

**ABSTRAK**

**ANALISIS STRATEGI MARKETING MIX  
PADA UN.FORGETCAFE**

Rishma Yudistira Ralasandi  
Universitas Sanata Dharma  
Yogyakarta  
2023

Penelitian ini bertujuan untuk mengetahui *marketing mix* yang diterapkan oleh Un.forgetcafe dan memberitahukan strategi-strategi yang dapat diterapkan oleh Un.Forgetcafe melalui analisis SWOT yang dapat dilihat dari *product, promotion, price, place, people, process, physical evidence* di Un.Forgetcafe. Jenis penelitian kualitatif, analisis data menggunakan matriks SWOT. Penelitian lapangan melalui wawancara dengan pemilik, karyawan dan konsumen Un.Forgetcafe. Hasil penelitian ini menentukan bahwa untuk segi *people, process, place* dan *physical evidence* strategi yang diterapkan sudah tepat tetapi dari segi *product, price* dan *promotion* strategi yang diterapkan perlu ditambahkan. Strategi yang digunakan Un.Forgetcafe mengutamakan kepuasan konsumen melalui kualitas produk, memaksimalkan pelayanan yang ramah dan cepat, memanfaatkan lokasi yang strategis, memberikan fasilitas yang memberikan kenyamanan kepada pelanggan serta selalu menjaga kebersihan dan kerapian saat pengemasan produk.

Kata kunci: *Marketing Mix*, Analisis SWOT, Matriks SWOT

**ABSTRACT**

**MARKETING MIX STRATEGY ANALYSIS  
AT UN.FORGETCAFE**

Rishma Yudistira Ralasandi  
Sanata Dharma University  
Yogyakarta  
2023

This study aims to determine the marketing mix applied by Un.forgetcafe and to inform strategies that can be applied by Un.Forgetcafe through SWOT analysis which can be seen from product, promotion, price, place, people, process, physical evidence at Un.Forgetcafe. Qualitative research type, data analysis using SWOT matrix. Field research through interviews with owners, employees and consumers of Un.Forgetcafe. The results of this study determine that in terms of people, process, place and physical evidence the strategies applied are appropriate but in terms of product, price and promotion the strategies applied need to be added. The strategy used by Un.Forgetcafe prioritizes customer satisfaction through product quality, maximizing friendly and fast service, utilizing strategic locations, providing facilities that provide comfort to customers and always maintaining cleanliness and tidiness when packaging products.

Keywords: Marketing Mix, SWOT Analysis, SWOT Matrix



