

ABSTRAK

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Strategi Positioning Secret Gradne Coffee and Chocolate sebagai “Secret Garden” di Yogyakarta Tahun 2016

Tahun Skripsi : 2017, 84 Lembar + 19 Gambar + 7 Lampiran

Referensi : 18 Buku + 3 Lain-lain

Penelitian ini bertujuan untuk mengetahui Bagaimana Strategi Positioning Secret Garden Coffee and Chocolate sebagai ‘Garden Restaurant’ di Yogyakarta. Penelitian ini dilakukan oleh penulis berada di Secret Garden Coffee and Chocolate yang berada di Jalan Amri Yahya No. 2 Gampingan, Wirobrajan, Pakuncen, Wirobrajan, Kota Yogyakarta, Daerah Yogyakarta 5525. Penelitian yang dilakukan adalah dengan melihat bagaimana cara Secret Garden Coffee and Chocolate menerapkan strategi positioning. Jenis penelitian pada skripsi ini ialah penelitian kualitatif yang bersifat wawancara dan mengumpulkan data-data, dokumentasi dan literatur. Hasil penelitian menunjukkan bahwa dalam bisnisnya melakukan positioning, dan positioning tersebut bertujuan untuk menjadikan Secret Garden Coffee and Chocolate sebagai Garden Restauran di Yogyakarta. Strategi positioning Secret Garden Coffee and Chocolate diawali yakni dengan proses perencanaan strategi positioning nya, berikutnya melakukan penentuan harga dan kualitas, ditahap selanjutnya melakukan identifikasi pesaing, Secret Garden Coffee and Chocolate juga melakukan strategi positioning berdasarkan tentang budaya konsumen global.

Kata Kunci : Startegi Positioning

ABSTRACT

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Secret Garden Coffee And Chocolate Positioning Strategy As "Garden Restaurant" In Yogyakarta 2016

Thesis Year: 2016, 84 sheets + 19 Image + 7 Appendix

Reference: 18 Books + 4 etc.

This study aims to find out how Strategy Positioning Secret Garden Coffee and Chocolate as' Garden Restaurant "in Yogyakarta. This research was conducted by the author was in Secret Garden Coffee and Chocolate located at Jalan Amri Yahya No. 2 Gampingan, Wirobrajan, Pakuncen, Wirobrajan, Yogyakarta City, Yogyakarta Region 5525. The research done is to see how the Secret Garden Coffee and Chocolate apply positioning strategy. The type of research in this thesis is qualitative research that is interviewing and collecting data, documentation and literature. The results showed that in the business of positioning, and the positioning aims to make Secret Garden Coffee and Chocolate as Garden Restaurant in Yogyakarta. Secret Garden Coffee and Chocolate's positioning strategy begins with the planning of its positioning strategy, next to the determination of price and quality, staged next to identify competitors, Secret Garden Coffee and Chocolate also perform positioning strategy based on global consumer culture.

Keywords : Positioning Strategy