

ANALYSIS OF CREATIVITY, INNOVATION AND MARKETING OF DUCAN COFFEE

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Abstract

This study aims to determine how the implementation of the concept of creativity and innovation and marketing strategies that have been implemented by Ducan Coffee (D'Coffee) businesses. The research was conducted at Cafe Ducan Coffee which is located at Jln. Sakti Lubis No.11 Medan. The subjects in this study were even semester Management Study Program students in the 2023/2024 academic year who were taking Entrepreneurship courses with a total of 4 students and 1 lecturer. The type of research used is qualitative research with data collection techniques through direct interviews and documentation. Data assessment is done by giving answers "yes" or "no" to each assessment category. Data analysis techniques are carried out by data reduction, data presentation and conclusion drawing and data verification. The results of data analysis will then be described through tables and figures to make it easier to understand and conclude the results of the analysis. The results of the study concluded that Cafe Ducan Coffee has implemented aspects of creativity, innovation and marketing strategy well. This is known from the menu offered, the atmosphere of the café room and marketing strategies that have used online media such as marketing cooperation with gofood and promotion via Facebook, TikTok and Instagram.

INTRODUCTION

In order to live life in the era of the industrial revolution 4.0 and enter the era of *society 5.0*, the role of higher education feels increasingly important. One of them is an effort to develop the potential of human resources, especially students, namely building entrepreneurial behavior. In other words, currently college graduates are needed who not only have *hard skills* but also must have *soft skills* in creating their own business, known as being an *entrepreneur* (Dhania, 2018). One business sector that continues to receive considerable attention from economic actors is the café business (*coffee shop*). Currently, even the *coffee shop* business has become one of the most popular businesses in Indonesia, especially in urban areas. The definition of a *coffee shop* is a cafe or shop that sells various types of coffee drinks and is usually used as a hangout place by many people. So, *coffee shops* are not only used as a place to have coffee, but also for various other activities. And

some of the benefits of a *coffee shop* business include: 1). Bringing in a large turnover, 2). The drink menu is easy to make, 3). Broad target market, 4). Does not require a large space (Wuisan, 2022).

Seeing this phenomenon, it is not surprising that the quantity of *coffee shop* businesses continues to increase, because the demand for coffee drinks is increasingly popular even tends to no longer look at background and age. Nowadays, the *coffee shop* business is not only growing in big cities, but it is also mostly driven and targeted at the youth segment. However, along with the higher attractiveness of the *coffee shop* business, it has an impact on increasingly fierce competition so that business people must be more creative and innovative to market the products offered. So what should be a big concern for business people, the potential of the *coffee shop* business will continue to increase and must be utilized. As stated by the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), by 2023, the number of coffee shops in Indonesia will reach 10 thousand shops with revenue from the coffee shop business expected to reach IDR 80 trillion (Sayekti, 2023).

One of the efforts that can be made to take advantage of *coffee shop* business opportunities is the concept of "Entrepreneurship". In general, *entrepreneurship* is the science, art, and skills to manage one's limited resources, information, and funds to survive, make a living or reach the top position in a career. Therefore, entrepreneurship can be learned. According to Thomas W. Zimmerer in (Suryana 2014), entrepreneurship is a process and seeks opportunities that everyone faces every day. And according to Peter F. Drucker entrepreneurship has almost the same essence, which refers to the nature, character, and characteristics inherent in a person who has the willpower to realize innovative ideas into the real business world and can develop it with resilience (Suryana, 2014). It can be said that entrepreneurship is a description of entrepreneurs about the ability to manage their resources economically (effectively and efficiently) from low to higher productivity levels. High entrepreneurial ability will make consumers interested and will be interested in a good or service so that they will then be encouraged to seek information about a product that has advantages over other similar products. The superiority of a product will only be created from the implementation of creativity and innovation.

The results of other studies (Hasibuan *et al.*, 2021), creativity and innovation are closely related to the creation of new products or the development of existing products so as to create a desire for someone to try these products. It can be said that creativity and innovation are an integral part of entrepreneurial success. Creativity and innovation can also empower entrepreneurs to find opportunities, solve problems, differentiate themselves, adapt to change, continuously improve, and drive business growth. By harnessing creativity and cultivating an innovative mindset, entrepreneurs can build successful ventures in an ever-evolving business landscape (Mark, 2024).

The birth of a business idea in an entrepreneur is the first step of creativity which will then find innovative behavior. This can be done by someone if that person has a good entrepreneurial concept. According to (Darmawati, 2016) a good business idea is important, or even a requirement for a successful business. A business idea is the response of a person, many people or an organization to solve an identified problem or to meet a need in an environment (market). There are two important things that must be considered to find a business idea 1). Although it is a requirement, a business idea is only a tool, 2). An

idea is converted into a profitable business opportunity. According to (Andayani & Sukaharsono, 2022), ideas are plans that are systematically organized in the mind to achieve success. Entrepreneurship is the competence to make new and unique things. So related to business, a business idea is a brief description of the business to be established/run. A good business idea is a prerequisite to be able to realize the will and creativity into a business opportunity. Business ideas are also considered very important because a well-formulated Business Idea will determine business sustainability and business competitiveness. Another opinion is that business ideas and the ability to see opportunities can occur through imitation and duplication, which then becomes a product development process, until it ends in the process of creating new and different products. Typically, entrepreneurial ideas start from creative ideas and from dreams that are successfully realized (Sandroto, 2022). The ability to realize, create new and different products is not enough to ensure the sustainability of a business. However, it must be followed up with the ability to sell these products through the concept of marketing (*Marketing*). So the company must also pay attention and be able to determine the right strategy to market the products offered. Because by implementing the right strategy, a business will be able to run its business in the long term (Fauzi et al. 2022).

According to (Muiz & Fauzi, 2024), marketing is the main key for companies to achieve and maximize their business sustainability goals. According to (Harahap, et al., 2021), in order to survive and win business competition, producers are required to pay more attention to consumer wants and needs, especially how to maintain consumer loyalty. An appropriate and consumer-oriented marketing strategy will enable companies to understand consumer behavior and loyalty. The fact is that there are still quite a number of businesses that cannot choose the right marketing strategy so that they are less able to attract customers and improve their financial performance. In this case, Ducan Cafe is one of the businesses that managed to find a creative and innovative business idea, namely by carrying out the concept of Serious and Casual (*Sergeant*) and Sitting Beautiful (*Ducan*). This marketing strategy introduces a new paradigm in business competition in the café industry based on consumer experience and more dynamic market demand.

D'Coffee or Ducan Coffee is a business in the culinary field that provides processed food and drinks that are trending or favored by various groups, especially young people. In its marketing strategy, one of the efforts made is to highlight the term "Duduk Cantik" because Ducan Coffee also offers a relaxed room atmosphere so it is called Ducan (Duduk Cantik). To make it easier to remember, it is now more often called D'Coffee. And along with the development of business and community culture with high activity, making people increasingly need a place to relax, so D'Caffe is increasingly recognized by the people of Medan. In addition to its strategic place, D'café has also become an alternative choice for consumers who want to hold family gatherings because D'Caffe also provides a playground for children.

It can be said that creativity comes from brilliant business ideas and will then create innovative products that are in demand by the market. With various uniqueness and advantages that a product has, it will then become a source of strength for a business to have an advantage over its competitors. Creative business ideas can come from experience, observation, learning or even sudden inspiration. One of the business ideas, creativity and innovation raised by the D'Coffee (Ducan Coffee) business is to create a modern coffee shop that offers drinks, food with contemporary flavors and atmosphere and competitive prices.

The purpose of this research is to find out how the implementation of the concepts of creativity, innovation and marketing strategies that have been carried out by the D'Coffee business.

LITERATURE REVIEW

Creativity

In general, the definition of creativity is the ability a person has to find and create new things, new ways, new models, which are useful for himself and society. According to (Suryana, 2016), creativity is an action that produces something and is an activity that brings results that include *new*, *useful* and *understandable*. To get good results, creative and entrepreneurial human resources are needed. And good creativity is based on intellectual abilities, such as intelligence talent and learning skills, but also supported by affective and psychomotor factors.

The dimensions of creativity according to (Joesyiana *et al.*, 2020) consist of four types, namely:

- The *Person* dimension is an attempt to define creativity that focuses on the individual.
- The *Process* dimension, which is an effort to define creativity that focuses on the thinking process that gives rise to unique and creative ideas.
- The *Product* dimension is an attempt to define creativity that focuses on the product or what is produced, either something new or an innovative elaboration/merger.
- *Press* dimension, which is an approach to creativity that emphasizes press / encouragement factors, both internal and external encouragement as well as the social and psychological environment.

In business development, the aspect of creativity is very important to pay attention to because it is the foundation for increasing the competitiveness (*competitive advantage*) of a company to become a winner in the competition. It can be said that, in the context of entrepreneurship, creativity is a new initiative and idea towards the development of a product or process that is more useful so that the product has a higher economic value. Creativity can also be understood as a skill that can generate new ideas that produce solutions to address business challenges and threats and to make them opportunities. A successful *entrepreneur* must have high creativity because creativity is very important to create competitive advantage and business survival (Alma, 2017).

As for the indicators of creativity according to (Dharmawati, 2016), creativity can be measured using several indicators, namely:

- *Fluency of thinking*, which is the ability to generate many ideas that come out of the mind quickly.
- *Flexibility* of thinking, which is the ability to produce a number of diverse ideas or questions, see problems from different points of view and be able to use various approaches or ways of thinking.
- *Elaboration*, which is the ability to develop ideas, add or detail an object, idea or situation to make it more interesting.
- *Originality* of thought, which is the ability to come up with unique ideas or the ability to come up with original ideas.

Business Innovation

Innovation means anything new in the form of ideas, ideas, practices, or objects that are intentionally adopted by an agency, group, or individual (Wirapraja & Aribowo, 2018). Innovation can also be interpreted as a company's mechanism for adapting to a dynamic environment, where companies must be able to generate innovative new ideas, which then produce new, higher quality products to meet customer needs (Wijaya et al., 2019). And according to (Tjiptono, 2016) the definition of product innovation is the practical implementation of an idea into a new product or process. Innovation can come from individuals, companies, university research, government laboratories and incubators, and private non-profit organizations. The concept of "new" products can be viewed from two perspectives, namely: 1). *New to the market (new to market)* which implies that no company has produced or marketed the product before. 2). *New to the firm (new to the firm)* means that other companies have marketed the product but the company concerned has not marketed it.

From these definitions, it can be said that product innovation is the process of developing a creative idea from someone who aims to develop a product. Product development can be done in terms of technology, manufacturing and marketing. And to improve entrepreneurial skills, aspects of creativity and innovation are important things that must be considered in order to achieve prosperity in life. An entrepreneur must be able to respond to opportunities with brilliant business ideas to generate creativity. Furthermore, with a creative idea, a business person will give birth to innovation both in the form of products and ways of working.

As for the indicators of product innovation, according to (Kotler & Armstrong, 2016) there are three indicators of product innovation, namely: 1) Product quality. The ability of a product to perform its functions which include durability, reliability, and accuracy produced. 2) Product variants. Competitive means to distinguish one product from another, or between products owned and competitors' products. 3) Product style and design. Another way to add value to customers. style only describes the appearance of a particular product, while design has more concepts than style.

Marketing Strategy.

In general, marketing strategies are various ways that business units carry out to realize various marketing plans that are systematically arranged. Marketing strategy is closely related to customer satisfaction and the future of the company so it really needs to be understood correctly. According to (Kotler, 2017), marketing strategy is a mindset that will be used to achieve marketing goals in a company, it can be about specific strategies for target markets, positioning, *marketing mix* and the amount of a marketing expenditure.

According to (Tjiptono, 2016), marketing strategy is a fundamental tool designed or planned to achieve the goals of a company by developing a sustainable competitive advantage. According to Porter (1985); Awwad (2013) in (Rita, 2019), competitive *advantage* is the ability obtained through the characteristics and resources of a company to

have higher performance than other companies in the same industry or market. So to achieve competitive advantage, a business unit must be able to choose a strategy that is different from its competitors and focus on unique added value. And according to (Kurtz, 2016), marketing strategy is the entire company program designed to determine the target market and satisfy consumers by building a combination of elements of the *marketing mix*, namely product, distribution, promotion and price and will affect the rise and fall of sales. According to (Kotler& Armstrong, 2016) the *marketing mix* is a set of tactical marketing tools that the company combines to produce the response it wants in the target market. *The marketing mix* includes four (4) main things and can be controlled by companies which include *product (product)*, *price (price)*, *place (place)* and *promotion (promotion)*.

The indicators of marketing strategy according to Corey quoted (Tjiptono& Chandra, 2012) in (Kastanya et al, 2022). consists of five interrelated, namely: 1).Market selection, namely choosing the market to be served. Market selection begins with segmenting the market and then selecting the target market that is most likely to be served by the company. 2).Product planning, including the specific products sold, the establishment of product lines, and the design of individual offerings in each line. The product itself offers total benefits that customers can obtain by making a purchase. These benefits include the product itself, the product brand name, product availability, guarantee or warranty, repair services, and technical assistance provided by the seller, as well as the personal relationship that may form between the buyer and seller. 3).Pricing, which is determining a price that can reflect the quantitative value of the product to the customer. 4).Distribution system, namely the *wholesale* and retail channels through which the product reaches the end consumer who buys and uses it. 5).Marketing communication (*promotion*), which includes advertising, *personal selling* and *public relations*.

RESEARCH METHOD

This research was conducted at Ducan Cofee (D'Cofffe) which is located at Jln. Sakti Lubis No.11 Siti Rejo Village, Medan Kota District, Medan. The research time was conducted for two weeks, starting from May 06, 2024 - May 19, 2024. The subjects of this research were even semester Management Study Program students in the 2023/2024 academic year who took Entrepreneurship courses with a total of 4 students and a lecturer. The type of research used is descriptive qualitative research and is carried out through three stages, namely the pre-research stage, the research implementation stage and the reporting stage. According to (Moleong, 2015) qualitative research as research intended to understand the phenomenon of what is experienced by research subjects such as actors, perceptions, motivations, actions and others holistically and in a descriptive way in the form of words and language in a special natural context and by utilizing various scientific methods. And according to (Sugiyono, 2020) qualitative research methods are methods based on the philosophy of *postpositivism*, which are used to research on the natural state of the object. In qualitative research, the researcher is the key instrument. The data collection technique uses triangulation (combined observation, interview, documentation) then the data obtained tends to qualitative data, data analysis is inductive.

In the pre-research stage, the team designed and prepared for the continuity of the research such as location surveys, administrative completeness, literature studies and instrument determination. In the implementation stage, the team collected data through direct interviews with several customers and documentation. Interviews were conducted four times, namely the first week twice and the second week twice, conducted on Saturdays and Sundays. Data assessment was carried out by giving answers "yes" or "no" to each assessment category accompanied by an explanation. At the report preparation stage, data analysis, assessment, documentation (portfolio) were carried out. Data analysis techniques were carried out by data reduction, data presentation, data verification and conclusion drawing. The results of the study were then described qualitatively through tables or figures.

RESULTS AND DISCUSSION

Result

D'Coffee or Ducan Coffee was formed in 2017. This business was inspired by the increasing need for a place to relax in urban areas. D'Coffee is a modern coffee shop business that provides processed food and drinks accompanied by a relaxing room. The term Ducan Coffee specifically means "Duduk Cantik Coffee" which is expected to be a special attraction for consumers and become a trend term for the products offered. Another reason from the owner, why open this business is because the owner has a high business spirit, namely during school he had opened a burger business with a selling model using an angkringan cart. And previously he had also worked with several friends even though it ultimately failed so he decided to open his own business. In addition, D'Coffee can also be a source of livelihood. D'Coffee's business has proven to be able to help many people by hiring several employees who are struggling with economic problems. And the greater the market share, the higher the economic value and benefits for the community. The D'Coffee business profile can be seen from the following image:



Figure 1. Profile of Ducan Coffee

Implementation of the Creativity Concept.

Regarding the business development efforts that D'Coffee has made, this is known from the *track record* as conveyed by the owner. Some of the achievements that D'coffee has achieved include modernization in the field of technology. At the beginning of the establishment of this business, making coffee drinks only uses traditional filters or manual processes. Currently, it has developed by using a machine that can be adjusted according to the type of flavor or variance desired by consumers. The help of these tools is also able to produce coffee drinks according to the ideal dose so as to make the drinks more delicious and delicious.

To increase market share, D'Coffee promotes its business in a fairly simple way, namely promoting directly to friends and family environment (*Word of mouth strategy*). However, in the short term, this method turned out to be very effective for building its business marketing network (*networking*) and developing D'Coffee's business. The business idea offered is D'Coffee is an attractive hangout place that serves a varied food and beverage menu with a comfortable and relaxed atmosphere. D' Coffee also complements its offerings with various facilities such as free Wi-Fi, a playground for children, *meeting rooms*, prayer rooms and several other facilities. As for the creativity to increase the competitiveness of D'Coffee's business, the management is currently promoting using social media such as Facebook, TikTok and Instagram and building business partnerships with Gofood which is currently trending.

In an effort to increase its competitiveness, D'Coffee has succeeded in presenting innovative products such as Hot Sanger, Machiato and Ginger Tea which are the favorite menus at D'Coffee. Is D'Coffee management also creatively offers a classic nuanced contemporary cafe atmosphere, namely by displaying classic vehicles, ancient pictures which are expected to be the main attraction for consumers to enjoy. The implementation of the concept of creativity in the D'Coffee modern coffee shop business, among others, can be seen from the following pictures:



Figure 2. Classic vehicles and scenery at Ducan Coffee

Related to the beverage and food offerings, D'Coffee creatively offers its products through a menu that will be given to each new customer. The drinks and food menu can be seen in the following image:



Figure 3. Beverage Menu Offered by Ducan Coffee.



Figure 4. Food Menu Offered by Ducan Coffee.

Based on these several pictures, the author then analyzes how consumers respond to the implementation of the concept of creativity in the D'Coffee business. The results of interviews with respondents about "the ability to generate many ideas". Of the 20 respondents asked, 15 people answered "Yes" with the explanation that the D'Coffee business has many business ideas that are current so that the food and beverage menu including the café atmosphere is not boring.

The results of the interview on the question "able to use various approaches". Of the 20 respondents asked, 14 people answered "Yes" with the explanation that the D'Coffee modern coffee shop is able to respond well to the wants and needs of consumers. About the question "ability to develop ideas", of the 20 respondents asked, 16 people answered "Yes" with the explanation that D'Coffee modern coffee shops are also able to provide place services and a pleasant atmosphere. About the question "able to come up with unique ideas". Of the 20 respondents asked, 14 people answered "Yes" with the explanation that the service provided by D'Coffee coffee shop has its own impression that other competitors do not have so that consumers get high satisfaction. So it can be said that most consumers who use the products offered by D' Caffee have agreed that the modern coffee shop D'Caffe has implemented the concept of creativity in its business well.

Implementation of Innovation at Ducan Coffee café.

Product innovation is a proof that the products offered by a company have more value than the products offered by competitors. The opposite also applies, if the product offered does not match consumer expectations, it will conclude a sense of dissatisfaction which will at the same time make consumers switch to other products. To analyze the implementation of product innovation in the D'Caffee business, the author gets information with the following explanation:

1. **Different flavors.** Some of D'Coiffe's customers know some of the preferred coffee flavors so that D'Coiffe is inspired to experiment again to make new flavors based on the menu that is often purchased by these customers. Ducan Coffe can make a limited number of new flavored coffee drinks and give them free to several consumers to try them first. In this case D'Coffee also develops various flavors of drinks that were not originally on the menu. A current favorite is the Avocado Coffee Float, a unique and delicious combination of avocado juice and float (ice cream).
2. **Complementary Menu.** In addition to coffee drinks, D'Caffee also offers a menu of snacks such as toast, pastries, sandwiches and various types of chips. D'Coffee also provides drinks other than coffee, such as soft drinks, matcha and ice cream.
3. **Marketing Strategy.** Currently, D'Caffee has implemented a modern marketing strategy. Such as the ordering system through smartphone applications that are increasingly popular and proven to facilitate business interactions with customers. With this system, consumers can first order drinks, food and the desired place so that once they arrive, consumers can immediately enjoy the menu they ordered without spending time queuing. Customers can also make payments through online banking. And another interesting thing, with a marketing system like this, customers can avoid boring queues and can immediately satisfy the wants and needs expected from D'Caffee.
4. **Unique Service Methodology.** Consumers are also invited to become business partners, i.e., they can purchase or recommend personalized coffee maker offerings. So later, consumers can choose their own preferred coffee beans to process. This service innovation will further provide added value to customers and has turned out to be quite

effective in attracting customer attention and loyalty. At least with this strategy, customers get the latest information and procedures for making their favorite coffee.

Ducan Coffee has also implemented modern transaction payments (*e-banking*). This shift from traditional to digital transactions is driven by changes in consumer lifestyles so that consumers find it easier in their consumption activities. D'Coffee also adopts an *e-commerce* system in its business operations. By practicing an on-line payment system, it is hoped that it will be able to build consumer trust and even internal trust. The analysis of how consumers respond to the implementation of the innovation concept that has been carried out by D'Coffee management is as follows:

The results of the interview about the question with the indicator "Accuracy of the products produced". Of the 20 respondents asked, 15 people answered "Yes" with the information that the information conveyed by the D'Coffee modern coffee shop was in accordance with the price and service. About the indicator "Product variants". Of the 20 respondents asked, 16 people answered "Yes" that the types of food and drinks offered by the D'Coffee modern coffee shop are unique and have a distinctive taste compared to the products offered by competitors. And for the indicator "Style and design". Of the 20 respondents asked, 14 people answered "Yes" with the explanation that the way the service and product display offered by the D'Coffee modern coffee shop can attract customer attention. In addition, customers also gave statements that currently D'Coffee is a pleasant relaxing place. So it can be said that most consumers who use the products offered by D'Coffee have agreed that the modern coffee shop D'Coffee has implemented the concept of product innovation well.

Marketing Strategy Implementation.

In the early stages of the establishment of D'Coffee, the owner promoted in a simple way, namely to his close friends and family (*word of mouth / WOM*). Along with business demands, to develop this business, the owner began to be more open to more modern marketing concepts. Another consideration, the owner increasingly realized that D'coffee is a fun hangout place because it has a strategic place, can serve varied drinks and food accompanied by competitive prices. Realizing the opportunities and strengths it has, D'Coffee was then inspired to adopt a *marketing mix marketing* strategy. So now D'Coffee has succeeded in building a wider marketing network both through Facebook, TikTok and Instagram and other social media. The analysis of the marketing strategies that have been implemented by D'Coffee can be explained as follows:

Interview results about questions with the indicator "Target market". Of the 20 respondents asked, 15 people answered "Yes" with the statement that the modern coffee shop D'Coffee has the right market segmentation. This can be seen from the business idea offered, namely D'Coffee is a hangout place with a relaxed atmosphere. So most of the consumers who come to D'Coffee are people who are looking for a relaxed atmosphere, full of family and can enjoy food and drinks without taking a long time (away from settlements and workplaces). About the indicator "Relationship between buyers and sellers". Of the 20 respondents asked, 14 people answered "Yes" with the information that the consumers

who came to D'Coffee had a good business relationship with D'Coffee. There is even a unique statement from customers, by just saying the word "usual" the employees who serve already understand what food or drink the consumer is asking for. This means that some consumers already have a good mutual understanding with the management of D'Coffee. About the indicator "Pricing". Of the 20 respondents asked, 13 people answered "Yes" with the information that the price offered by D'Coffee was not expensive and was able to compete with the prices offered by its competitors. Even at certain times and certain events D'Coffee customers get discounts. And about the indicator "Marketing communication". Of the 20 respondents asked, 14 people answered "Yes" with a statement, the promotion carried out by D'Coffee is good because there are often promos, price discounts, there is a new menu. If what makes me like to come to D'Coffee because I like the products and atmosphere offered. So based on the results of this interview, it can be said that most respondents agree that the D'Coffee business has implemented a good marketing strategy concept even though there are still several aspects that must be improved.

Other information obtained, most consumers agree that D'Coffee is a comfortable place for parents, teenagers, and children because it has many facilities such as free Wi-Fi, *live music*, children's playground, *meeting rooms*, prayer rooms and other facilities. And currently D'Coffee has promoted its business through social media such as Facebook, TikTok, Instagram and built business partnerships with GoFood. As for some of the efforts that D'Coffee has made to support the effectiveness of D'Coffee's marketing strategy, it can be seen from the following figure:



Figure 5. *Live Music* and Children's Playground.



Figure 6. Musholla and Meeting Room



Figure 7. D'Coffee promotion through Facebook



Figure 8. Promotion of D'Coffee via Facebook and Tiktok.

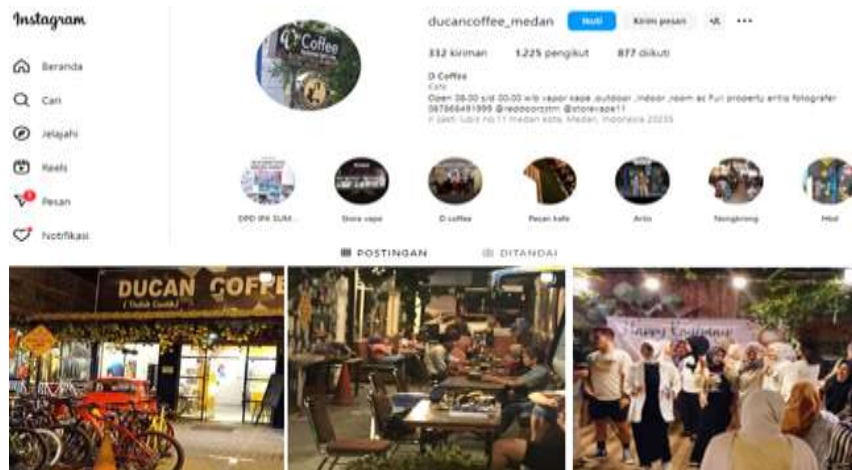


Figure 9. D'Coffee promotion through Instagram.

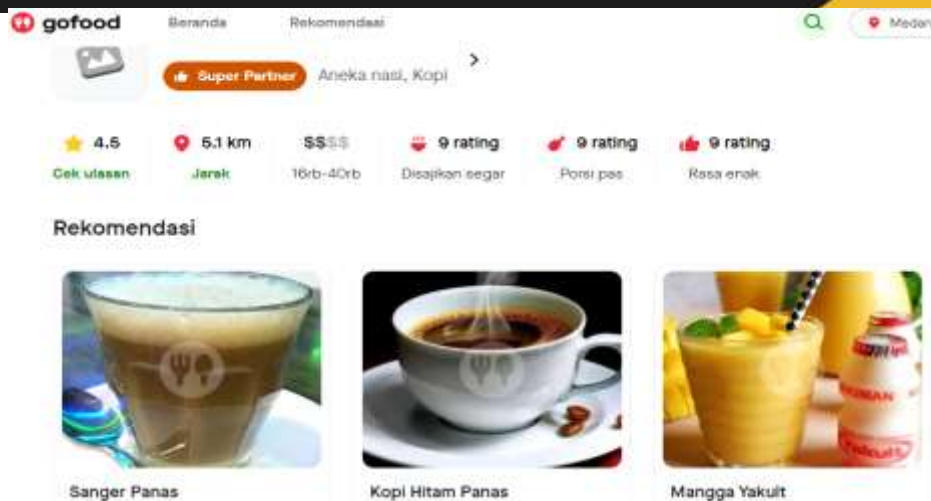


Figure 10. Business cooperation with Gofood.

From the results of interviews and discussions that have been carried out, to be able to achieve higher business performance, D'Caffe management must also pay attention to the knowledge and skills of its employees in order to increase the competitiveness of its business. With the ability of reliable employees, the development of creativity and innovation will be even better at every stage of D'Caffe's work process. The documentation of the implementation of this research can be seen from the following picture:



Figure 10. Data Collection Documentation.

CONCLUSION

A manifestation of the concept of entrepreneurship can be analyzed from the aspects of creativity, innovation and marketing strategies. In general, it can be said that the Ducan Coffe business has implemented aspects of creativity and innovation and marketing strategies well. Ducan Coffe management also realizes that creativity and innovation as well as marketing strategies are important aspects that must be considered so that the DucanCoffe business can achieve optimal business performance. From the results of the discussion, the research team concluded that the Ducan Coffe business has understood that aspects of creativity, innovation and marketing strategies are very important in its business development efforts, but they still experience several obstacles to implementing them better. Therefore, with a deeper understanding of creativity, innovation and marketing strategies, it is expected that they will be able to improve DucanCaffee's business performance. The creativity in question is new ideas to develop variants of drinks and food as well as the atmosphere that D'Coffe consumers are interested in. The innovation in question is the quality of drinks and food offered so that it has its own taste and is different

from the products offered by its competitors. With the right marketing strategy, D'Coffe consumers will also be more interested and loyal to use the products offered so that in the long run it will improve business performance.

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