
STRATEGI PEMASARAN CAFE NYOMAN SEAFOOD CAFE JIMBARAN-BALI

by

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ABSTRACT

The existence of Nyoman Cafe in Jimbaran Beach, a new product components Bali tourism should be maintained, for the continuation of all the problems that arise related to marketing in order to overcome, to create profitable customer satisfaction on an ongoing basis and to further increase the number of visitors. This study aims to assess the strengths and weaknesses of internal factors, opportunities and threats from Nyoman Cafe external factor in Jimbaran beach and then formulate a marketing strategy which outlined the various marketing programs. Data collected by observation, questionnaires and documentation distribution and then using 7P (marketing mix) of product, price, place, promotion, people, process, physical evidence. Sample retrieval technique using purposive sampling.

The results of research done on elements such as segmenting strategy conducted in the Nyoman Café on every tourist. Targeting is a way undifferentiated marketing premise. Created by positioning the competitive price while still maintaining the quality of products and services. produce a strategy that is strategies greater cooperation with Travel agents, hotels and local communities, strategy of developing new products and increased promotional strategy, Strategies to create differentiation strategies (typical) on the Nyoman Cafe, strategy to maintain and improve the quality of services and products offered and improve the quality of human resources strategy.

Based on the results of the discussion can be given advice on marketing strategies in the Nyoman Café Muaya Jimbaran Beach, Bali. The proposal is to reduce the price of food and drinks at Cafe Nyoman, improve the quality of human resources in a way to finance khursus employees with foreign language, improve hygiene furniture, equipment and cleanliness Nyoman Cafe, complete equipment and facilities at the Nyoman Cafe for smooth, and improve safety at the Nyoman Cafe.

Keywords : *Marketing Strategy and Cafe Seafood*

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