build a model approach. This research can help coffee shops identify market trends and changes and adjust their strategies effectively to stay relevant and attract customers.

Practical implication: In the café industry, adaptive strategies can be developed regarding product quality, service quality and facilities.

Research limitation :

This study is constrained by its focus solely on coffee shop environments

Abstrak

Tujuan Penelitian: Penelitian ini bertujuan untuk menganalisis penerapan strategi adaptif di Coffee Shop "Kefi" dalam segi kualitas produk, kualitas pelayanan dan fasilitas dalam penerapan era new normal di Kabupaten Sidoarjo

Metode: Menggunakan metode kualitatif, Teknik pengumpulan data dengan wawancara, dokumentasi dan observasi. Fokus penelitian ini yaitu menganalisis strategi adaptif yang dilakukan oleh Coffee Shop "Kefi" dengan Analisis SWOT. Analisa data meliputi Pengumpulan data, Penyajian data, Penarikan Kesimpulan dan Verifikasi.

Temuan Penelitian: Strategi Adaptif Coffee Shop "Kefi" untuk meningkatkan kualitas produk antara lain menyediakan menu minuman kopi dan non kopi yang enak dan bervariasi, menyiapkan kualitas kopi yang unggul, Pada aspek kualitas pelayanan yaitu pelayanan yang ramah, cepat tanggap, dan pada aspek fasilitas disediakan adalah tempat duduk yang nyaman, suasana yang menyenangkan, serta desain interior yang menarik, akses WiFi, musik yang diputar di Coffee Shop "Kefi" dan ketersediaan toilet yang bersih dan terawat.

Kontribusi Teoritis: Penelitian ini memberikan kontribusi pada studi pengembangan strategi adaptasi, Penelitian ini dapat membantu coffee shop untuk mengidentifikasi tren dan perubahan pasar, serta menyesuaikan strategi mereka secara efektif untuk tetap relevan dan menarik pelanggan.

Implikasi Praktis : Pada industry café, strategi adaptif dapat dibangun melalui segi kualitas produk, kualitas pelayanan dan fasilitas

Keterbatasan Penelitian : Penelitian ini terbatas pada penelitian yang hanya berfokus pada lingkungan coffee shop.

Introduction

In the era of globalization, entrepreneurs are increasingly expected to demonstrate creativity and innovation in establishing their businesses to stay competitive amidst emerging rivals. Among the highly sought-after ventures in today's market, particularly in the retail sector, is the coffee shop industry. Coffee shops have become a phenomenon and a focal point of interest in urban areas across Indonesia. These establishments are not only operated by individual coffee enthusiasts but also by prominent corporations (1) Currently, the coffee shop industry is experiencing growth and attracting the attention of entrepreneurs, evident in the proliferation of coffee shops across Indonesia. This trend encompasses establishments owned by foreign entrepreneurs like Starbucks, local entrepreneurs like Kopi Kenangan, and even public figures such as Rio Dewanto with Filosofi Kopi. The surge in coffee shop ventures is driven by the strong enthusiasm of consumers, particularly the younger demographic, who seek unique environments and coffee presentation styles, which have become a significant aspect of modern youth lifestyle (2).

A café or coffee shop is a place where consumers can purchase various types of coffee and food and enjoy them while doing so in a well-designed area with comfortable sofas, well-placed tables and chairs, and music (3) . There are other additional elements that contribute to why individuals visit coffee shops such as including satisfaction, socialization, adventure, and telecommuting. Coffee shops have now changed so that they are not only used for drinking coffee but also as a lifestyle component. Coffee shops have now developed into popular gathering places and have acquired an identity of existence and a symbol of social status for the business world. In competing with increasingly fierce business competition, coffee shop business owners must implement innovative strategies for their business activities. Companies need direction to build innovative strategies and drive their business to remain competitive with other coffee shop businesses (4)

In early 2020, Indonesia experienced a crisis, one of which was in the business and economic sectors due to the Corona Virus or COVID-19 pandemic. So that so far coffee shops have become a gathering place for consumers to be hampered because of the enactment of Restrictions on Community Activities or PPKM and social distancing rules implemented by the government, this also affects the performance of the coffee shop business. (5), because the activities of people who want to gather and go out of the house are limited. During the covid-19 pandemic, Coffee Shop experienced many kinds of problems faced by having to rotate actively and try various ways to be able to continue to survive in the midst of the pandemic accompanied by adjustments to lifestyles and lifestyles that began to change in Indonesian consumer society, namely by getting used to healthy living, using masks and social and physical distancing. However, in this New Normal era, namely changes In adapting to the new normal and ensuring the continuation of their operations while adhering to health protocols to prevent COVID-19 transmission, many coffee shops have devised specific strategies. These strategies aim to sustain their business and provide excellent service to customers. One approach involves leveraging their location and implementing effective operational strategies to enhance business performance (6).

Moreover, in order to enter the new normal, business people must be able to adapt to the current situation. So that business people are required to prepare strategies in an effort to

welcome the new normal (7). Basically, business people cannot be separated from marketing strategies that aim to market and promote their business. Especially in a situation like this, business people are required to be able to strategize their business so that business activities can survive and continue to run. Therefore, it is necessary to evaluate by innovating both in terms of products and services in order to get to the new normal.

One of the strategies carried out by entrepreneurs, namely adaptive strategies, is a plan or action that is carried out either consciously or unconsciously using the resources owned as an option or appropriate ways to respond and face various internal and external problems (8). Society as a unit Grounded on the consensus among its members regarding specific values capable of resolving disparities, it is perceived as a system that achieves functional integration in equilibrium. This premise aligns with the four fundamental needs; adaptation (the ability of the system to ensure environmental needs into the entire system), integration (the suitability of the elements of the system so that it becomes functional), goal attainment (fulfillment of goals), and latency (ensuring continuity of action) (9)

Statement of Problem

This research takes objects at the "Kefi" Coffee Shop in Sidoarjo which is located at Jl. Kav. DPR III No.171, Nggrekmas, Pagerwojo, Kec. Buduran, Kab. Sidoarjo, East Java, in 2020 the Coronavirus pandemic reduced revenue from transactions by 65%, then every month Coffe Shop "Kefi experiences various increases and decreases in the number of customers. This is due to the number of consumers who visit and buy coffee products at Coffe Shop "Kefi every month is unstable due to the impact of the COVID-19 pandemic. However, in the last 3 months Coffee Shop "Kefi is known to have experienced an increase in the number of customers. This is because in June the government has implemented the New Normal Era, which is a change in behavior to continue carrying out normal activities while still implementing health protocols to prevent transmission of COVID-19. Coffe Shop "Kefi has several special strategies implemented in the New Normal Era with the aim of maintaining its coffee shop business so that it can still serve consumers well. In more detail, the advantages of the "Kefi" Coffee Shop are from the quality of products that prioritize more varied beverage foods, the level of product hygiene is guaranteed, paying attention to the processed ingredients for the products served, then from the quality of service, namely politeness, friendliness, cleanliness and hygiene of waiters (masks, gloves), paying attention to long distance, communicative. Then from the facilities: a comfortable place that is clean and cozy, antiseptic is available in every corner, provides meeting rooms, prayer rooms, clean and separate toilets between genders, live music, morning-night opening hours, the application of distance but does not reduce the sense of comfort. Based on previous research, the results show that the coffee shop "Coffee break" has implemented an adaptive strategy well in an effort to welcome the new normal (10).

Research Objectives

This study aims to analyze the implementation of adaptive strategies in Coffee Shop "Kefi" in terms of product quality, service quality and facilities in the implementation of the new normal era in Sidoarjo Regency In other studies through SWOT analysis in research, it is known that Beby's Coffee in this New Normal Era has internal strengths and can take advantage

of existing opportunities even though it still has weaknesses and threats, one of which is the threat of competitors and new entrants to its business (2)

Method

This study aims to obtain the results of truth and knowledge that is scientific in nature with this study using a qualitative research approach, descriptive research. This descriptive type was chosen because it provides a clearer description of the problem being studied (11). The research is intended to understand the phenomenon of what is experienced by the research subject regarding the implementation of adaptive strategies at the "Kefi" Coffee Shop in terms of product quality, service quality and facilities in the implementation of the new normal era in Sidoarjo Regency. The focus and location of this research refer to the formulation of the problem, namely that there is an application of adaptive strategies at Coffe Shop "Kefi" in terms of product quality, service quality and facilities in the application of the new normal era in Sidoarjo Regency. The focus of this research is to analyze the adaptive strategies carried out by Coffee Shop "Kefi" with SWOT Analysis.

There are three research informants, including the Owner of Coffee Shop "Kefi" as a key informant, Customer Coffee Shop "Kefi and Waiters Coffe Shop "Kefi". In qualitative research the main data sources are words and interviews, observation and documentation. This is because qualitative research tends to prioritize interviews and direct observation (observation) in obtaining data (12). In this study, data collection techniques were used including interviews, observation and documentation. The analysis technique used in this research is qualitative analysis type. In qualitative analysis, the data is not in the form of a series of numbers but in the form of words. The data consists of various methods (observation, interview, document digest, recording), but in analyzing the qualitative used are words, which are arranged into writing with a broad understanding. In analyzing data in the field there are several stages, namely: Data collection. Starting with looking for data from several sources through interviews, data reduction, data presentation and conclusion drawing and verification (13).

Results and Discussion

1. Adaptive strategy of Coffe Shop "Kefi" in Sidoarjo

a. Product Quality

Coffee Shop "Kefi" has a delicious and varied menu of coffee and non-coffee drinks. In addition, it provides heavy meals, snacks, pasta and desserts that are very tasty and affordable. Then what the coffee shop manager does is always prepare superior coffee quality, serving the best quality coffee is the main key. The use of high-quality coffee beans, proper roasting techniques, and barista expertise in serving consistent coffee can make *Coffee Shop* a customer favorite. By-products other than coffee are snacks and side dishes, providing snacks,

pastries, or snacks that go well with coffee can improve the customer experience and make them want to come back(14).

b. Quality of Service

The quality of *Coffee Shop "Kefi"* services offered include friendly service, quick response, and providing a pleasant experience, requests or coffee orders according to customer tastes, such as coffee creations with unusual tastes or presenting the latest coffee drink trends can attract customers to try new things

Employees of *Coffee Shop "Kefi"* are always friendly, polite, and have good communication skills. This can give a warm welcome to customers, listen well, and give a positive response to customer questions or requests. Another service is to ensure fast service without sacrificing the quality of things customers want. Minimizing waiting time for orders or payments can increase customer satisfaction

Other very important services are that *Coffee Shop "Kefi"* employees are skilled in explaining menus, recommending drinks or foods, and providing information about coffee or other products offered, such as the origin of coffee beans or the process of making coffee (15).

c. Facilities

Coffee Shop "Kefi" facilities provided are comfortable seats, pleasant atmosphere, and attractive interior design, this aims to make customers feel at home for a long time in the coffee shop. Providing WiFi access and a comfortable space to work, it can also attract customers who want to work while enjoying coffee. The cleanliness and arrangement of the *Coffee Shop* room is also part of good service. A clean and organized space will create a pleasant environment for customers

Supporting facilities, namely music played at *Coffee Shop "Kefi"* can affect the mood of customers. Choosing music that is fun and matches the atmosphere of the *Coffee Shop* can improve the customer experience, then other facilities that are owned namely the availability of clean and maintained toilets are very important to provide additional comfort to customers.

Based on the various facilities offered above, presenting facilities that pay attention to customer needs and comfort can increase the attractiveness of the coffee shop, make it more competitive, and increase customer loyalty (16).

2. SWOT Analysis

From the results of interviews with informants, the SWOT analysis at *the Coffee Shop "Kefi"* is as follows:

a. Strength

The strength of *Coffee Shop "Kefi"*:

1) Strategic place

The positioning of "Kefi" Coffee Shop is strategically located in a bustling area within Sidoarjo City, further enhanced by its close proximity to Transmart Sidoarjo mall

2) Aesthetic and instagramable interior design from *Coffee Shop "Kefi"*.

Coffee Shop "Kefi" provides comfortable seating, a pleasant atmosphere, and attractive interior design, this aims to make customers feel at home for a long time in the coffee shop.

3) Complete facilities

Facilities are as important a factor to make consumers satisfied. *Coffee Shop "Kefi"* has provided mandatory facilities that must exist such as Wifi to support consumer internet access and is provided free of charge without restrictions, after that the provision of large and adequate toilets, finally supporting worship activities, namely Musholla equipped with prayer mats, mukena and sarongs, a large enough parking area,

4) Excellent service,

Coffee Shop "Kefi" always provides good service to consumers by being friendly and friendly to consumers. Service that satisfies the hearts of consumers will increase consumer loyalty to the company

5) Menu diversity,

A diverse menu can meet the tastes of various consumers so that consumers are not saturated or bored with that menu – that's all

b. Weakness

1) Dependence on Suppliers and Raw Material Prices:

Price fluctuations of raw materials such as coffee, milk, sugar, and others can have an impact on the profits of *Coffee Shop "Kefi"*. Dependence on certain suppliers can also be risky in the event of supply issues. The ambiance created is anticipated to be a crucial factor in enticing customers to feel at ease at "Kefi" Coffee Shop.

2) The promotion has not been fully carried out optimally

The promotion carried out by *Coffee Shop "Kefi"* only plays Instagram social media and this is a weak point in *Coffee Shop "Kefi"*, *Coffee Shop "Kefi"* should be able to take advantage of technological developments and other social media platforms as promotional tools. However, due to time and managerial constraints, *Coffee Shop "Kefi"* admits about its weakness in promotion.

c. Opportunities

1) The lifestyle of young people can increase consumer interest

Coffee Shop "Kefi" is often a comfortable place for teenagers to gather. The relaxed and comfortable atmosphere allows them to talk, study together, or just spend time together. *Coffee Shop "Kefi"* often offers an aesthetically pleasing or interesting setting to capture in photographs or social media content. It appeals to young people who enjoy sharing their moments on social media platforms.

2) Carry out promotional strategies more optimally so that consumers are interested.

The advancement of technology is an unstoppable force, with numerous technological innovations emerging to streamline human activities in both personal and business realms. *Coffee Shop "Kefi"* is no exception, as it should harness technology to propel its business forward, particularly in the realm of promotion. Utilizing technology is essential for effective promotion, ensuring that promotional efforts reach stakeholders. Leveraging various social media platforms such as Instagram, Twitter, Facebook, Telegram, WhatsApp, and others is crucial for enhancing promotion through technological means.

d. Threats

- 1) The number of competitors with the same type of business

According to an interview with the manager of Coffee Shop "Kefi," he acknowledged that the primary challenge facing the business is the rise of new competitors offering similar services. Consequently, it is imperative to recognize these challenges and address them by fostering business development and fostering innovation and creativity. This approach aims to ensure that Coffee Shop "Kefi" not only endures but also maintains its position as the preferred choice among consumers.

- 2) The workforce is so young, that it is feared that the unstable young people can affect the organizational system.

3. SWOT Matrix

Table 1. SWOT Matrix

EFAS/IFAS	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. Strategic place 2. Aesthetic and instagramable interior design 3. Complete facilities 4. Excellent service 5. Menu Diversity 	<ol style="list-style-type: none"> 1. Dependence on Suppliers and Raw Material Prices 2. The promotion has not been fully carried out optimally
Opportunities	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. The lifestyle of young people can increase consumer interest 2. Carry out promotional strategies more optimally so that consumers are interested 	<ol style="list-style-type: none"> 1. Providing good and specific service to customers with a young target market 2. Provide complete facilities and a comfortable place 	<ol style="list-style-type: none"> 1. Looking for more raw material suppliers 2. Promotions carried out involve or theme youth activities on various social media
Threats	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. The number of competitors with the same type of business 2. Such a young workforce 	<ol style="list-style-type: none"> 1. Recruiting employees who are to maximize service, 2. Provide training on the scope of coffee shops and baristas 	<ol style="list-style-type: none"> 1. Promotion with the use of various kinds of social media and technology

Source : researcher (2023)

Once the SWOT indicators have been identified, the initial step involves determining the weight, rating, and score. Weights are assigned based on the significance or urgency of

addressing them, using a scale ranging from 1 to 5 (1 = not important, 5 = very important). The weights for strengths (9 indicators) and weaknesses (6 indicators) are then totaled. Subsequently, the relative weight for each indicator within strengths and weaknesses is calculated, ensuring that the total weight equals 1 or 100%. Similarly, weights and scores are calculated for opportunities and threats. By evaluating internal and external factors, the appropriate strategy for positioning the research object can be determined:

4. IFAS

Table 2. IFAS

No	Internal Strategy Factors	Weight	Rating	Weight X Rating	Commentary
Strengths					
	1. Strategic place	0,15	4	0,6	Maintained
	2. Aesthetic and instagramable interior design	0,15	5	0,75	Improved
	3. Complete facilities	0,15	5	0,75	Improved
	4. Excellent service	0,15	5	0,75	Improved
	5. Menu Diversity	0,10	4	0,40	Improved
SUB TOTAL		0,70		3,25	
Weaknesses					
	1. Dependence on Suppliers and Raw Material Prices	0,15	5	0,75	Evaluated
	2. The promotion has not been fully carried out optimally	0,15	4	0,60	Evaluated
SUB TOTAL		0,30		1,35	
TOTAL		1,00		4,6	

Source : researcher (2023)

From the results of the IFAS table analysis above, the strength factor has a total score value (weight x rating) = 3.25 and the weakness factor has a total score value (weight x rating) = 1.35. And the grand total is 4.6.

5. EFAS

Table 3. EFAS

No	External Strategy Factors	Weight	Rating	Weight X Rating	Commentary
Opportunities					
	1. The lifestyle of young people can increase consumer interest	0,25	4	1	Maintained
		0,25	4	1	Improved

	2. Carry out promotional strategies more optimally so that consumers are interested				
SUB TOTAL		0,50		2	
Threats					
	1. The number of competitors with the same type of business	0,25	5	1,25	Evaluated
	2. Such a young workforce	0,25	4	1	Evaluated
SUB TOTAL		0,50		2,25	
TOTAL		1,00		4,25	

Source : researcher (2023)

From the results of the EFAS table analysis above, the opportunity factor has a total score value (weight x rating) = 2 and the threat factor has a total score value (weight x rating) = 2.25. After getting the results of the calculation of internal factors and external factors, the next step is to determine the position of the *Coffee Shop* "Kefi", where the X coordinate is obtained from the calculation of the difference between strength score and weakness score, while the Y coordinate is obtained from the calculation of the difference in opportunity score minus threat. Here is a diagram of the position of *Coffee Shop* "Kefi".

Table 4. SWOT Matrix Strategy Formulation

EFAS \ IFAS	Strengths S	Weakness W
Opportunity O	SO Strategy $3.25 + 2 = 5.25$	WO Strategy $1.35 + 2 = 3.35$
Threats T	ST Strategy $3.25 + 2.25 = 5.5$	WT Strategy $1.35 + 2.25 = 3.6$

Source : researcher (2023)

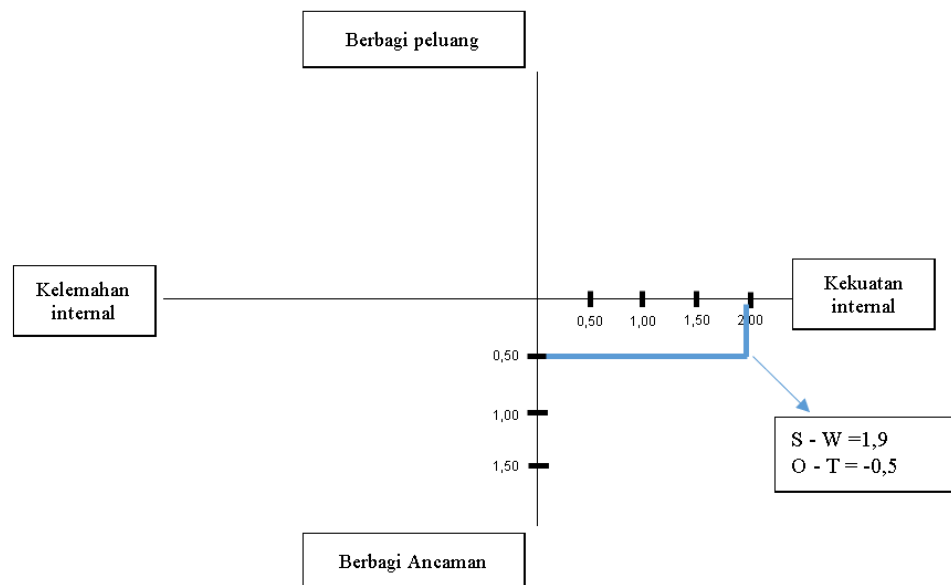


Figure 1. SWOT Analysis Diagram
Source : researcher (2023)

Discussion

SO Strategy

1. Providing good and specific service to customers with a young target market

Providing good and specific service to Coffee Shop "Kefi" *customers with a target market of young people in Coffee Shop requires* a more focused approach and oriented to their needs and preferences. Some strategies that can help in providing better service to the target market of young people at *Coffee Shop "Kefi"* include Commitment to Product Quality. *Coffee Shop "Kefi"* ensures the quality of coffee, drinks and food offered in accordance with the standards expected by young people. Explore creative drink variants, vegan or healthy options, and innovations in the menu to pique their interest.

Another important factor is Responsive to Feedback, this means listening to opinions and feedback from young customers as customers of *Coffee Shop "Kefi"*. By paying attention to customer preferences and striving to continuously improve services and products tailored to customer needs (14).

2. Provide complete facilities and a comfortable place

Complete facilities and a comfortable place means creating a unique and interesting atmosphere. Modern interior design, instagramable décor, customized music, and comfortable open spaces can be a special attraction for young people. Wi-Fi Flexibility and Availability: The availability of fast and stable Wi-Fi is important for young people who use digital devices frequently. Having a comfortable area for work or study with a good internet connection can attract them to visit.

Coffee Shop “Kefi” has a variety of seating options, ranging from individual chairs, sofas, to large tables for groups. *Coffee Shop* “Kefi” has provided comfortable furniture and provides enough space. Another facility, fast and stable Wi-Fi, is an essential need, especially for customers who want to work, study, or surf the internet while in a coffee shop. Providing easily accessible power plugs to charge gadgets or laptops is important for those who want to work or spend longer time in coffee shops.

Other supporting facilities are the selection of music that matches the atmosphere and preferences of customers can add comfort to the coffee shop. *Coffee Shop* “Kefi” ensures that the volume of music does not interfere too much with communication between visitors. Availability of comfortable indoor and outdoor areas. Open spaces can appeal to customers who want to enjoy the fresh air while enjoying coffee. Then the toilet is always in clean condition and well maintained. Good toilet facilities are an important part of a comfortable customer experience (17).

WO Strategy

1. Looking for more raw material suppliers

Finding a good supplier of raw materials for a *coffee shop* can be an important step in ensuring the quality of the products produced. Here are some steps that “Kefi” *Coffee Shop* can take to find more raw material suppliers: Exchanging information with other *coffee shop* owners or business owners in the food and beverage industry can provide insight into reliable suppliers. ensuring suppliers can provide consistency in product quality. This consistency is important to maintain the quality of coffee products over time.

Another step is to regularly evaluate supplier performance based on product quality, price, service, and consistency. This helps *Coffee Shop* “Kefi” ensure that the selected supplier still meets the desired standards.

Diversifying raw material suppliers can help reduce risks related to supply, price, and quality. Constantly sourcing the right suppliers and maintaining a good relationship with them will help ensure the smooth operation of the coffee shop (18).

2. Promotions carried out involve or theme youth activities on various social media

The internet's evolution, particularly in the realm of social media, is widely utilized by individuals for various promotional purposes, including networking and business promotion. Social media has emerged as the most efficient platform for marketing any product or service. Given the ubiquitous nature of social media, *Coffee Shop* “Kefi” must remain steadfast in its promotional efforts, particularly on these platforms. The diverse features offered by various social media platforms greatly support the marketing endeavors of businesses. For instance, platforms such as TikTok, Facebook, WhatsApp groups, Telegram, and Twitter are commonly leveraged for business purposes. It is imperative for *Coffee Shop* “Kefi” to broaden its presence across multiple platforms to enhance its promotional activities,

Offline promotion should also be improved through promotional offers or discounts aimed specifically at young people. For example, loyalty programs with discounted rates for regular customers or special offers for students by showing an identity card.

ST Strategy

1. Recruiting employees who are to maximize service,

Along with the growth of buyers, the waiter carried out by 4 people at the *Coffee Shop* "Kefi" is very minimal so that it affects consumer satisfaction. Then it is necessary to recruit new employees, in selecting or recruiting new employees, it is highly recommended to pay attention to the competence of these prospective employees. Because if you recruit new employees carelessly, you may get employees or human resources who are not qualified. So that the company will get the bad impact in the future. Good employee qualifications include Introduction to the Cafe Industry where employees are able to understand the history, developments, and latest trends in the café industry. Then Understanding of Types of Coffee is Introducing various types of coffee, coffee beans, grinding processes, and brewing methods.

Employees are able to detail the menu of coffee and other beverages offered, as well as knowledge of the raw materials used. Then the ability in Stock and Inventory Management: namely Learning about raw material inventory management, storage, and stock rotation. The most important factor is Customer Service, namely training on communication skills, customer service, and how to handle customer complaints. And Understand daily procedures related to making beverages, cleaning equipment, keeping work areas clean, and other SOPs (Standard Operating Procedures) (19).

2. Provide training on the scope of coffee shops and baristas

The training is specifically for waiters and baristas, with material including coffee brewing techniques: training skills in brewing coffee using various methods such as espresso, pour-over, French press, etc. Then equipment maintenance is understanding and carrying out maintenance of coffee equipment such as espresso machines, grinders, and other brewing tools. Another material that a barista must master is the technique of measuring and comparing coffee beans: understanding the proportions and comparisons of coffee beans to create the desired taste. Then creativity in beverage making: inspiring baristas to create creative and innovative drinks according to market or seasonal needs. It is important to provide comprehensive and continuous training to baristas and *Coffee Shop* employees so that they can carry out their duties efficiently, provide high-quality service, and keep up with developments in the ever-changing café industry

WT Strategy

Promotion with the use of various kinds of social media and technology. The promotional strategy currently used by *Coffee Shop* "Kefi" is very limited by only utilizing Instagram media. Actually, many strategies can be used along with the development of increasingly sophisticated technology and seen from the consumptive surrounding community, one of the promotional efforts is Collaboration with Influencers or Local Communities, by

cooperating with influencers or collaborating with local communities that are relevant to the target market of young people can help increase exposure and attractiveness for *Coffee Shop* You. Activities or Special Events: Host events that appeal to young people, such as open mic nights, musical performances, community discussions, or workshops relevant to their interests. This can create deeper engagement (20).

Conclusion

Based on the results of the research and discussions that have been carried out and explained above, it can be concluded that the *Coffee Shop* "Kefi" Adaptive Strategy to improve product quality includes providing delicious and varied coffee and non-coffee menus, preparing superior coffee quality, serving the best quality coffee. In the aspect of service quality, namely friendly service, quick response, and providing a pleasant experience, request or order coffee according to customer tastes, such as coffee creations with unusual tastes or presenting the latest coffee drink trends can attract customers to try new things and in the aspect of facilities provided are comfortable seats, pleasant atmosphere, as well as attractive interior design, WiFi access, music played at *Coffee Shop* "Kefi" and availability of clean and maintained toilets. This research has a contribution to analyze on the way to build an model approach, This research can help coffee shops to identify market trends and changes, and adjust their strategies effectively to stay relevant and attract customers. In the café industry, adaptive strategies can be built in terms of product quality, service quality and facilities.

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