



# The Phenomenon of the Rise of Coffee Shops after the Pandemic on Leisure and Recreation Activities in the Renon Area (Case of SAGA Coffee Visitor Motivation)

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## ABSTRACT

Tourism is experiencing a change in tourism trends, where coffee shops are a source of creative economy. This phenomenon makes visitors' needs the reason for the formation of motivation in visitors to carry out activities in their spare time. After the pandemic made many business people open coffee shops in Denpasar, the conditions of the Covid-19 pandemic caused the habit of gathering and relaxing to change. This research discusses the phenomenon of the rise of coffee shops in post-pandemic leisure and recreation activities that occur in the city of Denpasar.

The sampling technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities to be selected as a sample. The data used is a Likert scale, to find out the extent of visitors' perceptions of motivation, namely by distributing questionnaires according to the specified sample size. The variables measured on a Likert scale are translated into variable indicators. Data analysis techniques in this study using spss analysis techniques. Based on the lowest average score on the visitor motivation variable with an average value of 2.63 with the results of the statement not everyone visits to pay for an expensive menu. Meanwhile, based on the highest average score with an average value of 3.49 with the results of the statement that validation from others is needed for visitors who come to the coffee shop. Based on the lowest average score on the variable application of probes with an average value of 2.57 with the results of the statement washing hands is rarely done by visitors because there are other alternatives that are used, namely using hand sanitizers, especially when outside the home. Meanwhile, based on the highest average score with an average value of 3.42 with the results of the statement, visitors always keep their distance when they are in a coffee shop.

Keywords: Phenomena, Leisure and Recreation, Visitor Motivation

## 1. Introduction

Tourism is currently experiencing a change in tourism trends, where coffee shops are becoming a creative economy. With creativity where creativity is the main capital in facing global challenges. Creative behavior is a demand in facing life competition in the era of globalization (Agung, 2015). In recent years, the business industry in the field of coffee shops has increased quite well, which at the same time creates intense competition between coffee shops (Widiyana, 2022). This phenomenon makes the needs of visitors the reason for the formation of motivation in visitors to carry out all leisure activities in an effort to meet the needs of visitors, it can be seen at this time the rise of coffee shop businesses in Denpasar City (Piartrini, 2021).

One of the tourism products that is very booming among young people today is tourism products engaged in coffee shops (Alfi Rahmi, 2019). The increasing consumption of coffee by the public certainly has an impact on competition between coffee shops to meet the wants and needs of visitors (Alfiana et al., 2020).

The trend of drinking coffee in Indonesia has become a lifestyle where this condition is characterized by the rise of coffee shops. This condition a challenge and opportunity for the industrial sector to make changes because visitor behavior will also change. (Barokah, et al 2020).

Coffee shops in Indonesia are currently growing very rapidly. This can be seen from the many coffee shops that have been established in various regions with a fairly close distance. The rise of this coffee shop is a result of the lifestyle of urban communities who like to gather with friends, family, relationships and so on. Various coffee shops appear by offering a comfortable and pleasant atmosphere for visitors by providing rooms with unique interior designs, beautiful paintings, music, coffee history and even unique quotes that can increase visitor interest (Amalia, 2019).

Denpasar City is a city dominated by young people and office workers (Damariyanti, 2021). On the one hand, the existence of Denpasar City as a central point for various economic activities, is also famous as a tourist destination and a strategic area with culinary tourism (Fauzi et al, 2012). Apart from being crowded with residents, Denpasar City is also crowded with places to eat, one of which is a coffee shop. It can be seen that currently there are many coffee shop businesses in Denpasar City (Piartrini, 2021). The rapid growth in the food and beverage industry has also triggered the growth of various forms of new concepts of tourism products such as the concept of setting up a place that is made attractive.

The phenomenon of the rise of coffee shops in Denpasar is a competition between other coffee shops, this is utilized by business people in running their business. Therefore, each coffee shop introduces its products with different concepts and images and every activity that can be done in a coffee shop also varies depending on the facilities and attractions available. Especially after this pandemic, coffee shops are still crowded. One of the coffee shops that is quite famous and visited is SAGA, which is located in the city of Denpasar.

One of the coffee shops that has the concept of the country of the rising sun, namely Japanese vibes. SAGA is relatively new but its existence has been sought after by many people because they want to see the concept of Japanese cafes that are present in Denpasar Bali. The unique and contemporary design is the main attraction to just stop by and chat while enjoying Japanese cafe-style coffee.

Being in Denpasar City because it is one of the favorite areas for tourists, and is the most frequently and widely visited tourist destination. Denpasar itself is the city center with the most tourist visits both local and foreign than other areas in Bali, given the existence of Denpasar City as the central point of various economic activities, also famous as a tourist destination and strategic area (Fauzi et al, 2012).

Selection of places to gather or business meetings generally as visitors will choose a comfortable atmosphere and unique and attractive place design with additional activities and supporting facilities such as live music (Rasmikayati, et al. 2020). This condition illustrates that most people choose coffee in a coffee shop not only to enjoy a typical coffee product but also more likely to enjoy the atmosphere (which generally carries an instagramable contemporary theme). The limited activities during the pandemic also affect psychologically visitors who feel bored so they choose to come to a coffee shop to relieve boredom.

The pandemic situation also affects the psychology of visitors, where the level of pressure and anxiety is higher than before the pandemic. This situation can also change tourist consumption behavior, including tourist behavior when doing leisure activities in public places (Vindegard and Benros, 2020).

The motivation of visitors in carrying out leisure activities at coffee shops is because they want to get rid of boredom and look for a comfortable atmosphere, and SAGA is one of the coffee shops that is the choice of young people and office workers in refreshing in their spare time. Generally, people's motivation to visit a coffee shop is because it is a comfortable place, meaning that the communicative exterior and interior atmosphere of the coffee shop will make visitors feel at home in the cafe (Saifudin, et al.2020).

Many factors can influence purchasing decisions visitors, especially considering that the behavior of each individual in the buying process is different. The process of making purchasing decisions by visitors is also related to psychological issues and external factors (Fauzi, et al 2017).

The decision-making process of visitors who usually make purchases at coffee shops during the pandemic, both psychologically from visitors and from external factors such as policies, will also change. However, there are several possibilities (motivations) that cause visitors to continue doing these activities.

A person's mindset plays a major role in determining the decision to use or consume certain products and services (Murphy and Dweck, 2016). Under certain conditions, visitors psychologically try to fight against certain situations and pressures, and decide to take important actions as a visitor in suppressing negative psychological impacts. Similarly, how businesses are able to share their experiences in an effort to satisfy visitors' wants or needs (Hutauruk,2020).

This research discusses the phenomenon of the rise of coffee shops on leisure and recreation activities after the pandemic that occurred in the city of Denpasar. Below is data on several coffee shops that are quite famous and have developed during the pandemic since 2020-2022 in the city of Denpasar:

Coffee shops are in demand by all groups, research by Ibrahim, Triwardhani, and Marzuki (2020), shows that the people who dominate coffee purchases at coffee shops are in the age range of 20-25 years where in that age range has a lifestyle with activities that still like to relax in spending time and socializing in cafes together. 20-25 years where in that age range has a lifestyle with activities that still like to relax in spending time and socializing in the cafe together. This condition illustrates that most of the atmosphere or atmosphere of the cafe carries a contemporary theme that is instagramable. The instagramable cafe atmosphere is very suitable for photo spots (Pratiwi and Yasa 2019). In choosing a place to gather together, they usually also consider the atmosphere and a clean and comfortable place to gather (Pratiwi and Yasa, 2019).

During the pandemic, it actually made many business people open coffee shops in Denpasar, the existence of the Covid-19 pandemic conditions, causing the habit of gathering and relaxing to change (Afrianingsih, et al.2021). Facing this pandemic condition, it is necessary to have Modified Habits and New Habits, meaning that there are changes in habitual behavior in accordance with the rules such as using masks and public policies in the form of rules related to temperature checks and hand washing (Sheth, 2020). Visiting coffee shops during the pandemic as a goal to relieve boredom as a result of the activity restriction policy shows that visitors' psychological factors play a role in coffee purchasing behavior outside the home, especially in coffee shops (Tapaningsih, 2020).

The potential of existing tourism products can be explored, processed, managed and developed into a means of needs, entertainment or recreation to meet the needs of local and foreign communities (Arifianto, 2019). Making coffee shops a means of gathering and spending time, people from various circles and ages are currently very fond of drinking coffee while chatting or doing activities in coffee shops (Harisianty, 2016). Leisure and recreation is needed by every human being because it is part of individual needs. Traveling is needed in order to maintain the balance of life from the dense daily routine. Not only to maintain balance in life but can relieve stress and reduce excess emotions. Therefore, businesses arise in fulfilling the needs of traveling such as shopping, food hunting, or morning coffee.

Based on the above background, the purpose of this research is to find out whether the phenomenon that occurs with the rise of coffee shops in the city of Denpasar affects leisure and recreation activities, especially in the post-pandemic period. So the study of the phenomenon of the rise of post-pandemic

coffee shops on leisure and recreation activities in the city of Denpasar, with the research location at SAGA being a research chosen by the author. This research was conducted in order to see how visitor motivation in leisure and recreation activities at SAGA after the pandemic, towards the rise of coffee shops in the Renon area, Denpasar City. Renon area, Denpasar city.

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## 2. Methodology

This research uses descriptive statistical data analysis techniques, with a range scale used to determine the ranking of the variables used by the research questionnaire. SWOT analysis is used to analyze and sort out by applying in the SWOT matrix image, how the development strategy used by SAGA. Where strengths are able to take advantage of opportunities, then how to overcome weaknesses that can make threats real or create a new threat.

### 1. Descriptive Statistics

Descriptive statistics are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2015). In descriptive statistics, data presentation can be presented with tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measurement of central tendency), calculation of deciles, percentiles, calculation of data distribution through calculation of mean and standard deviation, calculation of percentage (Sugiyono, 2009: 207). (Sugiyono, 2009: 207-208). The function of descriptive analysis is to clarify a variable data based on their respective groups from previously irregular and easy to interpret the meaning by people who need information in the state of a variable (Arikunto, 1993: 363).

In order to find out the extent of visitors' perceptions of this motivation using a Likert Scale, namely by distributing questionnaires according to the number of samples determined. The variables measured on a Likert scale are translated into variable indicators. The indicator will be used as a reference point in compiling instruments in the form of statements using a questionnaire and described in the form of an assessment that has a score of 1-5.

### 2. Range Scale

The range scale is used to determine the ranking of the variables used by the questionnaire including the research categories strongly disagree, disagree, less agree, agree and strongly agree. The use of this range scale aims to determine visitor motivation in carrying out leisure and recreation activities during the post-pandemic at SAGA.

### 3. SWOT Analysis

SWOT is one of the useful strategies, in this strategy there is a fairly good, effective and efficient way as well as a fast and precise tool in finding and recognizing possibilities related to new innovations in the business world. (Kotler and Keller, 2009) SWOT is an overall evaluation of strength, weakness, opportunity and threat.

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## 3. Results

### Overview

According to the International Coffee Organization Indonesia (ICOI, 2017), currently the development of coffee in Indonesia continues to experience significant progress. Some regions in Indonesia are known as the world's best coffee producers. Bali coffee is famous for its distinctive taste, which makes tourists do not want to miss it while on vacation to Bali. Bali Kintamani coffee is produced from arabica coffee plants grown in the Kintamani highlands, with an altitude of 900m above sea level. Located on the slopes of the Batur volcano, Kintamani has cold and dry air with high rainfall. This condition makes the arabica coffee plants produced a superior product. Furthermore, coffee trees are combined with other plants. With a distinctive flavor, namely citrus aroma and low acidity, this coffee is in great demand by foreign tourists (Corry Wulandari, 2021). Indonesia as an archipelago has a very diverse charm of the archipelago's coffee flavors and the taste is also an export quality standard. Therefore, Indonesia is one of the largest coffee producers in the world and in relation to agricultural commodities, coffee is the fourth largest foreign exchange earner for Indonesia after palm oil, rubber, and rubber. after palm oil, rubber and cocoa.

The phenomenon of the rise of coffee shops in Denpasar is a competition between other coffee shops, this is utilized by business people in running their business. Therefore, each coffee shop introduces its products with different concepts and images and every activity that can be done in a coffee shop also varies depending on the facilities and attractions available. Especially after this pandemic, coffee shops are still crowded. One of the coffee shops that is quite famous and visited is SAGA, which is located in the city of Denpasar.

SAGA is relatively new but its existence has been sought after by many people because they want to see the Japanese cafe concept present in Denpasar Bali. The unique and contemporary design is the main attraction to just stop by and chat while enjoying Japanese cafe-style coffee.

Located in Denpasar City because it is one of the favorite areas for tourists, and is the most frequently and widely visited tourist destination. Denpasar itself is the center of Denpasar itself is the center of the city with the most tourist visits both local and foreign than other regions in Bali, given the existence of Denpasar City as a central point for various economic activities, also known as a tourist destination and strategic area (Fauzi et al, 2012).

SAGA is currently managed by Wayan Aditya Wijayadharma who focuses on SAGA management and Kadek Angga Heryawan who focuses on Production. Based on the results of interviews with SAGA managers found in appendix 2, Wayan Aditya, said SAGA was created to be a home where visitors who come can feel comfortable from the atmosphere created at SAGA (interview, June 1, 2023), followed by Kadek Angga, said SAGA was open during the pandemic because it could be a moment (interview, July 1, 2023).

SAGA is one of the coffee shops in the Denpasar area. SAGA was opened in 2020, which was during the pandemic, until now SAGA has been able to run successfully since the pandemic and lasted until the pandemic ended, the reason SAGA opened during the pandemic was because it could make a moment where courage was created during PPKM and the boredom that occurred due to people being required to do social distancing.

In addition, there is the concept of coffee shops, which before the pandemic, mostly had a manly concept and made people view coffee shops only as a

place for men to relax. However, SAGA was created not only as a place to relax, but also as a home where visitors can feel the comfort of the atmosphere created at SAGA.

The beginning of SAGA's emergence until its development until now is because SAGA opened during the pandemic, where the location was not so wide, namely on Jl. Serma Tungir and the focus at that time was on selling products only online or take away because of PPKM.

Until finally SAGA had the opportunity to open a second branch located in Renon, of course with the selection of a wider location, because at that time also PPKM had begun to disappear and Bali began to enter the New Normal era, and now SAGA has become bigger than what was originally just a coffee shop, now it is like a restaurant, because the second branch is bigger, so SAGA's development is more pronounced. The room facilities at SAGA are as follows:

#### 1. Indoor Room

SAGA provides a room inside the cafe with a relaxed feel plus greenery that gives a refreshing impression and there is also another room that has a classic impression with many vinyl records that make the atmosphere look elegant, usually indoor is often occupied by visitors who come to work from home (WFH).

#### 2. Outdoor Room

The outdoor room is located behind the cafe, its location is like a park, because there is a small fountain decoration in the middle of the yard and is usually occupied by visitors who want to gather with friends.

#### 3. Meeting Room

SAGA coffee shop provides a special room that visitors can use by making a reservation with SAGA staff with a minimum spend of Rp.300,000. The meeting room can be used for office meetings, group work and report exams.

#### 4. Vaping Room

Furthermore, there is a vaping room that is used for visitors who want to smoke but not outdoors, the room can be used without a minimum spend.

#### 5. Staff Room

There is a special staff room that can be used by SAGA staff to rest before or after work and as a room to store staff belongings.

#### 6. Parking Area

There is an adequate and spacious parking area that can be occupied by approximately 10 cars and 30 motorcycles, making it easy for visitors to find a parking space when visiting SAGA. The service provided by the parking attendants is also very good, even when there are vehicles blocking other vehicles from exiting or entering, the parking attendants will find the vehicle owner to move the vehicle if it is blocking other vehicles.

The management system at SAGA has changed significantly between the first and second branches. The first branch had minimal seating and tables, as the focus was on take away sales due to PPKM, while SAGA, located in Renon, has complete facilities and space. The most visible change today is in the supplier department. Before SAGA became a big coffee shop, the basic ingredients used to be purchased directly by the production staff and did not use suppliers, making the cost of goods more expensive. However, since the second branch, all the needs have become extra, and it is necessary to use suppliers, because bookkeeping has become more difficult.

### Personal Identity of Visitors

Based on the results of the respondents' answers which can be seen in appendix 4, it is known that out of 65 respondents in the male gender who filled out the questionnaire as many as 39 people, while the number of women was 26 people.

26 people. Based on these results, it is known that men are 60% more than women who only reach 40%.

Based on the age of respondents in the 17-25 year age category as many as 22 people with a total of 33.8%, the age category 26-35 years as many as 30 people with a total of 46.2%, and the age category 36-45 years as many as 13 people with a total of 20%. Based on the age category of respondents, it is known that the highest average age of visitors is at the age of 26-35 years, at this productive age they usually already have their own income and work. SAGA is one of the coffee shops frequented by visitors who work in WFH.

Based on the employee category as many as 25 people with a total of 38.5%, self-employed 21 people with a total of 32.8%, students or college students 13 people with a total of 20%, civil servants 6 people with a total of 9.2%. Based on the results of the type of work category, the highest is found in employees, namely 25 people or 38.5%, then the respondents' answers based on the questionnaire that has been obtained.

### Motivation of Visitors

#### A. Visitor Motivation Variables

Statement 1 "I visit a coffee shop and order food that costs more" with the answers of 20 respondents at score 1, it can be said that not all visitors who come always order food, especially for expensive menus, because the focus of coffee shop visitors is of course the coffee, this statement includes criteria less agree.

Statement 2 "I visit a Coffee Shop and order drinks that are more expensive" with the answers of 27 respondents on a score of 4, seeing someone's current lifestyle, visitors will not hesitate to pay higher drink prices, as long as the quality of the coffee served is good, this statement still includes criteria less agree.

Statement 3 "I visit Coffee Shop because I am a coffee connoisseur" with the answers of 23 respondents on a score of 4, this is based on the needs within a person, because when someone visits a coffee shop, they definitely like coffee and will usually visit many coffee shops, of course this is not done by everyone, therefore this statement is categorized as less agree.

Statement 4 "I visit Coffee Shop to enjoy free time" with the answers of 20 respondents at a score of 4, when someone enjoys free time, of course there are many definitions, such as enjoying free time during office breaks, free time to work online, and free time to relax in a coffee shop, of course there are many different reasons but have the same goal of filling free time, the criteria for this statement are less agree. working online, and free time to relax in a coffee shop, of course there are lots of different reasons but have the same goal of filling spare time, the criteria for this statement are less agree.

Statement 5 "I visit the Coffee Shop to enjoy the atmosphere in the cafe" with the answers of 20 respondents at a score of 4, not all visitors who come to

enjoy the atmosphere in the coffee shop.

4, not all visitors who come to do visible activities, because there are also those who visit just for healing or release their daily activities and usually visit just to enjoy the atmosphere of the café concept so that visitors are very happy to visit the coffee shop, this statement is in the category of less agree.

Statement 6 "I visit Coffee Shop with friends or family" with the answers of 28 respondents at score 4, based on the results of the respondent's statement, almost every visitor comes to the coffee shop with friends or family, be it office friends, campus friends and old friends, the statement is in the category of less agree.

Statement 7 "I visit Coffee Shop for quality time with my partner" with 22 respondents' answers on a score of 4, apart from being with friends or family, there are also many visitors who come with their partners and the activities carried out to fill the time they spend with each other, but because not all visit with their partners, the category of this statement is less agreed.

Statement 8 "I visit Coffee Shop so that my friends like the activities I do" with 21 respondents' answers at score 4, the thing that underlies this statement is validation, where everyone must have social media and usually shares activities carried out with social media followers, finally validation becomes a reason where someone wants to be recognized with a positive response, therefore the statement is an agreed category.

Statement 9 "I visit the Coffee Shop so that my friends are curious about what I am doing" with the answers of 19 respondents at score 4, there are some visitors who want to make people curious about the activities they do, such as making stories on Instagram so that other friends want to know where the coffee shop is located and what is in it, based on the results of respondents this statement is in the category of less agree.

Statement 10 "I visit Coffee Shop to be myself and escape from everyday life" with the answers of 26 respondents at score 4, the reason underlying this statement is within the visitor himself, what is the reason, what is the goal, and what is actually sought when visiting a place like a coffee shop, it could be just to release fatigue and fatigue or relieve stress and want to enjoy his own time. However, there are some people who do not understand the statement so that it is in the disagree category.

#### B. Variable Implementation of the health program

statement 1 "I still wear a mask when visiting a Coffee Shop during the post-pandemic" with 26 respondents' answers at a score of 4, as we already know that the Indonesian government is starting to loosen restrictions related to the prevention of the Covid-19 pandemic by allowing people not to wear masks in open spaces. loosening restrictions related to the prevention of the Covid-19 pandemic by allowing people not to wear masks in open spaces. However, some people still use masks, especially when they are outside the room, the reason could be because they are afraid that the covid-19 virus still exists.

Statement 2 "I wash my hands before and after ordering a menu at the Coffee Shop during the post-pandemic" with 28 respondents' answers at score 4, washing hands is something that must be done especially during the covid-19 pandemic, but since the post-pandemic this habit has become rare because there are other alternatives that are used, namely using hand sanitizers, especially when outside the home, based on the results of respondents' answers this statement is in the disagree category.

Statement 3 "I keep my distance and limit myself from talking to other visitors when visiting a post-pandemic coffee shop" with 22 respondents' answers at score 4, keeping a distance is a habit that people do until after the pandemic, the reason is because visitors when visiting a coffee shop and keeping their distance follow the rules of the government, based on this statement is in the agree category.

#### SWOT-based SAGA Development Strategy

The development of SAGA is supported by the opportunity for MSMEs to sell food and drinks online, because during the pandemic many large restaurants have closed and this has become an opportunity for SAGA to be brave enough to open and try the challenges during the pandemic.

The support system from visitors is also the reason for SAGA's growth, as the first branch was a small space and not as spacious as the second branch, so with the support of visitors who always visit SAGA, SAGA finally has a second branch located in Renon.

The development of leisure and recreation activities carried out by visitors has also become wider, especially in the movement of visitors, activities offered and can be done with a wider space, plus there are games available to play together. In addition, many visitors also enjoy coffee at SAGA while working, especially for visitors who work as a freelancer or another term is remote working or remote working whose company applies work from home (WFH) regulations.

#### Strength (S)

1. Fast and friendly service is a plus.
2. Consistency in creating taste and quality.
3. Modern and instagramable Japanese concept.
4. Accept invitations for content collaboration.

#### Weakness (W)

1. Many employees are still in college.
2. Too many junior baristas working at SAGA.
3. In the transition period between coffee shop or becoming a restaurant.
4. Lack of discounts and promotions on the menu.

#### Opportunities (O)

1. There is an opportunity to enter the badung tourism area.
2. Continue to create and upgrade menu.
3. Opportunity to continue introducing SAGA
4. Opportunity to expand the target market to be recognized by international visitors.

#### Threats (T)

##### 1. SAGA's competition

with coffee shops in the tourism area.

##### 2. SAGA's competition

with coffee shops that offer cheaper prices cheaper prices.

##### 3. SAGA's competition

with coffee shops in the Denpasar area

##### 4. It is difficult to learn the nature and interests of visitors who are in the tourism area.

#### a. SO (Strengths Opportunities) Strategy

In this strategy, utilizing all the strengths in seizing and utilizing existing opportunities, using the strengths possessed, where the strategies that can be carried out are:

1. Good service, dexterity and hospitality towards visitors are a plus for SAGA. With SAGA's opportunity to enter the tourism market in the Badung area, it also provides opportunities for young people who are interested in working in the F&B industry. With the opportunity for SAGA to enter the tourism market in the Badung area, it also provides an opportunity for young people who have an interest in working in the F&B field and providing the best service to show the value of the services provided by SAGA to visitors.

2. SAGA's consistency and seriousness in creating a menu is always considered. Because the taste and quality of the products created by SAGA is not just a menu that is offered. Because they always feel challenged by competitors and have good opportunities, the SAGA Team continues to create new menus and menus that are always upgraded.

3. SAGA as a coffee shop that carries the concept of modern and instagramable Japanese vibes as well as cozy vibes for visitors, as well as the development from a small coffee shop to a fairly large coffee shop in the second branch, provides a great opportunity for SAGA to become more developed and has a target to switch from a coffee shop to a restaurant.

4. As SAGA's unique concept and menu has brought immediate interest to photographers and visitors who come and offer SAGA to collaborate, the opportunity has made SAGA even more eager to expand its target market, so that not only local visitors get to know SAGA, but also international visitors. SAGA is therefore planning to open a branch in the Badung area.

#### b. ST (Strengths Threats) Strategy

In this strategy, utilizing all the strengths of a company to overcome a threat, using its strengths, where the strategies that can be carried out are:

1. Concerns about competition between SAGA and coffee shops that are already located in the tourism area, making SAGA prioritize fast and friendly service is something that is always considered from SAGA in serving visitors and in the eyes of visitors will be a plus for SAGA.

2. The competitiveness between SAGA and coffee shops that are increasingly popping up by offering prices that are relatively lower than the price of the menu at SAGA. In overcoming this, the products offered by SAGA are not just a menu that must be sold. But there is a quality that comes from SAGA's consistency and seriousness in creating a menu. Because when the price offered is high, of course there is quality that is always considered. It's the taste that SAGA creates that characterizes it.

3. Market competition between SAGA and other coffee shops in the Denpasar area, both in terms of concept, cafe vibes, and services provided, does not make SAGA lose. Because in terms of the concept of SAGA, which carries the concept of Japanese vibes that are modern and instagramable, SAGA is one of the coffee shops with cozy vibes. SAGA's concept of modern and instagramable Japanese vibes is one of the cozy vibes coffee shops and is a strength for SAGA in attracting visitors, and until now SAGA has grown from a small coffee shop to a fairly large coffee shop in the second branch.

4. The difficulty of learning the nature and interests of visitors does not make SAGA give up on continuing to improve its products as it is currently only able to hold the Denpasar area. The quality of SAGA's menu and concept is a direct strength and attraction for photographers and visitors who usually offer to collaborate with SAGA because of its unique concept and menu.

#### c. WO (Weakness Opportunities) Strategy

In this strategy, take advantage of all existing opportunities through minimizing existing weaknesses, with the aim of improving the weaknesses that are owned, where the strategies that can be carried out are:

1. There are opportunities to enter the tourism market such as opening branches outside the Denpasar area, as well as providing opportunities for young people who have an interest in working in the F&B field. However, the problem is that the selection of employees, most of whom are still in college, makes the working hours/shifts at SAGA inconsistent and causes many changes to the employee schedule, because they have to adjust to college hours. to adjust to college hours. Although this is a concern, SAGA always provides training for new employees so that they will always develop in providing good quality service, so that SAGA is not afraid to compete in entering the tourism area.

2. The number of junior baristas means that SAGA does not have full-time employees, and must continue to teach new juniors so that the products offered do not differ in taste and shape from those already created. Always challenged by competitors, the SAGA team continues to create new and upgraded menus. In its development, SAGA employees must continue to learn in order to create a consistent taste.

3. As SAGA is currently transitioning from a coffee shop to a restaurant, it is still focusing on handling expenses for ingredient suppliers, as ingredients are usually purchased retail, which is both an internal weakness and a challenge. However, with the opportunity of successfully opening a second, bigger branch and transitioning from a coffee shop to a restaurant, it is SAGA's strength to continue introducing products in the tourism market and to continue learning how to manage finances in terms of income and expenses. SAGA.

4. With the opportunity to enter areas other than Denpasar, SAGA is looking to target not only local visitors but also international visitors by opening in the Badung area. In order to reach the planned target market, SAGA must promote itself by offering attractive discounts on the menu, of course by paying attention to quality.

#### d. WT (Weakness Threats) Strategy

In this strategy, it is based on defensive activities by minimizing weaknesses and avoiding threats, which aims to reduce the weaknesses that are owned, where the strategies that can be carried out are:

1. Employees who are mostly still in college make working hours/shifts at SAGA inconsistent and cause a lot of changes to employee schedules, because they have to adjust to college hours. To overcome this problem, employees must work together in setting the schedule, so that there are no obstacles in work or hours outside of work. As for SAGA's concern about competition with coffee shops already in the tourism area, because of these challenges, what is done is to always increase the selling points in the service and quality of the products offered, so that SAGA is able to compete in the tourism area. SAGA is able to compete in the tourism area.
2. The large number of junior baristas means that SAGA does not have full time employees, in minimizing this problem, senior employees continue to teach new juniors so that the products offered are not different and are always consistent with the taste and shape that has been created. With the competition between SAGA and coffee shops that are increasingly popping up and offering prices that are relatively lower than the price of the menu at SAGA, in overcoming this competition is the way SAGA continues to create and quality menu and certainly always new, plus an atmosphere that is always adapted to visitors who mostly come to work from home (WFH).
3. As SAGA is transitioning from a coffee shop to a restaurant, it is currently still focusing on handling expenses for ingredient suppliers, as ingredients are usually purchased at retail, which is an internal weakness as well as a challenge in continuing to learn how to manage finances in terms of income and expenses. With the market competition between SAGA and other coffee shops in the Denpasar area, in terms of concept, cafe vibes, and services provided, SAGA does not lose out. Because from SAGA's concept, which carries the concept of modern and instagramable Japanese vibes, is one of the coffee shops with cozy vibes and is a strength for SAGA in attracting visitors.
4. With the opportunity to enter areas other than Denpasar, SAGA is looking to target not only local visitors but also international visitors. The challenge that SAGA is currently facing, which is the difficulty of learning about the nature and interests of its customers, does not make SAGA give up on improving its product as it is currently only able to hold the Denpasar area. The quality of SAGA's menu and concept is a direct strength and attraction for visitors. SAGA should also do promotions in order to attract the attention of prospective visitors or regular visitors, by providing discounts for the menu, while paying attention to its quality.

#### 4. Conclusion

The average score of the 10 statements regarding visitor motivation is 211.4, including in disagreeing. Based on the lowest average score on the visitor motivation variable, there is a statement "I visit a coffee shop and order food that costs more." with an average value of 2.63.

2.63 the reason is that not all visitors who come always order food, especially for expensive menus, because the focus of coffee shop visitors is of course on the coffee. Meanwhile, based on the highest average score, there is a statement "I visit a coffee shop so that my friends like the activities I do" with an average value of 3.49 the underlying thing is validation, where validation is a necessity, especially for millennials where someone wants to be recognized for their existence by being given positive feedback, so that self-confidence increases.

The average score of 3 statements regarding the application of the health program is 200, including in disagreeing. Based on the lowest average score on the prokes implementation variable with an average value of 2.57 with the results of the statement washing hands rarely visitors do because there are other alternatives that are used, namely using hand sanitizers, especially when outside the home. Meanwhile, based on the highest average score with an average value of 3.42 with the results of the statement visitors always keep their distance when they are in a coffee shop.

The development of leisure and recreation at SAGA coffee shop is supported by the opportunity for MSMEs to continue selling online, even though the development is still in the pandemic period. The amount of support from visitors is also the reason for SAGA's development in leisure activities by visitors. The most visible development is physically, where currently SAGA is no longer a coffee shop that only serves take away, but has been developed into a restaurant that is more spacious than the first SAGA. The facilities provided are much more complete than those at the first branch. Therefore, it can be said that SAGA's development towards leisure and recreation is successful because it can get support from visitors to always develop SAGA to be of higher quality.

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