

Kopi Kenceng Marketing Strategy on Instagram and Facebook during the Pandemic

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Abstract:- Coffee industry has grown a lot in the past few years in Indonesia. With high enthusiasm from the people, especially the younger generation, the coffee industry has been on top of their marketing game. Kopi Kenceng as one of the players in the industry break the industry with its unique USP, it competes at the lower-middle-class. With the pandemic that has been around, Kopi Kenceng is struggling to maintain its marketing strategy through the presence of social media. This study aims to analyze what Kopi Kenceng does on its social media post pandemic using marketing theory. The methodology of this research is qualitative method with descriptive approach. This research finds that during the Pandemic, the marketing focus is shifted through Instagram only. Besides, there is a shift of product focus that Kopi Kenceng marketed during the pandemic. Although the business is not bouncing back to normal, but social media presence helps Kopi Kenceng to stay alive in the tight competitive market

Keywords:- Social media marketing, Pandemic, Coffee Industry, Kopi Kenceng.

I. INTRODUCTION

At the beginning of the 21st century, the influence of globalization is increasing rapidly in everyday life. According to (Musa & Nurhaidah 2015) all aspects including economy, technology and lifestyle are things that are affected by this phenomenon. The flow of globalization in Indonesia has an unstoppable pace, especially among young people. No exception to the culinary sector which is closely related to globalization, this is supported by a study conducted by (Utami, 2018) which confirms that youth and culinary are a unity. One of them is the culture of drinking coffee and hanging out in coffee shops, especially in big cities such as Jakarta, Bandung, and Surabaya (Herlyana, 2012)

The trend of coffee shops in 2020 continues to grow. In 2016, coffee consumption increased and is predicted to keep on increasing by (8.22%) every year. The consumption of domestic coffee is issued by the Global Agricultural Information Network to reach 294,000 tons, and have an increase of 13.9 percent compared to 2019 which amounted to 258,000 tons. The first factor is the habit (culture) of hanging out while drinking coffee. Second, the increase of the customer demand, growth of the middle class, and the price of ready-to-drink coffee in more affordable modern

shops. Third, the dominant population of young Indonesians (Generation Y and Z), which creates a new lifestyle in consuming coffee. Fourth, the presence of social media makes it easier for coffee shop businesses to carry out marketing and promotional activities (Timmoria, 2019; Olavia, 2019).

In the era of digital marketing communications, it covers a wide variety of marketing through personal selling, promotion, advertising, public relations, reseller, and merchandising support, product sampling, and packaging adjustments. Marketing has influenced the use of social media in implementing marketing campaigns in today's digital world. Almost every company or business nowadays uses social media to persuade customers to buy the products offered, starting with providing information. Social media is now often used as a marketing platform for business people. Examples of social media that are often used are Facebook, Instagram, and Youtube (Stephen, 2016).

According to the latest data obtained from (We Are Social, 2020), there are 160 million social media users in Indonesia. Facebook and Instagram are the two largest social media used by internet users in Indonesia. Users of both social media are dominated by users aged 18-34 years. Furthermore, the average user of the two social media is 3 hours per day. In the article published by (Newberry, 2018) there are many uses of marketing carried out on social media (1) increasing brand awareness (2) making the brand to be at the top of customer's mind (3) increasing sales. Judging from the statistics of the two social media above, it will be very useful for entrepreneurs to focus their marketing activities on Facebook and Instagram.

One of the coffee businesses in Jakarta, Kopi Kenceng, is a coffee business that prioritizes marketing in its daily activities, it also implements the use of Social Media as its strategy. Starting in 2016, Kopi Kenceng targets the lower middle class but uses good quality coffee. In addition, Kopi Kenceng uses a "franchise" business model. As one of the largest coffee franchises in Jakarta, Kopi Kenceng has considerable business potential. Kopi Kenceng offers other products besides coffee which serve as differentiation from other coffee shops, namely "Ice Cream Lotus". Where not many coffee shops provide a second menu to consumers. Kopi Kenceng uses Facebook and Instagram in its digital marketing activities. Currently, the number of followers reaches 4000, a relatively small number for a business that has been around for 4 years.

One problem that has emerged and is still ongoing in 2020 is the Coronavirus. Coronavirus is a new disease caused by Covid-19, which attacks the joints of life around the world. With regard to the conditions of social distancing in the business world, the new coronavirus forces business people around the world to ask millions of their employees to work from home. The Zoom online video conferencing program has recorded a 78% increase in profit, and the Google Meet study recorded a 60% increase in user traffic, with people spending 2 billion / minute meeting online every day. Many people are quickly adapting to the digital transition. Although companies need to perform this transition as efficiently and effectively as possible, the implications of Covid 19 on customer and market behavior are often overlooked in many other things, which is very important for business continuity. Managers will only expect income to recover after the pandemic increases in consumption. Unfortunately, this pandemic affects local culture, consumer culture and markets will change. In terms of customer behavior and how companies respond to digital marketing, the pandemic is also affecting the digital transition. This also has an impact on the business situation that occurs at Kopi Kenceng. The impact of the spread of the Coronavirus is closely related to the marketing strategy carried out by Kopi Kenceng on its social media (Clinten, 2020).

The purpose of this article is:

1. Marketing strategy on Instagram during a pandemic
2. Marketing strategy on Facebook during a pandemic

II. LITERATURE REVIEW

➤ *Digital Marketing*

The term "marketing" has evolved over time from the term "digital marketing" to the term "digital technology", which describes the process of using digital technology to gain consumer preferences, retain customers, increase sales, and promote a brand (Kannan and Li, 2017). Companies benefit from a variety of interactive social media. Researchers claim that the Internet can be accessed for publishing, selling online, researching markets, and helping customers. Other experts say that the Web can help create brands, build customer word of mouth, buzz marketing, and crowdsourcing. The internet can also increase overall business efficiency in addition to facilitating the implementation of marketing strategies (Eid & El-Gohary, 2011). According to another journal, (Alfirahmi 2019), the writer examines the relationship between coffee shops and marketing in the 4.0 era, using qualitative methods states that there should be an integration between marketing efforts and the success of existing coffee shops.

Marketing activities during the pre-pandemic period did not have a significant difference compared to the strategies used during the pandemic. According to (Kannan & Li 2017), the content and the objectives of a marketing strategy are more diverse and this content is used in the marketing campaign. Previous research conducted by (Patel & Malpani 2020), the budget used in pre-pandemic marketing is greater than the normal period. According to

the two researchers, before the pandemic, many businesses were using non-digital marketing, and the majority of the funds were used in the non-digital marketing.

In the digital media theory according to (Percy 2018) there are more users that can be reached by using digital marketing. Marketing in the pandemic era is highly recommended to use digital media. This was stated by (Patel & Malpani 2020) who suggested that the use of Facebook, Instagram, SEO, and email marketing needs to be improved. In addition, with changes in consumer behavior, many entrepreneurs have to determine a clearer target market during a pandemic.

➤ *Implementing Social Media in Marketing Strategy*

Digital marketing takes advantage of the various platforms of social media as a company strategy. There are several social media that can be used as a medium to market goods, such as Facebook, Whatsapp, Instagram, and Website. Social media plays a major role in developing and maintaining brand relationships with customers, the use of social media also provides brand management marketing potential. Social media is used to create public relations, to offer different information and sources directly and indirectly to various groups of society (Joo & Teng, 2016). According to research conducted by (Constantinides, 2010), social media is considered to be a trusted platform over other marketing platforms, this is very important to build brand credibility in the eyes of the public.

Social media is a platform that is closely related to content and can be used as a bridge to communicate (Alves, et.al 2016). There are many types of social media that are often used, starting from Twitter, Facebook, Youtube, and Instagram. The following is the distribution and types of social media that exist today:

1. Social Networks. Serves to connect one user and others. Social networks also provide benefits when business owners use them.
2. Blogs. Serves for personal, as well as multiple people and/or company. Blogs are devoted to writing and opinion
3. Online Communities. Social media has a wide community and is not affiliated with any company as a platform to accommodate all comments, reviews, and discussions between users.

III. METHODOLOGY

This article discusses what post-pandemic marketing strategies are carried out by Kopi Kenceng on social media. The research conducted will use a qualitative approach. According to (Creswell 2007) qualitative research aims to examine more deeply the meaning of the existence of a group of people or an individual. The qualitative process begins with existing phenomena, and questions will arise. Later, there is data that will be processed based on general themes. The result of qualitative research is that the research will be very flexible, based on the interpretation of the researcher.

Furthermore, in this study, the writer will use descriptive qualitative methods. Citing from (Creswell 2007), this method will emphasize the findings or point of view of the author on the subject of the research conducted, especially on Kenceng Coffee. The data analysis used was descriptive analysis. Below are data collection techniques that will be carried out:

1. Online interview with the owner of Kopi Kenceng, who is the planner and supervisor of the marketing strategy
2. Observation through social platforms owned by Kopi Kenceng
3. Books, articles, and online reading materials are used as supporting data

IV. RESULT AND DISCUSSION

A. Marketing Communication Strategy

Kopi Kenceng started its business in 2018 and chose to run it with a franchise scheme. According to Arya Vardana (Personal data, 30 October 2020), the idea starts from his enjoyment of coffee, Kenceng Coffee was created with a Unique Selling Position as 3 levels of Pioneer Coffee. Where there are several levels of coffee that consumers can choose according to their preferences in drinking coffee. With this USP, Kopi Kenceng is very confident in implementing its marketing strategy.

1. Marketing Strategy

Instagram and Facebook were chosen because their users in Indonesia are very large. The segmentation of Kenceng Coffee is an urban society that really likes coffee. Meanwhile, the targeting is aimed at the middle to lower class society. Moreover, the positioning of Kopi Kenceng is good coffee with affordable prices for everyone, also Kope Kenceng balanced affordable, with a quality coffee.

➤ Marketing Mix

Meanwhile, there are several marketing mix that Kopi Kenceng has established since the beginning of the business. This mix has several differences during a pandemic:

➤ Product

Kopi Kenceng has a menu of coffee and Lotus Ice Cream as its mainstays. During a pandemic, Ice Cream Lotus is the main selling point of Kenceng Coffee.

➤ Price

The price of Kenceng Coffee is made to be very affordable because it targets the lower middle class.

➤ Place

Kopi Kenceng has more than 40 locations in Jakarta. Kopi Kenceng has its own booth at each location.

➤ Promotion

During a pandemic, there is not much promotion happening. Promotion is only made for certain products, such as Ice Cream Lotus.

2. Promotional Mix

Personal Selling is the form of interactions between cafe barista and customers from Kopi Kenceng. One of the goals of personal selling in a cafe is to explain each menu Kopi Kenceng offers and receive feedback from customers. The results of these observations indicate that there is not much interaction between customers and baristas at Kopi Kenceng cafe because the place to sell Kopi Kenceng is only in the form of a booth. This creates a limitation of contact between customers and baristas, and most customers already know what kind of drink they want, but if they have a question about the drink they want, the barista at Kopi Kenceng will answer the customer's questions until the customer is comfortable with their choice. (Rodriguez, et al, 2014).

Direct Marketing includes direct contact with customers through non-personal media, such as blogs or social media accounts. Kopi Kenceng has two social media, Instagram, and Facebook which are used as a medium of communication and information about Kopi Kenceng. Similar to the use of Instagram, Kopi Kenceng uses Facebook to disseminate information about their promos and content in the form of gallery photos, contact persons, and email addresses that can be contacted. The observations show that Kopi Kenceng even though they do not have a website, Kopi Kenceng optimizes their social media (Instagram and Facebook) not only to disseminate information but also to keep interacting with customers. The use of these two social media really helped Kopi Kenceng in maintaining its business during the Pandemic era because they also opened reseller services through Facebook and Instagram. Social media makes Kopi Kenceng easier to reach customers due to its wide reach and ease of use.

Interactive marketing with customers is a vital thing that must be created between Kopi Kenceng and their customers and potential customers. This interactive marketing is optimized with the use of the internet and social media, making it possible to communicate despite limitations on space and distance. The result of observations for interactive marketing conducted by Kopi Kenceng is that Kopi Kenceng uses Instagram and Facebook as their medium to create two-way communication between them and customers. Kopi Kenceng uses Instagram as a platform for uploading stories and pictures about Kopi Kenceng, customer experiences with Kopi Kenceng, and quite unique jokes. Meanwhile, the use of Facebook is more focused on information that Kopi Kenceng wants to spread to their customers

B. Marketing through Instagram

1. Instagram Content and Campaign

Kopi Kenceng uses Instagram due to its functionality, Instagram also has relatively low price on its day-to-day business. There are a number of features that can be utilized during the pandemic; sharing photo or video, Instagram ads, or hashtag. An informative and engaging content is needed in order to deliver the messages to the audiences.



Source : Kopi Kenceng’s Instagram
Picture 1 Conversation at Instagram

Kopi Kenceng deploys a weekly strategy on Instagram, posting is scheduled around 4-5 per week. On the other hand, its Instagram story is also updated thrice a day. A lot of activities are updated regularly in order to target wider consumers. One of its promos during the pandemic is #Smilewithsuperblackchoco challenge, the winner will then get one full month free coffee sent by Kopi Kenceng. The content is quite informative and has good response from the audiences



Source : Kopi Kenceng’s Instagram
Picture 2 #Smileywithsuperblackchoco Challenge

2. Social Media Endorsement

According to the observation, Kopi Kenceng uses two activities of social media maintenance and social media endorsement (Joseph, 2011). The maintenance features are photo and video sharing and story. Photo and video sharing are also used to disburse on the new information from Kopi Kenceng. Moreover, the feature is also used to share a number of promos



Source : Kopi Kenceng’s Instagram
Picture 3 Photo Sharing

3. Hashtag

Another feature from Instagram that is frequently used by Kopi Kenceng is hashtag. Hashtag is known to identify certain topics or trends, in the end it will make users easier to look for coffee for instance. There are several hashtags that have been used; #kopikenceng #kencenginsemangatlo #infokopi #infojakarta #bangkitindonesiaku #segelaskopi #kopiyangbeda #Belumadatandinganya #kencengkopinya #kencengsemangatnya.

4. Instagram Ads

During the pandemic however, the use of Instagram ads are not frequently used by Kopi Kenceng. Pre pandemic, ads are regularly shared with the consumer through a variety of placements (carousell, story, etc). Kopi Kenceng mostly used the feature in order to increase awareness among the tight competition of the coffee makers.

Salah satu cara untuk meningkatkan jumlah followers dan like dari Instagram Kopi Kenceng, brand tersebut mengadakan kolaborasi dengan berbagai artis dalam bentuk endorsement.



Source : Kopi Kenceng’s Instagram
Picture 4 Instagram Ads

C. Marketing through Facebook

1. Facebook Content and Campaign

Furthermore, the Facebook campaign during the pandemic is very limited. The only campaign that is still running is the one who supports the stay at home campaign, with having coffee as its companion. The campaign is called #MakanMinumDiRumahAja and is receiving positive reaction through its post. When the pandemic hits, the competition among the coffee makers are getting tighter and a lot of them filed for bankruptcy. Kopi Kenceng on the other hand is closing their offline stores temporarily and deploying more robust online business.



Picture 6. Stay at Home Campaign
Source: Facebook Kopi Kenceng

To support its core partner such as: online food delivery services, Kopi Kenceng also shares its charity program through #Let'sFightCovid19. In order to maintain health and the surrounding conditions, Kopi Kenceng distributes free hand sanitizer for every driver who picks up the order. The consumer is assured that the coffee quality is still maintained in a high standard. This charity campaign however is still running only in three branches throughout Jakarta.



7. Let's Fight Covid-19 Campaign
Source: Facebook Kopi Kenceng Picture

2. Social Media Endorsement

No endorsers are used in Facebook campaigns because the focus of Facebook is to gain reseller and build the business. This is very different from what Kopi Kenceng does on Instagram by using micro or even big endorsers. Besides, Facebook content is mostly a social and supportive campaign during the pandemic. Facebook campaign also aims for the older audiences not the millennials audiences on Instagram

3. Hashtags

Hashtags wise, Facebook campaigns are using the same hashtags as Instagram does. During the pandemic however, there is one hashtag that is used by the business #MakanMinumDiRumahAja. Most common hashtags that are existing during the pandemic is;

#kopikenceng#kencenginsemangatlo #infokopi #infojakarta #bangkitindonesiaku #segelaskopi #kopiyanget #Belumadatandinganya #kencengkopinya #kencengsemangatnya.

4. Facebook Ads

Furthermore, there is no ads on Facebook by Kopi Kenceng throughout the pandemic. The management team has reduced the budget on ads because the business is struggling. On the other hand, before the pandemic hits, Kopi Kenceng once used the Facebook News Feed as its placement. Another reason why they stopped the ads is due to the target audience on Facebook which is the reseller community.

Feeds



Source: Facebook Kopi Kenceng
Picture 7. Facebook Ads Placements

3. CONCLUSION

In conclusion, during the pandemic era that hits the business, Kopi Kenceng has experienced a decline in sales. However, this does not stop Kopi Kenceng to keep maintaining its existence in social media in order to engage with the communities. Hence, this research concludes

1. The Importance of Social Media Existence and its Contents

During the pandemic Kopi Kenceng almost does not use any endorser that was initially used pre-pandemic. Due to the budget slash, there is no endorser used during the campaign. However, there is a shifting by using more engaging and informative content on both Facebook and Instagram. Comparing the two social media, Instagram has more influences because it targets its main audience which is millennials.

Content-wise, Kopi Kenceng has its own approaches, (1) Emphatic Content; with its content Kopi Kenceng is trying to be empathetic with the surroundings. Kopi Kenceng has a certain campaign in order to support the closest partner of its business, which is the online food delivery. They disburse hand-sanitizer in order to keep everyone, especially its closest partner sanitized. (2) Endorser; even though there is no big endorser endorsing the brand, Kopi Kenceng utilized the micro-influencer to market its product. (3) No big promo deal. Finally, during the pandemic, Kopi Kenceng does not run any big promo nor ads through Facebook or Instagram.

2. Product Shifting towards Ice Cream

The last finding is the main product shifting on Lotus Ice Cream. Because many of its branches are closed, the team pushes to sell another product that will last longer and can be consumed by family. Ice Cream Lotus sells really well in the market and contributes to the profit during the past months. However, coffee is maintained as Kopi Kenceng's specialities in spite of declining in sales

Kopi Kenceng will improve the quality of its product and both creatively create substitute product features. On its social media marketing, Kopi Kenceng will continuously engage with its audiences. Furthermore on its 2020 plans all of the campaigns will run mostly on Instagram rather than Facebook. Moreover, Facebook will be utilized to target reseller and its social campaign in order to keep the society stays at home.

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