

## **STRATEGY MANAGEMENT ANALYSIS USING SWOT ANALYSIS IN INCREASE SALES AT AFECTO COFFEE SHOP**

**Farhan Aldri Shiddiq<sup>1</sup>, Harry Nugraha<sup>2</sup>**

*Universitas Teknologi Digital*

*<sup>\*)</sup>[farhan10120109@digitechuniversity.ac.id](mailto:farhan10120109@digitechuniversity.ac.id)*

---

---

**Keywords:**

*Strategy Management, SWOT*

---

---

**Abstract**

The competition of the business world seems to increase by seeing the competition that occurs in the increasingly competitive coffee shop industry, the role of strategy is needed in achieving business goals and the need to develop effective strategies in the midst of fierce competition in the coffee shop industry. This research is qualitative research using descriptive methods. The type of approach used is a case study. Data collection techniques are carried out using observation, interview, questionnaire and documentation methods. While data analysis uses SWOT analysis techniques and descriptive analysis. Based on the results of the study showed that based on IFAS analysis obtained with an IFAS score of 3.41 and EFAS score obtained with a score of 1.30, this result shows that Afecto can increase sales. Afecto's position in a strong state can be seen from the level of opportunity greater than the threat he faces and the level of strength is higher than the level of weakness

---

### **INTRODUCTION**

Competition in the business world is becoming more and more intense as time goes by. Entrepreneurs are faced with increasingly stringent challenges in running their business to maintain and develop their business as optimally as possible (Faradannisa & Supriyanto, 2022). The continuity of the company in this competitive global era makes every company have to work hard to realize its business goals (Juwariyah & Rosyati, 2021) every company management needs to recognize strengths, weaknesses, opportunities and threats to compile company needs starting from strategic planning to face rapid changes in this global era (Anggraini & Muhtarom & Safaatillah 2019). According to (David & David 2017), strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

organizations to achieve goals.

Every business actor in every business category is required to have sensitivity to every change that occurs. The habit of hanging out or gathering at Coffee Shop has become a habit of Indonesian society, both students and adults. This habit has made many entrepreneurs look at the Coffee Shop business. Moreover, Coffee Shop, which originally had a function as a coffee shop, has experienced a functional shift, which is in accordance with the times, Coffee Shop has chosen many concepts, including as a place to enjoy meals, gathering places, breakfast to dinner (Tahu & Suartini 2023).

By looking at the competition that occurs in the culinary field, Coffee Shop is a field of intense competition. With a variety of coffee shops available, it causes consumers to move from one place to another. Seeing this phenomenon, managers should fulfill what consumers need and expect (Amalia & Yulianti & Kadir 2023). This is not only caused by price rates, but also services, although low rates do not make coffee shops crowded, there are many other aspects that make a coffee shop crowded. In this global era, tariffs are no longer key, therefore, service can be the decisive selling point of a coffee shop. Selling point company marketing activities can run effectively and efficiently, companies can take various actions, such as holding promotions in print and electronic media. In addition to reducing the burden of marketing costs, companies can take advantage of digital-based marketing strategies (Endaryono & Ariwibowo, 2021) For business organizations, strategies are aimed at maintaining the sustainability of the company's business compared to its competitors in meeting consumer needs (Nurjana & Agus & Hendra 2023).

SWOT analysis is an analysis used to determine the internal and external factors used to determine the internal strengths and weaknesses of the organization, as well as external opportunities and threats (Haninda & Indriyan & Qurratu'ain 2022). SWOT analysis can be applied by analyzing and sorting out various things that affect the four factors, then applying in the SWOT matrix, where the application is how strengths are able to take advantage of existing opportunities, then how strengths face existing threats and overcome weaknesses that can become real threats (Khairani & Yunita & Pradana & Sari 2023).

According to Revita Sari & Chandra Halim Research, (2022), the analysis carried out resulted in a horizontal strategy that can increase sales. Research Imroh Atul

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

Mufidah & Mochmad Chobir Sirad (2023) Has the same impact using a horizontal strategy to increase revenue. Research ody Setiawan & Silvya L. Mandey & Rotinsulu Jopie Jorie. (2022) Using Growth Strategy to increase the company. Khairani & Yunita & Pradana & Sari (2023) Have the same impact using the Growth Strategy to increase the company. Nurjana & Agus & Hendra's research (2023) states that the companies studied can implement Growth Strategies to increase sales. Hanif Rochmadika & Asep Parantika (2023) stated the same thing that the company being studied used the Growth Strategy to increase sales.

Afecto is a business that operates in the culinary field. Afecto provides a variety of food and beverages ranging from coffee, non-coffee, mocktails, heavy meals and snacks. Afecto has a spacious and comfortable place that has indoor and outdoor facilities, has a strategic place to visit and has other advantages so that it is interesting to study in the midst of many other entrepreneurs who set up Coffee Shop, how Afecto increases sales by using SWOT analysis to take advantage of its strengths and opportunities and reduce weaknesses and threats. Determine the implementation of strategic management to increase Afecto's sales.

## **RESEARCH METHODS**

This research was conducted using qualitative methods and descriptive research. Descriptive research is a data collection technique to provide an overview and idea on a concept that is carried out directly related to the subject or through observation in the field. According to Sugiyono (2017: 2) that research methods are basically a scientific way to obtain data with certain purposes and uses. The purpose of descriptive research is to make a systematic, factual and accurate picture of facts in the field.

This approach is used to see how research specifications are used. For data collection techniques carried out by observation, interviews, questionnaires, documentation studies. According to Sugiyono (2016: 329) Documents are records of past events, document studies are a complement to the use of observation methods and interviews from qualitative research. In this study using IFAS analysis, EFAS, SWOT matrix strategy combination formulation.

## **RESULTS AND DISCUSSION**

### **Company Internal Conditions (Strengths) Afecto**

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

Afecto Coffee has its own strengths for the company itself. This strength is an advantage in developing the Coffee Shop business itself. Here are some of Afecto Coffe's strengths:

1. Marketing area and Strategic Location; Afecto Coffee Shop has a strategic location where they place their location in the middle of the city making it easier for customers. Afecto also has a large enough parking lot so that cars / motorbikes have no difficulty in parking their vehicles.
2. Product quality according to SOP standards: The average supply of raw materials for Afecto's products is taken from first-hand suppliers after being processed, Afecto's products have a good taste and also have variations that are well mixed.
3. Comfortable atmosphere: Having a good interior and furniture that makes customers feel comfortable. Afecto itself gives customers the option to choose the activities they want such as hanging out, chatting, and gathering usually done in the outdoor section. Inside they can work on assignments for students and students because Afecto provides comfortable access in the indoor section such as WI-FI, the atmosphere of the place to the seats are very suitable for people who want to do assignments.
4. Skilled employees: Afecto coffee also has its own SOP which is a standard system in serving customers so that the service provided is friendly, fast, skillful and knowledgeable about the product, the service of the employees is very good to customers.
5. Creative Marketing Afecto does creative marketing through social media, promotions and special events. The content provided is also very creative, it can be formal or informal, they provide education, challenges, comedy etc. so that their marketing is not monotonous and makes customers come.
6. Competitive Pricing: Afecto has a lower price than competitors, this is a strategy that has an influence on the customer's mind, instead of them setting a high price but burdening the customer, Afecto lowers the price a little so that it becomes an option for the community.

### **Company Internal Conditions (Weaknesses) Afecto**

The weaknesses of Afecto Coffee found during the observation are:

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

1. There is no separation between smoking and non-smoking areas so customers who do not smoke may be a little disturbed by cigarette smoke.
2. Not all of Afecto's products get their ingredients from the first supplier, which increases the budget expenditure compared to getting it from the first supplier. This factor can be caused by several things such as the scarcity of raw materials sought and not found in the first supplier and the quality of raw materials that differ from the first supplier and other suppliers.
3. Lack of innovative menu. The menu variants offered are too many to offer at other Coffee Shops so it is necessary to add to the menu variations.
4. Lack of management control regarding financial reports, this is the impact of ignorance about the finances that Afecto gets.
5. Marketing that is carried out is not on target, such as the lack of holding events (even if there are) with less frequency. The absence of promos and discounts that can attract customers to buy products from Afecto Coffee
6. Lack of intense competition, Afecto sometimes has an attitude of lack of competition with its competitors, thus eliminating the opportunity to take a wider share.

### **Company External Conditions (Opportunities) Afecto**

Opportunities in this company there are several things that are opportunities for the company referring to direct observation research on the spot as follows:

1. Focus on special coffee and non-coffee trends such as high-class, small, or organic coffee, with good quality so that the company has a special taste for its customers. Provide non coffee options as an effort to get consumers who don't really like coffee.
2. The behavior of the millennial era society which affects the needs of life so that people or customers are more comfortable buying food, drinks and hanging out.
3. Utilizing technological developments to reduce costs and increase productivity.
4. Providing special services such as presenting orders on an online platform, this is a strategy or opportunity that is good enough to market its products more widely, because there are customers who really like coffee but don't like hanging out outside, it could be that there are no friends to hang out with, these customers choose to stay at home and of course order via online to enjoy it.
5. Expanding the marketing of Coffee Shop by opening branches in other places in various regions and other cities with this the name of the company or cafe itself can

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

increase rapidly and be better known to many people, those who do not know must be curious and search through social media internet or maps of the Coffee Shop.

6. Join events and Create events to get relationships and good relationships with customers

### **Company External Conditions (Threats) Afecto**

Threats are important unfavorable situations in a company's environment. Threats are major disruptors to a company's position. New or revised government regulations can pose a threat to the company's success. Therefore, there are several Afecto threats including:

1. The increase in the number of Coffee Shop competitors is a threat to Afecto because competitors have the possibility to develop and grow, thus posing a threat to Afecto.
2. Macroeconomic changes lead to an increase in the price of coffee beans at the farmer and supplier level
3. There competitors who make sales at a lower price
4. Increase in raw materials
5. Changes in consumer tastes: Changes in consumer trends and tastes can pose a threat, for example if consumers switch to other beverages or foods not offered by Afecto
6. The occurrence of conditions when a country's economy has been in decline for a long period of time

**Table 1. Results of Analysis of Internal Factors and External Factors**

	<b>Strenght</b>	<b>Weaknesses</b>
Faktor Internal	<ol style="list-style-type: none"> <li>1. Marketing Area and Strategic Location</li> <li>2. High Product Quality</li> <li>3. Comfortable Atmosphere</li> <li>4. Skilled employees</li> <li>5. Creative Marketing</li> <li>6. Competitive Price</li> </ol>	<ol style="list-style-type: none"> <li>1. No separation of smoking and non-smoking areas</li> <li>2. Not all products from Afecto Coffee get ingredients from the first supplier</li> <li>3. Lack of innovative menu variants</li> <li>4. The price offered is relatively standard</li> <li>5. Marketing that is carried out is less targeted</li> <li>6. Lack of tight competition</li> </ol>
	<b>Threat</b>	<b>Opportunities</b>
Faktor External	<ol style="list-style-type: none"> <li>1. Focus on Coffee and non-coffee trends</li> <li>2. Millennials' behavior that affects their life needs</li> <li>3. Utilize technological developments to reduce costs and increase productivity</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase in the number of Coffee Shop competitors</li> <li>2. Macroeconomic changes cause an increase in the price of coffee beans at the farmer and supplier level</li> <li>3. There are competitors who sell at lower prices</li> <li>4. Increase in raw materials</li> </ol>

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

<p>4. Provide special services such as presenting orders on online platforms</p> <p>5. Expanding Coffee Shop marketing by opening branches in other places in various regions</p> <p>6. Join events and Create events to get relationships and good relationships with customers</p>	<p>5. Changes in consumer tastes. Changes in consumer trends and tastes will reduce purchase levels</p> <p>6. The occurrence of conditions when a country's economy has been in decline for a long period of time</p>
--	---

**Result Of Internal Strategy Factor Analisis (IFAS)**

**Table 2: Matriks Internal Factory Analysis Summary (IFAS)**

No	Internal Factors	Weight	Rating	Score
<b>STRENGTH</b>				
1	Marketing Areas and Strategic Locations	0,09	4	0,36
2	Product Quality in accordance with SOP	0,09	4	0,36
3	Cozy atmosphere	0,09	4	0,36
4	Skilled employees	0,09	4	0,36
5	Creative Marketing	0,09	4	0,36
6	Competitive Price	0,08	4	0,32
	<b>TOTAL</b>	<b>0,53</b>		<b>2,12</b>
<b>WEAKNESSES</b>				
1	No separation of smoking and non-smoking areas	0,07	3	0,21
2	Not all products from Afecto Coffe get ingredients from the first supplier	0,07	3	0,21
3	Lack of innovative menu variants	0,06	3	0,18
4	Lack of Management Control regarding financial statements	0,07	3	0,21
5	Marketing that is done is not right on target	0,08	3	0,24
6	Lack of strict competition	0,08	3	0,24
	<b>TOTAL</b>	<b>0,43</b>		<b>1,29</b>
	<b>TOTAL INTERNAL FACTORS</b>	<b>1,00</b>		<b>3,41</b>

Calculation of weights, ratings, and scores on strengths and weaknesses:

- a. Total EFE is obtained from the total number of rating answers given by respondents from strength and weakness factors  $4+4+4+4+4+4+3+3+3+3+3+3 = 42$
- b. The calculation of the weight for the strength factor at No.1 is obtained from the total rating given by the respondent divided by the total EFE, the calculation is as follows:  $Weight = 4 / 42 = 0.09$  For the total IFE weight must be equal to 1.00

Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M

- c. Ratings are obtained from respondents' answers from 1-5 on how influential the factors are for the company.

**Result Of External Factor Analysis Summary (EFAS)**

**Table 3. External Factor Analysis Summary (EFAS)**

No	External factors	Weight	Rating	Score
<b>Opportunity</b>				
1	Focus on Coffee and Non-Coffee trends	0,11	5	0,55
2	Millennial people's behavior that affects the needs of life	0,09	4	0,36
3	Utilizing technological developments to reduce costs and increase productivity	0,09	4	0,36
4	Provide special services such as presenting orders on online platforms	0,08	4	0,32
5	Expanding Cafe marketing by opening branches in other places in various regions	0,09	4	0,36
6	Join events and Create events to get relationships and good relationships with customers	0,09	4	0,36
<b>TOTAL</b>		<b>0,55</b>		<b>0,91</b>
<b>Threat</b>				
1	Increase in the number of Coffee Shop competitors	0,07	3	0,21
2	Macroeconomic changes lead to an increase in coffee bean prices at the farmer and supplier level	0,06	3	0,18
3	There are competitors who sell at lower prices	0,07	3	0,21
4	The rise of raw materials	0,06	3	0,18
5	Changes in consumer tastes. Changes in consumer trends and tastes will decrease the level of purchases	0,07	3	0,21
6	The occurrence of conditions when a country's economy experiences a decline for a long period of time	0,06	3	0,18
<b>TOTAL</b>		<b>0,39</b>		<b>0,39</b>



Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M

<b>TOTAL EFAS</b>	<b>1,00</b>	<b>1,3</b>
-------------------	-------------	------------

Calculation of weights, ratings, and scores on opportunity and threat:

- a. Total EFE is obtained from the total number of rating answers given by respondents from strength and weakness factors  
 $5+4+4+4+4+4+3+3+3+3+3+3=43$
- b. The calculation of the weight for the strength factor at No.1 is obtained from the total rating given by the respondent divided by the total EFE, the calculation is as follows:  $Weight = 5 / 43 = 0.11$  For the total IFE weight must be equal to 1.00
- c. Ratings are obtained from respondents' answers from 1-5 on how influential the factors are for the company

**Table 4: SWOT Matrix Strategy Combination Formulation**

	STRENGTH	WEAKNESSES
Opportunity	Strategists (S-O) 2,12 plus 0,91 = 3,03	Strategy (W-O) 1,29 plus 0,91 = 2,2
Threat	Strategi (S- T) 2,12 plus 0,39 = 2,51	Strategi (W-T) 1,29 plus 0,39 = 1,68

**Internal Factors Analysis Summary (IFAS) Matrix Analysis**

From the results of the table above, it can be seen that weight, rating and score results for weight assessment resulting from the total answers of respondents divided by the total calculation of IFAS questionnaire data. For rating assessment, it is obtained from the total number of responses divided by the number of respondents, then the score is obtained from the weight x rating. The total obtained from the internal strength factor (strenght) is 2.12 with important factors that get a rating value of 4 with each having a score of 0.36 and competitive prices that have a score of 0.32 while the total weakness obtained is 1.29. While all factors have a rating of 3 with each having a score of no smoking and nonsmoking area separator 0.21, not getting from the first supplier 0.21, lack of innovation 0.18, lack of financial management 0.21, marketing that is not on target 0.24 and lack of competition 0.24. The result of the total IFAS is 3.41.

**External Factors Analysis Summary (EFAS) Matrix Analysis**

Based on the results of the external environment analysis using the External Factor Analysis summary (EFAS) matrix, it can be known that the opportunity factors

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

(Opportunities) and threats (Threats) that affect Afecto with opportunity factors there are important factors that have a rating of 5, namely focusing on coffee and non-coffee trends with a score of 0.55. Other factors have a rating of 4 with a score, millennial community behavior 0.36, utilizing technological developments 0.36, providing special services 0.32, opening branches in various regions 0.36 and participating in events to get good relations with customers 0.36. While the overall threat factor has a rating of 3 with a score of 0.2 increase in the number of competitors, 0.18 increase in coffee beans, 0.21 lower selling competitors, 0.18 increase in raw materials, 0.21 change in consumer taste, and the occurrence of the country's economy down over a long period of time 0.18 Total opportunity is 0.91 while total threat is 0.39, then total EFAS is 1.3.

### **Analysis of SWOT Matrix Strategy Combination Formulation**

Based on the calculation of the SWOT matrix strategy combination, the value of strength and chance gets 3.03, while weakness gets a value of 2.2. The strength and threat results get a value of 2.51 while weakness and threat get a value of 1.68. Based on the results of the SWOT Matrix combination, several strategies can be applied by Afecto SO Strategy: Focusing on coffee and non-coffee trends, maintaining quality and products, maximizing technological developments, ST Strategy: Increasing customer loyalty and maintaining a comfortable atmosphere, WO Strategy: Collaborating with suppliers, improving special services, utilizing technology to increase productivity and reduce costs. WT Strategy: Provide employee training to improve service quality, develop brand identification and improve product uniqueness.

### **CONCLUSIONS AND SUGGESTIONS**

Based on the results of research and discussion, researchers imply the results of IFAS and EFAS research consisting of strengths, weaknesses, opportunities and threats. The results of the analysis and the results of the tests that have been carried out, the activities carried out in determining the score using the SWOT Afecto analysis are in a good position, this can be seen from the total IFAS score of 3.41 and EFAS score of 1.30. Based on the results of the SWOT matrix analysis Focusing on coffee and non-coffee trends, maintaining quality and products, maximizing technological developments, increasing customer loyalty and maintaining a comfortable atmosphere, collaborating with suppliers, improving special services, utilizing technology to increase productivity and reduce costs, providing employee training to improve service quality, developing

Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M

brand identification and increasing the uniqueness of the product , this result shows that Afecto can continue to grow

## SUGGESTIONS

The research conducted still has limitations so further research is still needed to examine most of the same problems. Some suggestions that can be conveyed in reducing various business weaknesses are as follows:

1. Afecto must improve and develop product quality so that the marketing strategy developed can be in accordance with the innovations made
2. Increase competition with other competitors: This can be done by providing training on how to enter a tight competition by providing knowledge and insight into competition.
3. Design Unique and Photogenic Concepts: Afecto's unique and photogenic interior and exterior designs can attract consumers' attention and expand marketing reach through social media

## REFERENCES

Amalia, N. R., Yulianti, F., & Kadir, A. (2023). Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Pada Cafe Bree Sweetandfreeze Banjarmasin (Menggunakan Analisis SWOT). *Jurnal Rimba: Riset Ilmu Manajemen Bisnis Dan Akuntansi*, 1(3), 41-48.

Anggraini, M. D., Muhtarom, A., & Safaatillah, N. (2019). Implementasi Strategi Pemasaran Dengan Menggunakan Analisis Swot Dalam Meningkatkan Penjualan Dan Pendapatan Pada Ud. Yoga Putra Bangkit Sambeng Lamongan. *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 4(2), 963-974.

David, F. R., & David, F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (17 ed.). Pearson Education Inc.

Endaryono, B., & Ariwibowo, P. (2021). Pengaruh Biaya Pemasaran, Omzet Penjualan terhadap Laba Perusahaan. *Reslaj: Religion Education Social Laa Roiba Journal*, 3 (1), 124-136.

Faradannisa, M., & Supriyanto, A. (2022). Kepuasan Pelanggan Ditinjau dari Store Atmosphere, Kualitas Produk, Kualitas Pelayanan dan Etika Bisnis Islam. *Tawazun: Jurnal Ekonomi Syariah*, 2(1), 76-94.

Haninda, R. N., Indriyani, N. D., & Qurratu'ain, I. M. (2022). ANALISIS SWOT DALAM MENENTUKAN STRATEGI PEMASARAN KEDAI WARUNG KOPI 777 SURABAYA. *Yos Soedarso Economic Journal (YEJ)*, 4(1), 1-11.

Juwariyah, N., & Rosyati, R. (2021). Pengaruh biaya promosi dan biaya produksi terhadap laba bersih yang dimediasi oleh volume penjualan (studi pada pt. Unilever Indonesia TBK periode tahun 2015-2019). *Jurnal Aktual Akuntansi Keuangan Bisnis Terapan (AKUNBISNIS)*, 4(1), 55-64.

Khairani, A., Yunita, T., Pradana, B. A. Y., & Sari, D. P. (2023). Pengembangan Analisis SWOT UMKM Kopi Cinta Bekasi. *BUSINESS: Scientific Journal of Business*

*Farhan Aldri Shiddiq, Harry Nugraha, S.E, M.M*

*and Entrepreneurship, 1(2), 84-93.*

Mufidah, I. A., & Sirad, M. C. (2023). Manajemen Strategi Home Industri Kedai Kopi Cethoel Untuk Penyerapan Tenaga Kerja Serta Meningkatkan Kontribusi Pendapatan Masyarakat Ditinjau Dalam Perspektif Islam (Studi Kasus Pelaku Usaha Kopi Cethoel). *SEIKO: Journal of Management & Business*, 6(1), 846-856

Rumengan, N., Soegoto, A. S., & Tawas, H. N. (2023). Strategi Pemasaran Menggunakan Analisis Swot Dalam Meningkatkan Penjualan Produk Amanah Pt. Pegadaian (Persero) Cabang Syariah Istiqlal Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(02), 546-560.

Rochmadika, H., & Parantika, A. (2023). Strategi Bauran Pemasaran 7P Menggunakan Pendekatan Analisis SWOT dalam Upaya Meningkatkan Daya Saing Mangata Coffee & Eatery. *Media Wisata*, 21(1), 164-177

Sari, R., & Halim, C. (2022). Analisis Strategi Bisnis Guna Meningkatkan Daya Saing pada Coffee Shop di Bandar Lampung (Studi Kasus Dr. Coffee). *Jurnal ekonomi dan bisnis digital*, 1(3), 231-248.

Setiawan, D. (2022). Strategi Pemasaran Pada Cafe Van Ommen Coffee Sho Manado: Analisis SWOT. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(1), 1740-1748

Sugiyono. 2016. Metode Penelitian Pendidikan. Bandung: CV Alfabeta

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta: Bandung

Tahu, G. P., & Suartini, N. L. P. A. (2023, May). Upaya Meningkatkan Minat Konsumen Coffee Cartel Dengan Menambahkan Varian Susu Dalam Pembuatan Minuman. In *PROSIDING SEMINAR NASIONAL PENGABDIAN MASYARAKAT (SENEMA)* (Vol. 2, No. 1, pp. 443-448).