



Kalosi Shop Business Strategy in the Post-Covid-19 Pandemic Era

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Abstract

This research was conducted to reveal matters related to the Kalosi shop business strategy in the post-pandemic era. This research uses descriptive qualitative methods. The subject of the research is the founder/owner of the Kalosi shop business. Using interview, observation and documentation data collection methods, we can dig deeper into the findings. Data analysis consists of data collection, data reduction, data presentation, explaining categories and verifying findings. The results of the research reveal that factors related to the Kalosi shop business strategy include product quality, price, customer loyalty, strategic location, available facilities, innovativeness, hard working attitude, good communication with consumers, good news (word of mouth information).

Introduction

Marketing strategy is one way to win sustainable competitive advantage for companies that produce goods or services (Jatmiko et al., 2021). Marketing strategy can be seen as one of the bases used in preparing overall company planning (Barbosa et al., 2020). In view of the extent of the problems that exist within the company, it is necessary to have a comprehensive plan to serve as a guide for company segments in carrying out their activities (Wahab et al., 2021).

Small and Medium Enterprises (SMEs) have a large role in national economic development Erdin & Ozkaya, (2020). Apart from playing a role in national economic growth and employment, SMEs also play a role in the distribution of development results and are the driving force for the growth of national economic activity. Attention to the development of the Micro, Small and Medium Enterprises (MSME) sector gives its own meaning to efforts to reduce a country's poverty rate. The growth and development of the MSME sector is often interpreted as an indicator of development success, especially for countries that have low per capita income Primiana.

Several strategies are used by coffee shops in the city of Surakarta, such as implementing work shifts for employees, adding new menus to attract new customers, holding events at coffee shops to attract consumers back to the coffee shop, and providing discounts and bundling packages which are used by most shops. coffee in the city of Surakarta, (Fajri et al., 2021).

The role of digital marketing for MSMEs in coffee shops 272, it can be concluded that digital marketing has a very important role for MSMEs, especially for marketing a product. This is proven by the increase in sales of 272 coffee shops in March, April and May. After using digital marketing, this is not an obstacle, but it becomes a necessity for business actors to transform using digital marketing so that business actors can market their products widely and can compete in the digital age, as well as being a solution for business actors in carrying out marketing strategies because the costs are relatively cheaper Dimas muhammad Ramadhan, Barmuta et al., (2020).

Literature Review

Marketing

Marketing according to (Li et al., 2021): marketing is the process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return. The definition above shows that there is an effort to fulfill needs and there is an effort directed at obtaining these needs by establishing relationships with other parties (Al Farizi et al., 2023; Sandi et al., 2021).

The role of marketing today is not only to deliver products or services to consumers but also how these products or services can provide satisfaction to customers by generating profits. The goal of marketing is to attract new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively and retaining existing customers while still adhering to the principle of customer satisfaction.

Business Development

In (Blakeman, 2023), marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing goals of a company." In other words, Marketing Strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time, at each level and their reference and allocation. Especially as a company's response to facing the ever-changing environment and circumstances and competition (Zebua et al., 2022).

Hofmann & Jaeger (2020) Business development is a form of effort towards the business itself so that it can develop for the better and so that it reaches a point or peak towards success. Business developments are carried out by businesses that have already started and see the possibility of further progress.

According to Putri & Rahayuda (2020), Development is a form of success in business which can be seen by the increasing number of sales, the ability of entrepreneurs to seize existing business opportunities and innovate, the breadth of markets controlled, being able to compete, having wide access to financial institutions. so that it can increase business financing.

Customer satisfaction

According to Ginting et al. (2022) consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing his or her perception/impression of (performance or results) being below the expectations of a dissatisfied customer. Customer satisfaction is used to measure performance both internally to compensate human resources, observe performance and determine funds as well as for external customer satisfaction as well as a source of information for 18 all stakeholders (customers, public policies created by competitors and investors) Al-Omari et al. (2020).

According to Nurhasan & Hendaryan (2021) Quoted by Fandy, there are several methods used to measure consumer satisfaction, including: Complaint and Suggestion System Every customer-oriented organization needs to provide easy and comfortable opportunities and access for its customers to convey their suggestions, criticism, opinions and complaints. The media commonly used can be suggestion boxes, comment cards, special toll-free telephone lines, websites and so on. This method can provide valuable ideas or input to the company. Ghost Shopping (Mystery Learning) One way to get an idea of customer satisfaction is to employ several Ghost Shoppers (mystery learning) to act or pretend to be potential customers of company and competitor products. Mystery shoppers will be asked to closely observe and assess the way the company and its competitors serve specific customer requests, answer

customer questions 19 and handle any complaints. This is done as a way to assess the performance of company employees. Lost Customer Analysis (Analysis of Customers Who Have Stopped) Wherever possible the company contacts customers who have stopped buying or who have changed suppliers in order to understand why this happened and so that they can take policies for further improvements or enhancements. Customer Satisfaction Surveys Most customer satisfaction research is carried out using survey methods, whether surveys by post, telephone, email, internet, or direct interviews. Through surveys, companies will obtain responses and feedback directly from customers and also give a positive impression that the company pays attention to its customers (Wulansari et al., 2022).

Customer Satisfaction Strategy

Through a customer satisfaction strategy, the company hopes to increase its market share, sales and number of customers. The following are customer satisfaction strategies that can be applied to service companies according to Lina (2022): Customer Expectation Management Strategy, customer expectations are formed and based on a number of factors, such as past shopping experiences, opinions of friends and relatives, as well as information and promises from the company and its competitors. Relationship Marketing and Management, relationship marketing and management is a way of thinking about customers, marketing and value creation, not just a series of tools, techniques and tactics. In other words, marketing and management relationships are an integrative or holistic approach that strengthens the company's marketing competence.

After Marketing, this stage emphasizes the importance of marketing and communication activities after the purchase transaction. Especially in order to provide confidence after the purchase stage (so that consumers are sure that their purchasing decisions are truly wise) and build brand loyalty. Customer Retention Strategy, customer retention strategy is focused on the techniques used to retain customers so that customers do not switch to other suppliers or service companies. Superior Customer Service, superior customer service is realized by offering better service than competitors. Technology Infusion or Infusion Strategy, technology can be used effectively to improve and satisfy customer satisfaction service experiences.

Complaint Handling System, Effectively. In industries that operate in the service sector, it is mandatory to respond to complaints from customers, in order to determine the level of customer satisfaction. In essence, there are two main purposes for customers to submit complaints. First, to cover economic losses and second is to improve self-image. Service Recovery Strategy, in service companies, no matter how hard the service provider tries, customer disappointment or dissatisfaction is inevitable. Therefore, service recovery tactics are needed to have a positive impact on customer satisfaction scores, repurchase interest, customer loyalty and commitment, as well as customer perceptions of service fairness.

Competitive strategy

According to Islami et al. (2020), the concept developed by Michael Porter in making business strategy decisions is known as generic strategy. This strategy describes the strategic position, which is designed to reduce the role of influence from opponents, which includes emphasizing the advantages of low or low costs, the advantages of product differentiation, as well as focusing on low costs and focusing on the advantages of product differentiation. According to Porter, quoted by Keiningham et al. (2020), There are three generic strategies in business units that can be chosen by companies from various industries to gain a competitive advantage for the company's business. It is called a generic strategy, because this strategy can be used by various companies from various types of industries. The three strategies are as follows: Cost Leadership This strategy is chosen by companies that have a wide competitive scope.

Differentiation This strategy is also chosen by companies that have a wide competitive scope. **Focus (focus)** If a company chooses this strategy, the company will choose one or several segment groups in an industry and then they will develop an appropriate strategy for that segment which cannot be served well by other competitors who have wider market coverage.

Methods

The research design used is a holistic single case study, namely research that places a case as the focus of the research. The number of analytical units used is only one or even no analysis unit at all, which cannot be explained, because it is integrated with the case. In this holistic single case study research, the unit of analysis cannot be determined because the case is also the unit of analysis of the research. This study used descriptive qualitative method. Define qualitative research as a type of research that seeks to explore information in depth, and is open to all responses and not just yes or no answers. This research attempts to ask people to express their thoughts about a topic without giving them much direction or guidance on what to say. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings). Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

States that qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing natural methods. Meanwhile, He concluded that qualitative research methods are research methods that are based on the philosophy of postpositivism, used to research natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data source sampling is carried out purposively and snowballing, the collection technique with triangulation (combination), data analysis is inductive/qualitative, and qualitative research results emphasize meaning over generalization.

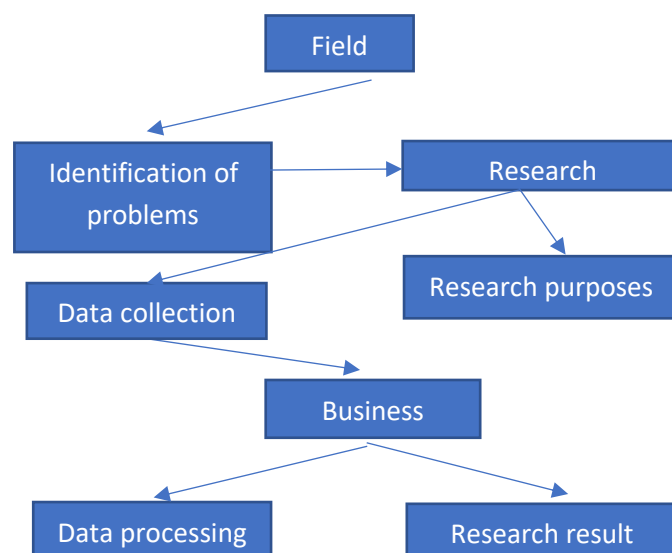


Figure 1. Research Design

In determining information, researchers used a purposive sampling technique, Purposive sampling is a technique for sampling data sources with certain considerations. This particular consideration, for example, is that the person is considered to know best about what we expect,

or perhaps he or she is the authority so it will make it easier for the researcher to explore the object/social being studied. Thus, a key informant is a person who the author considers capable of explaining and having knowledge about the conditions that occur in a place or condition because they have been there for quite a long time. The selection of informants as data sources in research is based on subjects who master the problem, have data and are willing to provide information, must meet the requirements to become a source of informants (key informants). So, in this research the key informant was Brother Fikri Haikal as the owner and founder of the business. The following are the informants in this research:

Table 1. Informants in Research

Name	Information
Brother Fikri Haikal	Tavern Founder & Business Owner Kalosi

Next, the validity of this research was checked by checking the accuracy of the research results from the triangulation steps.

Results and Discussion

Interviews with informants focused on the UKM Kedai Kalosi in the city of Makassar. The business strategy is tailored to needs, especially in marketing, where choosing an appropriate business strategy will make things easier for Kedai Kalosi SMEs, especially in terms of market reach.

From the results of interviews with Brother Fikri, the owner and first founder of the Kalosi Shop business, it shows that the internal factors involved in the Kalosi Shop business strategy in the post-pandemic era are maintaining the quality of the ingredients/taste. This is one of the main capital for maintaining the Kalosi Shop business, and adjustments. Reasonable prices and direct service to consumers have made this business able to survive to date amidst the existing competition.

Table 2. Informer Category

Business Name	Owner	Where to Buy	Business Type
Kedai Carlos	Intellectual Haikal	Jl. Toddopuli raya, Borong, Manggala District, Makassar City, South Sulawesi	Culinary

Research Findings

Table 3. Extract of interviews with key informants, answer categories, answer patterns, concepts regarding the first research problem.

Research Questions	Key Informants Intellectual Haikal	Category/ Strategy	Patterns and Concepts
Question #1: What business is taken by kalosi shop in the post-pandemic era?	<ul style="list-style-type: none"> Strategic location Facilities provided 	<ul style="list-style-type: none"> Strategic location Prepared facilities 	In the business taken by Kedai Kalosi, namely the determination of a strategic location and easy to reach. Also prepare facilities in the form of seats to wait for booking so

<p>Question #2: What strategy does the kalosi shop business do in its sales?</p>	<ul style="list-style-type: none"> • Innovative • Affordable price • Meet directly with consumers. • Good communication with consumers. • Instilling a hard-working attitude 	<ul style="list-style-type: none"> • Cost leadership • Differentiation • Focus 	<p>The strategy in selling kalosi shop applies a cost leadership strategy where this strategy is very effective in conditions of price competition between buying and selling. Furthermore, Kalosi shop also implements a differentiation strategy which is considered very effective for companies that have a scope of competition, and try to reach consumers by offering products that are different from competitors. Kedai Kalosi implements a focus strategy to develop its business when the target market segment, increases and is growing.</p>
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What business is taken by the kalosi shop in the post-pandemic era?

According to Nordberg et al. (2020) "One of the keys to success is location, location starts with choosing a community". This decision depends greatly on the potential for economic growth and stability, competition, political climate, and so on. In field research, the location of Kedai Kalosi is right on the side of the road so it is easy to access and known to people passing by. Based on the strategic location of Kedai Kalosi, this is the business carried out by Kedai Kalosi.

According to Heikal et al. (2022) "Regarding the definition of facilities, they are a means to expedite and facilitate the implementation of functions and facilities are the appearance, ability of infrastructure and the condition of the surrounding environment in showing their existence to external parties, which includes physical facilities (buildings), fixtures and equipment." Based on From the expert's definition above, it can be summarized that the meaning of "facilities is a means to expedite and facilitate the implementation of the functions of infrastructure facilities. Therefore, Kedai Kalosi provides facilities in the form of chairs for waiting so that customers feel comfortable while waiting for their order to be completed.

What strategy does the kalosi shop do in its sales?

In running a business, customers come to look for quality goods. product quality is a characteristic of a product or service which is its ability to bear promises or inclusions to satisfy customer needs (Sinurat et al., 2021). In this research, what is sought is the quality of the product. product quality plays an important role in consumer purchasing decisions, so it can be seen that if the quality of goods increases, purchasing decisions will also increase. In this case, customers who come to Kedai Kalosi are looking for quality beverage products according to what is offered to customers. In the product context, from selecting quality raw materials, the production process of making drinks to finished drinks is all carried out in accordance with established procedures in order to minimize disappointment from customers. In its strategy, the Kalosi shop continues to exist amidst competition from existing similar businesses by maintaining the quality of its products so that consumers keep coming back.

Price is the amount of money that consumers must pay to obtain a product. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (Product, Promotion and Distribution) cause costs to arise. Determining product prices is not as easy as you might imagine. If the price of a product or service can be accepted by the market, the general method that can be used is to use a benchmark for calculating the cost of the product from the time it is prepared until it is ready to sell. Each product has its own various cost components, from the start of production until the product is displayed on the sales display shelves. Determining cost-based prices is done by adding a certain margin percentage to the product cost, and this percentage is considered profit. The percentage obtained is in accordance with the average margin on the market. Using this method has its own weaknesses (Cakranegara et al., 2022). The product will experience a crisis of uniqueness where the uniqueness that has the power to differentiate the product from its competitors is not taken into account. Uniqueness can actually help the product to have a premium price in the market. Price indicators are known from price levels, discounts, payment times, payment terms. The price indicators used in this research are: Determining the right price and giving discounts (Sustiyatik, 2020). In this case, Kedai Kalosi applies affordable prices to all groups according to the products desired by customers. The prices given to customers are determined according to the type of drink desired by the customer and the number of products ordered. Kalosi Shop also offers promotions on certain days, buy 3 get 1 free, valid for 5 days.

for companies that maintain the continuity of their business and the continuity of their business activities. Consumer loyalty is "a repeat purchase made by a consumer because of commitment to a brand or company". Those who are very satisfied with certain products and services are loyal consumers, so they have the enthusiasm to introduce them to anyone they know. Loyal consumers extend their "loyalty" to other products made by the same manufacturer (Sustiyatik, 2020). In this case, Kedai Kalosi selects quality raw materials and the production process is in accordance with established rules in order to minimize disappointment from customers. This is what results in Kedai Kalosi having loyal customers who are willing to market Kedai Kalosi's beverage products to other people without any coercion, which resulted in Kedai Kalosi's products being known to the public without special marketing.

Product innovation is the result of various processes that are combined and influence each other. By carrying out product innovation, it is hoped that it can improve consumer purchasing decisions. This is supported Which shows that increasing company performance through increasing purchasing decisions is influenced by product innovation carried out by the company. The dimensions of product innovation include New products for the world, Improvements to existing products, Additions to existing product lines. (Binarwati, 2022) This is what Kedai Kalosi is doing, which currently not only produces drinks in general but has started to follow consumer desires or market needs. In the future, Kedai Kalosi will continue to be innovative in order to support existing competition in accordance with market needs, which may not have been done by Kedai Kalosi, perhaps in the future it will be done.

In running a business, to achieve success requires hard work, without hard work it may take a long time to achieve success, in fact it will not be success but failure. says hard work is behavior that shows serious effort in overcoming various obstacles in order to complete tasks (study/work) as well as possible (Saefudin et al., 2023). hard work is a term that covers continuous efforts (never giving up) in completing work/assignments to completion. This is what Kedai Kalosi does, which always instills an attitude of hard work in running its business. It is proven that Kedai Kalosi has been able to survive until now. Starting from making drinks in general and now producing other products according to consumer wishes. Kalosi Shop

continues to learn and work hard to be able to follow the needs and desires of the market, so that customers feel satisfied and continue to want to come back to buy again.

Business communication is the exchange of ideas and information that has a specific purpose which is presented personally or impersonally through symbols or signals continuously. Kalosi Shop always communicates well with customers from the time they order a drink until the drink is in the customer's hand. When carrying out the communication process with customers, the Kalosi Shop owner does it himself to serve his customers. This is done by Kedai Kalosi with the aim of ensuring that what the customer wants can be done well and with satisfactory results, so that the customer does not disappoint.

So far, Kedai Kalosi has never carried out special marketing. Customers who come are only armed with information from friends or relatives who have already placed orders at Kedai Kalosi. The marketing is carried out by customers of their own accord without any request from Kedai Kalosi. In this case, Kedai Kalosi plans to prepare online promotions with the aim of being able to penetrate a wider market share. This promotion, which has never been carried out before by Kedai Kalosi, is the first strategy that will be adopted in carrying out its business continuity in the future.

Conclusion

The strategy implemented by the Kalosi shop in its sales is using a cost leadership strategy, product differentiation strategy, focus on market opportunities strategy, and consumer proximity strategy, as well as instilling an attitude of working hard, and communicating well regarding agreements on orders desired by consumers. While running its business, Kedai Kalosi has never carried out special promotions to get consumers or customers. What has happened so far has only been word of mouth marketing carried out by one customer to another based on the customer's own initiative. Apart from that, Kedai Kalosi is starting to prepare online promotions to gain a wider market share. Future studies can be improved by massively increasing support for digital aspects in government decision making. This action can explain the level of uptake in the policy sector to accommodate digital needs. Potential efforts could also investigate from the perspective of varying demographic structures. We leave this to future avenues of research.

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