

## SWOT Analysis of Cafe Di.Kayu Wangi in the Context of Tourism Village

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### ABSTRACT

The culinary business is a promising one because food is a top priority in fulfilling basic human needs. However, it cannot be denied that the food business also has weaknesses and threats. This study aims to determine the marketing communication strategy of this restaurant in the context of a tourist village using a SWOT analysis. The growth of tourist villages in Indonesia shows an increasing trend, along with development based on local wisdom. This condition has encouraged the emergence of various Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector as a tourist attraction. However, this trend also presents challenges in the form of increasingly fierce competition between cafes. Café di. Kayuwangi as one of the culinary MSMEs in the ecotourism village area in Banyu Biru, Central Java, needs to have the right marketing communication strategy in order to survive and grow. The research method uses a quantitative descriptive approach, through observation, interviews, documentation, and questionnaires. The results of the study show that Café Kayuwangi is positioned in quadrant 1 (effective/progressive strategy), cell II in the IE Matrix, namely the Grow and Build category. Through the TOWS Matrix, four alternative marketing communication strategies were obtained: (1) an aggressive strategy with tourism and culinary integration, (2) a turn around strategy through digital branding and menu innovation, (3) a diversification strategy by strengthening local facilities and partnerships, and (4) a defensive strategy with service diversification and environmental risk management, while anticipating weaknesses and threats of competition.

**Keywords:** SWOT, Cafe, Tourism, Village.

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## INTRODUCTION

In recent years, the concept of tourism villages has grown rapidly in Indonesia. Tourism villages are not only tourist destinations offering natural beauty but also highlight the values of local wisdom inherent in the local community. This trend aligns with the sustainable development paradigm, where community-based tourism development can improve the well-being of residents without diminishing their cultural identity and natural resources.

This growing tourism potential opens up opportunities for many Micro, Small, and Medium Enterprises (MSMEs) to establish and develop. One of the most prominent sectors is culinary, as tourists seek not only natural experiences but also unique, authentic local flavors. Therefore, culinary MSMEs play a crucial role in strengthening the appeal of ecotourism villages. (Putri, 2023)

Banyubiru Village's MSMEs have advanced through home industries, with 52 registered SMEs, mostly in the food processing sector. Even the food processing is still manual (Desa Banyubiru, 2023) . This is also the case for Café di.Kayuwangi, a café established and developed within the village's ecotourism area.

By leveraging the potential of local wisdom, this café strives to attract visitors to surrounding tourist destinations, such as river tubing, paragliding, joglo tours, trekking, and outdoor camping. Café di.Kayuwangi's presence not only complements tourism but also offers unique culinary experiences that enrich the village's ecotourism value.

However, on the other hand, the current era of globalization significantly impacts competition in the business world, where companies are always striving to outperform their competitors.(Amri, Sri Meutia, 2021) The growing trend of tourist villages has also encouraged competition among cafés and other culinary businesses to emerge in the area. This condition creates tight business competition, so that di.Kayuwangi Café is required to have the right strategy to be able to survive and grow amidst the competition.

Therefore, Café di.Kayuwangi needs to develop a marketing communications strategy based on a SWOT analysis. This strategy is expected to maximize internal strengths and external opportunities, while minimizing weaknesses and addressing threats. Therefore, this research is crucial to assess Café di.Kayuwangi's strengths, weaknesses, opportunities, and threats amidst the competitive culinary landscape of tourist villages, as well as the marketing communications strategies that can be implemented.

According to Soemanagara, in his book "Marketing Communication," marketing communications is a form of communication aimed at strengthening marketing strategies to reach a broad segmentation (Soemanegara, 2006). Communication planning expert Middleton defines communication strategy as the optimal combination of all communication elements, from the communicator, message, channel (media), recipient, to influencer, designed to achieve optimal communication objectives (Cangara, 2017). Berliana also stated in her journal that marketing is carried out using technological and traditional approaches, considering that society is not yet fully online and not yet fully offline, so cooperation with other parties is needed.(Lukitawati, 2021)

This study aims to determine the marketing communication strategy for business actors in facing business competition through a SWOT analysis. In this case, it is to identify the strengths and opportunities they have to face their threats and weaknesses using a SWOT analysis in the context of a tourist village. Based on this phenomenon, the urgency in this study is the importance of understanding marketing communication strategies amidst the fierce competition in the culinary business, thus the author conducted this research.

Therefore, here the author is interested in conducting research with the problem formulation of this research is about SWOT analysis of restaurants di.Kayu Wangi as a

culinary marketing communication strategy in the context of a tourist village. Several relevant previous studies include:

1. SWOT Analysis of Semarang Batik Competitiveness in the Disruption Era (Widiastuti, 2022). Although this study shares similarities with the author's, namely regarding SWOT analysis in MSMEs, it differs in terms of the subject and object of research, and the scope of the research field. In this case, the author examines SWOT analysis as a culinary marketing communication strategy in the context of tourist villages, while this study focuses on batik.
2. SWOT Analysis in Determining Marketing Strategy at PT. Sejahtera Wahana Gemilang (Astuti & Ratnawati, 2020). Although there are similarities with the author's study, namely SWOT analysis, there are differences in the subject and object of research, as well as the methodology used. The author's study focuses on MSMEs, while this study focuses on companies.
3. SWOT Analysis and Marketing Strategy to Increase Home Business Sales Volume (Asrida et al., 2022). Although there are similarities with the author's study, namely SWOT analysis, there are differences in the subject and object of research, as well as the methodology used. The author's study focuses on MSMEs, while this study focuses on companies.

## **METHOD**

This research is based on quantitative methods using SWOT measurements, a descriptive design, and a case study approach. Researchers explored the situation in real-world settings to obtain a true picture.

Rangkuti explains that a SWOT analysis is the systematic identification of various factors to formulate a company's strategy (Rangkuti, 2010). Kotler defines a SWOT analysis as an evaluation of the overall strengths, weaknesses, opportunities, and threats. A company's performance can be determined by a combination of internal and external factors. Both factors must be considered in a SWOT analysis. SWOT stands for internal Strengths and Weaknesses, and external Opportunities and Threats faced in the business world. (Kotler & Amstrong, 2008)

SWOT analysis compares external factors, opportunities and threats, and internal factors, strengths and weaknesses. Regarding case studies, Robert K. Yin, in Andi Prastowo's book, states that, in general, case studies are a more suitable strategy when the main question of a study concerns "how" or "why." (Prastowo, 2015). The following is a table of Internal-External Factors (IE) SWOT Matrix:

**Table 1 Internal Eksternal Matrix**

4	3	2	1
4	3	2	1
I GROWTH AND BUILD	II GROWTH AND BUILD	III HOLD AND MAINTAIN	
IV GROWTH AND BUILD	V HOLD AND MAINTAIN	VI HARVEST OR DIVESTITUTE	
VII HOLD AND MAINTAIN	VIII HARVEST OR DIVESTITUTE	IX HARVEST OR DIVESTITUTE	
1	2	3	4

Source: (Evelyn, 2018)

The research location will be on Jl. Kaliparat, Kayuwangi, Gedong, Banyubiru, Semarang Regency, Central Java. The data sources in this study include the subjects studied in this study are the MSME Resto Di. Kayu Wangi actors. While the object of research is marketing communication strategies through SWOT. Data collection in qualitative research can be done using observation techniques, in-depth interviews, and documentation.

**FINDING AND DISCUSSION**

**Research Result**

Based on the SWOT analysis, difference in IFAS score of 1.3 and difference in EFAS score of 1.2, places the café in Quadrant 1 of the Effective. Progressive Strategy category. The strategy is then translated into the Internal-External (IE) Matrix, where it is found in Cell II (Grow & Build) with the total IFAS score of 3,1 and total EFAS score of 2,7 . This position indicates that the café is in a relatively stable internal environment and faces significant external opportunities for growth.

**Table 2 Internal Factor Analysis Summary (IFAS)**

Internal Factors	Weight	Rating	Score
<b>Strengths</b>			
Promotion of a café concept based on local wisdom (joglo design, rural feel)	0.15	4	0.60
Promotion of its strategic location in the heart of a tourist village (near natural and cultural attractions)	0.15	4	0.60
Promotion of a menu featuring locally sourced ingredients (village coffee, traditional foods, natural herbs)	0.10	4	0.40
Promotion of a natural setting (rice field, mountain, and river views)	0.10	3	0.30
Collaborative promotion with tourism operators (river tubing, paragliding, camping, tracking)	0.10	3	0.30
Subtotal Strengths	0.60		2.20
<b>Weaknesses</b>			
Limited capital for extensive promotion	0.10	2	0.20

Limited human resources for promotion	0.10	2	0.20
Village accessibility (limited public transportation)	0.10	2	0.20
Rainy season reduces outdoor visits	0.10	1	0.10
Menu and facility innovations are still limited for promotion	0.10	2	0.20
<b>Subtotal Weaknesses</b>	<b>0.50</b>		<b>0.90</b>
<b>Total IFAS</b>	<b>1.00</b>		<b>3.10</b>

From the results of the IFAS strengths and weaknesses, there is a difference, namely strengths with a score of 2.2, and weaknesses with a score of 0.9, resulting in a difference of 1.3 in strengths.

**Table 3 External Factor Analysis Summary (EFAS)**

<b>Eksternal Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
<b>Opportunities</b>			
Supporting the promotion of nature tourism and ecotourism trends in villages	0.15	4	0.60
Potential collaboration on tour packages (meals + river tubing/paragliding/trekking)	0.15	3	0.45
Promotion of local cultural attractions (joglo houses, traditional culinary delights, village arts)	0.10	3	0.30
Promoting village government/tourism support for ecotourism	0.10	3	0.30
Promosi tren konsumsi sehat (herbal, organik, lokal food) Promoting healthy consumption trends (herbal, organic, local food)	0.10	3	0.30
<b>Subtotal Opportunities</b>	<b>0.60</b>		<b>1.95</b>
<b>Threats</b>			
Competition with modern cafes in surrounding cities	0.10	2	0.20
Fluctuations in tourist numbers (seasonal, weather, community events)	0.10	2	0.20
Dependence of promotion on surrounding tourist attractions	0.10	2	0.20
The impact of rising prices of local raw materials (coffee, rice, vegetables) on promotion	0.05	2	0.10
The potential for environmental disturbances (floods, landslides, community celebrations) has an impact on promotion.	0.05	1	0.05
<b>Subtotal Threats</b>	<b>0.40</b>		<b>0.75</b>
<b>Total EFAS</b>	<b>1.00</b>		<b>2.70</b>

The EFAS results show a significant difference between opportunities and threats. In this case, threats scored 0.75 and opportunities scored 1.95, resulting in a difference of

1.2 in opportunities. Therefore, the marketing communication is considered effective because the SWOT strategy in quadrant 1 indicates a situation where the organization possesses significant internal strengths and significant external opportunities (aggressive-progressive). The quadrant diagram is as follows:

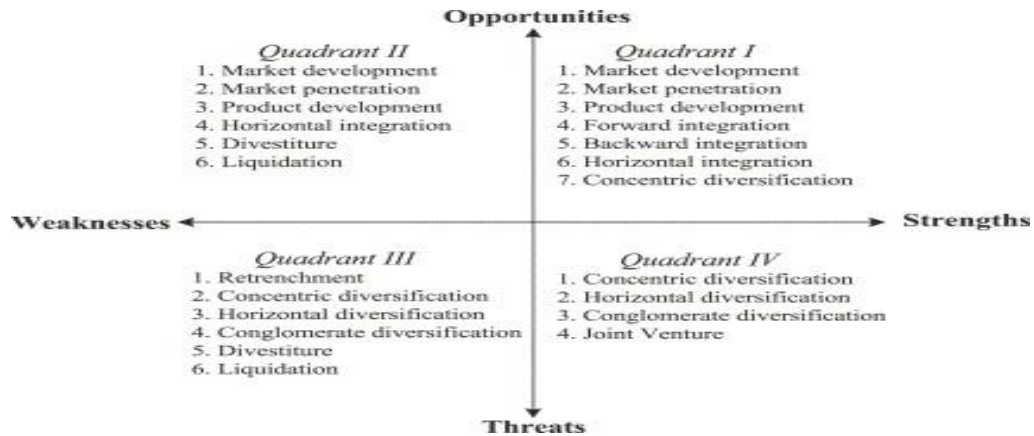


Figure 1: IE Kuadran (Kamaludin, 2020)

Based on the chart, it can be explained that there are quadrants 1, 2, 3, 4: QUADRANT I (Aggressive): This is a very favorable situation. The strategy implemented is to support an aggressive growth policy (growth-oriented strategy). QUADRANT II (Competitive): In facing threats, the organization still has strength. The strategy implemented is product/market diversification. QUADRANT III (Conservative): Very large opportunities face strong internal weaknesses. The strategy implemented is to minimize internal problems to seize existing opportunities. QUADRANT IV (Defensive): This is an unfavorable situation for the organization. The strategy implemented can be defensive.) (Andrianto et al., 2023)

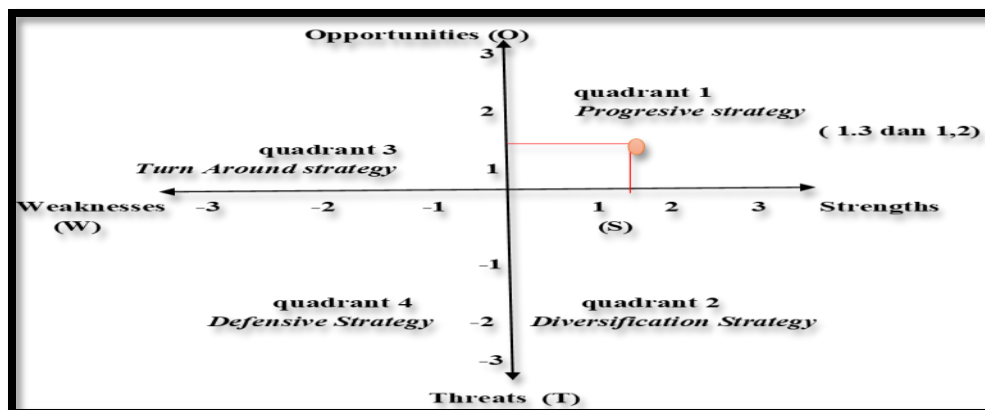
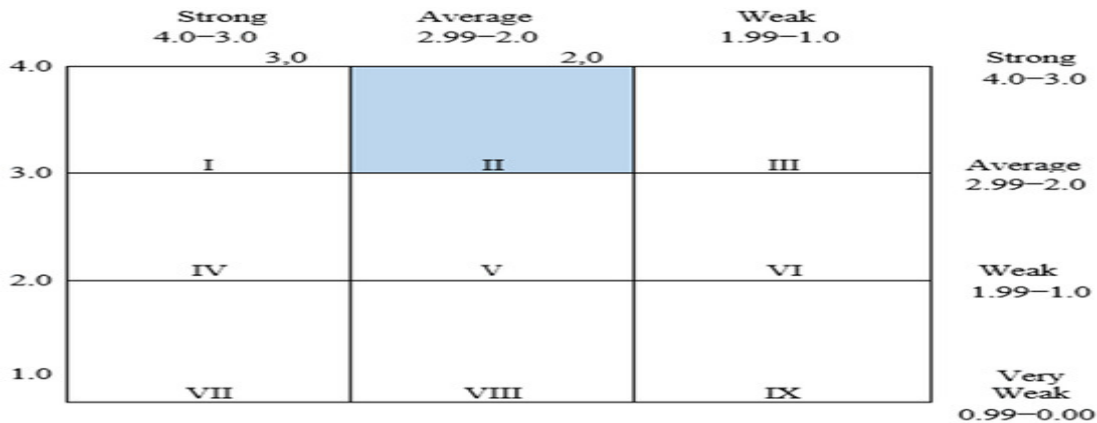


Figure 2 IE Kuadran Café Di.Kayuwangi

The image above shows the strategic position based on the TOWS quadrant 1, with difference IFAS score of 1,3 and EFAS 1,2, which is an aggressive/progressive strategy. The following image shows the café's strategic position based on the internal-external (IE) matrix in cell II.



**Figure 1 Nine Cells in Matrix I (Rangkuti, 2009)**

The following IE matrix shows the cafe's strategic research position in Cell II (Grow & Build) with total score IFAS of 3,1 and total score EFAS of 2,7.

**Discussion**

The IFAS analysis showed a score of 3.10, indicating the café has strong internal strengths, particularly in its local wisdom concept, strategic location, and collaboration with tourism operators. Weaknesses such as limited promotional capital and accessibility remain, but are relatively manageable.

Externally, the EFAS score of 2.70 indicates that opportunities outweigh threats. Ecotourism trends, healthy eating, and support for tourist villages offer significant growth potential, although it still faces threats such as competition from modern cafes, fluctuating tourist arrivals, and rising raw material prices.

With a position in Quadrant I of the SWOT and Cell II of the IE Matrix (Grow and Build), an aggressive strategy through market penetration, product development, and strengthening ecotourism collaborations is appropriate.

Therefore, the TOWS strategy formulation for a café, consisting of SO, WO, ST, WT, and a tourist village, can be structured as follows: (Professional Academy, 2025)

1. SO (Strengths–Opportunities) Strategy. Leveraging strengths to seize opportunities:
  - a. Developing local culinary and tourism packages (e.g., river tubing + lunch at a cafe, trekking
  - b. and herbal coffee), and promoting them.
  - c. Emphasizing the natural atmosphere and joglo houses as cultural tourism attractions.

- d. Developing herbal and healthy food menus based on local potential in line with wellness
  - e. tourism trends and promoting them.
  - f. Establishing partnerships with tourism communities and the village government to
  - g. promote integrated ecotourism.
2. WO (Weaknesses–Opportunities) Strategy. Minimizing weaknesses by leveraging opportunities:
    - a. Training local human resources as tour guides and café servers for promotion.
    - b. Leveraging village government support for transportation access and digital promotion.
    - c. Developing digital branding (Instagram, TikTok, Google Maps) with ecotourism content, despite limited capital.
    - d. Adding creative menu variations (traditional–modern fusion) to attract millennial tourists and promoting them.
  3. 3. Strengths-Threats (ST) Strategy. Leverage strengths to overcome threats:
    - a. Highlight the uniqueness of local wisdom (which modern cafes in the city lack), and promote it.
    - b. Provide indoor and semi-outdoor facilities to maintain comfort even in rainy weather, and promote it.
    - c. Collaborate with local farmers to maintain a stable supply of raw materials (coffee, vegetables, herbs) as this will impact promotions.
    - d. Create a visitor loyalty program (vouchers, tour package discounts) to avoid relying solely on seasonal tourism.
  4. 4. Weaknesses-Threats (WT) Strategy. Reduce weaknesses while addressing threats:
    - a. Develop a business backup plan (e.g., takeout service, community events, local catering) in case tourism declines.
    - b. Reduce dependence on one type of tourism by diversifying services (herbal workshops, traditional cooking classes, live acoustic music).
    - c. Improving the café's internal accessibility (parking area, village signs) despite limited public transportation, as this will impact promotion.
    - d. Developing environmental risk management (anticipating floods, landslides, and heavy rain with cover and drainage facilities), as this will impact promotion.

This is relevant to Freddy Rangkuti's theory regarding strategy, quadrants and matrices, marketing communication theory, and several journals through SWOT.

## CONCLUSION

The recommended strategies for quadrant I and Cell II are growth and build strategies. This means the organization needs to strengthen its competitiveness through: (1) an aggressive strategy integrating tourism and culinary arts; (2) a turnaround strategy through digital branding and menu innovation; (3) a diversification strategy strengthening local facilities and partnerships; and (4) a defensive strategy diversifying services and managing environmental risks, while simultaneously anticipating competitive weaknesses

and threats. Thus, quadrant I and the Cell II position signals, that cafe need not only to maintain their existence but also to increase capacity and expand their market network.

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