

V. CONCLUSIONS AND SUGGESSTION

5.1 Conclusions

The sales problems faced by Tempat Kumpul Café can be solved by developing a digital marketing strategy using the SOSTAC method. Situation Analysis using the SWOT Analysis approach shows that there are various internal and external factors that affect sales at Tempat Kumpul Café. Weighting these factors puts Tempat Kumpul Café in an advantageous position.

Digital marketing strategy that utilize Tempat Kumpul Café resource, such as providing bundled vouchers, optimizing social media, and collaborating with influencers, can support aggressive growth at Tempat Kumpul Cafe. It is expected that this strategy can increase Tempat Kumpul Café sales by IDR 90.000.000/month, increase Google Maps ratings, increase social social media folowers by at least 2% in the first quarter, and increase social media engagement rate by at least 2% in the first quarter. Tempat Kumpul Café also needs to carry out Control based on the established KPIs and conduct evaluations.

5.2 Suggesstions

This study is limited in terms of time, so further research is needed to test the strategies that have been developed. It is hoped that Tempat Kumpul Café can implement these digital marketing strategies so that an evaluation of the digital marketing strategies that have been developed can be carried out.