ABSTRACT

Anak Panah Kopi Tembalang is a company that operates in the food and beverages sector, whose work has been well-known in the coffee shop industry in Semarang City since 2018. Starting from the existing phenomena and research gaps, of course there are reasons that encourage the managerial of Anak Panah Kopi Tembalang to implement relevant and effective strategies for the sustainability of the coffee shop business. This study aims to describe the uniqueness of Anak Panah Kopi Tembalang which makes it superior in the coffee shop industry in the city of Semarang and to describe the social coffee used by Anak Panah Kopi Tembalang to maintain its existence in the midst of intense competition with competitors in the coffee shop industry in the city of Semarang. This research needs to be done to discuss the uniqueness of the coffee shop which makes it an advantage for a brand and how to maintain its existence in the tight competition of competitors in the coffee shop industry during the Covid-19 pandemic.

This research was conducted using a qualitative research method with a case study approach. The data from this study used primary data obtained from interviews and secondary data in the form of documentation of observations and reference sources from books and research journals. Informants in this study are the managerial Anak Panah Kopi Tembalang, Anak Panah Kopi Tembalang customers, and competitors.

The results of this study found the uniqueness of Anak Panah Kopi Tembalang with competitors in the form of location, place, atmosphere, facilities, service, operating hours, food offered, drinks offered, price, level of crowd, scope of friendship, social media, events, market segments, and brand strength. And there is a competitive strategy from social coffee by Anak Panah Kopi Tembalang in the form of a combination of positioning strategy and promotion strategy.

Keywords: *Effectiveness of Competitive Strategy, Social Coffee, Tembalang Coffee Arrow.*

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