

Promotion Strategy Of Coffee Shop Through Instagram Social Media

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Abstract – In this study, researchers were interested in the activities of a coffee shop named Kopi Lain Hati which has the Instagram account of @kopilainhati. This study applied certain concepts and theories, namely New Media and also Promotion Theory. This was a qualitative descriptive study with case study method. Data were collected through interview and literature study. The results of the study revealed that Kopi Lian Hati used Instagram as a strategy to promote its newly launched brand in 2019 by creating interesting marketing content to be more effectively published on Instagram in order to expand the range of promotions carried out by Kopi Lain Hati.

Keywords – Strategy, Promotion, Social Media, Instagram

I. INTRODUCTION

The development of the use of internet media as a means of communication has become increasingly rapid after the internet can be accessed via cellular telephones which later became known as smartphone (Setiadi, 2014). The emergence of various social media applications that can be accessed via smartphones creates opportunities for people to do business (Indika & Jovita, 2017).

Currently, social media along with their benefits seem to have become an inseparable part of daily life. The community also seems to know and understand about social media. There are several benefits of social media which can be seen in various fields, such as social media for socializing. Socialization can be done anytime, anywhere, without time and space limits. Furthermore, social media provide various kinds of updated information, such as the latest news, gossip, and other information such as job vacancies, information on buying and selling vehicles, and other information (Manfaat.co.id, 2022). Social media also serve as a means of running a business by performing business promotion through attractive advertisements so as to reach many potential buyers. (Putro, 2017)

According to Nasrullah, social media are various media on the internet that allow users to represent themselves and interact, work together, share, communicate with other users to form social bonds virtually. In social media, three forms that refer to social meanings are cognition, communication and cooperation (Nasrullah, 2015). Meanwhile, according to Philip Kotler and Kevin Keller, social media refers to a means for consumers to share text, image, video and audio information with each other or companies and vice versa (Kotler, 2012).

There is a significant increase in the development of the use of social media in Indonesia. Based on the results of a study entitled "We are social Hootsuite" released in January 2019, it was revealed that social media users in Indonesia reached 150

million or 56% of the total population. The number increases by 20% from the previous survey. Meanwhile, the users of mobile social media (gadgets) reached 130 million or around 48% of the population (Harahap & Adeni, 2020).

The large number of social media users in Indonesia certainly raises opportunities for business people to optimize social media presence as a promotional medium (Setiadi, 2014). Business people consider that internet users are a promotional tool for their business in the future. Based on increasing number of users, social media can be a basic strategy for increasing profits and expanding business coverage.

One of the social media that is widely used by business people as a promotional medium is Instagram. Instagram is a photo sharing application that is being loved nowadays. Instagram has power in the visual field. The advantage of Instagram as a marketing tool is that Instagram can convey messages from a brand through pictures or videos (Gani & Basalamah, 2019). Currently, Instagram no longer exists as a selfie-platform or socialization medium in cyberspace, but has become a new alternative for carrying out marketing actions (Restaty & Wuryanta, 2020).

Coffee shop businesses are also starting to use social media as a means to attract people's intention to come to coffee shop outlets. Kopi lain Hati was opened for the first time on March 27, 2019 at Jl. Lower Dam GG. V No. 2. This was the first Kopi Lain Hati outlet, and currently Kopi Lain Hati already has many outlets spread across various regions. Kopi Lain Hati has also been promoting its products on Instagram social media through its account of @kopilainhati with 1,777 posts, 196 thousand followers and 24 following.

II. LITERATURE REVIEW

2.1. Product Promotion Strategy through Social Media

The rapid development of information and communication technology today has made the world is perceived wider and space seems to be no longer distant. Information are now no longer changed in terms of weeks or days and even hours but have started to change every second (Barsan, Alfani, & Wuladari, 2020). The term 'new media' has been used since the 1960s to cover an increasingly diverse and growing set of communication technologies. In his book entitled "Mass Communication Theory", McQuail explains that "New Media are various communication technology devices that share the same characteristics which besides being new are made possible by digitalization and wide availability for personal use as communication tools" (Sharon, 2021). According to Denis McQuail, the main characteristics of new media are their interconnectedness, their access to individual audiences as recipients and senders of messages, their interactivity, their diverse uses as open characters, and their ubiquitous nature.

Social media involve a collaborative process of forming, spreading, transforming, and destroying information. Social media can collect a number of information and knowledge, but the truth of such information needs to be considered in depth. Therefore, social media plays a more effective role in participating or socializing and influencing audiences, not giving statements or controlling them. Participation opportunities in social media can influence and help achieve business and marketing goals (Evans, 2015).

Based on the functions of several social media tools for marketing described above, it can be concluded that as a marketing medium, social media functions to help promote new products, simplify the buying and selling process, convince customers by informing and describing products audio-visually, increase trust, and know the needs and desires of consumers. Each social media tool has a different function. Therefore, brands that have accounts on one or several social media are common situation in the current digital (Putri, 2018).

2.2. High and Low Involvement Decision Brand

Consumers with a high involvement product buying process are those who pay close attention to every feature in the product while buying certain products and usually the buying process takes a long time. High involvement decision brand consumers are willing to spend more time and effort to consider the various available alternatives before deciding to buy certain type of product because it involves a number of certain risks that will be faced by the consumer concerned, which consist of financial, social and psychological risks (Kertajaya, 2010).

Low involvement decision brand consumers have low motivation to find complete information about the product they want to buy, but they are still willing to spend a little effort to carry out the learning process about the product in question. The

evaluation process of consumer towards the product is made after the purchase takes place (Kertajaya, 2010). It is important for marketers to understand the position of their consumers, how they are involved with the brand in the purchasing decision-making process. Then the brand should adjust to the appropriate marketing communication strategy so that the communication message can reach the target consumers optimally.

Social Media Utilization by the Characteristics of High and Low Involvement Decision Brand

High Involvement			Low Involvement		
Characteristic of Consumer	Social Media Function	Form	Characteristic of Consumer	Social Media Function	Form
High intention to pay attention, understand, and complete information about purchase	Can present information on the company and products in detail and the contents are always updated	Website or blog brand	The most important thing is brand familiarity	Display brand creatively, as often as possible	Banner and interesting advertisements on websites, Facebook, Twitter, and YouTube
Pay close attention to the brand features	Can display brand audio-visually	YouTube, Facebook, Twitter, Google+, Instagram		Display many chats regarding brand between social media users	Forum (Yahoo! Groups, Google Groups, Kaskus), Twitter, buzzer social media account
Consider various brand alternatives	Display comments from brand users	Twitter, Facebook, Instagram			

The product has been created, the price has also been set, and the site (layout location) has been provided, meaning that the product is completely ready to be marketed and sold. In order for the offered product to be sold to the public or customers, and the public needs to know the presence of the product, the benefits of the product, the price, where it can be obtained and the advantages of the product compared to competing products. One way to inform or offer products to the public is through promotional media.

According to Saladin, promotion is a communication regarding information between sellers and buyers that aims to change the attitude and behavior of buyers, who previously did not know to become familiar to the products so that they become buyers and always remember the product. (Saladin & Oesman, 2003)

According to Stanson, promotion is the best strategic combination of advertising, personal selling, and other promotional tools, all of which are planned to achieve sales program goals. Meanwhile, according to Lamb, Hair, Mc-Daniel, promotion refers to communication delivered by sellers to inform, persuade, and remind potential buyers of a product in order to influence their opinion or obtain their response. (Jaiz, 2014)

Based on some definitions explained, as a kind of offer term, promotion refers to the company's efforts to influence customers or buyers to use the products or services offered by the company. Promotion includes elements of providing information and influence on customer behavior. It can also be interpreted that promotion is an attempt performed by producers to communicate with customers in order to influence customers and lead them to the company's desired actions, namely having consumers.

III. METHODS

This study applied the case study method, as a study method that focuses on a particular case to be observed and analyzed carefully to completion. Case study is also an approach that explores the real life of a case or various cases through detailed and in-depth data collection and involves various sources of information such as observations, interviews, audio-visual materials and various related documents (Creswell, 2015)

This was a descriptive study with a qualitative approach. Descriptive study is a type of research that provides an overview or description of a situation as clearly as possible without any treatment of the object under study (Kountur, 2009)

The current study applied the Constructivist Paradigm, which views that reality is the result of construction or formation by humans themselves. Data Collection Techniques applied here were interviews and observation. The study subjects in this study involved:

1. Leny as a Founder of Kopi Lain Hati

As a founder of Kopi Lain Hati, he manages the promotion that has been carried out so far, starting from the strategies to be performed, to the management of feedback from customers about the promotions that have been implemented.

2. Deo Cardi as a Head of Kopi Lain Hati Social Media

As a Head of Kopi Lain Hati Social Media, of course he understands what kind of content is planned to achieve successful promotion on social media.

3. Ichi as a Consumer and Follower of Kopi Lain Hati

The researcher chose an informant as a consumer and social media Instagram follower of Kopi Lain Hati who was an active target audience of Kopi Lain Hati.

In this study, the researcher applied a constructivist paradigm. Such paradigm reflects a frame of mind that explains the researcher's perspective on the existing facts of social life. In addition, the paradigm also looks at how a researcher treats science and theory as outlined in research article (Noor, 2011).

IV. RESULTS AND DISCUSSION

After conducting the data collection process through interviews with informants, literature study, and observation, the author explained in detail the discussion as the study object and analyzed all data according to the actual facts as a whole regarding Instagram as promotional medium utilized by Kopi Lain Hati. Through promotion, Kopi Lain Hati practiced certain approach with the following objectives:

1. Behavior Modification

Through ongoing promotions made by Kopi Lain Hati, the company analyzed its behavior through social media Instagram to find out how often people make transactions withllpp Kopi Lain Hati.

2. To Inform

Information is very important within promotional activities carried out by Kopi Lain Hati. Information delivered to the public on social media Instagram by utilizing its sophisticated features can support promotional efforts made by Kopi Lain Hati.

3. To Persuade

Kopi Lain Hati persuaded the public to take part in quizzes which would later get a give away. Kopi Lain Hati tried to persuade audiences to take part in Kopi Lain Hati's activities along with certain in each promotion.p

4. To Remind

Kopi Lain Hati reminded the public regarding the existing promos in every store, or quizzes with prizes every day through Kopi Lain Hati's Instagram social media, as well as the involvement of each owner in promoting their stores on their personal Instagram.

4.1. Official Instagram Account in Business

Instagram as a social media is not specifically designed for business. However, many people see that Instagram has the potential to do business. For that, many people use it not only for themselves, but also for corporates. Of course, each account has its own way to exist in the world of Instagram, which can be seen from how they make their Instagram account visible. Some Instagram accounts really take advantage of the features available on Instagram, but some users only use Instagram accounts according to their needs.

The Instagram account of Kopi Lain Hati uses a business account by selecting the Coffee Shop category to make it easier to promote Kopi Lain Hati's products and also to inform the public that Kopi Lain Hati only has one personal official account out of all Kopi Lain Hati franchise stores. Furthermore, it also collaborates with Instagram to advertise Kopi Lain Hati products. The business account also has an insight feature which can assess statistics regarding the number of followers, posts, number of impressions, number of site clicks, total email and phone clicks, profile impressions, to Kopi Lain Hati profile coverage with a wide range.

Through the Kopi Lain Hati business account, this coffee shop can easily advertise on Instagram by informing the opening of existing stores, interesting promos at several Kopi Lain Hati stores, conducting quizzes with prizes, and collaborating with gojek and grab parties. Furthermore, can reversely post gojek and grab promos, it can further perform campaign activities of the Kopi Lain Hati team by collaborating with other brands or well-known artists, and post community activities about Kopi Lain Hati products.

Through the promotion performed by applying the features available on Instagram, of course, Kopi Lain Hati experienced an increase in the number of followers, from 18.6K in August 2019 to 67.9K in December 2019. An increase in the number of followers was of course followed by an increase in the number of franchise stores in various cities. Eventulaly, in this December, Kopi Lain Hati already had a verified Instagram account.

4.2. The use of Instagram as a Promotional Medium

The use of the Instagram account as an information medium to carry out promotions provided by Kopi Lain Hati, is due to the ease in disseminating the promo information. Kopi Lain Hati makes Instagram a distribution account to achieve the targeted goals. By using Instagram, Kopi Lain Hati takes advantage of many advanced features on Instagram, especially the Instagram Story feature. This feature is one of the interesting features available on Instagram which can make audiences interested in using this feature in lifedaily. Such feature is utilized by the Kopi Lain Hati account to make it easier to share daily activities or moments about Kopi Lain Hati.

In its promotion in 2019, Kopi Lain Hati performed several strategies by creating a business account with a business profile to find out insights about the followers and posts of Kopi Lain Hati, as well as to inform the public that Kopi Lain Hati only has one official Instagram account of @kopilainhati. Another strategy was working with food bloggers and influencers whose followers had reached 10k, by reviewing Kopi Lain Hati stores and sharing certain activities on the Instagram accounts of the food bloggers and influencers by tagging Instagram account of Kopi Lain Hati. Furthermore, the promotional strategy was also performed by collaborating with well-known brands or artists in Indonesia. Moreover, Kopi Lain Hati conducted purchase promos, such as through buy 1 free 1 promo at several Kopi Lain Hati stores, and also by giving prizes through quizzes on the Kopi Lain Hati Instagram account. It was found that the creation of interesting content and innovation could create public interest in the Kopi Lain Hati Instagram account.

V. CONCLUSIONS

Based on the results of the study, it can be concluded that Kopi Lain Hati used Instagram to inform its products, stores, purchase promos, quizzes with attractive prizes, and mostly to carry out promotions using existing features on Instagram media in a business account within Coffee Shop category. As a promotional medium, Kopi Lain Hati chose to create an Official Business account on Instagram so that people can get to know the new Kopi Lain Hati brand by utilizing the advertising features offered in the Instagram application.

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