

# Analysis of Location Strategis for the Development of the Jembatan Merah Cafe in Sintang District

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## ABSTRACT

Tourist destinations, coffee shops, and cafes are now popular among people today. Many people spend time in these places, not only to relax or rest, they also often make this place a place to do college assignments, or office work. Therefore, as a cafe or coffee shop entrepreneur, we need to make the most of this situation, such as providing the best service for customers, so that they feel happy and satisfied to enjoy their time longer. Our business must also have a strategic location, spacious, and easy to find by visitors. The study aims to obtain an overview of the development prospects for the business location of Jembatan Merah Café or Kelam Coffee House in Sintang Regency, West Kalimantan Province. This research uses qualitative methods, with the object of research on Jembatan Merah Cafe in Sintang Regency. This research focuses on case studies that are happening, with primary data sources, namely interviews with Nana as the owner and manager. In addition primary data, this research also uses secondary data obtained through books, journals and articles that support this research. The results of this study state that Location Strategy has a positive effect on the development of Jembatan Merah Cafe. So that to increase consumer interest and increase competitiveness, Jembatan Merah Cafe must further develop its marketing strategy, especially in terms of location development and promotional activities for new locations.

**Keywords:** *Coffee Shop, Development, Location strategy*

## 1. INTRODUCTION

Currently, the growth of the cafe business in Indonesia is experiencing rapid development, not only in big cities, but also in Sintang district. The number of cafes that continue to emerge, and display concepts that are different from their competitors. This is because cafes have become a lifestyle of society, diverse consumer needs, and the creativity and willingness of cafe makers to meet these needs. Of course, this makes consumers more interested in visiting and spending time relaxing in a cafe or coffee house.



**Figure 1** View of Jembatan Merah Café

Jembatan Merah cafe or Coffee House is located in Sintang Regency, West Kalimantan. This cafe is a place that is visited by many people in the city of Sintang. This place not only provides a coffee house, but also has a tourist spot, namely Jembatan Merah. As the name implies, this place has its own beauty, because it has a dark hill background, which is included in one of the largest stones in the world, the monolith stone. Jembatan merah cafe or coffee house is open every day from 10:00 - 19:00. Developing a business like a café is one of the things that needs to be done. Currently,

there are many cafes that offer attractive, comfortable places and food that is no less delicious, this certainly makes customers have many options in choosing the cafe they will visit. If the cafe is considered not meeting customer expectations, then they will immediately switch to another cafe. One of the steps that must be taken so that the Jembatan Merah Cafe business can continue to exist is by developing. This needs to be done because, the emergence of new cafes that are not far away, and offer the same view, namely the dark hill.

This study aims to analyze location strategies related to the development of Jembatan Merah Café to increase competitiveness and plans to open new locations in the city center with the aim of expanding reach. By identifying weaknesses and strengths in the development process, this research seeks to provide strategic recommendations to be able to increase the growth of the business being run. The findings of this study will be useful not only for Jembatan Merah Café, but also for other café businesses that want to develop in improving competitiveness for cafes.

### **1.1. Location**

According to Kotler (2008: 51), states that location is one of the keys to success in business, which starts with choosing a community. Decisions regarding location are highly dependent on potential economic growth, stability, competition, political climate and other factors.

### **1.2. Location Strategy**

Strategic location will influence a person in generating a desire to make a purchase. The location of the manufacturing industry or goods must be close to raw materials or labor, while for the service industry it must be close to customers. According to Nugroho and Paramita (2009), a place is considered strategic if it is located in the city center, has a population density, is easily accessible via public transportation, smooth traffic, and clear directions for consumers. Choosing a location that is located in a crowd and easily accessible to potential customers can be used as a strategy that can be carried out by business owners. With more and more businesses offering similar products or services, small differences in location can have a big impact on the market share and competitiveness of a business. Indicators of location selection require careful consideration of several factors, namely: access, visibility, traffic, parking, expansion, environment, competition, and government regulations, (Fandi Tjiptono, 2017: 106).

### **1.3. Development**

Development is an integral part of the economic system in today's society, accompanied by increasingly advanced technological developments. In an effort to develop a business in the service sector, it is very important to make various changes. These changes can certainly adjust to customer demand. In the service sector business, the things that exist in the business are closely related to consumers, the assessment given by consumers greatly affects how the business we are running, whether it is good or still lacking. According to Mahmud Mach Foedz (2007) defines business development as sales carried out by an organized group of people to make a profit by producing and selling products and services to meet consumer needs. Business development refers to the process of planning, implementing, and monitoring business operations in order to improve the performance and growth of the company in the future.

## **2. METHODS RESEARCH**

This research uses a qualitative method that focuses on ongoing case studies with the research object Jembatan Merah Cafe or Kelam Coffee House in Sintang Regency, West Kalimantan Province. The purpose of using qualitative research methods that focus on case studies is to describe how conditions occur, find causes, and allow researchers to find solutions to problems that are happening. By using this research method, it is hoped that it can help researchers to understand social phenomena or symptoms by emphasizing on a complete description of the phenomenon being studied. This research focuses on how to develop a location to be able to attract more visitors, and how to do or strategy to be able to determine a new location to expand the reach of Jembatan Merah Café. Moleong (2017: 6) explains that qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and others comprehensively using descriptions in the form of words in a certain natural context with various natural methods. The data sources used in this research are primary data and secondary data. Primary data is data obtained directly by researchers from the research subject, namely the manager of Jembatan Merah Cafe or Kelam Coffee House. Meanwhile, secondary data is data obtained from books, journals, and articles related to the topic discussed.

## **3. RESULTS AND DISCUSSIONS**

An interview with Nana, the owner and manager of Jembatan Merah Cafe or Rumah Kopi Kelam, revealed some of the challenges she is facing. One of them is the emergence of competitors that offer larger locations with similar views. In an effort to improve competitiveness, Nana plans to expand the current location and build a new place in downtown Sintang. Jembatan Merah Cafe or Rumah Kopi is not just a place to relax, but also a tourist destination. The café provides an area for taking pictures known as Jembatan Merah tour, with the charming Bukit Kelam in the background. This place is quite popular among young people, so it is visited every day, especially by family groups on weekends. The prices of food and drinks at this café are very affordable. Snacks such as french fries and fried bananas start at Rp5,000, while heavy meals start at Rp15,000. The same goes for the drinks, which are priced from Rp 5,000.

Analysis of location strategies for the development of Jembatan Merah Cafe can be done by considering several factors such as accessibility which is a key factor in determining the location of Jembatan Merah Cafe. This cafe is located about 30 minutes from the city center of Sintang, and is easily accessible by visitors who use vehicles. The road to the location has begun to be repaired, although it still requires attention to improve visitor comfort. Jembatan Merah Cafe is set against the backdrop of Bukit Kelam. This natural beauty is not only a visual attraction but also creates a calm and fresh atmosphere, ideal for relaxing. Utilizing this scenery as part of a marketing strategy that can attract visitors in search of unique experiences and places to take pictures. In location analysis, it is important to consider the presence of competitors around the area. Jembatan Merah Cafe should offer something different from other cafes, both in terms of menu, atmosphere, and service. By highlighting uniqueness such as the concept of a cafe that blends with nature and offers local products, this cafe can attract more customers. The availability of supporting facilities such as adequate parking, clean toilets, and relaxing areas also plays a role in increasing visitor comfort which can strengthen the attractiveness of Jembatan Merah Cafe. An effective marketing strategy is also important in attracting visitors. Nana also said that social media is very helpful in promoting the café to many people. The natural beauty and atmosphere of the cafe displayed on social media is a strong marketing tool, considering the number of visitors who want to capture their moments.

In addition to facing challenges in development, the manager of Rumah Kopi also plans to open a new location in the city center, not far from the crowd and of course choosing a strategic place. This plan was prompted by feedback from customers, especially considering that the current location is often crowded but not too big. There are several other cafes and tourist attractions around Rumah Kopi that offer similar views, which is an important consideration for the manager in planning the opening of a new branch. Before deciding on a business location, it is very important to conduct a survey first so that the location chosen is truly strategic. For service businesses, location has a significant impact on overall profit potential. Cafes or Coffee Houses belong to the service industry that offers physical products, so interaction with these products is a must. Therefore, for entrepreneurs in the service sector, location factors often determine revenue more than operational costs.

The main focus for entrepreneurs in the service sector should be on locating the volume of business and revenue generated. In addition, a cost analysis of the selected location should also be conducted for economic comparison between location alternatives. By identifying fixed and variable costs and analyzing the development of the location, it will help in determining which location offers the lowest cost and most profitable for the planned new venture. A strategic location can help minimize the risk of loss and promote progress. However, the decision to determine a location is not easy, as it is closely related to the development of the place of business, whether it will run smoothly or vice versa. Therefore, business owners must be able to analyze the development and conditions of cafes in the city of Sintang.

#### 4. CONCLUSION

Jembatan Merah Café or Rumah Kopi in Sintang Regency, West Kalimantan, has significant development opportunities through the right location strategy. This research shows that strategic location selection and effective marketing development are very important to increase consumer attractiveness and cafe competitiveness. Despite facing challenges from competitors, by utilizing the uniqueness of the concept that blends with nature, as well as promoting the beauty of the place through social media, Jembatan Merah Cafe can attract more visitors. The plan to open a new location in the city center is also a wise move to expand its reach and meet the growing needs of customers. With a focus on improving services and adequate supporting facilities, this cafe can strengthen its market position in the increasingly competitive cafe industry.

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