

MARKETING STRATEGY OF AKASA SPECIALTY COFFEE AS A TOURIST ATTRACTION IN BATUR TENGAH VILLAGE, KINTAMANI DISTRICT, BANGLI

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Abstract

This study is motivated by the growth of experience-based tourism in the Kintamani area and the increasing competition among coffee shops, which necessitates the implementation of effective marketing strategies. The research problem focuses on how segmentation, targeting, and positioning are applied by Akasa Specialty Coffee as a tourist attraction. This study aims to analyze and evaluate the marketing strategy of Akasa Specialty Coffee based on the Segmenting, Targeting, and Positioning (STP) approach. This research employs a qualitative descriptive method, with the study conducted at Akasa Specialty Coffee, located in Batur Tengah Village, Kintamani. Data were collected through observation, in-depth interviews with management and tourists, documentation, and literature review. Informants were selected using purposive sampling, and data were analyzed descriptively and interpretatively to understand tourist characteristics and the implementation of marketing strategies. The findings indicate that market segmentation is dominated by productive-age tourists who are experience-oriented, with visitation patterns primarily as a stopover during travel. The targeting strategy applied is selective specialization, aiming at multiple segments simultaneously; however, it has not yet demonstrated a clear focus on the most potential primary segment. The positioning of Akasa Specialty Coffee as an experience-based specialty coffee destination has been established; however, in tourists' perceptions, the attraction of natural scenery remains more prominent than its identity as a specialty coffee destination. This study concludes that the STP-based marketing strategy has been implemented but is not yet optimal in strengthening differentiation and consistency of experience. Therefore, it is necessary to refine priority segmentation and reinforce experience-based coffee positioning to enhance competitiveness as a tourist attraction.

Keywords: *Marketing Strategy, Tourist Attraction, Specialty Coffee*

INTRODUCTION

The tourism and coffee industries in Indonesia currently represent two sectors with significant potential for synergistic development. Both contribute substantially to the national economy through foreign exchange earnings, job creation, and the empowerment of local communities. The national tourism sector has shown strong recovery following the COVID-19 pandemic, which had previously suppressed economic activity and tourist mobility. Based on data from the Badan Pusat Statistik, the number of international tourist arrivals to Indonesia as of November 2023 reached approximately 10.4 million visits, reflecting an increase of 110.86% compared to the same period in the previous year. This indicates that the national tourism industry has rebounded and regained its strategic role in driving the growth of the creative economy. At the regional level, the Province of Bali, as Indonesia's tourism icon, has also demonstrated a positive trend. Data from the Bali Provincial Statistics Agency (2024) recorded 481,646 international tourist arrivals in December 2023, representing an increase of 19.47% compared to the previous month. Bali is not only renowned for its natural beauty and rich cultural heritage but also for its success in developing alternative forms of tourism based on experience, education, and sustainability. One such emerging innovation is coffee tourism, which integrates scenic landscapes, coffee production processes, and interactive experiences between tourists and local entrepreneurs.

On the other hand, the national coffee industry has experienced rapid growth, particularly in the specialty coffee segment. Indonesian coffee products are not only consumed domestically but are also internationally recognized for their unique flavors and characteristics. One of the prominent coffee-producing regions is Bangli Regency in Bali Province, known for its “Kintamani Arabica Coffee,” which obtained Geographical Indication (GI) certification in 2008. This certification acknowledges the distinctive flavor profile resulting from a combination of geographical factors, altitude, and unique processing methods. Coffee production in Bangli Regency reached 2,082 tons in 2022, covering an area of 5,921.18 hectares . Furthermore, the potential of Indonesian specialty coffee continues to gain recognition in the international market, as evidenced by potential transactions valued at IDR 498 billion during the Specialty Coffee Expo 2025 in the United States .

From a tourism marketing perspective, the success of a destination or tourist attraction largely depends on the implementation of the Segmenting, Targeting, and Positioning (STP) concept, as proposed by Philip Kotler and Kevin Lane Keller (2016). Through this strategy, businesses can identify potential market segments, determine target tourists, and build a distinctive and competitive destination image. The main challenge for Akasa Specialty Coffee lies in creating strong differentiation in terms of product, experience, and brand identity to stand out among numerous coffee shops in the Kintamani area that offer similar visual and experiential advantages. Changes in tourist behavior in the digital era also play a crucial role in marketing strategies. Social media platforms such as Instagram, TikTok, and YouTube have become primary tools for tourists to seek destination inspiration, compare experiences, and share personal reviews. Research by Malik, Dhir, and Nieminen (2019) indicates that social media significantly influences tourists’ perceptions and decision-making processes regarding destinations.

Therefore, effective digital marketing management is essential for Akasa Specialty Coffee, particularly in strengthening branding, managing visual content, and engaging with consumers online. The optimization of social media serves not only as a promotional tool but also as a means of building emotional connections with customers and generating digital word-of-mouth that can expand market reach. However, studies specifically examining marketing strategies of coffee shops as coffee-based tourist attractions using the STP approach remain limited, particularly in natural tourism areas such as Kintamani. Most previous studies have focused on urban coffee shop marketing strategies or emphasized product and service aspects alone. In contrast, coffee shops located in tourism areas possess unique characteristics, as they offer not only coffee products but also integrated tourism experiences combined with natural and cultural attractions.

Although Akasa Specialty Coffee has significant potential as a coffee-based tourist attraction in the Kintamani area, its marketing strategy has not yet been systematically examined based on tourism marketing concepts. Market segmentation, target market determination, and positioning as a coffee tourism attraction have not been clearly and measurably defined. This condition may result in suboptimal marketing strategies in building differentiation, strengthening brand image, and enhancing its attractiveness amid increasingly intense competition among coffee shops in Kintamani. Based on these conditions, this study is important to analyze the marketing strategy of Akasa Specialty Coffee in developing itself as a coffee-based tourist attraction in Batur Tengah Village, Kintamani. This research seeks to evaluate the implementation of STP-based marketing strategies and assess their effectiveness in enhancing tourist appeal and strengthening the brand image of Akasa Specialty Coffee as a distinctive coffee tourism destination in Bali.

Academically, this study is expected to contribute to the development of tourism marketing studies, particularly in the context of coffee tourism, which remains relatively new in Indonesia. The findings are also expected to enrich the literature on the application of STP strategies in micro, small, and medium enterprises (MSMEs) based on rural tourism. Practically, this study is expected to provide strategic recommendations for the management of Akasa Specialty Coffee and similar businesses to enhance competitiveness through marketing innovation, strengthening digital branding, and creating sustainable and authentic tourism experiences.

METHOD

This study employs a descriptive qualitative approach to understand the implementation of Segmenting, Targeting, and Positioning (STP) marketing strategies at Akasa Specialty Coffee, located in Batur Tengah Village, Kintamani District, Bangli Regency. This approach aims to systematically, factually, and accurately describe conditions, characteristics, and relationships among phenomena related to marketing strategies of coffee-based tourism destinations. Research data were collected through direct observation, in-depth interviews, and documentation analysis to obtain a comprehensive understanding of the management and development strategies of the tourism destination .

The research was conducted at Akasa Specialty Coffee, selected due to its strong potential as a coffee-based tourism destination supported by the unique natural, cultural, and community characteristics of the Kintamani area. The study took place from November 2024 to May 2025 through structured stages, including title submission, proposal development, proposal seminar, research implementation, and thesis completion and examination. The data used consist of qualitative data derived from both primary and secondary sources. Primary data were obtained through observation of tourism activities and interviews with owners, managers, employees, and visitors, while secondary data were collected through documentation and literature studies relevant to coffee-based tourism marketing .

In this qualitative study, the researcher acts as the primary instrument in data collection, supported by tools such as interview guidelines, field notes, cameras, and smartphones. Informants were selected using purposive sampling, involving owners, managers, and tourists visiting Akasa Specialty Coffee. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data collection, data reduction, data display, and conclusion drawing and verification. The results were then presented descriptively through interpretative, exploratory, and argumentative approaches to provide a comprehensive understanding of the marketing strategy of Akasa Specialty Coffee as a coffee-based tourist attraction in Kintamani .

RESULTS AND DISCUSSION

Overview of the Research

This study positions Batur Tengah Village as a location with integrated geographical, socio-cultural, and tourism potential within the Kintamani destination system, while also presenting Akasa Specialty Coffee as the main object representing a coffee-based culinary tourism attraction. The village is characterized by a well-defined administrative structure, a balanced population, and strong social cohesion reflected in customary systems and religious activities. Its development direction emphasizes the empowerment of local potential, cultural preservation, and sustainable tourism, with an economic foundation based on Kintamani Arabica coffee agriculture and the tourism service sector.

On the other hand, Akasa Specialty Coffee, as a pioneer coffee shop established in 2019, adopts a specialty coffee concept based on the “from farm to cup” approach by utilizing local coffee and fostering partnerships with farmers. It offers a tourism experience through architectural design, natural panoramas, and educational facilities such as an open roastery. This is further supported by generally positive customer reviews, particularly regarding scenery, ambiance, and product quality, although some concerns remain related to service and cleanliness. Functionally, Akasa Specialty Coffee serves not only as a place for consumption but also as an experience-based tourist attraction. It provides amenities and educational activities such as coffee workshops and cupping sessions, while also contributing to local community empowerment through employment and the coffee supply chain. Within the Kintamani tourism system, its position becomes a competitive supporting element through experience differentiation, integration of natural attractions and education, and the ability to reach diverse tourist segments.

Characteristics of Informants and Tourists

Characteristics of Research Informants (Primary Data)

Figure 1. Characteristics of Informants (Primary Data)

No.	Informant Name	Age (Years)	Gender	Occupation / Position	Address
1	I Wayan Agus Mulyawan	36	Male	Operational Manager	Br. Calo Pupuan, Tegalalang, Gianyar
2	I Gede Jodi Adi Artawan	28	Male	Supervisor	Banjar Wanasari, Paket Kintamani
3	I Gusti Ngurah Alit Widya Pradnyana	28	Male	Barista Staff	Br. Bebalang, Bangli
4	I Kadek Dwi Prayogi	23	Male	Barista Staff	Banjar Surakarma, Kintamani
5	Ni Kadek Intan Ramayani	24	Female	Service Staff	Abuan Village, Kintamani, Bangli
6	Ni Komang Pita Sari	19	Female	Service Staff	Banjar Yeh Mampeh, Batur Village, Kintamani
7	I Komang Aditya Permana Putra	20	Male	Pastry Staff	Kayubihi Village, Bangli
8	Anita	—	Female	Founder of Akasa Specialty Coffee	(Digital Media Source)

Source: Researcher's interview results, 2025

Based on an interview with the founder on the Probat Indonesia YouTube channel, Akasa Specialty Coffee was established in 2019 in the Penelokan area, Kintamani, as a response to the limited tourism activities at that time, which were still dominated by buffet-style restaurants operating only until the afternoon. The choice of a coffee shop concept was driven by the growing trend in the coffee industry as well as the potential of Kintamani Arabica coffee, which is characterized by a balanced citrus flavor profile and has obtained Geographical Indication (GI) certification. Product quality development is carried out comprehensively through collaboration with local farmers, control of post-harvest processes, and precise roasting techniques to maintain the coffee's original characteristics, with emphasis on the balance of sweetness, acidity, aftertaste, and cleanliness. In addition, Akasa Specialty Coffee emphasizes sustainability principles through education for both farmers and consumers, as well as by providing coffee tourism experiences that allow visitors to directly observe roasting, cupping, and serving processes as part of strengthening its business development strategy.

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Tourist Characteristics as Respondents

Table 2. Tourist Characteristics

No.	Characteristics	Category	Number (Persons)	Percentage (%)
1	Gender	Male	25	50%
		Female	25	50%
2	Age	26–35 years	4	8%
		36–45 years	40	80%
		> 45 years	6	12%
3	Education Level	High School/Vocational	11	22%
		Diploma/Bachelor's Degree	35	70%
		Master's/Doctoral Degree	4	8%
4	Occupation	Private Employees	24	48%
		Civil Servants	7	14%
		Entrepreneurs	6	12%
		Others (consultants, managers, supervisors, etc.)	13	26%
5	Region of Origin	Sumatra	18	36%
		Jimbaran	6	12%
		Bandung	5	10%
		Jakarta	5	10%
		Others (Denpasar, Kuta, Yogyakarta, Badung, etc.)	16	32%
6	Visit Pattern	First-time visitors	29	58%
		2–3 visits	21	42%
7	Source of Information	Instagram	27	54%
		TikTok	15	30%
		Others (friends/family, incidental visits, influencers)	8	16%
8	Visit Purpose	Drinking coffee & enjoying the scenery	Dominant	—
		Taking photos/social media content	Dominant	—
		Relaxing/hanging out	Dominant	—
		Working/studying	Minor	—
9	Companions	With partner	Dominant	—
		With friends	Dominant	—
		With family	Moderately significant	—
10	Visit Time	Morning	20	40%
		Afternoon	11	22%
		Late afternoon	14	28%
		Evening/Night	5	10%

Source: Researcher's questionnaire results, 2025

Based on the questionnaire results, tourist characteristics indicate a balanced gender composition between male and female visitors. The majority are within the productive adult age group (36–45 years), possess medium to high educational backgrounds, and are predominantly employed in the private sector. Visitors originate from various

regions both within and outside Bali, with most being first-time visitors who discovered Akasa Specialty Coffee through social media, particularly Instagram and TikTok. The primary motivations for visiting include enjoying coffee, appreciating natural scenery, taking photos, and relaxing. Visit patterns are generally undertaken with partners, friends, or family, mostly during the morning to late afternoon. Overall, these characteristics indicate that Akasa Specialty Coffee attracts a diverse tourist segment, predominantly composed of individuals who value product quality, ambiance, and meaningful tourism experiences.

Coffee Market Segmentation of Akasa Specialty Coffee

Market segmentation at Akasa Specialty Coffee is conducted through demographic, geographic, psychographic, and behavioral analyses of tourists. The findings reveal the dominance of productive-age visitors with modern lifestyles, originating from diverse regions, and oriented toward experiential consumption of coffee and natural ambiance. Tourists typically visit as part of their travel journey in the Kintamani area, engaging in activities such as relaxing, enjoying scenic views, and taking photographs, which reflects an experience-oriented behavior. Based on the integration of these four dimensions, the dominant market segment meets the criteria of being measurable, substantial, accessible, differentiable, and actionable, while also possessing sufficient economic potential. Therefore, this segmentation serves as a strategic foundation for determining the targeting and positioning of Akasa Specialty Coffee as an experience-based coffee tourism attraction in the Kintamani area.

Identification and Characteristics of the Target Market of Akasa Specialty Coffee

Based on the analysis results, the target market of Akasa Specialty Coffee is dominated by productive-age tourists who are experience-oriented. These visitors are characterized by enjoying coffee while relaxing, socializing, and appreciating the natural panorama of Kintamani as part of their tourism activities. Findings from interviews and observations indicate that visits are not solely focused on product consumption but also on recreational experiences, visual documentation, and social interaction. This strengthens the role of the coffee shop as an experience-based tourism space. In terms of marketing strategy, Akasa Specialty Coffee applies a **selective specialization** approach, focusing primarily on productive-age tourists while also serving casual consumers. Thus, the implemented targeting strategy is considered relatively effective, although it still requires clearer focus to further strengthen its positioning.

Sasaran Analysis of Purchasing Power and Tourist Expenditure Patterns

Table 3. Price Comparison of Similar Coffee Products in the Kintamani Area

No.	Product	Akasa Specialty Coffee (IDR)	PAHDI Specialty Coffee (IDR)	El Lago (IDR)	Price Position of Akasa Specialty Coffee
1	Espresso	25,000	30,000	25,000	Lower than PAHDI, equal to El Lago
2	Piccolo	35,000	45,000	30,000	Mid-range
3	Cappuccino	37,000	55,000	40,000	More competitive
4	Mochaccino	43,000	65,000	55,000	Lower
5	Long Black	29,000	45,000	45,000	Most competitive

Source: Researcher's observation results, 2025

Based on the analysis, the pricing of products at Akasa Specialty Coffee is relatively competitive compared to similar coffee shops in Kintamani, reflecting a value-for-money strategy that balances quality and affordability. Tourist expenditure patterns are influenced not only by price but also by the overall experience offered, including ambiance, scenery, and comfort. These factors encourage longer visit durations and additional consumption. This indicates that tourists possess sufficient purchasing power and tend to value experiences holistically rather than focusing solely on the product itself. Therefore, the targeting strategy of Akasa Specialty Coffee is considered appropriate, as it focuses on productive-age tourists who are experience-oriented and have promising economic potential.

Evaluation of the Effectiveness of Targeting at Akasa Specialty Coffee

Figure 1. Interview with I Wayan Agus Mulyawan, Operational Manager of Akasa Specialty Coffee



Source: Researcher Documentation, December 9, 2025

“For the products, we focus more on Kintar and Gendis. These are mainly prepared using V60 or manual brew methods, with a dominance of light profiles, especially V60.” (I Wayan Agus Mulyawan, interview, December 9, 2025)

Meanwhile, in terms of daily order volume, baristas stated that milk-based coffee beverages are the most frequently ordered by visitors:

“The most frequently ordered coffee drinks are cappuccino and café latte.” (I Gusti Ngurah Alit Widya Pradnyana, interview, April 30, 2025)

This statement is reinforced by another barista:

“The most ordered menu items are coffee drinks, with coffee latte being the most frequently ordered.” (I Kadek Dwi Prayogi, interview, May 9, 2025)

In addition, the manager explained that some visitors with a deeper interest in specialty coffee tend to purchase roasted beans for home consumption:

“...there are also some customers who directly purchase the product to enjoy at home in the form of roasted beans.” (I Wayan Agus Mulyawan, interview, December 9, 2025)

Field observations at the research site indicate that visitor activities at Akasa Specialty Coffee are not solely focused on coffee consumption but also on experiencing the ambiance and natural panorama of the Kintamani area. Most visitors were observed spending a considerable amount of time in the coffee shop area to relax, engage in conversations, and take photographs with scenic natural backgrounds.

The relatively long duration of visits suggests that Akasa Specialty Coffee functions not only as a place to enjoy coffee but also as a recreational space offering a tourism experience.

The manager of Akasa Specialty Coffee explained that most visitors come not only to enjoy coffee but also to appreciate the natural scenery:

“Visitors do not only come to enjoy coffee, but also to take photos and enjoy the natural scenery of Kintamani, so the duration of visits is usually longer.” (I Wayan Agus Mulyawan, interview, December 9, 2025)

In addition, the availability of complementary menu items such as pastries further strengthens this consumption pattern, as visitors tend to order light snacks to accompany their coffee.

To accommodate diverse consumer preferences, Akasa Specialty Coffee offers various brewing methods that provide different consumption experiences for tourists.

Table 4. Comparison of Coffee Types and Brewing Methods at Akasa Specialty Coffee

Aspect	V60 (Manual Brew)	Espresso	Cappuccino	Mochaccino / Mocha	Piccolo	Long Black
Common Bean Type	100% Arabica (single-origin specialty)	±60–80% Arabica + 20–40% Robusta	Espresso blend (70–100% Arabica dominant, may include 20–40% Robusta)	±60–80% Arabica + 20–40% Robusta	±80–100% Arabica or espresso blend	±70–100% Arabica or 20–40% Robusta espresso blend
Flavor Profile & Body	Clean, bright acidity, floral/fruity, light–medium body	Very strong, concentrated, full body, distinct crema	Creamy, balanced, medium body	Sweet, chocolate-dominant, medium–full body	Espresso-forward, lightly creamy	Bold, strong but lighter than espresso
Roasting Level	Light–Medium roast	Medium–Medium Dark	Medium–Medium Dark	Medium–Dark	Medium	Medium–Medium Dark
Brewing Method	Pour-over (gravity brewing)	High pressure (~9 bar)	Espresso + steamed milk + foam	Espresso + milk + chocolate	Espresso + small amount of milk	Espresso + hot water
Main Equipment	V60 dripper + paper filter + gooseneck kettle	Espresso machine	Espresso machine + steam wand	Espresso machine + steam wand	Espresso machine	Espresso machine
Standard Ratio	1:15–1:17 (20 g coffee : 300 ml water)	1:2 (18 g coffee : 36 ml espresso)	±1/3 espresso : 2/3 milk & foam	±25% espresso : 60–70% milk : 5–15% chocolate	±1:2 (espresso : milk)	±1:3 (espresso : hot water)
Main Components	Ground coffee + water	Ground coffee + pressurized water	Espresso + milk + foam	Espresso + milk + chocolate	Espresso + microfoam milk	Espresso + hot water

Source: Researcher's observation, 2025

In addition to the variety of brewing methods, Akasa Specialty Coffee also offers a range of specialty coffee types derived from Kintamani Arabica beans processed using different methods. This diversity provides visitors—particularly those interested in coffee exploration with a wide selection of flavor profiles to experience.

Table 5. Classification of Specialty Coffee Quality at Akasa Specialty Coffee

Coffee Category	Product Type at Akasa Specialty Coffee	Processing Method	Flavor Characteristics
Specialty Arabica Natural	Sandikala	Natural Process	Fruity, citrus, strong aroma
Specialty Arabica Honey	Gendis	Honey Process	Sweet, balanced acidity
Specialty Arabica Blend	The Rejeng	Blend / Dry Hulling	Stronger body
Specialty Single-Origin Kintamani	Black Lava / Natural Series	Single-origin Arabica	Distinctive Kintamani citrus notes

Source: Management data, 2025

Based on the analysis, the variety of products and brewing methods at Akasa Specialty Coffee demonstrates its ability to reach two main segments: specialty coffee enthusiasts and experience-based tourists. The targeting strategy applied tends to adopt a selective specialization approach, which is considered fairly effective in attracting diverse types of visitors, although it may create ambiguity in positioning. Therefore, strengthening product differentiation, value communication, and experience quality is necessary to ensure that the marketing strategy becomes more consistent and optimal.

Positioning of Akasa Specialty Coffee as a Tourist Attraction

Figure 2. Coffee Bean Roasting Process at Akasa Specialty Coffee



Source: Management Documentation, March 11, 2023

Based on the findings, Akasa Specialty Coffee positions itself through a combination of Kintamani Arabica coffee quality, on-site roasting processes, manual brewing methods, and strong natural panorama as its key value propositions. These values encompass functional, emotional, and social benefits, which collectively shape its image as an experience-based lifestyle coffee destination.

Overall, the positioning that emerges is that of a tourism-oriented coffee shop offering the experience of enjoying specialty coffee within the authentic and aesthetically appealing natural landscape of Kintamani. However, further strengthening of differentiation is still required to enhance its competitiveness.

Positioning Analysis of Akasa Specialty Coffee

Figure 3. Coffee Serving Process at Akasa Specialty Coffee



Source: Management Documentation, May 17, 2022

Thus, the core value offered by Akasa Specialty Coffee lies not only in the quality of its coffee products but also in the experience of enjoying coffee within a natural tourism setting. This indicates that the positioning of Akasa Specialty Coffee is constructed through a combination of specialty coffee products and the tourism experience offered to visitors. To better understand the relationship between market segmentation, targeting focus, and their implications for positioning, the following integrative analysis of these three components is presented.

Table 6. Positioning Analysis of Akasa Specialty Coffee

SEGMENTING	TARGETING	POSITIONING
Geographic: • Predominantly domestic visitors • Local Bali visitors • Tourists visiting Kintamani	Tourists traveling in Kintamani who require a quality stopover	A coffee stopover destination, experience-based, within the Kintamani tourism area
Demographic: • Productive age (approx. 36–45 years) • Male and female • Occupations: private employees, entrepreneurs, students • Middle purchasing power	Productive adults with sufficient purchasing power for specialty coffee	High-quality specialty coffee with prices that remain affordable for the productive middle class
Psychographic: • Lifestyle-oriented • Prefer aesthetic places • Specialty coffee enthusiasts • Seek relaxing experiences	Coffee lovers and experience seekers	A coffee destination offering unique experiences and product quality
Behavioral: • Enjoying Kintamani views • Drinking coffee • Relaxing and taking photos • Participating in manual brew/coffee education	Visitors seeking added value beyond coffee consumption (coffee, ambiance, education)	Emphasizing a holistic coffee experience (manual brew, barista interaction, natural panorama)

Source: Processed by the author

The positioning of Akasa Specialty Coffee is constructed through the integration of tourist characteristics, targeting decisions, and the experiential value offered. It emphasizes an **experience-based** positioning concept that combines the quality of Kintamani Arabica coffee, manual brewing processes, and natural scenery as its primary attractions. Findings from interviews and observations indicate that the experience provided is not merely consumptive but also recreational and educational, thereby distinguishing it from typical coffee shops. Within the competitive landscape of Kintamani, Akasa occupies a unique position between product-based differentiation and premium visual appeal by emphasizing a more natural and locally grounded authentic experience. Overall, this positioning aligns well with its target market; however, it still requires stronger differentiation and consistency in experience quality to reinforce its image as a sustainable and competitive experience-based specialty coffee destination.

Evaluation of the Alignment Between Positioning and Target Market

Figure 4. Tourist Activities at Akasa Specialty Coffee



Source: Management Documentation, November 24, 2025

The findings indicate that the positioning of Akasa Specialty Coffee as an experience-based specialty coffee destination is aligned with tourist motivations, particularly those seeking natural ambiance and relaxation in the Kintamani area. The experience offered is supported not only by coffee quality and scenic views but also by visual activities and social interaction. However, certain limitations remain, particularly in terms of environmental comfort, such as outdoor seating areas. This suggests that the quality of the overall experience is influenced by a combination of product, atmosphere, and physical environmental conditions. Therefore, although the current positioning is relevant, further strengthening is required in terms of experience consistency and differentiation to enhance a stronger and more competitive brand image.

Identification of Positioning Gaps and Strengthening Strategies

Figure 5. Atmosphere at Akasa Specialty Coffee



Source: Management Documentation, May 29, 2024

Based on the findings, tourists' motivation to visit Akasa Specialty Coffee is influenced by a combination of interest in specialty coffee and the appeal of the ambiance and natural panorama of Kintamani. Visitor activities, which are predominantly characterized by relaxing, enjoying the scenery, and taking photographs, indicate that visual and recreational experiences are the primary drivers of visitation.

Although the positioning as an experience-based destination is appropriate, there remains a gap in reinforcing the specialty coffee identity and ensuring consistency in the quality of the experience, particularly in terms of environmental comfort. This condition highlights the need to strengthen differentiation through clearer communication of product value, improved service quality, and more optimal environmental management. Therefore, strengthening positioning should focus on integrating coffee quality, tourism experience, and consistency of perception to build a stronger and more competitive image.

CONCLUSION

First, the market segmentation of Akasa Specialty Coffee indicates that visitors are predominantly productive-age tourists with active professional backgrounds, both from local Bali and domestic regions outside the island. From a psychographic and behavioral perspective, tourists exhibit a strong experience-oriented tendency, where visits are not solely intended for coffee consumption but also for enjoying natural ambiance, relaxation, and social activities within the context of tourism. The stopover-oriented visitation pattern suggests that Akasa Specialty Coffee functions as part of a broader sequence of tourism activities in Kintamani. Thus, the resulting market segmentation is not only demographic and geographic but is largely dominated by experience-based segmentation, which aligns with the characteristics of modern tourists.

Second, the target market is focused on productive-age tourists who are interested in experiencing coffee within the natural setting of Kintamani. The approach applied tends toward a multi-segment strategy with priority given to tourists who use the coffee shop as a stopover during their *wisata*. This strategy is considered relatively effective, as it aligns market characteristics with the context of Kintamani as a nature-based tourism destination. However, the lack of clear prioritization of the main segment and inconsistent differentiation in marketing messages indicate that the strategic potential of targeting has not yet been fully optimized.

Third, the positioning of Akasa Specialty Coffee is constructed as an experience-based specialty coffee destination by integrating the quality of Kintamani Arabica coffee with the natural panorama of Mount and Lake Batur. Conceptually, this positioning aligns with the experience-oriented target market. However, in practice, tourists' perceptions are still more strongly influenced by ambiance and scenery rather than by its identity as a specialty coffee destination. This indicates a gap between the intended positioning and the perceived positioning, resulting in a lack of strong differentiation in the minds of visitors.

Overall, the STP-based marketing strategy implemented by Akasa Specialty Coffee has been directed toward the development of an experience-based coffee tourism concept in the Kintamani area. However, its effectiveness

still requires improvement, particularly in strengthening differentiation as a specialty coffee destination and ensuring consistency in the experience offered. Therefore, reinforcing the integration between coffee product quality, visitor experience, and consistent marketing communication is essential to enhance the competitiveness of Akasa Specialty Coffee as a coffee tourism attraction not only relying on natural scenery but also delivering an authentic, curated, and clearly differentiated specialty coffee experience in the minds of tourists.

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