

Strategic Approach in Reaching Generation Z in Tangerang: A Case Study of Fore Coffee

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Abstract

This study aims to explore marketing strategies that are effective in reaching and influencing the purchasing behaviour of Generation Z in Tangerang City towards coffee products, with a focus on Fore Coffee. The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method with IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) approaches were used to evaluate the internal and external factors affecting the company in this market. Data was collected through online surveys with respondents who are members of Generation Z in Tangerang City. The results of this study provide deep insights into the preferences and purchasing tendencies of the younger generation towards coffee products, with strategic implications for future marketing and product development.

Keywords: Generation Z, coffee, marketing strategy, SWOT analysis, IFAS, EFAS

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi strategi pemasaran yang efektif dalam menjangkau dan mempengaruhi perilaku pembelian Generasi Z di Kota Tangerang terhadap produk kopi, dengan fokus pada Fore Coffee. Metode analisis SWOT (Strengths, Weaknesses, Opportunities, Threats) dengan pendekatan IFAS (Internal Factors Analysis Summary) dan EFAS (External Factors Analysis Summary) digunakan untuk mengevaluasi faktor-faktor internal dan eksternal yang mempengaruhi sebuah unit bisnis di pasar ini. Data dikumpulkan melalui survei online dengan responden yang merupakan anggota Generasi Z di Kota Tangerang. Hasil dari penelitian ini memberikan wawasan yang mendalam mengenai preferensi dan kecenderungan pembelian generasi muda terhadap produk kopi, dengan implikasi strategis untuk pemasaran dan pengembangan produk di masa depan.

Keywords: *Generasi Z, kopi, strategi pemasaran, analisis SWOT, IFAS, EFAS.*

Introduction

Today's consumer market is undergoing a significant transformation, especially with the growing penetration of Generation Z. This group, born between 1997 and 2012, exhibits different preferences and consumption behaviours compared to previous generations. The generation grew

up in the digital age, with easy access to information technology and the internet, which significantly influences the way they interact with brands and products.

Generation Z is recognised as a generation that is highly digitally connected, always *online*, and tends to seek information independently before making purchasing decisions. This creates new challenges for companies, including the food and beverage industry such as coffee, to effectively respond to their preferences and expectations.

Tangerang City, as a growing city in Indonesia, provides an interesting backdrop to understand the dynamics of the Generation Z consumer market. The city's growing urbanisation and changing lifestyles are influencing people's consumption patterns and preferences, including the consumption of coffee products. With an increasingly diverse population and rapid urbanisation, companies must be able to identify opportunities and face challenges in marketing their products to young consumers in Tangerang City.

The coffee industry itself is undergoing a rapid evolution, with the emergence of a wide variety of products and a greater emphasis on quality and sustainability. Consumers are now more concerned about the origin of products, production processes, and the environmental impact of the products they consume. This inspires coffee companies, including Fore Coffee, to not only focus on product innovation but also strengthen their brand image and operational sustainability. (Wiraputra & Irwansyah, 2023)..

A successful marketing strategy in this era not only involves extensive market penetration, but also requires a deep understanding of the internal and external dynamics that exert influence on a business unit. SWOT, IFAS, and EFAS analyses are important instruments in exploring these critical factors. Through this approach, a business unit is able to identify capacities that can be maximised, shortcomings that must be improved, opportunities that can be used, and risks that need to be anticipated.

This research will explore how product innovation, company performance, and response to market trends can influence the preferences and behaviour of customers, particularly Generation Z. In a dynamic and competitive market environment such as Tangerang City, the right strategy will help coffee companies not only to defend but also to thrive in the ever-changing market. Thus, this research not only provides benefits to interested parties in the local coffee industry, but also provides important insights for other companies seeking to reach and influence the younger generation in today's consumer market. (Suhairi et al., 2024)..

Literature Review

Generation Z in Tangerang City

Generation Z, born between 1997 and 2012, is a demographic group that grew up in the digital age, through constant access to technology and the internet. They exhibit different consumption behaviour from previous generations, are more critical of brands and rely heavily on information from social media before making a purchase. In Tangerang City, the changing urbanisation and growth of the local economy are creating unique market dynamics, where Generation Z is one of the most important consumer segments. This generation tends to look for products that not only fulfil their needs but also reflect their personal values such as sustainability and social responsibility. (Molnar & Bullingham, 2022).. Study by (Kyung, 2024) shows that in Tangerang City, Generation Z has a strong preference for value-added local products, such as coffee derived from high-quality local coffee beans. The high level of connectivity and social media usage among Generation Z makes digital marketing strategies highly effective in reaching this segment.

SWOT Analysis Strategy (IFAS & EFAS)

SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) is a tool used to understand the strategic situation of a company by evaluating several internal and external factors that affect its success. *Internal Factors Analysis Summary* (IFAS) focuses on internal strengths and weaknesses, while *External Factors Analysis Summary* (EFAS) focuses on opportunities and threats. The use of SWOT analysis in the context of marketing to Generation Z in Tangerang City provides critical insights into how Kopi Fore can capitalise on strengths such as product quality and innovation, while also identifying and addressing weaknesses such as distribution limitations. The EFAS analysis allows the company to monitor external trends such as increased coffee consumption among the younger generation and the threat of competition from international brands. An effective SWOT analysis can help coffee companies in Indonesia develop marketing plans that are more targeted and responsive to market changes.

Innovation

Innovation is key to maintaining and improving competitiveness in a dynamic market. For companies like Fore Coffee, innovation not only includes the development of new products but also includes innovations in processes, services, and business models. In the context of the coffee market in Tangerang City, innovation can be the introduction of new coffee variants that follow consumer trends, the use of technology in the production process, or the implementation of innovative digital marketing strategies. (Tidd & Bessant, 2020).. Study by (Hurriyati et al., 2020) shows that product innovation has a significant impact on consumer purchasing decisions, especially among Generation Z who are always looking for new and different things. In addition, innovations in services, such as providing a unique and environmentally friendly café experience, can increase customer loyalty.

Performance

Company performance covers a wide range of aspects, from operational efficiency to customer satisfaction and financial growth. In the coffee industry, good performance is often measured through product quality, service speed, and customer satisfaction. For Fore Coffee, maintaining high performance means ensuring that every aspect of their operations runs efficiently and meets high-quality standards. Good performance can increase consumer trust and loyalty, which in turn increases sales and market share. In Tangerang City, where competition in the coffee industry is fierce, superior performance can be a significant differentiator. High operational efficiency and satisfactory service can make customers choose Fore Coffee over competitors.

Influence on Purchasing Decisions

Consumer purchasing decisions are impacted by a variety of specs, including product quality, price, brand image, and customer experience. For Generation Z in Tangerang City, coffee purchasing decisions are often influenced by factors such as product uniqueness, sustainability, and brand image that match their values. This generation tends to prefer brands that they perceive as having a strong social and environmental mission. In addition, an effective digital sales plan, which also leverages social media and collaboration with influencers, can significantly influence their purchasing decisions. Fore Coffee can utilise these insights in developing a more effective sales plan that appeals to Generation Z.

Research Methods

This study uses quantitative methods to thoroughly understand the behaviour and preferences of Generation Z consumers towards coffee products, with a focus on Fore Coffee in Tangerang City. This method was chosen because it can capture the complexity and variation in

factors that influence consumer purchasing decisions, from psychological to social aspects, as well as diverse trends in consumption behaviour. (Aisah & Harto, 2024)..

Data Collection

The main data collection method used in this study was an *online* survey. The *online* survey was distributed to Generation Z respondents in Tangerang City. The survey was designed to collect data on consumers' preferences for coffee products, perceptions of local brands such as Fore Coffee, and factors that influence their purchasing decisions. The questions in the survey covered various aspects, ranging from taste preferences and preferred types of coffee, to preferences in terms of purchasing local products versus international brands. The survey provides quantitative and structured data, which can be analysed to identify common patterns and trends in consumer behaviour. (Juwita et al., 2024)..

Data Analysis

After the data was collected, the next step was comprehensive data analysis. Survey data was analysed using descriptive statistical techniques to identify common patterns in consumer preferences for coffee, such as taste preferences, coffee type, and frequency of consumption. The results of this analysis provide a clear picture of market preferences and can be used as a reference in developing a more targeted sales plan.

Use of SWOT Analysis, IFAS, and EFAS:

The SWOT analysis technique, along with IFAS and EFAS, was used in evaluating the results of the data collected. SWOT analysis supports the identification of internal strengths such as product quality and innovation, weaknesses such as distribution limitations, opportunities such as increased demand for local coffee, and threats such as competition from international brands. Meanwhile, IFAS and EFAS provide a deeper look into some of the internal and external factors that influence marketing strategies and purchasing decisions.

As such, this blended approach provides the advantage of gaining a holistic understanding of the Generation Z consumer market in Tangerang City and provides a solid foundation for the formulation of effective marketing strategies for Fore Coffee. The integration of qualitative and quantitative data not only enriches the analysis, but also ensures that the proposed strategy can respond appropriately to the changing market dynamics. (Fikra et al., 2022).

Results and Discussion

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

SWOT analysis is an evaluation tool used to evaluate Fore Coffee's position in the Tangerang City coffee market. The key strengths of Fore Coffee lie in its high product quality and strong brand image among the younger generation. Fore Coffee is known for its commitment to product quality and the use of high-quality raw materials, which are key competitive advantages in a competitive market. However, on the other hand, there are weaknesses such as limitations in product distribution and visibility that still need to be improved on *online* platforms, which may hinder their efforts in expanding their market share. (Prakoso et al., 2023).

A significant opportunity for Fore Coffee lies in the growing demand for high-quality coffee products among the younger generation who are increasingly concerned about their health and the quality of the products they consume. However, the main challenges faced are intensive competition from established international brands and rapidly changing consumer trends.

IFAS analysis (*Internal Factors Analysis Summary*)

Table 1. IFAS Matrix Analysis Results

No.	Strengths	Weight	Rating	Score
1	Consistent Product Quality	0,13	3	0,39
2	<i>Instagrammable</i> Café Design	0,15	4	0,6
3	Use of Local Raw Materials	0,14	4	0,56
4	Diverse Menu Innovation	0,14	4	0,56
5	Friendly and Efficient Service	0,14	4	0,56
Total		0,71		2,67
No.	Weaknesses	Weight	Rating	Score
1	Relatively High Price	0,06	1	0,06
2	Limited Seating Capacity	0,05	1	0,05
3	Limited Location	0,06	1	0,06
4	Reliance on <i>Online</i> Platforms	0,06	2	0,12
5	Lack of Special Promotions for Students	0,06	2	0,12
Total		0,29		0,41

| Total IFAS Score 1.00 | 3.08 |

The total IFAS score of 3.08 indicates that Fore Coffee has strong internal factors. Fore Coffee's greatest strengths lie in its *Instagrammable* cafe design, use of local raw materials, menu innovation, and friendly and efficient service. However, the company needs to pay attention to weaknesses such as relatively high prices, limited seating capacity, and limitations in special promotions for students and college students.

The IFAS (*Internal Factors Analysis Summary*) analysis provides an overview of the internal factors that directly affect Fore Coffee. One of the company's key strengths is its high product quality. Fore Coffee is known for its commitment to superior coffee quality, which not only maintains consumer loyalty but also appeals to an increasingly discerning and choosy market.

Effective human resource management is also an important factor in Fore Coffee's success. Good management includes not only efficient management of employees but also internal talent development and motivation that enables continuous innovation in their products. In addition, the focus on product innovation is one of Fore Coffee's key strengths. The company's ability to continuously innovate and adapt their products to evolving trends and consumer preferences is key to long-term success in this competitive market.

However, there are some internal weaknesses that Fore Coffee should be aware of. Over-reliance on traditional marketing may hinder their ability to reach a wider market, especially in today's digital era where social media and e-commerce play a crucial role in product marketing. In addition, limitations in production capacity may also restrict Fore Coffee's ability to fulfil the rapidly increasing market demand.

By understanding and strengthening these internal factors, Fore Coffee can optimise their potential and overcome the challenges faced, while continuing to maintain their reputation as a key player in the local high-quality coffee industry. (Syathori, 2022).

EFAS (*External Factors Analysis Summary*) Analysis

Table 2. EFAS Matrix Analysis Results

No.	<i>Opportunities</i>	Weight	Rating	Score
1	Healthy Lifestyle Trends	0,14	3	0,42
2	Utilising digital platforms for more effective marketing and sales to Gen Z	0.15	4	0.6
3	Local Economic Growth	0,13	3	0,39
4	Collaboration with Influencers	0,15	4	0,6
5	Organise events or workshops that interest Gen Z	0.14	4	0.56
Total		0,71		2,57
No.	<i>Threats</i>	Weight	Rating	Score
1	Intense Competition	0,07	2	0,14
2	Changes in Consumer Preferences	0,05	1	0,05
3	Increase in Operating Expenses	0,06	2	0,12
4	Government Regulation	0,06	1	0,06
5	Environmental Impact	0,06	1	0,06
Total		0,29		0,43

| Total EFAS Score | 1.00 | 3.00 |

The total EFAS score of 2.94 indicates that Fore Coffee has a great opportunity to grow in the market, especially by leveraging digital platforms, collaborating with influencers, and organising exciting events for Gen Z. However, threats such as intense competition, changing consumer preferences, and government regulations need to be anticipated with adaptive and responsive strategies.

The EFAS (*External Factors Analysis Summary*) analysis identified several external factors that affect Fore Coffee. Firstly, the increasing trend of coffee consumption in Indonesia indicates a great opportunity for Fore Coffee to expand their market share in the country. The younger generation, who increasingly value high-quality coffee and the sustainability aspect of the product, is a potential market segment for Fore Coffee.

Secondly, the growing appreciation for local brands is another opportunity for Fore Coffee. Increased awareness of the importance of supporting local products can help improve Fore Coffee's image in the eyes of domestic consumers.

Thirdly, global market accessibility through e-commerce offers significant expansion opportunities for Fore Coffee. By utilising *online* platforms, Fore Coffee can reach consumers around the world and expand their market reach without rigid geographical boundaries.

On the other hand, there are several threats that Fore Coffee needs to be aware of. Increasing competition from established international brands may threaten Fore Coffee's market share, especially in terms of wider market penetration and increased brand visibility. In addition, stringent government regulations regarding the

food and beverages can also affect Fore Coffee's operations, both in terms of production and marketing.

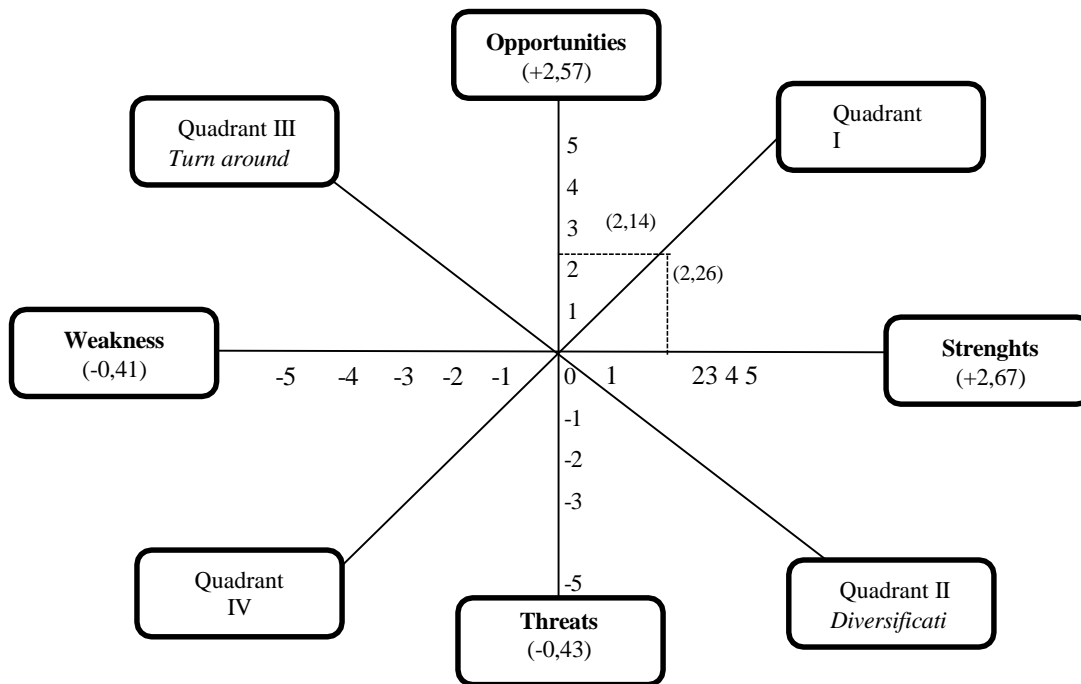
Fluctuations in the price of raw materials, such as coffee, are also a serious threat to Fore Coffee as they can affect the company's production costs and profits. Therefore, a strategy that is adaptive and responsive to changes in these external factors is crucial for Fore Coffee to maintain and improve its position in the competitive coffee market. (Khairani et al., 2023)..

Table 3. Recap of IFAS and EFAS Scores

Internal Score	External Score	Strategy Options
S > W (+) 2.67 > 0.41 (+)	O > T (+) 2,57 > 0,43 (+)	<i>Growth</i>
S > W (+)	O < T (-)	<i>Diversification</i>
S < W (-)	O > T (+)	<i>Turn around</i>
S < W (-)	O < T (-)	<i>Defensive</i>

Since the results of the table show that the existing scores tend to the *growth strategy*, determine a more detailed strategy from the scores entered on the strategy selection diagram. According to the score that indicates if the strengths (*Strenghts*) are greater than the *opportunities* (*Opportunities*), the results are shown in the following graph:

Figure 1. SWOT Matrix Diagram



Quadrant I is a situation that is so beneficial because there are opportunities and strengths to take advantage of existing opportunities. The strategy that needs to be applied in this situation is to provide support for the provision of aggressive growth (*growth*). Quadrant II remains strong from the internal side despite facing various threats. Quadrant III overcomes such high market opportunities, but also faces several obstacles, namely internal weaknesses. Quadrant IV faces various threats and internal weaknesses and is at a great disadvantage.

From figure 1 above and table 3, Fore Coffee is in Quadrant I of the SWOT S>O matrix diagram, where the strengths are greater than the opportunities that exist, which represents the direction of Fore Coffee's policy in Tangerang City under the condition of a *growth* strategy. This location is indicated by the coordinate value (X; Y) (2.26; 2.14) which shows that the *growth* strategy is very suitable to be implemented.

Recommended *growth* strategies include opening more branches in strategic locations frequented by Gen Z, such as near campuses, shopping centres, and hangout spots. Strengthen social media presence through creative content, collaboration with influencers, and targeted digital campaigns. Create a cosy and beautiful store atmosphere and provide facilities that support social activities and productivity, such as free WiFi and work areas. The implications of implementing Fore Coffee's *growth* strategy can increase Gen Z market share, strengthen customer loyalty by continuing to offer a unique and interesting coffee experience, optimise the benefits of the increasing trend of coffee consumption among the younger generation, leverage digital platforms to reach more consumers and increase *online* sales. This *growth* strategy is expected to help Fore Coffee achieve a dominant position in the Tangerang City coffee market, especially in the Generation Z consumer segment.

Figure 2. Internal-External Matrix

		SKOR IFAS			
		Kuat	sedang	Lemah	
		4,0 – 3,0	2,99 – 2,0	1,99 – 1,0	
		4,0	3,08	2,0	1,0
SKOR EFAS	Tinggi	I GROWTH AND BUILD	II GROWTH AND BUILD	III HOLD AND MAINTAIN	
	Sedang	IV GROWTH AND BUILD	V HOLD AND MAINTAIN	VI HARVEST OR DIVEST	
	Rendah	VII HOLD AND MAINTAIN	VIII HARVEST OR DIVEST	IX HARVEST OR DIVEST	
		3,0	2,0	1,0	
		2,0	1,0		
		1,0			

In the context of the internal-external matrix, Fore Coffee's position is in quadrant I with a value of (x,y) (3.08; 3.00). Quadrant I in the IE matrix indicates that the company is in a strong internal state and faces an equally strong external environment. The recommended strategy for companies in this quadrant is "*Growth and Build*".

This means that Fore Coffee has strong internal strengths to support its business operations and significant opportunities in the external environment. Fore Coffee should focus on several strategies, such as exploring new markets for existing or new products, developing new products that can complement existing products to attract more customers, implementing new technologies to improve operational efficiency and provide more value to customers, collaborating with other companies to leverage each other's strengths and expand market reach, increased investment in marketing and promotion for awareness and attracting more customers.

The implementation of this strategy involves utilising digital platforms to market and sell more effectively to Gen Z including social media campaigns, digital advertising, and e-commerce. Planning events and workshops that appeal to Gen Z, revamping the menu with healthy and trendy options in line with healthy lifestyle trends, and also organising special promotions to attract market segments, such as holding special promotions for students.

To be able to contribute to the economic growth of the country today, those who do business today need to increase innovation first in the current technological development. This situation has caused several startup businesses to emerge with various innovations that support the business sector. One category that is expected to continue to grow rapidly in the culinary world is coffee. Local coffee outlets have surpassed Starbucks as the leading coffee outlet globally. Local coffee outlets have the majority share of the coffee market in Indonesia. Fore Coffee occupies the 4th position in the period 2021 to 2022 with a Top Brand Index of 6.5%, an increase of only 1% compared to the previous year. Fore Coffee is rumoured to have 12 stores in Tangerang. Each Fore store in Tangerang has a different concept.

Fore Coffee has an application called "Fore Coffee" which can be downloaded from the Apps Store and Playstore. The goal is that every customer can get coffee from anywhere, anytime using just one application, so there is no need to come directly to the store or queue. Fore Coffee's strategy is to increase the number of stores at the same time. Through the app, customers can easily move from the *online* environment to the physical environment as companies can use the information stored in the app about consumer habits to offer products and services that are more suited to their market share.

This brings convenience and added value that makes customers want to use the app. Since launching its app in 2018, Fore Coffee has continued to experience positive user growth, making Fore Coffee the first speciality coffee company to use a mobile app to support your business operations. The Fore Coffee app has been downloaded one million times by 2024.

Fore Coffee's order through the app has a huge impact in prioritising the consumer experience because by increasing Fore Coffee's app user base, they will lead the upselling strategy to new ones. Customers come to the store with the app available because Fore Coffee is essentially a startup. Therefore, one way to make your investment profitable is to earn *capital gains*.

With the right strategy, Fore Coffee can utilise its internal strengths to overcome threats and seize opportunities in the coffee market competition, especially in attracting Generation Z in Tangerang City.

Table 4. SWOT Alternative Strategy Matrix

EFAS	IFAS	<p>STRENGTH (S)</p> <ol style="list-style-type: none"> 1. Consistent product quality 2. Instagrammable café design 3. Use of local raw materials 4. Diverse menu innovations 5. Friendly and efficient service 	<p>WEAKNESS (W)</p> <ol style="list-style-type: none"> 1. Relatively high price 2. Limited seating capacity 3. Limited locations 4. Reliance on <i>online</i> platforms 5. Lack of special promotions for students
	OPPORTUNITIES (O)	<p>SO strategy</p> <ol style="list-style-type: none"> 1. Utilising instagrammable café 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Utilise digital platforms and work with

<ul style="list-style-type: none"> 2. Utilising digital platforms for more effective marketing and sales 3. Local economic growth 4. Collaboration with influencers 5. Organise events or workshops that appeal to Gen Z 	<p>designs and diverse menu innovations to engage Gen Z diners across digital platforms.</p> <ul style="list-style-type: none"> 2. Utilise the use of raw materials to support healthy lifestyle trends and appeal to environmentally conscious consumers. 3. Create events and workshops that increase customer engagement and loyalty with consistent product quality and friendly service. 	<p>influencers to increase promotion and attract more students, despite the relatively high price.</p> <ul style="list-style-type: none"> 2. Find new locations or expand seating capacity and locations. 3. Reduce reliance on <i>online</i> platforms by organising events and workshops that can appeal to Gen Z in person.
<p style="text-align: center;">THREATS (T)</p> <ul style="list-style-type: none"> 1. Intense competition 2. Changes in consumer preferences 3. Increase in operating costs 4. Government regulation 5. Environmental impact 	<p style="text-align: center;">ST Strategy</p> <ul style="list-style-type: none"> 1. Maintain product quality and menu innovation to remain competitive in the fierce competition 2. Building customer loyalty despite changing consumer tastes by using instagrammable cafe design and friendly service. 3. Optimising local raw materials to reduce the impact of increased operational costs and addressing relevant government regulations. 	<p style="text-align: center;">WT Strategy</p> <ul style="list-style-type: none"> 1. Price adjustments or promotions in response to intense competition and changing consumer preferences 2. Reduce reliance on <i>online</i> platforms by increasing café promotions and live events 3. Identify new, more strategic locations to address government regulations and environmental impacts.

Product Innovation and Company Performance

Product innovation is a key pillar in Fore Coffee's strategy to attract the younger generation who are always looking for new experiences and quality products. With the ever-changing market and consumers becoming more discerning in their product choices, Fore Coffee understands the importance of constantly innovating. Not only do they focus on developing new products that match the latest trends, but also on building a strong emotional connection with their consumers. This is done by ensuring that every product launched not only fulfils the needs of the market, but also reflects the brand values and provides a satisfying experience for consumers.

In addition to product innovation, the company's stable performance and responsiveness to customer feedback are also key to Fore Coffee's success. By listening and responding to consumers' needs and preferences, Fore Coffee can maintain a loyal customer base and expand their market share.

In formulating a more effective and sustainable marketing strategy, SWOT, IFAS, and EFAS analyses play an important role. SWOT analysis helps Fore Coffee to identify internal strengths such as product innovation and strong company performance, as well as recognise challenges such as increasing competition and fluctuating raw material prices. The IFAS analysis allowed them to evaluate specific internal factors, such as effective human resource management and reliance on traditional marketing. Meanwhile, the EFAS analysis helped Fore Coffee to understand external factors such as rising coffee consumption trends and global market accessibility through e-commerce.

With an in-depth understanding of market dynamics and their competitive position, Fore Coffee can develop marketing strategies that not only optimise market potential but also meet challenges effectively. This ensures that Fore Coffee remains relevant and competitive in the ever-evolving coffee industry. (Amri et al., 2023).

Conclusion

From the results of this study, it can be concluded that an effective marketing strategy to reach Generation Z in Tangerang City requires a holistic and adaptive approach to rapid market changes. SWOT, IFAS, and EFAS analyses have helped identify Fore Coffee's internal strengths such as high product quality and strong brand image, as well as facing external challenges such as intensified competition and changing consumer trends.

The importance of focusing on continuous product innovation is key to maintaining the interest and loyalty of consumers who are increasingly discerning and experienced in choosing products. Fore Coffee needs to continue developing new products that suit evolving market preferences, while maintaining the quality recognised by consumers.

Utilisation of digital platforms is also an important strategy for Fore Coffee in increasing the visibility and accessibility of their products among Generation Z who predominantly rely on technology to interact and shop. By optimising the use of social media, e-commerce, and other digital technologies, Fore Coffee can effectively expand their market coverage.

In addition, improving the quality of customer service is also an integral part of a successful marketing strategy. Generation Z tends to favour brands that not only offer quality products, but also a good customer experience and are responsive to their needs.

The implications of this study are highly relevant for Fore Coffee and other companies in the coffee industry to develop smarter marketing strategies that are orientated towards the changing market needs. By deeply understanding market dynamics and consumer preferences, Fore Coffee can formulate appropriate strategic measures to improve their competitiveness and expand its market share. This is important to ensure that Fore Coffee not only survives in the competitive market, but also grows and develops in the face of challenges and opportunities in the dynamic future.

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