

Marketing Tactics Employed by Black Canyon Coffee Restaurant to Promote Products

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Abstract : *This study examines the marketing tactics employed by Black Canyon Coffee Restaurant to promote its products. Through a comprehensive analysis of its marketing strategies, including digital marketing, social media engagement, and promotional campaigns, the study aims to uncover the effectiveness of these tactics in enhancing brand visibility and driving sales. By exploring Black Canyon Coffee's innovative approaches to product promotion, valuable insights can be gained for other businesses in the food and beverage industry seeking to enhance their marketing efforts.*

Keywords: *Black Canyon Coffee, marketing tactics, product promotion, digital marketing, social media, promotional campaigns*

INTRODUCTION

Black Canyon Coffee Restaurant, a renowned player in the food and beverage industry, has consistently employed innovative marketing tactics to promote its products and engage with its customers. In an increasingly competitive market landscape, effective marketing strategies are crucial for maintaining brand relevance and driving sales. This study delves into the various tactics implemented by Black Canyon Coffee Restaurant to promote its products. From digital marketing initiatives such as online advertising and email campaigns to active engagement on social media platforms, the restaurant employs a multifaceted approach to reach its target audience. Additionally, the restaurant frequently launches promotional campaigns to attract new customers and incentivize repeat purchases. By examining the effectiveness of these marketing tactics, this study aims to provide valuable insights into successful product promotion strategies for businesses operating in the food and beverage industry.

LITERATURE REVIEW

Marketing is one of them activities the main things carried out by the company in the am business maintain continuity his business For develop as well as gain profit . A number of expert put forward various definition marketing According to Kotler (1997:9), the definition of marketing is as following :

"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products of value with others.

"

There is also another opinion from Stanton (1991: 5-6), which defines about marketing

as following :

“Marketing is a total system of business activities designed to plan, price, promote, and distribute wants satisfying goods and services to present and potential customers. ”

Marketing will succeed if marketing it's always directed towards gratification needs and desires the buyer who is something things that don't can I'm still bargaining to buy it will give reply service form loyalty for seller if buyer feel after one of the wishes or the need is met fulfilled .

So in general can withdrawn conclusion that marketing No just looking activity sell that 's all, but a process or Suite continuous and integrated activities , ie start from activity For identify product or service what is needed and desired consumer , determination appropriate price , determination method effective promotion , up to with activity channel goods or service to consumer .

Marketing strategy is logic marketing , and based that is , units business expected For reach targets the marketing . Strategy marketing company consists from taking decision about cost marketing from company , mix marketing , and allocation marketing in relationship with circumstances expected environment in condition competition .

Marketing strategy comprehensive company reflected in plan marketing strategy company (*Corporate Marketing Plan*) prepared . Marketing strategy plan company is something plan marketing period long nature comprehensive and strategic , which formulates various main strategies and programs in the field marketing company at a time period time certain in period long in Century front . Important characteristics plan strategic marketing company This is as following :

- a. Starting point its preparation see company in a way whole
- b. Working on it impact planned activities nature comprehensive
- c. In its preparation attempted For understand influencing power development company
- d. The specified time schedule is appropriate and considerate flexibility in face change , and
- e. Drafting plan done in a way realistic and relevant with environment faced .

When Now This nor moment in the future , the marketing strategy implemented by a company company must customized No only on target consumer only , but also to competitors who are targeting the target market the same consumer . Previous company set and run the strategy let moreover formerly do it SWOT analysis (Strength, Weakness, Opportunity and Treath) namely see and analyze its strengths , weaknesses , opportunities and threats itself and also those of its competitors .

Table 1
Strategy For Every Business Position

POSITION	REACTIVE	PROACTIVE
LEADERS	- Reply - Competition price	- Market development - Research and development
CHALLENGERS	- <i>Follow the leader</i> - <i>Me too</i>	- Challenge - Attack
FOLLOWERS	- <i>Status Quo</i> - <i>Me too</i>	- Search for new markets - Search for new market segments - <i>Niche markets</i>

Competitive strategy depending on the size and position of each company in the market. Large companies capable implement a certain strategy , which is clear No Can carried out by the company small . But only with scale big just no enough , because There is some strategies for company big who can ensure success , will but there are also strategies that can be done harm himself Alone . And it's not is something a rare thing happen that company small with the strategy Alone capable produce level the same benefits or even more Good than earned company big . In connection with big effort , then can differentiated become four group business , namely :

1. *Market Leader* controls 40% of the market
2. *Market Challenger* controls 30% of the market
3. *Market Followers* controls 20% of the market
4. *Market Nicher* controls 10% of the market

Market Leader

Companies like This rnehold part biggest in the market, usually other companies followed suit actions company in matter change price , introduction product new , coverage channel distribution , and intensity promotion . This company become point center competitor orientation . He is companies that are challenged , imitated , or shunned . Life market leader indeed no easy , except when company That of course own promotion official . the company always heighten his vigilance because of its competitors always search and try utilise the downside , though as small whatever . Dominant company always want to still become number one , because that , companies like This service develop strategy.

Market Challenger

Company that owns order second or more low Again in the market you can called "*runner up*" or " Subsequent ". They can attack *Market leaders* and competitors other in something vigorous effort seize market share , company this is what is called *Market Challenger* .

Market Followers

Companies like This more Like offer similar things , usually with copy product leading company . Every market follower always highlight characteristic typically to the target market, for example location , services service , or his finances . The usual general strategy carried out by maeket followers , namely :

- Follow from near . *Market followers* try equal company market leader in as many Possible market segments and mix areas marketing .
- Follow from Far . In this strategy market followers create a number of differentiation , however still follow the market leader in matter market mixing .
- Follow in a way selective . Market followers follow with near a number of things that market leaders do , but other things the company does walk with Alone .

Market Nicher

Companies like this , bear various Name like ; cultivator market niche , market specialization , company threshold door , or company focus . Market nicher occupy part small from all existing markets . Type company This try enter first or more forgotten safe and profitable market niches or overlooked by the company big . Generally *market micher* is company that has specialization specific and unique skills in markets, consumers , products or lines in mix marketing .

According to Mangkunegara (1 988:31) behavior consumer is actions carried out by individuals , groups , or related organizations with the retrieval process decision inside get , use things or service economically possible influenced by the environment .

Based on the definition above , then can concluded that behavior consumer is something studies to find out how somebody make decision purchases , what was purchased , when , and where consumer buy goods or service the . In the learn behavior consumer it turns out No only learn like a person consumer decide decision in do purchase , where to do it , and habits in buy , but also study f actors - - influencing factors behavior consumer the .

According to Assael (1992:14), we Can see that There are 3 aspects that influence behavior consumers inside taking decision , that is *individual consumers*, *environmental influences*, and marketing *strategies*. Third aspect these , are classified to in internal factors

and factor factors external . As seen in the picture 1 so can be explained that aspect *individual* consumers enter to in Internal factors . Whereas aspect *environmental influences* and *marketing strategies* are included as factors external . The three aspects of the two factors the will produce One decision for you and your friends For give response products offered , where is p point u ncaak for cons um en interested or or not consumer to a product being offered.

Assael (1992:38) explains deeper regarding 2 (two) factors the as follows :

For answer question the no easy . One of method For understand matter the is with know influencing factors purchase . Influencing factors behavior consumer is Setiadi

(2003:40)

Cultural Factors

Factors culture give the broadest and deepest influence to Act in demand consumer . Marketer must know the role played by culture , subculture and class social .

Social Factors

Act in demand Consumers are also influenced by factors social , family as well as social roles and status .

Psychological Factors

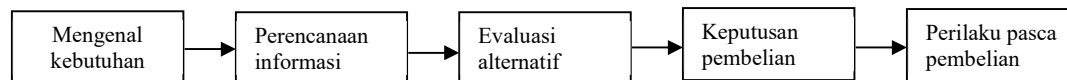
Choice purchased items somebody more carry on influenced by four factor important psychology that is motivation , perception , knowledge , as well beliefs and attitudes .

External Factors

External factors are factors that come from outside the individual. These factors are the environment and the company's marketing strategy.

Decision Making Process

Something decision involve choice alternative . Marketer usually interested in behavior consumers , especially choice they . All aspect affect and cognition involved in taking decision consumer . However , the essence of taking decision consumer is an integration process that combines knowledge For evaluate alternatives and choose one including :



Purchasing Decision Making Process

Source: Setiadi (2008: 16)

Target Market

In selecting market segments to target, companies are expected to select one or more

valuable segments to enter. The company must decide how many and how segments it will serve. According to Kotler (1993:391) a target market consists of a group of buyers who have the same needs or characteristics, which the company wants to serve.

a) Concentrate on a single segment

The company has one single segment and operates only within that segment. It may be that the company has very limited funds and the segment may be a segment where no competitor has entered to target that segment.

b) Selected Specialties

Company choose several segments, each of which is interesting and tailored to the company's goals and resources. There may be little or no connection between segments, but each segment has the potential to be a money maker. This multi-segment coverage strategy has advantages over single segment coverage in terms of spreading company risk. Even if one segment becomes unattractive, the company can still generate cash flow from other segments.

c) Product Specialization

Here the company concentrates on making a particular product which it sells to several segments. For example, making microscopes which are not only sold in laboratories, but also at universities, hospitals, and so on

Marketing Mix

Marketing strategy can also be understood as a plan to increase influence on the market, both in the short and long term, which is based on market research, assessment, product planning, promotion and distribution sales planning. One marketing strategy that can be taken by a company is the marketing mix .

Palmer (1998:7) defines the marketing mix as a series of controlled marketing variables that are mixed by a company to produce the consumer response it desires in the market.

Marketing strategy is very important in business because if you can create a good marketing strategy, it will create sustainable advantages, difficult for competitors to imitate and successful, the company can survive longer because of 6 factors, namely Hasan (2009: 51):

1. Ability to create special competencies.
2. The ability to create competition is imperfect
3. Ability to do it adjustment to the external environment
4. Ability to create profits above the industry average profit
5. Ability to create balance between competitors and customers
6. Have creativity and flexibility

According to Tjiptono (2008; 30) the marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers. These tools can be used to develop long-term strategies and design short-term tactics.

According to Madura (2001; 83) the marketing mix is a combination and strategy of product, pricing, distribution and promotion used to sell products. According to Palmer (1998: 7-9), the marketing mix is grouped into 6 groups, namely:

RESEARCH METHODS

Data source

Primary Data and Secondary Data

Data Analysis Techniques

Descriptive Analysis

Here researcher will elaborate results field interviews in a way descriptive with give opinion about possible alternative marketing strategies implemented by the parties Black Canyon Coffee Tunjungan Plaza Restaurant for more known by the public wide .

RESULTS AND DISCUSSION

The presence of Black Canyon Coffee in Surabaya as a coffee shop and restaurant with typical Thai *greetings* and *friendly service received positive interest from the people of Surabaya*. *The first time Black Canyon Coffee opened in 2008 in Surabaya Town Square, it became a new icon for a hangout place that received a very positive response.* positive. With a variety of more than 100 kinds of food and drink menus, Surabaya consumers have more and more choices to enjoy this coffee shop menu and the typical Thai welcome "*Sawas dee kha*". Seeing this positive business prospectus, PT. Larazeta Yusmar Boga took part in taking this coffee shop franchise to target the Central Surabaya market with its landmark Tunjungan Plaza mall.

With a different interior concept that is more minimalist but elegant, Black Canyon Coffee Tunjungan Plaza with 30 employees provides a new alternative coffee shop in this mall. The seating capacity for the smoking area is comfortable enough for small meetings with comfortable sofas and has a capacity of ±30 people. The non-smoking area with a capacity of 50 people also provides comfort .

The data obtained shows that the majority of respondents, totaling 47 people with a percentage of 47%, knew about Black Canyon Coffee Tunjungan Plaza from business relationships by word of mouth. Likewise, 37 respondents had a percentage of 37% who

learned about Black Canyon Coffee Tunjungan Plaza from friends. Meanwhile, the percentage of respondents who know about the Black Canyon Coffee Tunjungan Plaza Restaurant from their family is 13%, a very small percentage, namely 0.03%, is known from other publications. This is influenced by the fact that Black Canyon Coffee Tunjungan Plaza almost never uses advertising media as a means of promotion, except for tent cards which are placed on each consumer's table.

CONCLUSION

1. For the classification of respondents, the results showed that the majority of respondents were men aged between 21 - 35 years and had the status of entrepreneurs/entrepreneurs.
2. Respondents obtained the most information about Black Canyon Coffee Tunjungan Plaza Surabaya from friends with a percentage of 47%, 37% from business relations, 13% from family. Meanwhile, advertising media has a very small percentage, namely 0.03%. This shows that Black Canyon Coffee Tunjungan Plaza Surabaya almost never uses advertising media as a means of promotion.
3. Perception respondents towards Black Canyon Coffee Tunjungan Plaza Surabaya stated Enough Good with an average of 26.75. There are some variables that have mark not enough OK , where matter This need improved , including presentation , friendliness , speed and quality food .

SUGGESTION

1. Improve service in terms of serving speed and food quality. In the F&B industry, speed of presentation and quality are vital and will have an impact on consumer satisfaction and trust.
2. Maintain and improve restaurant cleanliness and staff friendliness, neat appearance.
3. Need scheduled training every 3 months very To use study repeat The advantages and disadvantages that restaurants have and make announcement Who staff best every the month To use spur Spirit staff For work better.

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