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## **Development Toward Digital Marketing On Cincai Cafe & Coffee Social Media Platform**

**Estefania<sup>1</sup>, Wisnu Yuwono<sup>2</sup>**

Universitas Internasional Batam

Email of correspondence: [1941256.estefania@uib.edu](mailto:1941256.estefania@uib.edu)<sup>1</sup>, [Wisnu@uib.ac.id](mailto:Wisnu@uib.ac.id)<sup>2</sup>

### **Abstract**

The impact of the COVID-19 pandemic has affected and changed almost all people's lifestyles between the sectors affected from the economy and tourism where's coffee shops is include too. Even when conditions are severe, the government requires owners to temporarily close their businesses for a certain period at a time. So every business must find alternatives and adapt to this pandemic situation, one of the way is digital marketing, where entrepreneurs can communicate indirectly with potential customers and regular customers through social media, besides that, using the right language and attractive promotions will be one of the added values to attract consumers attention. This development will helps in increasing social media interactions such as building a good image & awareness in the eyes of customers, expanding the reach of customers, increasing income and customer satisfaction with reducing the distribution or promotion costs. The result of this implementation are expected to be a solution to Cincai Cafe and Coffee business operation.

**Keywords:** *digital marketing, social media, coffee shop*

### **Introduction**

The impact of COVID-19 pandemic has affected and changed almost all people's lifestyles to date. According to (Kompas, 2021) coffeshop are the sectors affected apart from the economy and tourism. The COVID-19 pandemic requires people to stay at home, limiting people from tasting food directly, even when conditions are severe; the government requires owners to temporarily close their businesses within a certain period. This change is challenging for entrepreneurs to continue running their businesses, so business owner must find alternatives and adapt to this pandemic (Ebabu Engidaw, 2022). One alternative is to do digital marketing, where entrepreneurs can communicate indirectly with potential customers and regular customers through digital media; besides, using the right language and attractive promotions will be one of the added values to attract consumer's attention (Aji et al., 2020). Cincai Cafe & Coffee is a business engaged in culinary, where the location is located at Jalan Bunga Raya number 2-3. Cincai Cafe & Coffee was founded in 2020 by Mr Erwin. This cafe employs nine employees who are divided into three sections, namely four people in the kitchen section who are in charge of preparing food and four people in the bar section who

serve customers, provide drinks such as coffee, tea and provide several kinds of pastries such as doughnuts and cakes, and a manager supervises plus control employees. The aims of projects is to increase social media interaction, and build a good image & awareness in the eyes of customers, increase reach and market share, increasing MSME income, increase customer satisfaction in terms of customer reference levels and reducing distribution or promotion costs.

## **Methods**

The data collection technique used is primary data, where the author collects relevant information about MSME partners who are studied through interviews and observations at Cincai Cafe & Coffee. Here are some implementation methods in detail:

1. Interview, the author directly goes to the location at the Jalan Bunga Raya number 2-3 at a time agreed by the author and the owner to obtain an accurate information about the cafe. Then the author also has a conversation with the owner via WhatsApp regarding other information.
2. Observation: The author observes the cafe's condition and visits the Cincai Cafe & Coffee Instagram social media page.
3. Documentation in the form of photos of the cafe's location and *screenshots* from Cincai Cafe & Coffee's social media.

The procedures for Cincai Cafe & Coffee's social media development is as follows:

1. The first stage is observing the location of SMEs, where the author can understand what obstacles are experienced by SMEs.
2. The second stage is providing appropriate alternatives to help overcome the obstacles in the cafe.
3. The third stage is designing and discussing the results of the posts made between the author and the owner to develop digital marketing.
4. The fourth stage is getting approval from the owner and providing ideas through digital posts to be shared on the Cincai Cafe & Coffee social media page.
5. The fifth stage is revision according to the owner's request
6. The sixth stage is implementing, namely, sharing posts containing information or events you want to convey to the public through social media.

The following describes the implementation phase, which consists of the preparation, implementation, assessment, and reporting stages.

### **1. Preparation**

This stage was carried out in September when the author began looking for a place to be used as research objects for practical work that would take place. After finding a suitable partner and the owner also permitting to do practical work, the author conducted interviews regarding the background to the establishment of the UMKM. After obtaining the relevant information, the author developed practical work proposals.

### **2. Implementation**

At the implementation stage, the authors collect data regarding the obstacles faced by partners and then think of appropriate alternatives to help overcome these obstacles. After the owner agrees with the design offered, the proposal can be carried out immediately. Here the author helps in terms of social media posts, especially on this Instagram cafe and helps in making Linktree make it easier to access gofood and grabfood links on his Instagram *profile*.

### 3. Evaluation and Reporting

At this stage, partner owners and supervisors assess the practical work that has been carried out. The owner can provide an assessment based on the author's implementation results on Instagram Cincai Cafe & Coffee. This stage is the final stage, where the supervising lecturer will provide input or revisions to work on the report then the author will wait for the approval process from the supervising lecturer.

### Implementation Schedule and Budget

#### 1. Implementation Schedule

Timetable activity	Sept'22				Oct'22				Nov'22				Dec'22			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Survey and look for location work practice.																
Visit location.																
Interview and request permission to do work practice with the owner company.																
Develop proposal work practice.																
Proposal collection and agreement																
Make observations and collect information.																
Create the necessary digital marketing <i>mood boards</i> and																

design concepts																			
Conduct discussions and revisions regarding the required results.																			
Implementing the results on Cincai Cafe & Coffee's social media.																			
Preparation report through guidance.																			
Revision report work practice.																			
Finalization report and lecturer visits to Cincai Cafe & Coffee.																			

## 2. Budget

No	Activity Plan	Budget Type	Volume	units	Unit	Amount
1	Observations and interviews	Consumption Cost	10	time	IDR 50,000	IDR 500,000
		Transportation costs	10	time	IDR 50,000	IDR 500,000
		Internet Connection Fee (Quota)	5	GB	IDR 20,000	IDR 100,000
2	Outer design	Cost of premium Canva design software	4	month	IDR 95,000	IDR 380,000
		Fees for using other software	4	month	IDR 25,000	IDR 100,000
3	Outcome Implementation Assistance	Transportation costs	10	time	IDR 20,000	IDR 200,000
		Internet Connection Fee	5	GB	IDR 20,000	IDR 100,000
4	Report generation	Cost of Consumables (stationary)	1	time	IDR 150,000	IDR 150,000
		Miscellaneous expense	1	time	IDR 50,000	IDR 50,000

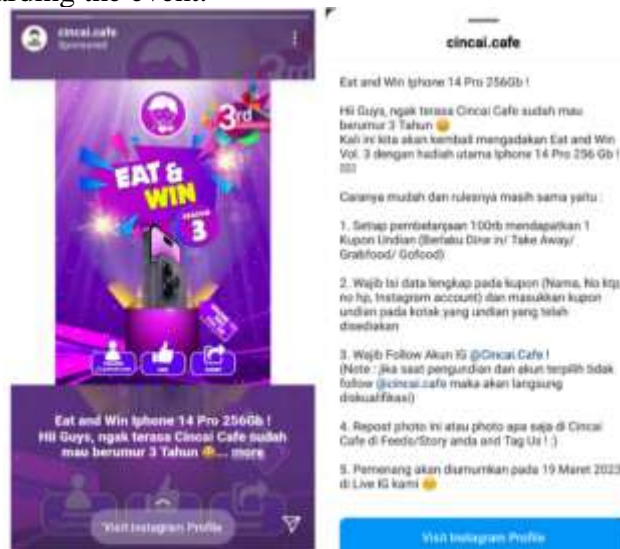
No	Activity Plan	Budget Type	Volume	units	Unit	Amount
<b>TOTAL BUDGET</b>						IDR 2,080,000

## Result and Discussion

Outcome of the Implementation Process The implementation phase of the output implementation activities is as follows:

### 1. Digital Posting

This digital post was made on Instagram Cincai Cafe & Coffee and then advertised through the Instagram Ads story feature. This post was posted on December 6 2022; previously, Cincai Cafe had held the event in September. This event will last until March 19 2023, and will be announced via live Instagram @cincai.cafe. The following is a screenshot of the Instagram Ads post and information regarding the event.



Giveaway Announcement

### 2. Story Frames

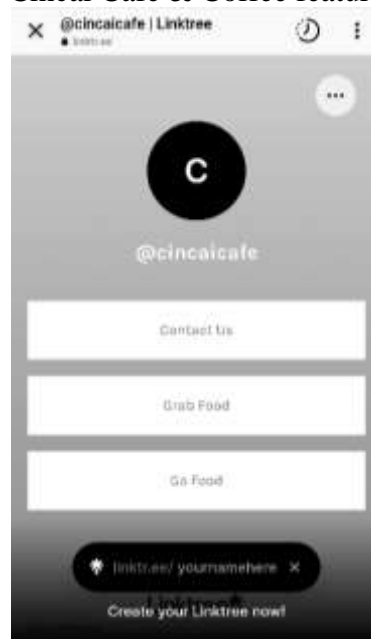
The story frame that will be created is a PNG file containing the logo, partner name, contact number and full address of Cincai Cafe & Coffee. After getting the results of discussions with partner owners, the authors began designing designs according to their wishes and needs. Through several revisions, this minimalist and simple design finally became the final result of the *frame story design* that had been made. The following is the result of using frame story on Cincai Cafe & Coffee food photos:



Result of Using *Frame Story*

### 3. Linktree

The linktree that will be created contains links to contact us, Grab food, and Go food. Here, Cincai Cafe Instagram followers can access the link by clicking on the link tree in their Instagram bio @cincai.cafe. This Linktree feature can make it easier for Instagram followers to place orders online without manually searching for partner names. Through this feature, consumers and potential consumers will create a feeling of wanting to place an order because of its simple and practical features, which can be reached quickly, especially if there are other attractive promos available on the Grabfood and Gofood platforms. The following is a screenshot of the Linktree Cincai Cafe & Coffee feature:

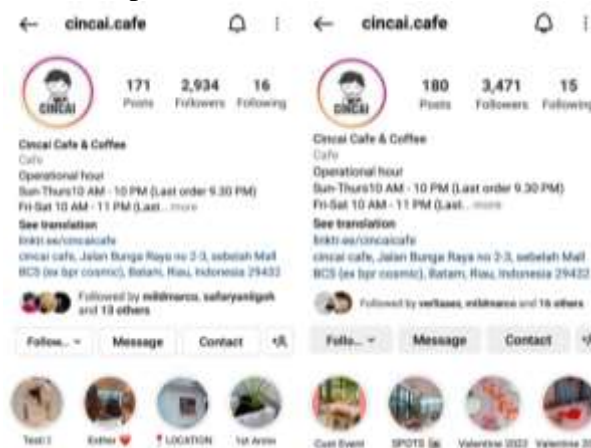


Linktree Result

The conditions after the activity output design are implemented are as follows:

### 1. Increase in the Number of Instagram Followers

After the implementation process of additional features, events and advertisements carried out by partners, and it can be seen that the number of Instagram followers @cincai.cafe has increased from 2,934 followers to 3,471, reaching as many as 537 and is still increasing today. An increase in Instagram followers indicates that more people are interacting and viewing posts made by partners, be it in the form of stories, videos or Instagram posts @cincai.cafe and expanding partners' market share through social media platforms.



Increase in Instagram Followers

### 2. Increasing Income

Through the output design of the activities that have been implemented, it can be proven that partner turnover has increased from the previous months. Where in November, the turnover of Cincai Cafe reached Rp. 124,260,000 and experienced an increase in mid-December to Rp. 140,413,800. Turnover from November to mid-December increased by 13%. Here the author takes the mid-December calculation because when this report was prepared, the date for compiling the report was mid-December. However, it is certain that turnover has increased and is even likely to increase by a few percent again towards the end of December because December is the month with the theme of Christmas celebrations where Cincai Cafe will participate in providing the best service as long as consumers come to celebrate Christmas at the venue.

### 3. Reducing Promotional Costs

In the distribution and promotion costs section, expenses are reduced because promotional costs are carried out and marketed through digital media. Such as social media platforms, namely Instagram @cincai.cafe, where expenses are only in the form of online advertising costs and internet costs such as wifi marketing the information you want to disseminate. Certainly, social media reach will be wider than paper brochures, which require human resources to distribute to certain places.

## Conclusions

Cincai Cafe & Coffee is a partner in the culinary field, namely food and beverages. This cafe was established in 2020 at Jalan Bunga Raya number 2-3. This cafe offers various types of food, drinks, and desserts that are complete at the right price and, of course, have friendly service. Implementation methods used are interviews, observation and documentation. The author visits the place directly and discusses with partner owners and documents during the visit. The author will assist in overcoming problems faced by partners when the practical work process takes place.

The results and outcomes achieved during the practical work process were the development of digital marketing on social media Instagram @cincai.cafe in the form of digital post designs, story frames, and the creation of Linktrees. The results obtained after implementation were first an increase in Instagram followers by 537 followers, which will continue to increase over time, then second an increase in turnover during the implementation period; it can be concluded that turnover increased by 13% from November to mid-December, where the author assumes that turnover will continue to increase until the end of the year due to the upcoming Christmas celebrations. The last one is reducing promotion and distribution costs for Cincai Cafe & Coffee; with the implementation of digital marketing carried out on social media, partners only need to pay for Instagram advertising and internet costs without distributing brochures in the form of paper in certain places and of course, the reach of social media will be wider than the distribution of brochures.

## Recommendation

Based on the results of the experimental work processes that have been carried out, the author has several suggestions addressed to partners:

1. Partners can hold an Instagram question box feature in the form of a suggestion and input feature that can be done every month or once every three months to get feedback from consumers of Cincai Cafe & Coffee.
2. Partners can create seasonal menus according to conditions or certain celebration days, then post them on Instagram social media accounts to carry out promotions and attract consumer attention.
3. Partners can expand market share reach through social media platforms such as Tiktok videos and add other media contacts such as Line.

## References

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