



Marketing Strategy Analysis of Zoe Dessert Café in Pantai Indah Kapuk North Jakarta

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Abstract– This study examines the marketing strategy of Zoé Dessert Café in Pantai Indah Kapuk, North Jakarta, within the context of Indonesia's rapidly growing culinary industry. The objective is to assess the café's market potential, competitive landscape, and strategic positioning. A quantitative survey method was employed, collecting data from residents of North Jakarta through questionnaires. The analysis focused on market potential, trends, competitor evaluation, SWOT analysis, and the marketing mix. Results indicate a strong market potential among the 20-44 age group, with a notable interest in unique dessert experiences. Competitor analysis revealed the presence of direct and indirect competitors, emphasizing the need for Zoé Dessert Café to adopt innovative strategies. The SWOT analysis identified strengths such as the café's unique animal-themed desserts and strategic location, while addressing challenges like limited menu variety and brand recognition. Recommended strategies include leveraging social media for promotions, maintaining high-quality standards, fostering customer relationships, and continuous innovation. The segmentation, targeting, and positioning (STP) strategy focuses on young adults and professionals in North Jakarta who frequent cafés and enjoy desserts. The marketing mix strategy highlights diverse products, competitive pricing, strategic location, robust promotional activities, exceptional service quality, appealing packaging, engaging programs, and strategic partnerships.

Keywords: Food and Beverage, Marketing Mix, SWOT analysis, Unique Dessert

I. INTRODUCTION

The era of economic globalization is an era in which various changes and developments have occurred in the economic sector of society, and we have entered the economic life of the market mechanism system that creates a competitive structure in conducting economic activities. Indonesia is one of the developing countries that feel the impact of these changes. Theoretically, the application of a competitive structure aims to increase efficiency and encourage the desire of economic actors to outperform their competition [1].

At present, the process of globalization and the increasingly rapid development of the business world makes companies have the ability to adapt to situations and conditions. To be able to survive and develop in such a situation, companies need to formulate the right strategy in the face of intense business competition [2].

Food is one of the basic needs that must be fulfilled. Therefore, the culinary business is a form of business that is quite prospective in Indonesia, this is due to the increasing population of Indonesia. The development of this culinary business is accompanied by the increasing number of restaurants, cafes, and restaurants that have sprung up, be it ordinary restaurants or fast-food restaurants [3].

The food and beverage service industry is a pivotal component of Indonesia's rapidly expanding economy. This sector not only contributes significantly to the nation's GDP but also provides employment opportunities and stimulates related industries such as agriculture, transportation, and tourism. As Indonesia continues to develop, the demand for diverse and high-quality dining options has surged, reflecting the evolving tastes and

increased spending power of its population [4]. Culinary arts play a crucial role in showcasing and preserving the uniqueness and authenticity of Indonesia's rich cultural heritage. Each region of Indonesia boasts its own distinct flavors, cooking techniques, and traditional dishes that tell a story of the local culture and history. By promoting these regional specialties, the culinary sector helps maintain cultural identity and promotes national pride. This cultural preservation through cuisine also attracts international tourists who seek authentic culinary experiences, further boosting the economy [5]. Modern consumers place a high value on the overall dining experience, emphasizing not just the quality of food but also the ambiance, presentation, and uniqueness of the restaurant they visit. The aesthetics of a dining establishment, including its interior design, theme, and the visual appeal of its dishes, significantly influence customer satisfaction and repeat patronage. For instance, themed restaurants and cafés that offer immersive experiences can draw significant attention and customer interest. Themed dining venues, such as those inspired by endangered animals or local folklore, provide an added layer of engagement and education, making the dining experience memorable [6]. Restaurants and cafés that successfully create a unique and visually appealing dining environment often find themselves favored by customers who are keen to share their experiences on social media platforms. This user-generated content serves as a powerful marketing tool, attracting more patrons and creating a buzz around the establishment. Moreover, in the competitive food and beverage industry, differentiation through unique dining concepts and superior visual presentation can set a business apart from its competitors. Zoé Dessert Café, for instance, capitalizes on this trend by

integrating an endangered animal theme into its offerings. This not only provides a visually captivating dining experience but also educates and raises awareness about wildlife conservation. Such an innovative approach aligns with the modern consumer's desire for experiences that are both enjoyable and meaningful. By combining high-quality, creatively presented desserts with an engaging and educational theme, Zoé Dessert Café effectively meets the contemporary consumer's expectations and stands out in the bustling North Jakarta food scene.

Themed dining, especially in dessert cafes, shows a growing trend towards integrating unique, culturally relevant themes with culinary experiences. Current successful models have adopted immersive storytelling, eco-friendly practices, and community engagement as central elements of their business strategies. Themed cafes inspired by cultural heritage, fictional narratives, or environmental themes not only provide a unique dining experience but also create strong brand identities and loyal customer bases [7]. For Zoé Dessert Café, leveraging a theme centered around endangered Indonesian animals combines conservation efforts with culinary delight, aligning with global trends in sustainability and experiential dining. This innovative approach not only attracts customers looking for unique experiences but also raises awareness about important ecological issues, contributing to broader societal goals.

In this context, business feasibility studies play a crucial role in identifying potential opportunities and assessing the viability of new business ventures. Conducting a business feasibility study is a foundational step that helps entrepreneurs and business owners evaluate the strengths, weaknesses, opportunities, and threats associated with a proposed business idea. This comprehensive analysis involves examining various aspects such as market demand, competition, financial projections, and operational requirements to determine whether the business concept is practical and sustainable [8].

A business feasibility study typically begins with a market analysis to understand the target audience, their needs, and purchasing behavior. This step involves gathering and analyzing data on potential customers, identifying market trends, and assessing the demand for the product or service. Understanding the market landscape is essential to identify gaps that the new business can fill and to develop strategies to attract and retain customers.

This scientific article will focus on the marketing aspects of the Zoé Dessert Café business feasibility study. Effective marketing is a pivotal element for the success of any business, particularly in the highly competitive food and beverage industry. Marketing is fundamentally a social and managerial process through which individuals and groups obtain what they need and want by creating and exchanging products and values with others. This process involves understanding customer needs, developing products that provide superior value, and effectively communicating these products to the target market [9]. At

its core, marketing is about creating connections and building relationships between the business and its customers. It encompasses a broad range of activities, including market research, product development, pricing strategies, promotional efforts, and distribution channels. For Zoé Dessert Café, a well-crafted marketing strategy is essential to attract and retain customers, differentiate the café from its competitors, and ultimately drive business growth. Management must continuously adapt and innovate to effectively respond to the dynamic challenges present in today's business environment. This adaptability is crucial for developing and implementing robust marketing strategies that ensure the long-term continuity and success of the business. In the context of Zoé Dessert Café, this means staying attuned to market trends, customer preferences, and competitive pressures while being agile enough to adjust strategies as needed [10].

Market analysis is a crucial first step in identifying potential market segments, which ensures the development of appropriate marketing strategies and ultimately drives business success. This foundational process involves a comprehensive examination of the market environment, enabling businesses to understand consumer needs, preferences, and behaviors. By conducting a thorough market analysis, companies can segment the market into distinct groups based on various criteria such as demographics, geography, psychographics, and purchasing behavior [11]. Identifying potential market segments through market analysis allows businesses to focus their efforts on the most promising and profitable groups. This targeted approach ensures that marketing strategies are tailored to meet the specific needs and preferences of each segment, enhancing the effectiveness of marketing campaigns and improving customer satisfaction. For instance, Zoé Dessert Café can identify key segments such as young professionals who are environmentally conscious and enjoy unique culinary experiences. By understanding these segments, the café can design its menu, promotional activities, and overall customer experience to attract and retain these customers. Moreover, market analysis helps businesses assess the competitive landscape. Understanding the strengths and weaknesses of competitors, as well as identifying market gaps, provides valuable insights for differentiation. Zoé Dessert Café can leverage this information to highlight its unique offerings, such as endangered animal-themed desserts, thereby setting itself apart from other dessert cafes. Additionally, market analysis evaluates market demand and growth potential, providing a solid basis for strategic planning and resource allocation. By analyzing factors such as market size, growth trends, and customer purchasing power, businesses can make informed decisions about where to invest their efforts and how to scale their operations. For Zoé Dessert Café, recognizing the high demand for innovative dessert options in North Jakarta can guide decisions on menu development, marketing budgets, and expansion plans [12]. Market analysis also identifies potential opportunities and threats within the market

environment. This foresight allows businesses to anticipate changes in consumer behavior, economic conditions, and technological advancements. For example, if market analysis indicates a rising trend in online food ordering, Zoé Dessert Café can proactively enhance its online presence and streamline its delivery services to capitalize on this opportunity. This market analysis will encompass both demand analysis and supply analysis, providing a comprehensive understanding of the market dynamics for Zoé Dessert Café [13]. The demand analysis will delve into consumer needs and preferences for animal-themed dessert cafes in North Jakarta. This segment of the analysis aims to uncover the specific factors that attract customers to such unique dining experiences, including their tastes, spending habits, and the frequency of their visits. Understanding these aspects will enable Zoé Dessert Café to tailor its offerings to meet and exceed customer expectations effectively [14]. On the other hand, the supply analysis will focus on gaining an in-depth understanding of the competitive landscape within the food and beverage industry in DKI Jakarta. This involves identifying both direct and indirect competitors who offer similar services or substitute products. By analyzing competitors' strengths and weaknesses, Zoé Dessert Café can identify its own competitive advantages, such as unique product offerings, superior customer service, or distinctive branding. Additionally, this analysis can reveal potential opportunities for collaboration with relevant business partners, such as suppliers, local businesses, or influencers, to enhance the café's market position. Following the demand and supply analysis, researchers will undertake market segmentation to pinpoint the target consumer groups that align best with Zoé Dessert Café's unique offerings and marketing strategies. Effective segmentation involves categorizing the market based on various criteria such as demographics, psychographics, and behavioral characteristics. By doing so, Zoé Dessert Café can craft tailored messages and promotional campaigns that resonate with each specific segment, thereby increasing the relevance and appeal of its marketing efforts [15]. After demand analysis and supply analysis, researchers will carry out market segmentation to identify target consumer groups that best suit Zoé Dessert Café's offerings and marketing strategies. With proper segmentation, researchers can develop messages and promotions that are relevant and attractive to each market segment.

In line with the marketing aspects outlined in the Zoé Dessert Café business feasibility study, this scientific article aims to provide thorough guidance and actionable insights for café business owners, particularly within the food and beverage sector. In an environment characterized by rapid and diverse changes in consumer behavior, having a detailed understanding of demand and supply dynamics, coupled with precise market segmentation and strategic marketing initiatives, is essential for creating a sustainable competitive advantage. This comprehensive approach ensures that Zoé Dessert Café can not only meet current market demands but also anticipate and adapt to future

trends, securing its position in the competitive landscape of North Jakarta's culinary scene. By referring to the marketing aspect in the Zoé Dessert Café business feasibility study, this scientific article attempts to provide comprehensive guidance and valuable information for café business owners, especially in the food and beverage industry. In facing rapid and diverse changes in consumer behavior, in-depth understanding of demand and supply analysis, market segmentation, and effective marketing strategies becomes crucial to create a competitive advantage in this business.

II. METHODS

The research method employed in this study is a survey-based approach with a strong emphasis on quantitative analysis. The primary objective of this research is to gather valuable primary data through a meticulously designed questionnaire. This questionnaire is specifically crafted to focus on the 8P variables—product, price, place, promotion, packaging, programming, people, and partnership—within the context of the Zoé Dessert Café business in North Jakarta. By using these important variables, this study aims to provide a comprehensive understanding of the various aspects of marketing that influence consumer behavior and preferences.

To achieve this, the questionnaire will encompass a total of 33 carefully formulated indicators or questions. These questions are designed to delve deep into the respondents' perceptions and opinions, providing nuanced insights into each of the 8P variables [16]. For instance, questions related to the product will explore the appeal and uniqueness of the animal-themed desserts offered by Zoé Dessert Café, while price-related questions will gauge consumer perceptions of value and affordability.

The place variable will examine the importance of the café's location in North Jakarta and its accessibility, whereas promotion-related questions will assess the effectiveness of Zoé Dessert Café's marketing efforts, including social media campaigns and special offers [17]. Packaging questions will investigate the impact of the café's presentation and branding on customer satisfaction, while programming questions will explore the appeal of any events or themed activities hosted by the café.

Additionally, the people variable will focus on the quality of customer service and the overall dining experience provided by the café's staff. Lastly, partnership-related questions will consider the café's collaborations with other businesses and influencers, and how these partnerships enhance the café's market presence and customer reach.

By encompassing a broad range of indicators, this survey aims to capture a holistic view of the factors that drive consumer choice and satisfaction in the dessert café market [18]. The data collected from this questionnaire will be meticulously analyzed to draw meaningful conclusions and actionable insights, which can then inform strategic decisions and marketing initiatives for Zoé Dessert Café. Ultimately, this research seeks to provide a robust

foundation for enhancing the café's competitive edge and ensuring its long-term success in the vibrant and dynamic food and beverage industry of North Jakarta.

The population targeted in this study comprises residents of North Jakarta who are within the productive age range. To efficiently gather data, a non-probability sampling method was employed, specifically using a convenience sampling approach. This method was chosen to maximize the speed and reach of questionnaire distribution, thereby ensuring a large sample size that is as unbiased as possible under the circumstances [19].

Questionnaires were distributed through various social media platforms, leveraging the accessibility and wide reach of these channels. The ease of distribution was further enhanced by using Google Forms, a versatile tool that allows for efficient data collection and management. By utilizing social media and Google Forms, the study aimed to reach a diverse and comprehensive sample of North Jakarta residents, ensuring that the data collected would be representative of the broader population.

The convenience sampling approach also facilitated the rapid collection of responses, which is crucial for timely analysis and reporting. This method ensured that the study could gather a substantial number of responses quickly, enabling a robust analysis of the marketing aspects relevant to Zoé Dessert Café. By engaging a broad cross-section of North Jakarta's productive-age residents, the study aimed to gain insightful data on consumer preferences, behaviors, and perceptions, which are essential for informing effective marketing strategies and business decisions.

Determining the number of respondents needed to fill out the questionnaire be determined by a ratio of 10: 1, ten respondents per question indicator [20]. The Zoé Dessert Café business feasibility study will use 33 questions, so a minimum of 330 respondents are needed. To anticipate invalid respondent data, 10 more respondents will be collected than the minimum respondent requirement of 340 respondents. To achieve the desired sample size of 340 respondents, the researcher will expand the range of questionnaire distribution in an efficient and effective manner. The data collected from the questionnaires will be downloaded, presented, and analyzed using Microsoft Excel software. The results of the interpretation of primary data from the questionnaire will be supported by secondary data obtained from reliable sources, such as books, articles, journals, and websites of government agencies, namely the Badan Pusat Statistik relevant to the research topic.

III. RESULTS AND DISCUSSION

1. Demand Analysis

Market Potential

Market potential can be used to monitor the marketing scope. The main aim of research on market potential is to determine the level of market demand for the product [21]. The market potential in this study can be identified based on secondary data that includes the population of DKI Jakarta province by age group. The age group 15-44 years

has the highest population compared to other age groups in DKI Jakarta. From this data, it can be concluded that ages 20 to 44 are potential target markets for Zoé Dessert Café. Ages 20 to 44 are also included in the productive age and have the highest probability of liking the products offered at Zoé Dessert Café.

Market Trend

To analyze market trends, data will be collected through a questionnaire. The questionnaire consists of three sections: respondent profile, market conditions, and marketing mix (product, price, place, promotion, people, programming, packaging, and partnership).

Respondent profile analysis refers to the examination and interpretation of the characteristics and behaviors of survey respondents [22]. In the respondent profile section, there are several data that can be collected, namely name initials, gender, age, occupation, domicile, and income per month. Market potential analysis is used to select target markets that have high growth potential and to see the trends that the market wants. Based on the data, the majority of respondents are in the age group of 25-29 years old, domiciled in North Jakarta, and have an average income of Rp3,000,001 - Rp5,000,000.

In the market condition section, the majority of respondents like desserts, eat out 5-6 times a month, visit 5-6 times a month to the Pantai Indah Kapuk area, 3-4 times consume desserts and visit cafes in a month, spend an average of Rp100,001 - Rp150,000 per person when visiting a cafe and the majority of respondents know information about a cafe from social media.

2. Supply Analysis

Competitor Analysis

This analysis is carried out to determine the strategies and types of threats posed by competitors to the company. There are two types of competitors, namely:

1. Direct Competitors

Direct Competitors are cafes that offer similar products and services where customers can easily compare prices and promotions with Zoé Dessert Café [23]. Some direct competitors of Zoé Dessert Café are cafes and bakeries that focus on selling desserts such as Hakuna Matata Cake & Café and Bearology Café.

2. Indirect Competitor

An indirect competitor is a business or entity that offers products or services that are not directly similar but can serve as substitutes or alternatives to those provided by another company. These competitors do not compete head-to-head with identical offerings, but their products or services fulfill the same or similar customer needs, thereby posing a potential threat to each other's market share. Indirect competitors of Zoé Dessert Café are cafes that can be substitutes such as Toby's Estate and Latteria.

SWOT Analysis

In managing the marketing function effectively, a company must begin with a comprehensive analysis of its current situation. This essential step can be achieved through the application of a SWOT analysis, a strategic planning tool that evaluates the company's internal and external environment. SWOT analysis involves a detailed examination of the company's strengths, weaknesses, opportunities, and threats. By identifying these key factors, the company can develop a clearer understanding of its competitive position and strategic direction [24]. The primary goal of a SWOT analysis is to leverage the company's strengths to capitalize on available opportunities while simultaneously addressing and mitigating its weaknesses and potential threats.

Strengths: Strengths refer to the internal attributes and resources that give the company a competitive advantage in the marketplace.

1. Dessert cafes with rare animal themes provide uniqueness and appeal.
2. The cafe theme has a welcoming and friendly atmosphere.
3. Provides hampers that are suitable when there are various events.

Weaknesses: Weaknesses, on the other hand, are the internal limitations that can hinder the company's performance and competitiveness. These could be factors such as a lack of financial resources, outdated technology, weak brand presence, or gaps in the product line. By identifying weaknesses, the company can develop strategies to improve or eliminate them, thereby enhancing overall performance.

1. A newly built dessert café that is not yet well known to the public.
2. The menu variations are still few.
3. This is a new business that lacks experience, skills, and knowledge.

Opportunities: Opportunities are external factors that the company can exploit to its advantage. Recognizing and pursuing these opportunities can lead to growth and increased market share.

1. Located in Pantai Indah Kapuk where the location is a strategic and rapidly developing location.
2. The number of people who like to visit dessert shops is characterized by the number of dessert shops that can be found in Indonesia, especially in Jakarta.
3. Raising awareness of endangered animals and the sustainability of endangered animals in Indonesia.
4. Emerging technology makes it possible to conduct promotional activities through social media.

Threats: Threats are external challenges that could negatively impact the company's success. Understanding

these threats enables the company to devise strategies to mitigate their impact and safeguard its market position.

1. There are various restaurants that offer substitute products.
2. There are direct and indirect competitors with high brand awareness among the general public.
3. Concepts and products that are easily copied by other dessert shops.
4. Indonesia's uncertain economic situation.

By systematically analyzing these four dimensions, a company can create a balanced and informed marketing strategy. This strategy will align the company's strengths with industry opportunities, proactively address weaknesses, and develop contingency plans to counter potential threats. Through this thorough and strategic approach, the company can enhance its competitive edge, achieve sustainable growth, and ensure long-term business success.

3. Strategy based on SWOT Analysis:

Strength-Opportunity (S-O) Strategy:

1. Promoted on social media to increase brand awareness.
2. Maintain quality standards and keep up to date with current trends continuously.
3. Maintain the cleanliness and comfort of the cafe.

Strength-Threat (S-T) Strategy:

1. Foster good relationships with various parties such as customers, employees, suppliers, and residents. By fostering good relationships with customers, it is hoped that customers will be loyal and return to the cafe.
2. Always innovate to provide new and diverse products.

Weakness-Opportunity (W-O) Strategy:

1. Collaborate with influencers or maximize social media promotion so that the cafe can be recognized by the public.
2. Recruit competent and experienced employees and provide training according to existing SOPs.

Weakness-Threat (W-T) Strategy:

1. Utilize the materials as needed so that nothing is wasted.
2. Keeping up with trends in the food and beverage industry.

4. Segmentation, Targeting, and Positioning

Segmentation

Market segmentation is the strategic process of dividing a broad, heterogeneous market into smaller, more homogeneous groups of consumers who have similar needs, preferences, or characteristics. This allows businesses to tailor their marketing efforts and product offerings to meet the specific needs of different segments

more effectively [25]. Zoé Dessert Café's market segmentation is categorized into four main aspects:

1. **Geographical Aspects**
Geographically, the market segment of Zoé Dessert Café is people who live in the DKI Jakarta area, especially North Jakarta and its surroundings.
2. **Demographic Aspects**
The demographic segmentation of Zoé Dessert Café is people with male and female gender, aged 20 - 44 years old, and working as employees, entrepreneurs, civil/private employees, and housewives.
3. **Psychographic Aspects**
The psychographic segmentation of Zoé Dessert Café is people who like to try new desserts or often visit cafes and enjoy desserts.
4. **Behavioral Aspects**
Zoé Dessert Café's market segmentation based on behavioral aspects is customers who visit the café at least one to two times a month, with an average expenditure of Rp. 100,000 - Rp. 150,000 per one visit.

Target Market

The target market is the part of the market that is qualified and decided to be pursued by the company [26].

The target market refers to the specific segment of the overall market that a company chooses to focus its marketing efforts on, based on the segment's potential profitability and alignment with the company's offerings. For Zoé Dessert Café, the target market comprises both men and women within the age range of 25 to 29 years. This demographic is particularly significant as it represents a vibrant and dynamic group likely to seek new experiences and enjoy social activities.

These individuals reside in DKI Jakarta, with a particular concentration in North Jakarta, a bustling area known for its diverse culinary scene and affluent lifestyle. The café aims to attract young professionals, including employees and self-employed individuals, who typically have disposable incomes and a propensity for dining out. This group often seeks not just the quality of food, but also a pleasant atmosphere and a place to unwind from their busy schedules.

These consumers are typically cake and dessert enthusiasts who appreciate artisanal products and unique flavors. Additionally, the café appeals to those who enjoy visiting cafes for more than just food—seeking ambiance, social interactions, and a cozy environment to spend quality time with family, friends, or significant others.

By focusing on this well-defined target market, Zoé Dessert Café can tailor its marketing strategies to meet the specific preferences and needs of its customers, ensuring a more effective and focused approach to gaining market share and fostering customer loyalty.

Business Position in the Market

Positioning is the strategic process of crafting the product and company image in the minds of the target market customers, ensuring they perceive it as distinct and preferable compared to competitors. This involves creating a unique impression that highlights the brand's strengths and values, making it more attractive and memorable to the target audience [26].

Zoé Dessert Café employs a differentiation strategy to establish its unique position in the competitive café market by offering a café atmosphere and product line that are distinct from other local establishments. The café stands out by incorporating an endangered animal theme into its décor and menu, creating a captivating and educational experience for customers. The ambiance is thoughtfully designed to reflect the beauty and importance of wildlife conservation, featuring artistic representations of endangered species throughout the space.

The café's product offerings are also uniquely themed around endangered animals, with desserts crafted to resemble these rare creatures. These visually appealing and delicious treats not only provide a memorable dining experience but also raise awareness about wildlife conservation.

Zoé Dessert Café goes beyond just serving food; it offers an immersive experience that connects customers with the cause of protecting endangered animals. Informational displays and interactive elements educate patrons about the importance of conservation efforts and how they can contribute. This thematic approach creates a strong emotional connection with customers, making their visit to the café both enjoyable and meaningful [27].

Zoé Dessert Café emphasizes exceptional customer service to enhance the overall experience. Staff members are trained to provide attentive and personalized service, making customers feel valued and appreciated. This level of service, combined with the unique thematic elements, helps build a loyal customer base and encourages repeat visits [28].

By implementing this differentiation strategy, Zoé Dessert Café effectively positions itself as a premier destination for dessert lovers seeking a unique and enjoyable dining experience. This strategic positioning aims to attract a specific segment of the market that values quality, uniqueness, and an inviting atmosphere, thereby fostering a strong brand identity and competitive advantage in the bustling café landscape of North Jakarta.

Marketing Mix

Marketing mix consists of 8Ps, namely product, price, place, promotion, people, packaging, programming, and partnership [29]. The following is Zoé Dessert Café's marketing mix:

Table 1. Marketing Mix Description

Products
A product is anything that can be offered to the market to satisfy a want or need. Zoe Dessert Café offers dessert products such as cheesecake, cream puff, roll cake and mousse. Zoe Dessert Café also

offers coffee or non-coffee drinks. There are also package options for customers to choose from.

Price

Price refers to the monetary value of a product that a customer pays in exchange for expected utility. Zoé Dessert Café will use cost-plus pricing, as it emphasizes achieving profit from the goods sold. By offering different types of dishes, it is necessary to ensure that additional costs are added to make a profit and break even.

Place

Distribution or place is an activity where the company makes products available to target customers. Zoé Dessert Café will utilize both direct and indirect distribution methods, where the café will directly cater to dine-in customers and serve customers indirectly through online delivery platforms.

Promotion

Promotion is an activity to introduce the company's products and services to customers in an informative and persuasive way. Zoé Dessert Café will use several means to do promotion. First, Zoé Dessert Café will utilize social media applications as a means of advertising such as TikTok, Instagram. In addition, employees will be trained to do upselling and inform promotions and menus from Zoé Dessert Café. Zoé Dessert Café will also offer a 35% discount for two days of the Grand Opening. And finally, Zoé Dessert Café will make merchandise in the form of notebooks and coasters.

People

People are all people who provide services to customers. Zoé Dessert Café will use SERVQUAL as a service quality measurement scale. SERVQUAL (service quality) yakni skala pengukuran kualitas pelayanan yang dipakai guna melakukan pengukuran akan ekspektasi pelanggan serta persepsi pelanggan [30]. SERVQUAL consists of 5 aspects, namely:

- a. **Tangible**
Zoé Dessert Café employees are required to groom themselves while working.
- b. **Reliability**
Employees of Zoé Dessert Café will be trained to always meet customer expectations in providing services.
- c. **Responsiveness**
Employees of Zoé Dessert Café will be trained to provide fast and responsive service.
- d. **Empathy**
Employees of Zoé Dessert Café will be trained to provide care and attention to customers.
- e. **Assurance**

Employees of Zoé Dessert Café will be trained to master all the products offered by the company.

Packaging

Packaging is a combination of products or services offered at a certain price. Packaging is done to encourage customer interest through the products offered so that sales increase. Zoé Dessert Café provides two package options, the first is a package of 1 dessert with 1 drink of choice and the second is a package of 2 desserts with 2 drinks of choice.

Programming

Programming is the development of activities, events, and special programs to increase sales and provide more selling power for the products or services offered. Zoé Dessert Café offers several programs such as free mini cream puffs for birthday customers.

Partnership

Partnership is a promotional and marketing activity carried out cooperatively by companies with other organizations to benefit both parties. Zoé Dessert Café will work with banks such as BCA, Mandiri, BRI, etc. for payment options through banks and also provide payment options through e-wallets such as OVO, Gopay, etc. In addition, Zoé will also work with online delivery applications to sell desserts and drinks online.

IV. CONCLUSION

The rapid globalization of the economy has brought about significant changes and advancements in the economic sector, necessitating those businesses, particularly in developing countries like Indonesia, adapt and innovate to stay competitive. This era of market mechanism systems has created a competitive structure that aims to enhance efficiency and drive economic actors to outperform their competition. The food and beverage service industry, a crucial component of Indonesia's growing economy, reflects these changes, with the culinary business showing substantial promise due to the increasing population and demand for dining experiences.

To thrive in this competitive landscape, businesses must formulate effective strategies. Zoé Dessert Café, situated in the strategic location of Pantai Indah Kapuk, aims to leverage its unique theme and product offerings to attract its target market, primarily young adults in North Jakarta. Through a comprehensive marketing strategy encompassing the 8Ps (product, price, place, promotion, packaging, programming, people, and partnership), Zoé Dessert Café seeks to differentiate itself from direct and indirect competitors and build a strong brand presence.

The feasibility study highlights that understanding market potential, trends, and competitor strategies is crucial. With a focus on customer preferences and leveraging social media for promotion, Zoé Dessert Café can position itself as a unique and appealing destination.

Additionally, employing a SWOT analysis allows Zoé Dessert Café to strategize effectively by capitalizing on strengths, addressing weaknesses, seizing opportunities, and mitigating threats.

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