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**MARKETING STRATEGY IN ATTRACTING CONSUMERS
PURCHASE INTEREST IN PANDEMIC
(Case Study Café in Rengat)**

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ABSTRACT

The application of marketing strategies within the company is very influential in the performance of the company concerned. The success or failure of the company is largely determined by how developed by the company to be able to compete for consumers in the implementation of an effective marketing strategy. Cafes that will be observed were located in Rengat. The choice of the objects because they have been existed until today, even though the Pandemic rises. Furthermore, The marketing strategy itself is a plan for implementing and controlling activities aimed at influencing exchanges in order to achieve organizational goals. Developing and implementing a marketing strategy, one of the stages is planning a marketing mix consisting of four elements, namely product, price, distribution/place, and promotion. Consumers are one of the most decisive elements. On the marketing variable, the Cafes should reconsider the amount of costs offered for sales, and managers should pay attention to the comfort of the consumers and increase promotion to get stability number of sales during pandemic. it is also necessary to take a stance to make improvements to previous program failures in achieving future targets. Cafes' managers need to formulate short-term, medium-term and long-term goals so that it needs to strive to build positioning in the community. On the marketing variable, as a result, pandemic is not a reason to sustain the business. This study aims to determine the marketing strategy in attracting consumers used by them and to determine whether the marketing strategy used to attract consumer interest. The type of research carried out is field research (field research), is descriptive. The results of this study indicate the influence of Cafés Managers marketing strategy to survive during this pandemic.
Keywords: Management, Marketing Strategy, Survive

PRELIMINARY

Background

People's needs are increasing, the higher the income level of the people, the higher and sophisticated the goods and services they need. Then these needs will at some point reach a saturation point if only certain goods are met, thus requiring producers to always seek and

create new goods and services. The meaning of the need itself is a sense of deficiency that needs to be met by goods and services. Consciously or not, every business actor in carrying out his business activities has planned and implemented a business strategy or marketing strategy. The marketing strategies implemented vary from the simplest to the most scientific, according to the knowledge and experience of each business actor. The marketing strategy itself is a plan for implementing and controlling activities aimed at influencing exchanges in order to achieve organizational goals. Developing and implementing a marketing strategy, one of the stages is planning a marketing mix consisting of four elements, namely product, price, distribution/place, and promotion. Consumers are one of the most decisive elements. The success of the company in achieving its goals, without consumers, it is also certain that the company is a bankrupt company. Companies must have the ability to provide stimuli and stimuli to consumers so that consumers are encouraged to purchase products produced by the company. Consumer interest in buying can arise as a result of the stimulus offered by the company. Purchase interest is the stage consumer's tendency to act before the purchase decision is actually implemented. cafe is still believed to be a form of economic business that has good prospects, even in a crisis. However, in the same period many restaurants went out of business, because they were no longer able to maintain the number of visitors. According to several competent parties, the success of business in food and beverage service sector is not only determined by the number of visitors, but also by the ability to increase customer growth. Based on the description above, this research would like to contribute to the management of café in Rengat to observe the strategy to get rid of the impact of the pandemic on the business.

Research Problem Formulation

Based on the background description above, The research problem can be formulated is How the marketing strategy in attracting consumers used by cafe entrepreneurs and whether the marketing strategy used to attract consumer interest effective during this pandemic is.

Special purpose

The research objectives are proposed to examine the marketing strategy in attracting consumers used by cafe entrepreneurs and to examine the effectiveness of the marketing strategy used to attract consumer interest during this pandemic.

Research Urgency

The research urgency tries to reveal the filed during research on the business in order to gain information towards effective strategy to survive the business during the pandemic

LITERATURE REVIEW

Marketing Strategy

Zikmund dan Babin (2010:21) describe that the stages in developing and implementing a marketing strategy include:

Identify and evaluate opportunities

One of the jobs that marketing research can do is monitor the competitive environment for signs that indicate a business opportunity. A mere description of some social or economic activity, such as trends in customer buying behavior, can help managers identify problems and identify opportunities to enrich marketing efforts.

Analyze market segments and select target markets.

The second stage in developing a marketing strategy is to analyze market segments and select target markets. Marketing research is the primary source of information to determine the characteristics of market segments that distinguish them from the rest of the market. Research like this can help “locate” or describe a market segment in terms of demographics and characteristics. Geo-demographics refer to information that describes the demographic profile of consumers within a particular geographic area. Plan and implement a marketing mix that will provide value to customers and match the objectives of the organization.

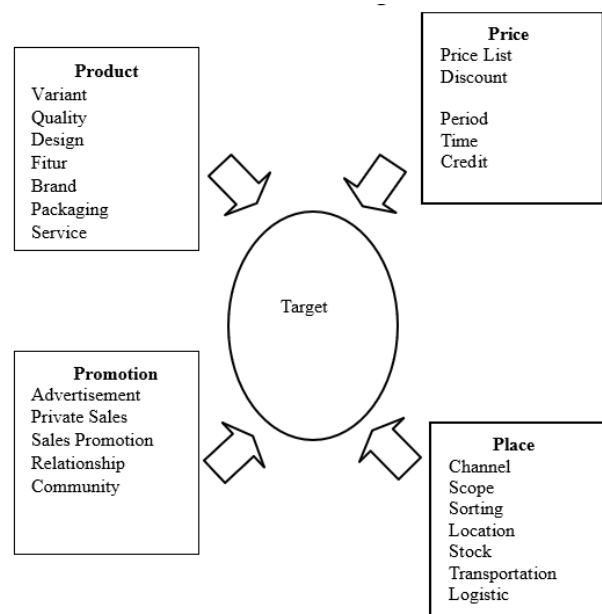
Having used the information obtained from the previous two stages, the marketing manager plans and executes the marketing mix strategy. Marketing research may be needed to support certain decisions about various aspects of the marketing mix.

After a marketing strategy is implemented, marketing research will tell managers whether the planned activities have been carried out well and whether they are meeting their expectations. In other words, marketing research is conducted to obtain input from the evaluation and monitoring of marketing programs. This aspect of marketing is critical to the success of total value management, which seeks to regulate the entire process, by which consumers benefit.

Performance monitoring research refers to research that regularly, sometimes routinely, provides feedback for the evaluation and control of marketing activities.

Based on these descriptions, the four stages in the development and implementation of marketing strategies are very important for business actors to carry out so that the marketing process can run optimally according to the objectives. For example, the stages in planning and implementing the marketing mix, companies need to design an integrated marketing mix, consisting of four P's, namely product, price, place, and promotion.

Research Framework



Source: Kotler 2009

Figure 2.1 Adopted form Marketing Mix

RESEARCH METHODS

Research methods

This research is field research, which is a research conducted in the field or at the research location, a place chosen as a location to investigate objective phenomena as occurring at that location, which is also carried out to prepare scientific reports.

Population and Sample

In accordance with the title and the focus of the problem taken, the nature of this research is descriptive, which describes the attitude of something that was taking place at the time of the research to café in Rengat.

Data analysis technique

Analysis of the data or information collected is done gradually. According to Miles & Huberman, data analysis consists of three streams of activities that occur simultaneously, namely: (1) data reduction; (2) data presentation; and (3) drawing conclusions or confirmations. The reduction of data in this study mainly concerns the selection process, simplification, classification of gross data that has been obtained. This decrease was made since and after the field study, as presented by Sanapiah, the analysis of the data was done in a process. The process means that its implementation has started since the data collection is done and done intensively, that is, after leaving the field. Decreases are made gradually by summarizing the data and looking at the scattered themes. From the study crew, the researcher has done an initial analysis of the data obtained until all the data is collected until the end of the study.

The presentation of data in this study is through the organization of a group of information into a reality. The data is presented in the form of text, which is re-dispersed, separately according to the source and once obtained then classified according to issues and needs of analysis. Finally, conclusions are drawn based on the reduction and presentation of data that has been done at previous levels. In the early stages, the knot is still loose and then summarized into more detailed and rooted.

Data analysis in qualitative studies is done at the time of data collection, and after the completion of data collection in a certain period. At the time of the interview, the author had analyzed the answers in the interview. When the answers interviewed after analysis feel unsatisfactory, then the researcher will continue the question again, to a certain extent obtain data that are considered valid (Sugiono, P. 2005).

RESULTS AND DISCUSSION

This research is very helpful to analyze the condition of café business during the pandemic and play their role to get rid of this unpredictable moments. The model will be described as a great solution to run the business by showing consumer purchase intention. Based on the results of observations In the field, data shows that there are 16 Cafes in Rengat. However, only 4 of

them are considered active and consistent on sales. However, authentically, only 11 cafes are left and are in poor condition and are in danger of being closed.

With this sad condition of course, with the results of the questionnaire described, there are several things that need to be addressed in improving the existence of Cafes, namely, manager strategy, Marketing Strategy including promotion and mouth to mouth marketing.

Marketing mix needs to be applied to get rid of pandemic impact.

a. Product (Product)

Conceptually, a product is anything that is made and produced by producers to be offered, bought, consumed, and requested by consumers to create exchanges, fulfill consumer needs and wants.

Based on these understandings, the product is everything that is produced by producers which can then be purchased by consumers to meet consumer wants and needs.

Here, the managers and employees work hard to attract consumers by keeping the taste and quality of the product. The managers believe, pandemic making people to stay at home but everyone needs food to survive. But what food? Delicious and fast to get.

b. Price (Price)

The price in full, namely the amount of money charged for a product or service or the amount and value exchanged by customers to obtain benefits and have or use a product or service. Here, price is the value or money set and billed by the seller as a medium of exchange for the goods purchased by the buyer. Managers believes that pandemic can put the people in hard situation. Manager re-think to put the price in an expensive one, Cheaper but delicious and fast to get. Consumers needs those categories.

c. Distribution (Place)

Distribution according to Kotler and Armstrong includes company activities that make products available to target customers.

So, distribution is an activity that involves the delivery of products into the hands of consumers. The involvement of dealers can be a company tool in getting consumer feedback. For example, in the speed and accuracy of distributors in collecting consumer opinions or comments about products, the company can quickly find out what its consumers want and the company immediately develops its products according to the wishes of consumers. The managers build trust and positioning by developing cash and carry, fast delivery and easy to access. At last, the

wide-opened space to eat is available. Besides, they also keep the health protocol when the consumers eat in the café. So, it is really helpful and suitable for pandemic condition. So, there is no limit for consumers to come.

d. Promotion (Promotion)

Promotion according to Kotler and Armstrong quotes Doni Juni Priansa (that promotion is an element that is used to inform and persuade the market about new products or services in the company, rights with advertising, personal selling, sales promotion or promotion. Here, mouthn to mouth, social media and so on keep running. They also sometimes preparing Big TV for football watch together, or live music. It seems simple but it is attractive and it works well.

CONCLUSION

This research finds the unique performance of Café in Rengat which still needs assistance for institutional management in order to realize a good performance. From the results of the analysis carried out, of course pandemic is a challenge, unfortunately, it cannot stop the café to keep their productivity. Building trust and being spoiled to the consumers in fulfilling their needs. Further research needs to develop in order to see the condition and solve the problem as impact of pandemic toward small business in Indragiri Hulu Regency or even Riau or Indonesia widely.

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