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Chatime Living World Kota Wisata Cibubur, Bogor Business Investigation Using SWOT Analysis

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Abstract

This study aims to investigate the Chatime Living World Kota Wisata business, Cibubur, Bogor. The study used a mixed method. Data analysis techniques include SWOT Analysis, IFE Matrix Analysis, EFE Matrix Analysis, IE Matrix Analysis, SWOT Matrix, and SWOT Analysis Diagram. The results of the study showed that the IFE Matrix strengths and weaknesses with a score of 3.96. Then in the EFE Matrix opportunities and threats with a score of 3.96. Based on the IE Matrix, the position of the company in cell I shows that the appropriate strategy is to grow and develop (growth and build) which means that this strategy is adjusted to the strengths of the company's internal side to take advantage of the right opportunities to gain benefits for the company. While in the SWOT Matrix using the SO, WO, ST, and WT formulas, twenty strategies were obtained. The results of the SWOT Analysis Diagram show that the company is in quadrant I, namely supporting an aggressive strategy.

Keywords: Business, SWOT Analysis, Chatime

INTRODUCTION

Nowadays, the culinary business sector in Indonesia has entered the industrial category. So it becomes one of the businesses that is increasingly promising for the community. The impact is that many culinary businesses have emerged. Like mushrooms in the rainy season. However, not a few who have just opened their businesses are forced to close them again because they are unable to compete.

The trend of the increasingly lively culinary business world is marked by the many types of food and beverage (mamin) products available in the market. Not only domestic mamin products, but also those from abroad. In fact, many business actors from abroad want to try their luck in

Indonesia. So that many mamin products from abroad enter Indonesia.

One of the foreign culinary brands that is now growing rapidly in Indonesia is Chatime. This famous sweet drink founded in Taiwan in 2005 entered Indonesia in 2011. Precisely at Living World Alam Sutera, South Tangerang City. Until mid-2024, Chatime already has 420 outlets operating in more than 60 cities in Indonesia, with dine-in, take away, and online delivery services.

In running its business, Chatime also cooperates with a franchise model. This model is considered very suitable for today's business developments. Moreover, the Chatime brand is already quite familiar in the minds of consumers in Indonesia.

As a provider of brewed tea drinks that presents more than 50 flavor variants, Chatime continues to grow. In Indonesia, Chatime is part of F&B Indonesia, a parent company that since 2011 has overseen the entire portfolio of the Kawan Lama Group's food and beverage business pillars.



Figure 1. Chatime drink

Chatime Indonesia is present with six categories of drinks that can be enjoyed by all ages, as shown in Table 1.

Table 1. Kategori minuman Chatime Indonesia

No.	Category	Beverage
1.	Signature Milk Tea	Favorite milk tea drink menu
2.	Tea Presso	Classic menu made from a variety of selected teas
3.	Smoothies	Special ice blended menu
4.	TeaRRIFIC	The menu offers various flavors of green and black tea
5.	Coffe and Latte	Brewed coffee drink menu from Chatime barista
6.	Mood Refresh	Refreshing drink menu

Sumber: www.chatime.co.id, 2025.

One of Chatime's branches in Indonesia is the outlet located in Living World Kota Wisata, Cibubur, Bogor, West Java. Chatime's management is very observant in seeing the market opportunities in Kota Wisata Cibubur by opening its branch in the area. In line with the increasingly rapid development of the culinary industry, the Chatime outlet in Cibubur has also continued to grow.

As a business institution, Chatime Living World Kota Wisata, Cibubur, Bogor has also experienced ups and downs. With the very tight competition in the world of education, of course the management of Chatime Living World Kota Wisata, Cibubur, Bogor also wants to know their current condition. By knowing the current existing conditions, it is hoped that it can be a reference and input material to create the right strategy to run its business in the future.

One way that Chatime Living World Kota Wisata, Cibubur, Bogor management can do to find out the current condition of its business and what strategies to take in the future is through the SWOT Analysis approach. By using this technique, the company will be able to take the right steps in managing its business. SWOT analysis itself was first introduced by Albert S. Humphrey who used this technique in the 1960s when he initiated a research project carried out at the Stanford Research Institute.

SWOT analysis is a strategic planning analysis method used to monitor and evaluate a company's environment, both external and internal, for a specific business purpose. SWOT is an acronym for the words: strengths, weaknesses, opportunities, and threats in a project or business speculation. These four factors form the acronym SWOT.

ANALISIS SWOT



Figure 2. SWOT analysis framework

According to Freddy Rangkuti (2018), SWOT Analysis is an analysis process carried out systematically to develop effective and appropriate organizational strategies. The main focus of this analysis is to optimize the strengths and opportunities of the organization. In addition, it also tries to minimize the weaknesses and threats that will be faced.

One of the discussions in SWOT Analysis is the Internal Factors Evaluation Matrix (IFE Matrix) External Factor Evaluation Matrix (EFE Matrix). The IFE Matrix is a strategy formulation tool that summarizes and evaluates the main strengths and weaknesses in the functional areas of a business and also provides a basis for identifying and evaluating the relationships between these areas. This matrix is composed to determine how good the internal condition of the company is, seen from the strengths and weaknesses it has. While the EFE Matrix helps strategists to identify and evaluate external factors that influence the company's performance. This matrix is composed to determine how well the company responds to the opportunities and threats it faces. This matrix will be used together with the Internal Factors Evaluation Matrix (IFE Matrix) in compiling internal and external matrices (David, 2016).

Based on previous research, namely SWOT Analysis on Marketing Strategy: Building a Competitive Business (Case Study of Thai Tea Ce Es MSMEs), it was found that the emergence of many competitors has motivated business actors to compete and prove their superiority in terms of product quality, price, service, innovation, and product taste. Therefore, overcoming business weaknesses and threats is very important in order to successfully enter a very competitive market like today. (Rahma et al., 2024)

In another study on the Strategy for Developing Innovation in Instant Boba Davocas Drinks Using SWOT Analysis. The processing of Boba Davocas has a fairly large opportunity to be industrialized. The strategies carried out based on the SWOT analysis include the Strength-Opportunity, Weakness-Opportunity, Strength-Threat, and Weakness-Opportunity strategies. Referring to several of these analyses, there are several methods applied, including expanding the marketing area through e-commerce media, continuing to innovate in developing product flavors, intensifying product promotions and introductions, building relationships with fruit juice sellers, providing various attractive offers on products, and collaborating with suppliers of raw materials in an effort to reduce prices. (Lilis Ayu Fatiniaa, Fanecia Apriania, Wildanu Ubaidillaa, 2024)

Meanwhile, the research is entitled: Analysis of Small and Medium Enterprise Marketing Strategy with SWOT and QSMP Methods (Case Study of Boba Teapot UKM). The main strength of Boba Teapot UKM is the very good quality of the drink. The main weakness of Boba Teapot UKM is the business premises that are not spacious enough. The main opportunity for Boba Teapot UKM is the profit obtained can open branches, while the threat obtained is the unclear legality of the business and the marketing position of Boba Teapot UKM is in quadrant II in the diversification position, where this alternative has the potential to develop by utilizing the strengths it has but must also be aware of threats. (Fadillah et al., 2024)

In a previous study entitled Analysis of Sinom Beverage Product Development Using SWOT

Matrix and QSPM Method, the results obtained showed a total weight of the IFE matrix score of 3.319 and EFE of 2.990 so that the company is in a grow and build condition. Based on the QSPM matrix, the highest value is 6.863 and the lowest value is 5.17. Recommendations for product development strategies based on the QSPM matrix are to cooperate with traders to increase sales, conduct marketing by participating in exhibitions, improve product packaging to make it more attractive. (Alwan et al., 2023)

The results of previous research entitled SWOT Analysis in Mojithoss Beverage Marketing Strategy from Mojithoss SMEs obtained four strategies, namely two SO strategies, two WO strategies, three ST strategies, and two WT strategies. The strengths-opportunities (SO) strategy is to strengthen and improve product quality and keep product prices affordable. The weaknesses-opportunities (WO) strategy is to promote products through social media and provide special discounts. The strengths- threats (ST) strategy is to improve service with effective communication to establish good relationships with consumers, update products to compete with competitors and collaborate with raw material providers. The weaknesses-threats (WT) strategy is to increase promotion to face competitor competition and control the availability of raw materials. (Alamsyah, 2025).

METHODS

According to Sugiyono (2017), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Population is not only humans but also objects and other natural objects. Researchers give questions to the owners who have the right to fill in and all employees of

the Chatime Living World Kota Wisata business, Cibubur, Bogor.

Furthermore, according to Sugiyono (2017), a sample is part of the number and characteristics possessed by the population. Sampling is a step to find the size of the sample taken in conducting research on an object. To determine the size of the sample can be done with statistics or based on research estimates. This sampling must be done in such a way that the actual sample is obtained, in other words it must be representative.

In this study, the informants were 15 employees consisting of 1 Store Manager, 2 Supervisors, 3 Production, 4 Baristas, 3 Cashiers, and 2 Kitchen. The sample used was probability sampling with a simple random sampling technique.

Meanwhile, the data collection process in this study was obtained after the researcher obtained permission from the Chatime Living World Kota Wisata, Cibubur, Bogor business management to conduct research. As an initial step in the study, the researcher asked permission from the informant to provide information related to the research activities. Then the researcher conducted interviews and filled out questionnaires with employees of the Chatime Living World Kota Wisata, Cibubur, Bogor business.

The data processing and analysis method consists of descriptive analysis. The analysis tools used in formulating company strategies are IFE Matrix Analysis, EFE Matrix Analysis, IE Matrix Analysis, SWOT Matrix Analysis, and SWOT Analysis Diagram (David, 2016).

RESULTS

SWOT Analysis

After conducting internal and external analysis, the results obtained were strengths, weaknesses, opportunities and threats, as explained in Table 1.

Table 2. SWOT analysis

Strengths	Weaknesses
1. Strong and globally recognized brand	1. High production costs
2. Efficient supply chain management system to ensure high quality raw materials	2. Depends on the supply of raw materials that can be affected by external factors
3. Use of technology in efficient and fast ordering process	3. Tight competition with similar brands
4. Competent and experienced employees in providing the best service	4. Lack of presence of outlets in several potential areas
5. Continuous innovation in creating new and interesting menus	5. Lack of attention to environmental and sustainability issues
6. Courage in expanding to international markets	6. Lack of initiative in collaborating with influencers or public figures as brand ambassadors
7. Clear mission and vision in providing quality and healthy drinks	7. Difficulty in finding high-quality employees in several locations
8. Employee training and development programs	8. Cleanliness and sanitation factors that still need to be improved
9. Awards and certificates that show the company's achievements and quality	
10. Commitment to implementing sustainable business practices	
Opportunities	Threats
1. Continuous growth in bubble tea consumption	1. Increasing competition from other bubble tea brands
2. High market demand for low-calorie and sugar-free drinks	2. Strict government regulations regarding the use of raw materials and sales of high-sugar drinks
3. Development of consumer trends and interest in healthy and natural concepts	3. Poor boba quality from unqualified suppliers
4. Development of outlets with attractive and Instagrammable designs to attract visitors	4. Unstable economic conditions that can reduce customer purchasing power
5. Expansion to the international market with strong local partnerships	5. Limited store space in strategic locations that are already controlled by competitors
6. Implementing marketing strategies through endorsements from well-known influencers on social media	6. Brand and concept imitation by competitors that can reduce Chatime's uniqueness
7. Collaborating with local producers to use sustainable and local raw materials	7. Disruption of raw material stocks due to natural disasters or logistics problems
8. Developing alliances with well-known food and beverage companies to create mutually beneficial partnerships	8. High raw material prices that have the potential to reduce the company's profit margin
9. Providing product variants that are in line with changing trends and consumer preferences	9. Negative impact of anti-sugar campaigns on the consumption of sweet drinks such as bubble tea
10. Increasing cooperation with creative industry players to create unique and memorable experiences	10. Quality and hygiene issues in stores that can affect customer trust

Sumber: Processed primary data, 2025.

IFE Matrix (Internal Factor Evaluation) Analysis

Once all strengths and weaknesses are known,

an IFE (Internal Factor Evaluation) analysis can be carried out by providing an assessment and rating as stated in Table 2.

Table 3. Determination of IFE matrix analysis score

No.	Internal Factor	Rating	Weight	Score
Strengths				
1.	Strong and globally recognized brand	4	0,05607	0,2243
2.	Efficient supply chain management system to ensure high quality raw materials	4	0,05607	0,2243
3.	Use of technology in efficient and fast ordering process	4	0,05607	0,2243
4.	Competent and experienced employees in providing the best service	4	0,05607	0,2243
5.	Continuous innovation in creating new and interesting menus	4	0,05607	0,2243
6.	Courage in expanding to international markets	4	0,05607	0,2243
7.	Clear mission and vision in providing quality and healthy drinks	4	0,05607	0,2243
8.	Employee training and development programs	4	0,05607	0,2243
9.	Awards and certificates that show the company's achievements and quality	4	0,05607	0,2243
10.	Commitment to implementing sustainable business practices	4	0,05607	0,2243
Sub Total			0,56075	2,24299
Weaknesses				
1.	High production costs	3,93333	0,05514	0,21688
2.	Depends on the supply of raw materials that can be affected by external factors	3,93333	0,05514	0,21688
3.	Tight competition with similar brands	3,73333	0,05234	0,19539
4.	Lack of presence of outlets in several potential areas	4	0,05607	0,2243
5.	Lack of attention to environmental and sustainability issues	3,73333	0,05234	0,19539
6.	Lack of initiative in collaborating with influencers or public figures as brand ambassadors	4	0,05607	0,2243
7.	Difficulty in finding high-quality employees in several locations	4	0,05607	0,2243
8.	Cleanliness and sanitation factors that still need to be improved	4	0,05607	0,2243
Sub Total			0,43925	1,72174
Total number			1	3,96474

Sumber: www.chatime.co.id, 2025.

EFE Matrix (External Factor Evaluation) Analysis

After all opportunities and threats are

known, an EFE (External Factor Evaluation) analysis will be carried out by providing an assessment and rating as shown in Table 3.

Table 4. Determination of EFE matrix analysis score

No.	External Factor	Rating	Weight	Score
Opportunities				
1.	Continuous growth in bubble tea consumption	4	0,05042	0,20168
2.	High market demand for low-calorie and sugar-free drinks	4	0,05042	0,20168
3.	Development of consumer trends and interest in healthy and natural concepts	4	0,05042	0,20168
4.	Development of outlets with attractive and Instagram-mable designs to attract visitors	4	0,05042	0,20168
5.	Expansion to the international market with strong local partnerships	4	0,05042	0,20168
6.	Implementing marketing strategies through endorsements from well-known influencers on social media	4	0,05042	0,20168
7.	Collaborating with local producers to use sustainable and local raw materials	3,8	0,0479	0,18202
8.	Developing alliances with well-known food and beverage companies to create mutually beneficial partnerships	4	0,05042	0,20168
9.	Providing product variants that are in line with changing trends and consumer preferences	3,93333	0,04958	0,19501
10.	Increasing cooperation with creative industry players to create unique and memorable experiences	3,93333	0,04958	0,19501
Sub Total			0,5	1,98381
Threats				
1.	Increasing competition from other bubble tea brands	4	0,05042	0,20168
2.	Strict government regulations regarding the use of raw materials and sales of high-sugar drinks	3,73333	0,04706	0,17569
3.	Poor boba quality from unqualified suppliers	4	0,05042	0,20168
4.	Unstable economic conditions that can reduce customer purchasing power	4	0,05042	0,20168
5.	Limited store space in strategic locations that are already controlled by competitors	4	0,05042	0,20168
6.	Brand and concept imitation by competitors that can reduce Chatime's uniqueness	4	0,05042	0,20168
7.	Disruption of raw material stocks due to natural disasters or logistics problems	4	0,05042	0,20168
8.	High raw material prices that have the potential to reduce the company's profit margin	4	0,05042	0,20168
9.	Negative impact of anti-sugar campaigns on the consumption of sweet drinks such as bubble tea	3,93333	0,04958	0,19501
10.	Quality and hygiene issues in stores that can affect customer trust	4	0,05042	0,20168
Sub Total			0,5	1,98415
Total number			1	3,96796

Sumber: www.chatime.co.id, 2025.

IE (Internal External) Matrix Analysis

The IE Matrix is a picture that shows the results of the calculation of the IFE and EFE Matrix scores. In this calculation, the IFE Matrix score is 3.96 and the EFE Matrix score is 3.96. These results are placed in the IE matrix cells as in Figure 2.

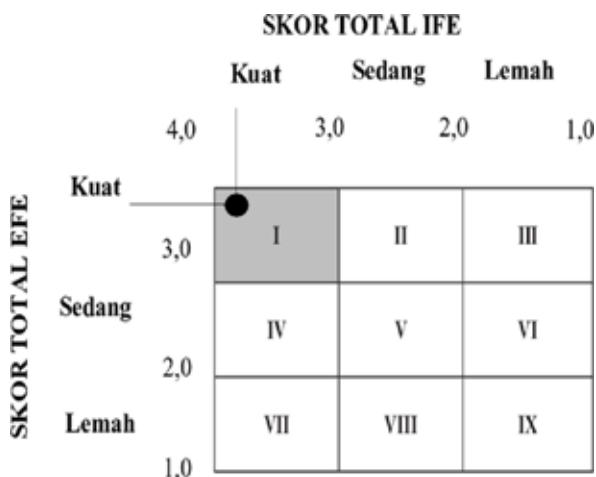


Figure 3. Determination of IE matrix analysis

The company's position in cell I shows that the appropriate strategy is growth and build, which means that this strategy is adjusted to the strengths of the company's internal side to take advantage of the right opportunities to gain benefits for the company. The IE matrix maps

out the strategic choices that are in accordance with the characteristics of the Chatime Living World Kota Wisata, Cibubur, Bogor business, namely intensive strategies (market penetration, market development, and product development) or integration (backward integration, forward integration, and horizontal integration).

The results that can be applied to the company's strategy are efforts to increase the market more intensively. That way, the Chatime Living World Kota Wisata, Cibubur, Bogor business can be attempted to approach larger market opportunities. The Chatime Living World Kota Wisata, Cibubur, Bogor business can introduce existing products to new markets. This can develop products in an effort to increase sales.

SWOT Matrix Analysis

Based on strengths and weaknesses as well as opportunities and threats, the SWOT Matrix can clearly explain the company's appropriate situation according to its strengths and weaknesses to respond to opportunities and threats. This matrix produces four types of strategies that can be applied: SO, WO, ST, and WT. The SWOT matrix of the Chatime Living World Kota Wisata, Cibubur, Bogor can be seen in Table 4.

Table 5. SWOT matrix analysis

IFE	Strengths (S)	Weaknesses (W)
1.	Strong and globally recognized brand.	1. High production costs.
2.	Efficient supply chain management system to ensure high quality raw materials.	2. Depends on the supply of raw materials that can be affected by external factors.
3.	Use of technology in efficient and fast ordering process.	3. Tight competition with similar brands.
4.	Competent and experienced employees in providing the best service.	4. Lack of presence of outlets in several potential areas.
5.	Continuous innovation in creating new and interesting menus.	5. Lack of attention to environmental and sustainability issues.
6.	Courage in expanding to international markets.	6. Lack of initiative in collaborating with influencers or public figures as brand ambassadors.
7.	Clear mission and vision in providing quality and healthy drinks.	7. Difficulty in finding high-quality employees in several locations.
8.	Employee training and development programs.	8. Cleanliness and sanitation factors that still need to be improved.
9.	Awards and certificates that show the company's achievements and quality.	
10.	Commitment to implementing sustainable business practices.	
EFE		

Opportunities (O)	SO	WO
1. Continuous growth in bubble tea consumption.	1. Continuously building brand image in the minds of consumers.	1. Partnering with local producers to provide cheaper raw material supplies.
2. High market demand for low-calorie and sugar-free drinks.	2. Strengthening management and continuing to innovate.	2. Cooperating with food and beverage companies by promoting new variants that are different from competitors.
3. Development of consumer trends and interest in healthy and natural concepts.	3. Cooperating with third parties by building new outlets.	3. Strengthening brand position and promotion through various communication and marketing channels.
4. Development of outlets with attractive and Instagrammable designs to attract visitors.	4. Carrying out business practices that are oriented towards sustainability.	4. Recruiting reliable and competent personnel in providing quality and healthy products.
5. Expansion to the international market with strong local partnerships.	5. Prioritizing product innovation that is in accordance with consumer preferences.	5. Increasing commitment to environmentally friendly and sustainable products along with changes in consumer trends and preferences.
6. Implementing marketing strategies through endorsements from well-known influencers on social media.		
7. Collaborating with local producers to use sustainable and local raw materials.		
8. Developing alliances with well-known food and beverage companies to create mutually beneficial partnerships.		
9. Providing product variants that are in line with changing trends and consumer preferences.		
10. Increasing cooperation with creative industry players to create unique and memorable experiences.		

Threats (T)	ST	WT
1. Increasing competition from other bubble tea brands.	1. Continuously building a brand image in the minds of consumers.	1. Prioritizing the supply of cheaper but quality local raw materials.
2. Strict government regulations regarding the use of raw materials and sales of high-sugar drinks.	2. Commitment to using quality yet affordable local raw materials.	2. Strengthening Chatime's positioning as a healthy and high-quality sweet drink through various promotional and marketing channels.
3. Poor boba quality from unqualified suppliers.	3. Increasing the use of technology and continuous innovation with an orientation towards healthy and hygienic products.	3. Increasing outlets in strategic locations.
4. Unstable economic conditions that can reduce customer purchasing power.	4. Upgrading employee capabilities and competencies to overcome various emerging threats.	4. Building an environmentally friendly business concept by prioritizing quality products and healthy locations.
5. Limited store space in strategic locations that are already controlled by competitors.	5. Business expansion both in the domestic market and to the international market.	5. Recruiting high-quality employees to be able to compete with competitors.
6. Brand and concept imitation by competitors that can reduce Chatime's uniqueness.		
7. Disruption of raw material stocks due to natural disasters or logistics problems.		
8. High raw material prices that have the potential to reduce the company's profit margin.		
9. Negative impact of anti-sugar campaigns on the consumption of sweet drinks such as bubble tea.		
10. Quality and hygiene issues in stores that can affect customer trust.		

SWOT Analysis Diagram

Furthermore, the total score of each factor can be detailed, where strength is 2.24, weakness is 1.72, opportunity is 1.98, and threat is 1.98. Thus, it can be seen that the difference in the total score of the strength and weakness factors (+) is 0.52, while the difference in the total score of the opportunity and threat factors (+) is 0.00.

strength to overcome the situation.

In the EFE Matrix, the opportunities/opportunities score is 1.98, while the threat/threats score is

1.98. So the weighted score result of the EFE Matrix is 3.96. If all the variables or opportunity factors are utilized optimally, it can be proven by the total EFE value of $1.98 = 1.98$, which means

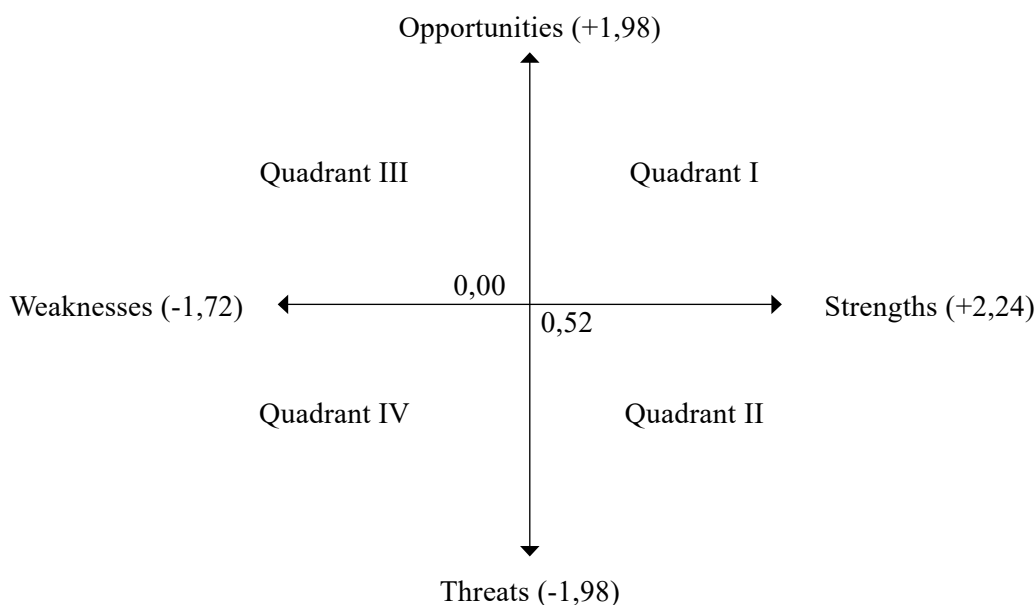


Figure 4. SWOT analysis diagram

Based on Figure 3 above, it can be seen that the diagram intersection point is on the X, Y axis (0.52:0.00) in quadrant I where this position supports an aggressive strategy. Chatime Living World Kota Wisata, Cibubur, Bogor business is in a favorable situation and has strengths and opportunities so that it can utilize existing potential. The strategy that can be applied in quadrant I is expansion by supporting an aggressive growth policy (growth oriented strategy) so that the company can develop well.

DISCUSSION

Based on the research results, the IFE Matrix shows a score for strengths of 2.24, while weaknesses are 1.72. So the total weighted score obtained is 3.96. If the strengths and weaknesses are optimized, it will overcome the various weaknesses that exist. This is indicated by the total score on the IFE Matrix of $2.24 \geq 1.72$, which means that internal conditions have the

the system is less able to respond to the existing external situation.

The IE Matrix shows the position of Chatime Living World Kota Wisata, Cibubur, Bogor is in the Matrix Cell in Box I, namely growth. The score values obtained are internal factors of 3.96 and external factors of 3.96. In this cell is a growth phase where the method used is a concentration strategy through vertical integration.

After formulating all the strengths, weaknesses, opportunities, and threats that exist, then the business strategy factors are compiled with the SWOT Matrix. The scheme in the SWOT Matrix is by combining strengths with company opportunities (S-O) and weaknesses with company opportunities (W-O) and strengths with company threats (S-T) and weaknesses with company threats (W-T).

The results obtained from the SWOT Matrix are that the company utilizes business strengths as business opportunity openers. Minimize

weaknesses in order to maximize opportunities. Furthermore, utilize strengths to overcome existing threats. The last strategy is to minimize weaknesses and avoid threats.

The S-O strategy consists of 1. Continuously building brand image in the minds of consumers. 2. Strengthening management and continuing to innovate. 3. Cooperating with third parties by building new outlets. 4. Carrying out business practices that are oriented towards sustainability. 5. Prioritizing product innovation that is in accordance with consumer preferences.

The W-O strategy consists of 1. Partnering with local producers to provide cheaper raw material supplies. 2. Cooperating with food and beverage companies by promoting new variants that are different from competitors. 3. Strengthening brand position and promotion through various communication and marketing channels. 4. Recruiting reliable and competent personnel in providing quality and healthy products. 5. Increasing commitment to environmentally friendly and sustainable products along with changes in consumer trends and preferences.

The S-T strategy consists of 1. Continuously building a brand image in the minds of consumers. 2. Commitment to using quality yet affordable local raw materials. 3. Increasing the use of technology and continuous innovation with an orientation towards healthy and hygienic products. 4. Upgrading employee capabilities and competencies to overcome various emerging threats. 5. Business expansion both in the domestic market and to the international market.

The W-T strategy consists of 1. Prioritizing the supply of cheaper but quality local raw materials. 2. Strengthening Chatime's positioning as a healthy and high-quality sweet drink through various promotional and marketing channels. 3. Increasing outlets in strategic locations. 4. Building an environmentally friendly business concept by prioritizing quality products and healthy locations. 5. Recruiting high-quality employees to be able to compete with competitors. In the SWOT Analysis Diagram, it appears that the Chatime Living World Kota Wisata, Cibubur, Bogor business is in quadrant I, where this

quadrant is a profitable situation. Although the company has threats, its strengths are still able to anticipate existing threats, so that it can utilize existing potential. The strategy that can be applied in this quadrant I is expansion by supporting an aggressive growth policy (growth oriented strategy) so that the company can continue to develop well. This is in accordance with the SWOT Matrix Analysis shown in internal and external factors.

CONCLUSION

The IFE Matrix shows that the strengths and weaknesses factors have a total score of 3.96, because the total IFE score is above 2.5. This identifies that its internal position is strong, where the Chatime Living World Kota Wisata, Cibubur, Bogor business has strengths in terms of products, facilities, and infrastructure as well as services. Furthermore, the EFE Matrix shows that the opportunities and threats factors have a total score of 3.96. This indicates that the Chatime Living World Kota Wisata, Cibubur, Bogor business responds to existing opportunities and avoids existing threats.

In the IE Matrix shows the results of the calculation of the IFE and EFE Matrix scores. The calculation results are that the IFE Matrix score is 3.96 and the EFE Matrix score is 3.96. This places the company's position in cell I, which shows that the appropriate strategy is to grow and develop (growth and build) which means that this strategy is adjusted to the strengths of the company's internal side to take advantage of the right opportunities to gain profit for the company.

SWOT Matrix Analysis includes Strengths-Opportunities (S-O), Weaknesses-Opportunities (W-O), Strengths-Threats (S-T), and Weaknesses-Threats (W-T) strategies. Strengths-Opportunities strategy is a company that utilizes business strengths as a business opportunity opener. Weaknesses-Opportunities strategy is to minimize weaknesses in order to maximize opportunities. Strengths-Threats strategy is to utilize strengths to overcome existing threats. Weaknesses-Threats strategy is to minimize weaknesses and avoid threats.

The SWOT Analysis Diagram has a diagram intersection point on the X, Y axis (0.52:0.00) which is where the position on the diagram is in quadrant I, which supports an aggressive growth strategy. Chatime Living World Kota Wisata, Cibubur, Bogor's business is in a very profitable situation, because it has strong strengths and opportunities so that even though there are threats. The strategy that can be applied in this quadrant I is to support policies to carry out aggressive growth (growth oriented strategy) so that the company can continue to develop well.

Furthermore, the author suggests that future research should focus more on deepening the opportunities that can still be explored by Chatime Living World Kota Wisata, Cibubur, Bogor. Then, what might emerge as a threat in the future for the management of Chatime Living World Kota Wisata, Cibubur, Bogor. If opportunities can be maximized and threats can be minimized, then it is possible that the business of Chatime Living World Kota Wisata, Cibubur, Bogor will continue to develop and grow even more rapidly in the future.

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