
Strategy Marketing Mix Born Neo Café at South Pontianak

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Abstract: *Along with the development of the times, businesses or businesses engaged in the F&B industry, especially cafes, are growing rapidly. Café is no longer a place to buy food and drinks but also to fulfill one's social needs, namely to increase prestige and recognition. In Indonesia, the current Cafe business, especially in big cities, is growing rapidly, B-Neo Café is one of the cafes built in Pontianak City with a 5 star concept, the business feasibility study at Born-Neo Café aims to analyze whether Born-Neo Café Neo Café is worthy as a business or not based on strategy marketing mix. Based on all analysis and business aspects, including market and marketing aspects in implementing the marketing mix strategy, it can be concluded that Born-Neo Café is a viable and profitable business to run. Suggestions for further research can carry out a marketing strategy using business canvas model analysis, using porter's five forces analysis and strategies for determining segmenting, targeting, positioning.*

INTRODUCTION

Along with the development of the times, businesses or businesses engaged in the F&B industry, especially cafes, are growing rapidly. This is because . nowadays, people increase their prestige or self-esteem by eating at prestigious cafes with their group of friends. Café is no longer a place to buy food and drinks but also to fulfill one's social needs, namely to increase prestige and recognition. In Indonesia, the cafe business is currently growing rapidly, especially in big cities, many entrepreneurs have emerged who have opened coffee businesses with various concepts or ideas created to attract customers from various backgrounds, besides that several locations in small cities have even sprung up. cafe. The emergence of these new cafes makes the competition in the café business even higher. Cafés that are not strong will erode and be replaced by other new cafés. Whether or not a café survives depends on the consumer. Consumers currently have many alternatives for visiting cafés. Cafés that are considered comfortable and appropriate will continue to be visited and survive, on the other hand, cafes that are considered uncomfortable will be abandoned and cannot survive.

Cafés are currently associated with the tourism industry, if the tourism industry increases it can increase economic development. The food and beverage industry in Pontianak has a percentage of 12.7% in 2019 and increases to 0.66% in 2020. This strengthens the reason for the writer to develop the food and beverage business in Pontianak City.

Table 1. Total Population of Pontianak City in 2021

No	Subdistrict	Gender		Total
		Male	Female	
1	South Pontianak	46.353	47.174	93.527
2	East Pontianak	53.956	53.319	107.275
3	West Pontianak	75.409	73.337	150.746
4	North Pontianak	73.655	71.867	145.522
5	Pontianak City	62.667	63.893	126.560
6	Southeast Pontianak	24.380	24.717	49.097
Total		336.420	336.307	672.727

Source: Disdukcapil Pontianak City (2022)

Based on the table, it is known that the total population in Pontianak will be 672,727 in 2021. The large number of residents in Pontianak has affected the development of the tourism industry in Pontianak, especially cafes. Café innovation continues to experience development, in several years many cafés have included live music as entertainment for their audience. including Café Tanggoe, Aming Coffee, The Roof Café Avara, and so on.



Figure 1. Live Music Tanggoe Kota Pontianak

Source : Instagram Tanggoe (2020)



Figure 2 Live Music Aming Coffee Pontianak Cabang Podomoro

Source: Instagram Aming Coffee Podomoro Pontianak (2021)



Figure 3. Live Music The Roof Café Avara Pontianak

Source : Instagram The Roof Café Avara (2022)

Live music provides a special attraction for café visitors. Live music is not only entertainment but also makes café visitors have a special experience. Seeing the developments in Pontianak, the authors conducted a preliminary survey in the business feasibility study of Born-Neo Café Pontianak with the aim of knowing the satisfaction of the target market. The preliminary survey was carried out by distributing questionnaires with a target of 30 respondents to obtain a value from the Net Promoter Score (NPS). Based on the preliminary survey that was conducted, 30 respondents who filled out the Born-Neo Café preliminary survey were able to accept the café concept designed by Born-Neo Café and really liked cafés that had outdoor and indoor areas. The business feasibility study at Born-Neo Café aims to analyze whether Born-Neo Café Neo Café is worthy as a business or not based on strategy marketing mix. . Cafe that is not strong will easily outperformed by its competitors. From a consumer perspective, they have many alternative variants and are more selective in choosing cafes to be visited. When consumers think a cafe is not satisfactory, then the cafe will be very easy to leave. has been established a lot because the café itself has a role in raising the city's image (Haristianti, 2021) With many numbers cafes in Indonesia, making cafés a lifestyle for the younger generation (Safitri, 2019) so that the presence of cafes in the tourism industry becomes something fun for the younger generation. Demand is the lifeblood of business (Nasrudin, 2019) Human wants are needs that occur because of influence

culture and individualism. Desire is formed by society and put forward as something to be satisfied these needs. People usually have unlimited desires but limited resources. When supported by purchasing power, desire turn into demand (Sirait & Sinaga, 2020)

As a generalized model for planning and analyzing marketing strategies, as well as to address some of the marketing mix framework's flaws, the integration of the game theory approach has been implemented (Abedian et al., 2022). Marketing scholars have redefined the original 4P concept, expanded the 4Ps with additional Ps, and developed new concepts to supplant the marketing mix in response to widespread criticism of the marketing mix from academics and practitioners (Lahtinen et al., 2020) There are limitations in adopting the traditional marketing mix in social marketing initiatives have provided relevant arguments. This study discusses the limitations of the traditional marketing mix in behavior change programs and the need for a segmented approach based on the stages of behavior change when using the 4Ps (Issock Issock et al., 2021). The study (Cruz-Milán, 2022) identified factors that are internal and external to the company because they affect the implementation of the marketing mix.

LITERATURE REVIEW

1. Food and Beverage

The food and beverage industry has a very strong appeal because the market in Indonesia is very large. This reason opens up very promising Food and Beverage business opportunities if managed properly and correctly (Firda, 2021). The Food and Beverage Industry Sector continues to dominate. The use of technology is the right solution for food and beverage business players to survive in the midst of this pandemic. is an industry that cannot be separated from people's lives.

2. Bars

Bar comes from the word barrier which means barrier. A bar table called a counter is a barrier that limits the bartender's work area from guests (Rahmawaty, 2019). Bars can be divided into two, namely public bars, which are bars that allow anyone to enter. Service Bar, a bar that is opened only for hotel guests.

3. Café history

In the world, the first café appeared in 1555 in Turkey, to be precise in the City of Constantinople, the capital of the Ottoman Empire. Café then became a culture in Europe after Sultan Muhammed visited Paris with sacks of coffee beans. In Indonesia itself, the emergence of cafes was inspired by the FRIENDS film series in the 1990s with scenes of people having a meeting in a café. Then cafes began to mushroom and pop up everywhere. Over time, cafés don't just sell coffee, but also sell various drinks and some food. There are three types of cafes to date, namely Self-Service, Waiter/Waitres Service to Table, and Counter Service.

4. Types of Café Services.

Born-Neo Café Pontianak is a café whose presentation method is "Waiter/Waitress Service to Table". This means, there will be a hostess who escorts the customer to the table and then the customer will be served by an in-charge server. the service offered by Born-Neo Café Pontianak is like being in a five-star hotel. This is done so that Born-Neo Café Pontianak's customers feel satisfying service so they feel like they want to keep coming back to Born-Neo Café Pontianak. The standard operating procedures for Borneo Café in serving customers are: 1) Hostess accepts customer bookings either by telephone or walk-in, 2) After the customer café has completed the place booking process, the hostess is tasked with escorting the customer to the table that has been ordered, 3) Upon arrival at the table, the in-charge server will process the order taking and another server will pour water as a welcome drink to the customer.

5. Menus

The menu is the most important thing in running a food and beverage business. Menu comes from French, minute which means food served to guests in a short time (Kade). There are several types of menus including A la Carte, Table d'hote (Set Menu), American plan table d'hote menu, Carte Du Jour Menu, Special Party Menu

6. Business Concept

Café Born-Neo wants to highlight the art of 3 (three) ethnicities in Pontianak, West Kalimantan, namely the Dayak, Malay and Chinese ethnicities which are packaged in a modern way. Born-Neo Café Pontianak is a café bar that has live music entertainment every day from 20.00-23.00 with the tagline "SING A SONG BORNEAN" which means inviting visitors who

come to the Born-Neo Café to sing together. Café Borneo service is a 5-star hotel service, where all forms of service, food and presentation concepts are carried out in a premium and the best way possible.

7. Marketing Mix

According to (Morrison, 2010, 2011, 2019) Marketing Mix is a combination strategy carried out by various companies in the field of marketing. Almost All companies use this strategy to achieve goals the marketing. The marketing mix is a strategy of mixing activities marketing, so that the maximum combination is sought so as to bring the best results most satisfying (Buchari Alma., 2014) There is the concept of the marketing mix consists of 8P, namely: product, place, price, promotion, people, partnership, packaging, and programming (Kotler, 2012)

RESEARCH METHOD

The business feasibility study of Born-Neo Café Pontianak uses a quantitative method (Sugiyono, 2020) which is carried out by distributing questionnaires and processing respondent data from online questionnaires to determine market response to the business marketing mix of Born-Neo Café Pontianak. The data sources used in this feasibility study use primary and secondary data sources. The primary data used is a questionnaire, and observation. Meanwhile, the secondary data used are literature studies and government publication data. The time and location of the research will be carried out from September to October, located in Pontianak and outside Pontianak who like to have a vacation in Pontianak. The population in this study is the people of West Kalimantan, especially the Pontianak area and its surroundings. The sample framework used by Born-Neo Café Pontianak is people who like to go to cafes from the age of 15 – 35 years, both men and women. For sample design, a convenience sampling technique was used by distributing online questionnaires in the Pontianak area so as to reduce costs and time spent on research. In the execution of the sample process, Born-Neo Café Pontianak uses a Likert scale as a measuring tool with a Likert rating scale of 1 (very not agree) – 6 (strongly agree).

RESULT AND DISCUSSION

Market and Marketing Aspects

1. Market Potential Analysis

Analysis of market potential as a research component of a business feasibility study to see whether a business has enough potential customers. Primary data and secondary data are used in analyzing market potential. Primary data comes from the results of questionnaires that have been obtained and secondary data comes from the Central Bureau of Statistics. Based on statistical data, it was found that Pontianak residents who are in the age range of 0 – 4 years are the dominant age group because their numbers are quite high compared to other age groups, but this age group includes toddlers who are considered very small in understanding products, so in terms of transferred to the next most dominant age group, namely the age group of 20-25 years. Thus, the 20 to 25 year old age group will become a potential target market for Born-Neo Café Pontianak.

2. Growth Projection

Projected business growth can be seen from the population in the area, based on statistical data, the population of Pontianak City is 663,713 people. As the population growth in Pontianak City increases, the need for food and beverage services also increases. The number of F&B businesses in Pontianak City continues to increase from year to year. This is what supports the projected growth of Born-Neo Café Pontianak.

3. Market Trends

Market trends are also an important aspect of a business feasibility study. Analysis of market trends is obtained from questionnaire data that has been distributed. The questionnaire has three sections, namely respondent profiles, market conditions, restaurant facilities, and marketing mix consisting of product, place, price, promotion, people, partnership, packaging, and programming (8P).

Meanwhile, market conditions are used to look at a market condition which is used as a consideration for Born-Neo Café in estimating seat turnover, adjusting the pace of guests, arranging seating layouts, and to see the respondent's point of view regarding the Born-Neo Café business. Based on a market condition survey that has been carried out, it was found that people still do eating out activities such as going to cafes. A total of 196 respondents or 58.8% of the questionnaire fillers spent about 1-2 hours in the café. This can help in calculating Born-Neo Café visitor turnover. As many as 156 respondents or 38.8% of the questionnaire fillers spent an average of < Rp. 150,000 to go to the café. This illustrates that the willingness of money to be spent in obtaining products offered by Born-Neo Café is as much as < Rp. 150,000. A total of 214 respondents or 53.2% of the questionnaire fillers visited the café to spend time with friends. This illustrates that visitors to Born-Neo Café will spend time with colleagues (not alone) in order to increase the target market. As many as 337 respondents or 21% of the questionnaire fillers had the motivation to visit or go to a café for entertainment purposes. This is a consideration for Born-Neo Café to provide entertainment services for café visitors, so that customers are motivated to return to visit the café. As many as 357 respondents or 40.2% of the questionnaire fillers obtained information about the café or anything related to the café through social media (Instagram, TikTok, Facebook) as advertising intermediaries from the related café. This is a consideration for Born-Neo Café to be active in posting content related to information about Born-Neo Café

4. Facilities

Regarding café facilities, the research survey results showed that there was a positive response to the interior and exterior design facilities at the café, live music entertainment facilities at the café, interior design to maintain cultural nuances in Pontianak. In addition, respondents strongly agreed with the statement that the café has a dining area, indoor , and outdoor to add a comfortable feel that is different in every corner for visitors. Respondents also agreed with the statement that a café must have wifi facilities according to needs and keep up with the times by providing convenience in accessing the internet.

5. Marketing mix

Product

Based on the research survey, it was found that respondents strongly agreed that cafes provide beverage mocktail and cocktail menus, besides that respondents also strongly agreed that cafes provide snack and bites menus such as sweet potatoes, croquettes, and chicken wings,

respondents liked cafes that provide additional drinks such as milkshakes, chocolate and tea, respondents also strongly agree that the café provides the main food menu in the form of rice bowls and pasta.

Price

Respondents strongly agreed that the café provides a menu of snacks and bites with a price range of IDR 30,000 – IDR 47,000, a menu of mocktails and cocktails with a price of IDR 50,000 - IDR 150,000, additional drinks such as milkshakes, chocolate, and tea with a price range of IDR 25,000 – IDR 55,000, and main meals in the form of rice bowls and pasta with a price range of IDR 48,000 – IDR 65,000.

Place

Based on a survey study conducted, it was found that respondents strongly agreed if the café provided dine-in, take away, delivery services and created an elegant place and café atmosphere.

Promotions

Based on a survey study, it was found that respondents strongly agreed that cafés provide information through social media such as Instagram and TikTok. In addition, the respondents also strongly agreed with the discounts and discounts at the grand opening. Respondents also agreed if the café invited influencers to do promotions.

People

Based on survey research, it was found that respondents were interested in employees who were friendly and had good looks. Responsive quickly, and have good insight into the menu, respondents also agree and are very interested in cafés that have employees who are friendly, polite, caring and sensitive and take the initiative in meeting customer needs (empathy).

Partnerships

Based on the survey research, it was found that respondents agreed if the café collaborated for debit/credit payments with several banks such as BCA, Mandiri, BRI, CIMB banks, and could make payments via QRIS such as OVO, GOPAY, DANA, SHOPEEPAY, and collaborated with brands certain brands.

Packaging

For Packaging, respondents agree that the café provides a special package for two (2 Maincourses and 2 Flavor Teas) at a price of IDR 150,000 and other packages. Packaging provides a display of informationproduct, product introduction, and often also referred to as power sales pull (Mandeno, 2015)

Programming

Respondents really agree and support if the café provides birthday gifts in the form of special drinks/special starters for loyal customers who have birthdays, as well as holding events for certain holidays such as Valentine's Day, Independence Day, Christmas, Eid al-Fitr.

7. SWOT analysis

Strengths: Born-Neo Café Pontianak has a unique concept with a café design combining three

major ethnicities in Pontianak, namely Dayak, Malay and Chinese, Has live music entertainment where cafes with live music entertainment are much sought after by young people, Has very good service Both are inspired by service in restaurants in five-star hotels, providing the facilities needed by customers, namely wi-fi, indoor and outdoor areas.

Weaknesses: The capital is too large which makes Born-Neo Cafe need to carry out a strategy in reviewing and enforcing the selling price. Having competitors who also offer live music entertainment to their customers.

Opportunity: Located in a strategic place and close to the crowds in Pontianak City. Has an easily accessible parking area. The unique concept has aroused the curiosity of Pontianak residents through growing social media.

Threats: Some residents still think of live music cafes as a place to do negative things

Born-Neo Cafe's biggest target market is men and women who live in Pontianak with an age range of 15-35 years with various types of profession as their background. . Born-Neo Cafe uses a differentiation strategy, where the cafe offers a live music concept with a unique design that combines three ethnicities in Pontianak (Dayak, Malay and Chinese)

This research is in line with research conducted by (Alexander Gumarus, 2022; Juliana, Juliana & Carroline, 2020; Oey, Michelle, Juliana, 2022; Sianipar & Bernedeta Sitorus, 2022) that the marketing mix strategy carried out by restaurants or cafes is declared feasible and feasible.

CONCLUSIONS

Based on all analysis and business aspects, including market and marketing aspects in implementing the marketing mix strategy, it can be concluded that Born-Neo Café is a viable and profitable business to run. Suggestions for further research can carry out a marketing strategy using business canvas model analysis, using porter's five forces analysis and strategies for determining segmenting, targeting, positioning

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