

DIGITAL MARKETING STRATEGY TO INCREASE SALES AT TEMPAT KUMPUL CAFE

THESIS



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**AGRIBUSINESS STUDY PROGRAM
FACULTY OF AGRICULTURE
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
SURABAYA
2025**

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Submitted to Partially Fulfill the Requirements
for a Bachelor of Agriculture Degree
in Agribusiness Study Program



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Author

ANALYSIS OF DIGITAL MARKETING STRATEGIES BASED ON SOSTAC METHOD TO INCREASE SALES AT TEMPAT KUMPUL CAFÉ

Avicena Darling Hadiana, Nuriah Yuliati, dan Ika Sari Tondang

ABSTRACT

Cafe's are one of the business that are currently booming and growing. Tempat Kumpul Cafe experienced problems with sales not reaching its monthly targets for the period January-November 2024, so research was conducted to identify the internal and external factors that affect Tempat Kumpul Cafe's sales and to develop a digital marketing strategy suitable for Tempat Kumpul Cafe. This research is qualitative research using The SOSTAC method as an analysis tool. The SOSTAC method consist of six stages, namely Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. The respondents of this study were the Manager, Marketing Leader, and consumers of Tempat Kumpul Cafe. The results of this study shows that Tempat Kumpul Cafe is in favorable position and requires the design of an aggressive strategy based on the SWOT analysis in the Situation Analysis stage. The formulation of objective was carried out in the Objectives stage to calrify realistic and achievable goals. Strategy design was carried out to achieve the objectives that has been set, and it was found that Tempat Kumpul Cafe needed to optimize social media, provide discount vouchers, and collaborate with influencers. Detail of activities and schedules regarding the strategy were compiled in Tactics and Action. Tempat Kumpul Cafe also needs to implement controls based on predetermined KPIs and conduct evaluations. The resulting digital marketing strategy can help Tempat Kumpul Cafe solve its sales problems.

Keyword: Strategy, Digital Marketing, SOSTAC, Café, Sales

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