

Marketing Mix in an Effort to Maintain The Product GONG CHA on The Existence of International Sale of Beverage Products

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ABSTRACT

This research discusses the marketing mix in an effort to maintain Gong Cha products in the existence of sales of beverage products on an international scale with the aim of finding out whether the Gong Cha beverage brand applies a marketing mix in an effort to maintain its products on an international scale. This research uses a qualitative descriptive approach method to present a complete picture of gong cha products on an international scale. Research methods include observation and interviews with related parties, and documentation. And assisted by using Strength, Weakness, Opportunity and Challenge (SWOC) analysis to identify strengths, weaknesses, opportunities and threats in maintaining Gong Cha products on an international scale, especially in Indonesia, with the aim of maximizing strengths, minimizing weaknesses, and responding to challenges, and build opportunities in developing service businesses. The results of this research show that the Gong Cha beverage brand is able to maintain its products on an international scale. The findings in this research can help Gong Cha to maintain competition on an international scale, especially in Indonesia.

Keywords: Marketing Mix, Existence, SWOC Analysis, Gong Cha, Indonesia

1. INTRODUCTION

As an era advances, it can lead to the development and phenomenon of international business activities which are driven by developments in science and technology which have an impact on increasing competition in the business world. The beverage industry is one that is experiencing quite rapid growth. The beverage industry often has a high level of competition. Many beverage brands compete for consumers' attention, and companies need to have a strong marketing strategy to differentiate themselves from competitors [1]. However, consumer preferences for drinks can change over time. Factors such as health trends, sustainability, or changing tastes can influence consumer demand. Beverage brands need to be able to adapt their products and consumer marketing strategies to current dynamics. As market demand develops, the beverage business has experienced a significant increase, which can be seen from the many beverage outlets of various brands and types of contemporary drinks that continue to emerge in Indonesia [2].

Regarding international business for beverage brands, looking for new markets abroad can be a solution when the domestic market has reached saturation point or competition is too high, one of which is a beverage brand originating from abroad, namely Gong Cha. This is a tea drink brand originating from Taiwan. Gong Cha was founded in 1996 by Chen Hsin-Yuan. Gong Cha has grown rapidly and now has more than 2,000 outlets throughout the world, including in Indonesia. In Indonesia, Gong Cha first appeared in 2017, and provided positive value from market consumers in Indonesia. This is caused by several factors that Gong Cha has, namely a quality tea drink brand, affordable prices and a modern store concept.

The concept applied by Gong Cha in marketing its products is offering premium quality tea products with innovative recipes and following the typical taste of the Indonesian tongue. Gong Cha itself has various other drink variants such as milk tea, fruit tea and latte. These flavor variants are

made from quality ingredients and processed using modern techniques. Gong Cha also uses local ingredients to support local products. Apart from drinks, Gong Cha also has food products such as bread in collaboration with Cokro Bluder.

Previous research discussed the analysis of sustainable development in the Gong Cha beverage brand to improve environmental sustainability in the Gong Cha beverage brand, such as encouraging the use of reusable glasses [3]. This research discusses the marketing mix applied to the Gong Cha beverage brand in the sale of beverage products on an international scale, especially in Indonesia. With the aim of achieving several general goals, such as brand establishment, product development, competitive pricing, effective distribution, successful promotion, brand image management, and response to market trends.

The problem formulation for the Gong Cha drink brand is whether Gong Cha has adjusted its marketing strategy to achieve success and whether Gong Cha has handled the challenges arising from regulations to be able to survive on an international scale and what marketing strategy Gong Cha has implemented to attract market attention. new consumers. Therefore, based on the problems that arise, researchers choose the marketing mix title in an effort to maintain the existence of gong cha products on an international scale in sales of beverage products.

2. LITERATURE REVIEW

2.1 *Marketing Strategy*

Marketing Strategy is a plan as well as an approach that has been planned by a company and implemented to achieve marketing goals for a company [4]. Furthermore, having management who can make marketing strategy decisions can help management make better decisions [4]. According to Gerry Johnson and Kevan Scholes in [5] explain that marketing strategy is a direction that covers the long term of an organization to gain advantages from changing environmental factors and natural resources to meet the expectations of interested parties (stakeholders) and market needs.

According to Johnson and Scholes in [6] Strategy is a determinant of the direction and scope of an organization in the long term, including the configuration of resources to meet market and stakeholder needs. Marketing strategy involves various efforts to provide and promote products to the market, and although formulating products and promoting them are two different things, they are closely related to each other according to National and Pillars in [7].

In a broad sense, strategy is a decision and action plan that is implemented to achieve goals while adjusting resources in the organization to include opportunities and challenges faced in the organizational and company environment [5]. In the field of marketing strategy, there are four variables that can be applied to win the competition according to Alex D. Triyana in [8], including:

- 1) Market segmentation, which will later involve selecting the target market and targeting and marketing strategy
- 2) Marketing Mix, which mixes marketing activities so that the maximum combination is sought to produce the desired results and there are four elements (4P), including product, price, place and promotion.

- 3) Marketing budget, you must pay attention to the amount of funds in marketing activities because it influences marketing success, because if funds increase for marketing activities, the number of sales will increase.
- 4) Timeliness (timing), Entrepreneurs need to be able to manage their time well to start marketing the goods and services they have and provide the right services.

In marketing strategies according to Alex D. Triyana in [5] there are 3 things that must be paid attention to in marketing strategies that are said to be uncontrollable for business actors, namely:

- 1) The state of competition

One of the challenges for entrepreneurs is to expect that new rivals will emerge sooner or later. Therefore, as an entrepreneur, you must always improve your products and services as well as business services.

- 2) Technological developments

With the existence of new technology that can help the production process both in terms of efficiency and in terms of model, as an entrepreneur you must try to use new, faster technology to be able to compete with similar competitors

- 3) Natural resources

Regarding natural resources, it is very difficult to predict when they will decrease or when new sources will be discovered. Because this can affect the lack of demand or can lead to switching to substitute products or services.

Marketing is the most important and inseparable part of the business world. According to Kotler and Keller in [9], marketing involves the process of recognizing and fulfilling human needs and social needs. In marketing, you definitely have a marketing strategy designed to introduce a product or service to consumers to encourage buying and selling transactions. The marketing strategies include:

- a) As a guide in marketing products
- b) As a separate indicator
- c) As a control tool
- d) Provide direction for the company or business
- e) Increase motivation in business
- f) As a standard for evaluating performance

Furthermore, marketing is a comprehensive, integrated and planned activity carried out by an organization or institution in carrying out business in order to be able to accommodate market demand by creating products with selling value, determining prices, communicating, conveying and exchanging offers that are of value to consumers, clients, partners and the general public [10]. According to Kotler in [10] there are two definitions of marketing, namely the social and managerial definitions.

2.2 *Marketing Mix*

The marketing mix is a set of marketing tools used to achieve the company's marketing goals in the target market, and the four variables (4P) in the marketing mix must support each other to achieve the goals set according to Kotler and Keller in [11]. Marketing strategy tools consisting of product, price, location and promotion, known as the marketing mix, have an important role in achieving success in a company's marketing activities [12]. According to Christopher & Peck in [12]. The marketing mix is an initial concept for developing marketing strategies that is still relevant and needs to be considered in marketing activities, even though marketing has shifted to a consumer-oriented concept. However, the initial marketing mix concept remains the same as a marketing strategy based on developing customer value.

According to Arief in [13] Marketing mix is an important element in marketing strategy that allows an organization to organize and control its position in the target market. The promotional mix is a strategic combination of elements that must be carefully considered for the best results [14].

1. Product

According to Kotler and Armstrong in [11] Products are an important element in marketing that involves planning, developing, and modifying products or services that affect various types of products or services. A product is a collection of attributes that include features, functions, benefits and uses that aim to fulfill consumer satisfaction according to Kotler and Keller in [12]. Products have a big influence and as a basis that impacts consumption according to [15]. Product indicators according to Kotler and Keller in [16] namely starting from form, features, customization, performance quality, conformance quality, durability, reliability, repairability, style, design. (Design). Products have an important role in influencing consumer behavior, both in the search, purchase, use and product evaluation stages [17].

2. Price

Price is the amount of money charged for a particular product and companies set prices in various ways. Pricing is very important in the face of increasing competition and limited demand. Factors that influence pricing include estimating product demand, competitor reactions, and other marketing mixes according to Sunyoto in [18]. Price is measured through price levels, competitor product prices, purchase discounts, payment periods, and payment system variations. Indicators of price are customer demand, costs, profit orientation, and competitor prices [18]. The price perspective for consumers is the costs that must be incurred by consumers to own and utilize the products and services offered, and price can also be used as a differentiation between the company's products and competitors' products [15].

3. Place

Place is an important factor in ensuring the availability of production goods in sufficient quantities, and companies must consider the right location and time for product distribution according to Kotler and Armstrong in [19].

Indicators of distribution channels or places are needed by every company to provide the form, time, place, and ownership of products to consumers, also showing that distribution can be measured through product location, product availability, competitor distribution, sales areas, and variations in delivery tools. according to Assauri in [18]. The location of the service chosen is an important decision because it influences how and where the service is delivered to consumers, as well as providing the value and benefits of the service [5].

4. Promotion (*Promotion*)

Promotion is used as a marketing communication medium to introduce, invite, persuade and influence consumers to consider, buy and consume products offered by companies or marketers according to Kotler and Keller in [12]. Using internet media as a marketing tool allows products to be known globally and become a consideration for global coverage companies [20]. Promotional media via internet platforms can connect communication between marketers or companies and consumers, and one example of effective online promotional media is online social media. Promotional factors can also be used as a medium for educating consumers about the prices they have to pay [15]. A marketing program will not be successful without an effective communication program that provides promotions and education to target customers. The indicators of this promotional component have three important roles, namely providing the required information and media suggestions, as well as persuading customers about the advantages of a product or service [5]. According to Tjiptono in [14] Promotion is an important element in the marketing mix which aims to provide information, influence and remind consumers about the company's brand and products.

2.3 *Exsistence*

Existence is a way for humans to actualize themselves or the potentials that exist within them, so that their existence can make them meaningful or meaningful. So here it can be seen that with this existence humans can play an active role in everything to determine the nature of their existence in the world so that humans can be encouraged to always carry out activities according to their choices in their lives and be brave in facing various challenges in the world outside themselves.

Existence comes from the Latin word *existere* which means to appear, exist, arise, have actual existence [21]. *Existere* is composed of *ex* which means to come out and *sistere* which means to appear or appear. There are several understandings of existence which are explained into 4 meanings: existence is what exists, existence is what has actuality, existence is everything that is experienced and emphasizes that something exists and existence is perfection.

According to Hasan in [22] existence chooses the meaning of existence. It can be concluded that the meaning of existence is the existence or activity of something, be it a work or the creator of the work himself. According to [23] in his book entitled *Existential psychology* In psychology, there are several main indicators of existence, namely, existential attitudes, difficult situations, helplessness, anxiety, and lost values.

However, according to Zainal in [22] suggests that existence is not rigid and stops, but is flexible and experiences development or, conversely, decline, depending on the ability to actualize its potentials.

3. METHODS

The method used in this research uses descriptive qualitative research methods, Descriptive qualitative research method is a method used by researchers to discover knowledge or theories regarding research at a certain time. According to [24]. The qualitative research method is a research method that is based on the philosophy of positivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument.

The descriptive qualitative approach in research refers to the method used to describe in detail a phenomenon or situation without carrying out in-depth statistical analysis. The qualitative descriptive approach aims to provide a comprehensive and in-depth picture of social reality and phenomena that occur in society which is the focus of the research. This involves collecting data in the form of words, narratives, or descriptions that understand the context, explain the characteristics, and explain the process being researched which allows the researcher to understand the context and characteristics of a phenomenon. This research was assisted by using SWOC analysis to identify strengths, weaknesses, opportunities and threats in maintaining the existence of gongcha products on an international scale in sales of beverage products. SWOC analysis aims to maximize strengths, minimize weaknesses, answer challenges and build opportunities in developing tourist destinations [14].

4. RESULTS AND DISCUSSION

4.1 GONG CHA Drink Brand Profile

Gong Cha is a large scale beverage store founded in Kaohsiung, Taiwan. Gong Cha was founded through franchising in 2006 and established its first overseas branch in Hong Kong in 2009. The business began to expand rapidly to other regions in Asia, including Australia and North America with more than 1,500 stores worldwide. In Indonesia, the Gong Cha drink brand was first established in Indonesia in 2017 and opened its first shop in the Kuningan area, South Jakarta. Currently, the Gong Cha drink brand in Indonesia already has 20 branches spread throughout Indonesia. Gong Cha offers a range of 13 drinks, including milk tea, coffee, smoothies and more. All tea is brewed in the shop every day and of course using fresh and high quality ingredients.



Figure 1. Gong Cha Logo

4.2 Marketing Mix

The marketing mix is a set of marketing tools used by a company to achieve the desired response from the target market, and consists of various variables and activities that can be controlled to influence product demand. (Mohamad, 2021). Based on research results through observations and interviews obtained from beverage brands regarding the marketing mix consisting

of 4P (*Product, Price, Place, Promotion*).

Product

Products are the central point of marketing activities in a company because products are the results of a company that can be offered to the market and are a tool to achieve company goals according to Hasan in (Samad, 2016). In an effort to attract consumer buying interest, the Gong Cha beverage brand offers a variety of drinks, from classic milk tea to innovative seasonal drinks. And Gong Cha beverage products have their own categories, namely milk tea series, creative series, signature series, brown sugar series and seasonal series. Below are some of the most popular Gong cha drink products.

- 1) Pearl Milk Tea is a classic milk tea drink made from black tea, milk and tapioca pearls. This drink is a favorite of many people and is often referred to as Gong cha's "signature drink".
- 2) Mango Alisan Tea is a milk tea drink made from Alisan green tea, milk and mango
- 3) Oolong Tea is a black tea drink that is rich in taste and aroma. This drink is suitable for tea lovers who want to enjoy the real taste of tea.



Figure 2. Gong Cha

There are several product indicators according to Kotler and Keller in (Amalia, 2020), yaitu sebagai berikut:

- 1) Shape, Gong Cha products are medium and large in size and the physical structure of the product is water based and Gong Cha products also have a tumbler.
- 2) Features, product features that complement the basic function of Gong Cha products, namely that they can be purchased online and Gong Cha products can also be purchased offline.
- 3) Customization, Gong Cha products can be adjusted by buyers starting from size, sugar and ice.
- 4) Quality of Performance: The quality of performance provided by Gong Cha products is becoming an increasingly important dimension for differentiation as the company implements a value model and delivers higher quality for less money. with less money.
- 5) Quality Conformity All Gong Cha products have been clinically tested and all units manufactured are identical and meet the promised specifications.
- 6) Durability, all Gong Cha products have good durability when stored in the refrigerator.
- 7) Reliability, Gong Cha products can last up to a maximum of 3 days at room temperature because the product is made from tea.
- 8) Ease of Repair, If there is an error in making Gong Cha products and if it is a mistake

the employee can be given a compliment in the form of providing a new appropriate menu.

- 9) Style, Gong Cha products clearly describe the appearance and feel of the product to buyers.
- 10) Design. Cups and sealers for Gong Cha products have unique motifs or designs and make the appearance more attractive based on customer needs.

Price

According to Husein Umar in (Faroh, 2017) Price is the amount of money exchanged by consumers for the benefits of owning or using a product or service, the value of which is determined through bargaining or by the seller for the same price to all buyers. The Gong Cha drink brand provides drink prices that are basically adjusted to suit the public Indonesia, namun ada beberapa minuman yang mempunyai harga quite high because the materials used are premium and high quality, and also Gong Cha has 2 kinds of sizes, namely medium and large and only adds Rp. 5,000,- (Five Thousand Rupiah) to increase to large size. The following is the price range for Gong Cha drinks:

- 1) Brewed Tea Series range Rp. 21.500 - Rp.26.000
- 2) Milk Tea Series range Rp. 26.000 - Rp.35.000
- 3) Creative Series range Rp. 30.500 - Rp. 45.500
- 4) Signature Series range Rp. 27.500 - Rp.33.000
- 5) Brown sugar series range Rp. 33.000 - Rp.43.000

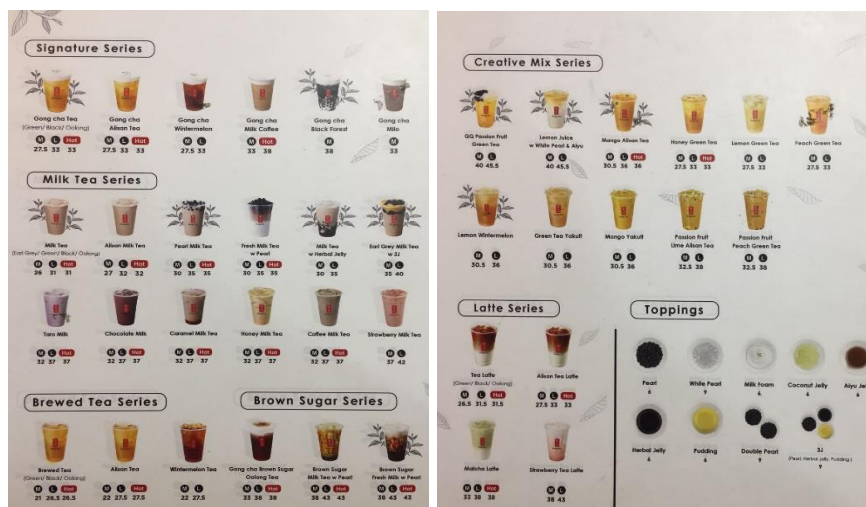


Figure 3. Gong Cha Price List

According to (Nasution, 2017) reveals indicators of price are customer demand, costs, profit-oriented, and competitor prices. The Gong Cha drink brand on the customer demand indicator, Gong Cha products have currently made several innovations such as releasing seasonal menus and Gong Cha always follows customer demand. The way Gong Cha uses to follow customer requests is by creating polls via social media Instagram or TikTok.

In the next indicator regarding profit orientation, Gong Cha's high quality products use high quality ingredients to make tea, the tea is made with fresh milk and fresh fruit. This makes Gong Cha tea taste delicious and refreshing and also has a strategic location. Gong Cha opens its outlets in strategic locations, such as in shopping centers and near workplaces, so that it can make Gong Cha products easily accessible to customers.

And for indicators related to competitor prices, the prices of Gong Cha products and similar drinks (ChaTime, ShareTea) are relatively similar. However, there are some significant price differences for some products. For example, the price of Gong Cha milk tea is Rp. 5,000 - Rp. 10,000 more expensive than Chatetime. On the other hand, the price of Chatetime fruit tea is IDR 5,000 - IDR 10,000 cheaper compared to Gong Cha. This price difference is likely caused by several factors, such as the quality of raw materials, outlet location, and promotional strategies. Gong Cha uses high quality ingredients, such as fresh milk and fresh fruit. This makes Gong Cha tea taste better and more refreshing.

Place

Place in the marketing mix does not only refer to business location, but also includes product distribution activities from producers to consumers (Mohamad, 2021). Distribution is an activity carried out by a company to make its products easy to obtain and available to target consumers. The better the distribution process, the greater the opportunity to increase product sales according to Philip Kotler in (Mohamad, 2021).

Based on indicators according to (Nasution, 2017) The distribution or place used by Gong Cha currently has 20 branch stores spread throughout Indonesia, and the place used by Gong Cha is a mall which has high selling power and usually the place used for sales of Gong Cha is the mall which is the center from each region. Apart from selling offline, Gong Cha also sells its drinks online and can be found on platforms such as Grab Food, Go-Food, and Shoppe Food.



Figure 4. Gong Cha Store

Promotion

Promotion is an activity carried out by sellers to communicate information to consumers so that they buy the product, by revealing the advantages of the product and persuading the target market to buy it. Promotion is also an important part of the marketing mix that provides an overview of the quality of a product (Yamini, 2022). Gong Cha, through its promotions, is very active in carrying out promotions and attracting customers' attention every day and Gong Cha creates attractive promos to attract consumers' attention, including the buy 1 get 1 promo every Monday and Tuesday, the buy 2 get 1 promo every Friday, 'at and Sunday, as well as a 30% discount promo if you use debit or Qris from collaborating banks. From Promotion indicators according to (Dayat, 2019) Gong Cha has promoted all information and provided space for needed advice and provided attractive promotions to attract consumers by carrying out promotions via social media such as creating collaboration menus with influencers and creating interesting content via social media TikTok and Instagram (@gongcha.id).



Figure 5. Gong Cha Promotion Tools

4.3 Existence

The existence of Gong Cha products in the sale of beverage products can be seen by having 20 stores in Indonesia and spread across various regions, and with the spread of stores it makes it easier for consumers to experience Gong Cha products, which can then be seen from the quality of the products that are maintained. In order to maintain Gong Cha's existence, Gong Cha uses high quality ingredients and a hygienic production process. This makes Gong Cha products have a delicious and refreshing taste, and finally Gong Cha often carries out effective marketing strategies to remain widely known by the public. The marketing strategy used involves various media, such as advertising, social media, and promotions in outlets. This strategy has succeeded in increasing consumer awareness of the Gong Cha brand and encouraging consumers to try Gong Cha products.

Existence refers to the state of existence or reality of an entity or object related to the main indicators according to (May, 1961) on the Gong Cha beverage brand on sales of its beverage products, namely:

- 1) Existential Attitude to Gong Cha
Gong cha's existential attitude is to "cherish every moment". This is reflected in his slogan, "Living with Gon gcha". Gong cha believes that every moment in life should be enjoyed, even the simplest ones. The drinks are designed to make people feel relaxed and happy, and to help them appreciate the small moments in life.
- 2) Prediacement
The difficult situation that Gong Cha is facing is due to increasingly fierce competition, because currently many of Gong Cha's competitors are selling similar drinks at low prices, and another factor may be the Covid-19 pandemic which means people have to stay at home and it becomes rare. buy Gong Cha products.
- 3) Worried
The anxiety felt by Gong Cha might run out of raw materials, where on average the raw materials used by Gong Cha are imported.
- 4) Missing Value
One of the factors thought to have caused the decline in Gong Cha sales is the loss of the values that characterize this brand. Gong Cha was initially known for its high quality products, with fresh and natural ingredients. Due to tough competition, many similar drinks followed Gong Cha, thereby reducing the value or characteristics of the Gong Cha brand.

4.4 SWOC Analysis of The Gongcha Beverage Brand

SWOC analysis is a form of situation analysis that identifies the strengths, weaknesses, opportunities and challenges of an organization or company to formulate optimal strategies (Baharuddin, 2017). This research was assisted by using a SWOC analysis of strengths, weaknesses, opportunities and challenges to maintain gongcha products in the sale of beverage products on an

international scale.

Strenght

The strength of the Gong Cha beverage brand on an international scale can include several aspects:

1. Premium Product Quality

Gong Cha uses high quality ingredients, such as authentic tea from Taiwan and fresh milk. This makes Gong Cha products premium and different from other beverage products.

2. Effective Marketing Strategy

Gong Cha uses social media as a platform for carrying out marketing strategies, such as TikTok and Instagram, this has made the Gong Cha brand increasingly known to the public.

3. Gong Cha products have extensive innovation

The Gong Cha beverage brand has the ability to continuously provide innovation in the menu to maintain customer interest. Examples include several innovations used, namely collaborating with Bluder Cokro and launching the Mint series which is currently trending among the public.

4. International scale market reach

The Gong Cha drink brand is a brand that originates from abroad, this has caused this brand to become increasingly famous among the global community and has given Gong Cha a strong value.

Weakness

Weaknesses in the Gong Cha beverage brand on an international scale can include several aspects:

1. Depend on Trends

Currently, people always follow existing trends and the trends themselves are very changeable, therefore the Gong Cha brand must be able to adapt to existing trends and as a result there are often changes in trend tastes for the public or consumers themselves.

2. Competition from other beverage brands

Currently, there are many drink brands in the community, and these brands set prices that are cheap enough to attract people's interest. This has a big influence on Gong Cha considering that the prices Gong Cha sells are quite high compared to similar competitors.

3. Rely on imported materials

Gong Cha is a brand that originates from Taiwan and all its raw materials of course come from Taiwan and if there are problems with shipping from Taiwan to Indonesia it will affect Gong Cha sales in Indonesia, such as stock running out will affect people's interest in buying again.

4. Adjusting regulatory regulations in several countries

Government regulations regarding ingredients, health, or business licensing in various countries can be a challenge for Gong Cha and must follow existing policies.

Opportunities

Opportunities for the Gong Cha beverage brand on an international scale can include several aspects:

1. **Market Expansion**
Exploring more opportunities in the international market by opening outlets or partnerships in new countries that do not yet have a strong presence of the Gong Cha brand, as well as opening new outlets in Indonesia to introduce Gong Cha products. yang dimiliki oleh Gong Cha.
2. **Innovative and Environmentally Friendly Packaging**
Increasing environmental awareness opens up opportunities for more environmentally friendly packaging or innovations in packaging that can attract consumer attention. The Gong Cha drink brand can implement these opportunities, such as paper straws or reducing plastic waste in packaging.
3. **Carry out product innovation**
Developing product innovations that are unique and tailored to local preferences in various countries, for example in Indonesia, where most people like cold drinks when they are hot and unique. This could involve adjustments to flavours, packaging or more local product offerings.
4. **Digital Marketing**
Increasing online presence and digital marketing to reach consumers in Indonesia and internationally. This includes a strong presence on social media, content-based marketing and online campaigns.
5. **Adapt to Trends**
Observe and adapt to the latest trends in the beverage industry in Indonesia, including health trends, taste innovation, and the use of local ingredients.

Challenges

Challenges for the Gong Cha beverage brand on an international scale can include several aspects:

1. **Adapt to Local Tastes and Preferences**
The main challenge is to adapt the taste and drink recipe to local taste preferences and drinking habits, especially in Indonesia. What is popular in one country may not have the same appeal in another.
2. **Understanding of Regulations and Policies**
Navigate various regulations and policies related to food and beverages in various countries such as Indonesia. Each country has different standards and requirements regarding ingredients, packaging and branding.
3. **Intensive Competition**
The beverage industry is a very competitive market. Gong Cha needs to compete with similar local and international beverage brands that are already established and understand the dynamics of competition in each market.
4. **Global Supply Chain Management**
Ensuring a consistent, high-quality supply of ingredients across international supply chains can be challenging, especially in situations such as political instability or logistical problems.
5. **Global Economic Uncertainty**
Global economic turmoil can affect consumer purchasing power in various countries and also in Indonesia. Gong Cha must have an adaptive strategy to overcome this uncertainty.
6. **Technology and Innovation**
Quickly align with the latest technological developments and innovation trends in the beverage industry, including the use of beverage machines, mobile

applications, digital payment systems and other technologies.

CONCLUSION

Gong Cha is a beverage shop founded in Taiwan and has expanded rapidly to various countries in Asia, including Indonesia. Gong Cha offers a variety of drinks such as milk tea, coffee and smoothies using fresh and quality ingredients. Gong Cha products have several indicators that include shape, features, fit, performance quality, fit quality, durability, reliability, repairability, style and design. Apart from that, Gong Cha also pays attention to price, distribution and promotion indicators to meet customer needs and achieve the desired profits. Gong Cha's existence in sales of beverage products can be seen from the number of stores spread across various regions, maintained product quality, and effective marketing strategies. However, Gong Cha also faces challenges such as fierce competition, running out of raw materials, and the loss of the values that characterize this brand. The SWOC analysis of the Gong Cha beverage brand shows that Gong Cha's strength lies in its premium product quality, effective marketing strategy, continuous beverage innovation, international scale market reach, and ability to innovate. However, Gong Cha's weaknesses include dependence on trends, competition with other drink brands, dependence on imported ingredients, and compliance with regulatory regulations in various countries. There are opportunities for Gong Cha to expand the market, develop innovative and environmentally friendly packaging, innovate products, improve digital marketing, and adapt to the latest trends. However, Gong Cha is also faced with challenges such as adapting to local tastes and preferences, understanding regulations and policies, intensive competition, global supply chain management, global economic uncertainty, and technological developments and innovation.

SUGGESTION

The advice that can be given in this research is that Gong Cha as a beverage brand needs to pay more attention to trends in each country, especially in Indonesia, by following trends in society, and providing new product innovations as well as interesting and creative promotions to get consumers' attention. In addition, future research is expected to focus on the influence of local and global factors on the Gong Cha brand, as well as compare marketing strategies and consumer preferences in various countries to understand the factors that influence brand acceptance internationally.

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