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Application Of Promotion Mix At Ma Oteh Coffee Shop

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Abstract

Practical work at Ma Oteh Coffee Shop is useful for overcoming the problems being faced by the shop in terms of increasingly fierce competition, this practical work focuses on how to market products so that they have a higher level of sales compared to competitors and also focuses on promotions that will be used. The method used in this practical work is to interview the owner of Ma Oteh Coffee Shop to get information about the situation around the shop, followed by developing a system that will be implemented. The marketing and promotion carried out aims to disseminate information about the existence of Ma Oteh Coffee Shop. The results obtained from this practical work are registering the shop on Go-Food, registering on Google Maps, creating an Instagram social media account and carrying out promotions using the Instagram Advertisement feature, as well as printing a menu list that will be used by the shop.

Keywords : *Advertisement, Marketing, Promotion Mix*

Introduction

An increase in physical mobility caused by activities outside the home has caused changes in consumption patterns and lifestyles of urban people. Therefore, there is an increase in demand for ready-made foods. There are an increasing number of restaurants in Indonesia due to the growing habit of eating outside the home. As demand for ready-made food increases, entrepreneurs have an opportunity to open restaurants. Due to the tight competition in the restaurant industry, management must always keep consumers' interests in mind. Due to this, every company must do their best to reach its marketing goals by using different methods, and one of them is by implementing the right marketing strategy (Michael Gunawan, et, al 2023). It is very important for the company to be responsible for the development and implementation of a strategy, especially one that relates to marketing. (Niati, 2015).

Financial business actors, the private sector, or the government can use UMKM to plan or compile jobs (Halim, 2020). Word of mouth is currently the main marketing strategy used by UMKM Ma Oteh Coffee Shop. This word of mouth strategy previously increased sales at Ma Oteh Coffee Shop quite a bit, because the coffee shop was located in a strategic area surrounded by hotels often visited by foreign tourists. Due to the worldwide epidemic and restrictions imposed by the Indonesian government, sales at this coffee shop have decreased since 2020. One of the problems faced by Ma Oteh Coffee Shop is that there is no marketing strategy other than word of mouth that has been implemented since the establishment of the coffee

shop, so that the range of information about the coffee shop is still very limited. The second problem is the unavailability of a list of food menus that can be seen directly by consumers, when consumers are busy coming to the coffee shop, the employees who work there often have to repeat what menu is available at the coffee shop. With this background, the author wants to design and implement an even better marketing system and raise this issue to serve as a report on community service activities with the title “Application Of Promotion Mix At Ma Oteh Coffee Shop”

Methods

The data collection techniques used in this community service activity project, namely:

1. Interview

Active interviews involve an exchange of ideas between the researcher and the participants. As a result of these interactions, researchers construct and develop knowledge about topics of interest to them. (Trainor & Graue, 2013). In obtaining data and exploring the problems that exist at the Ma Oteh Coffee Shop, one of them is by conducting interviews or direct interviews with informants, namely the business owners themselves. As for the list of questions that the author asked the interviewees, namely:

Table 1 List of Questions for Resource Persons, **Source:** Author (2022).

No	Question
1	Will the Ma Oteh Coffee Shop business be the author's target in carrying out community service activities?
2	What products or food are marketed to consumers?
3	How many workers are in the Ma Oteh Coffee Shop business??
4	Since when was the establishment of the Ma Oteh Coffee Shop business?
5	What is the estimated turnover in a year at the Ma Oteh Coffee Shop business?
6	What time does Ma Oteh Coffee Shop open?
7	How is the condition of the Ma Oteh Coffee Shop for now?
8	Would business actors be interested in designing and implementing a better marketing system?
9	Did Ma Oteh Coffee Shop previously have social media?
10	Have the Ma Oteh Coffee Shop businesses registered their business on Google maps?

2. Documentation

The author carries out further data collection techniques by carrying out documentation in the form of photos, videos and numbers in completing the community service project that the author is doing. Printing every object in the form of writing, photocopying, or recording of knowledge that can provide information about its broad meaning as a human activity, where there are so

many human activities, so many library and non-library related documentation activities, therefore, it can be said that the process is the process of perpetuation or documentation (Sudarsono, 2017).

The author collects photos of products that are sold as important documents in making printed menus. The author also collects photo data in the form of price listings to complete the data in making printed menus. The author also captures a photo of the shophouse of Ma Oteh Coffee Shop as the data needed in making social media for Ma Oteh Coffee Shop and as supporting data in registering a business on Google Maps.

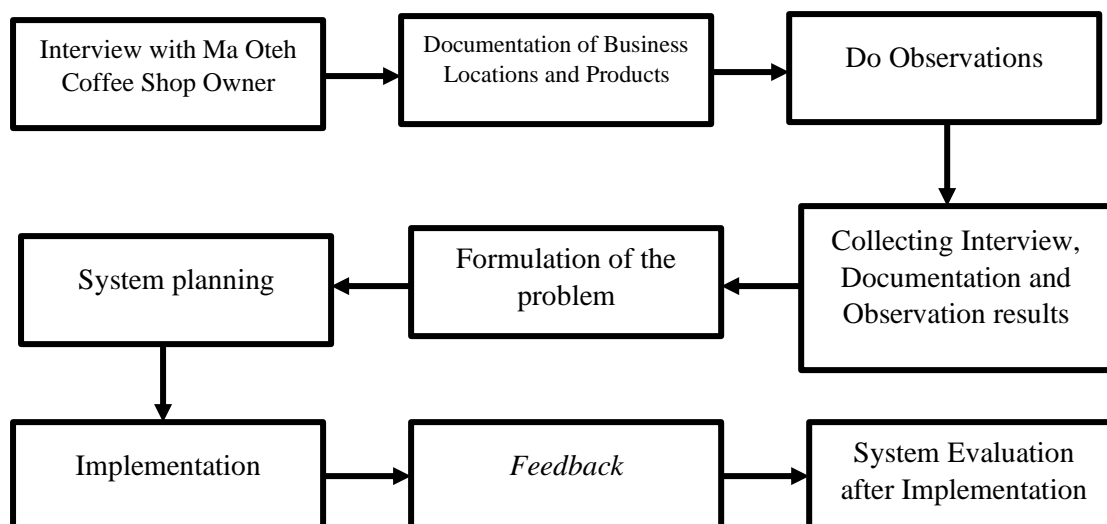
3. Observation

Observation is a data collection technique by measuring the phenomena that occur and also the attitudes of the respondents (Sugiyono, 2014). Observation techniques were carried out to find out the work processes and systems used so far by Ma Oteh Coffee Shop by observing all activities that occur and recording the things observed. By understanding the work process and operational performance of the coffee shop, it will make it easier for researchers to determine and implement the right promotion strategy for the Ma Oteh Coffee Shop business.

Plan of Implementation

The following is an attachment to the flowchart or process stages in designing the promotion mix at Ma Oteh Coffee Shop:

Figure 1 Promotion design process flowchart, **Source:** Author (2022)



1. Interview with Ma Oteh Coffee Shop Owner

In this first stage, after the writer has set the Ma Oteh Coffee Shop as a target in carrying out community service activities, the writer conducts interviews with the owner of the Ma Oteh Coffee Shop. The interview includes questions that the author has prepared.

2. Documentation of Business Location and Products

In this stage the author conducts documentation by collecting photos of business locations, shop houses for Ma Oteh Coffee Shop and products in the form of food and beverages sold by Ma Oteh Coffee Shop.

3. Do Observation

In this stage the author will be at the Ma Oteh Coffee Shop location to see how the work processes and systems used by the business.

4. Collection of Interview Results and Documentation Data

After conducting interviews, documentation, and observation. the author collects data to conduct an assessment of the system that applies to the Ma Oteh Coffee Shop.

5. Formulation of the problem

After carrying out the analysis and assessment, the author conducts a problem formulation to specify what problems are faced by the UMKM of Ma Oteh Coffee Shop, and seek solutions for this.

6. System planning

After detailing the problem and looking for a solution, at this stage the author designs a system for the Ma Oteh Coffee Shop business.

7. System Implementation

The system that has been designed by the author is then implemented in the Ma Oteh Coffee Shop business to be used in the Ma Oteh Coffee Shop business.

8. *Feedback*

After implementing the system by the author, there will be feedback from the Ma Oteh Coffee Shop business actor to the author.

9. System Evaluation After Implementation

With the implementation of the system and feedback from business actors to the authors, the authors carry out further evaluations or assessments of whether the system works effectively in the Ma Oteh Coffee Shop business.

Implementation Phase

The stages in the process of designing the promotion mix strategy used in completing the practical work report are as follows:

1. Preparation phase

This preparatory stage began with the author searching for practical work partners by tracing / surveying several locations, and the author decided to target practical work partners to Ma Oteh Coffee Shop which is in Pasar Angkasa, Lubuk Baja. The author then went to the location where the business was established and asked about the business, which happened to be the owner of the Ma Oteh Coffee Shop business location. This made it easier for the writer to conduct interviews and ask for permission to do practical work at the Ma Oteh Coffee Shop. The interviews with the informants yielded information about the obstacles encountered while carrying out food and beverage sales activities at the Ma Oteh Coffee Shop.

2. Implementation Stage

At this stage the writer will design a promotion mix strategy. First of all, the author learns how to make printed menus that are attractive and also easily understood by buyers. The two authors will also register the Ma Oteh Coffee Shop on Google maps and Go-Food (Gojek). The three writers will also design social media for the Ma Oteh Coffee Shop as a digital marketing medium between consumers and coffee shop businesses. The output of the project will also be

submitted to the Ma Oteh Coffee Shop to be implemented continuously in the future.

3. Assessment and Reporting Stage

At this stage, the authors carry out the preparation of practical work reports, finalization and evaluation of the practical work projects that have been carried out and also an assessment of the UMKM Ma Oteh Coffee Shop on the projects carried out to find out whether the projects carried out have a positive effect on sales activities.

Schedule and Budgeting

Below is an implementation schedule and budget needed to expedite community service activities at the Ma Oteh Coffee Shop :

Table 2 Schedule for Implementation of Community Service Activities at Ma Oteh Coffee Shop, **Source:** Author (2022).

No	Activity	Implementation date
1	Location search	1 July 2022 – 15 July 2022
2	Interviews with UMKM Owners	18 July 2022
3	Activity Proposals	01 September 2022 – 15 September 2022
4	Consultation with supervising lecturers regarding system design and implementation plans	16 September 2022 – 23 September 2022
5	Designing, implementing and monitoring the system in the form of: Print Menu, Social Media Accounts (Instagram) and Google Maps Ma Oteh Coffee Shop	25 September 2022 – 15 November 2022
5	Collecting data in the form of interview results, documentation, and observation	18 November 2022 – 25 November 2022
7	Preparation of practical work reports	28 November 2022 – 29 Desember 2022

Table 3 Budget for Implementation of Community Service Activities for Ma Oteh Coffee Shop, **Source:** Author (2022).

No	Activity Plan	Budget Type	Unit	Total
1	Observations and interviews	Consumption Cost	15	Rp900.000
		Transportation Costs	10	Rp1.000.000
		Internet Connection Fee	3	Rp330.000
2	Output	Module Development Fee	1	Rp1.000.000
		Print + Laminating Menu Fee	4	Rp80.000
		Fees for Instagram Ads	10	Rp500.000
3	Final Report	Cost of Consumables	1	Rp125.000
		Miscellaneous expense	1	Rp260.000
		Unexpected costs		Rp1.000.000
Total Budget				Rp5.195.000

Result and Discussion

The outputs designed by the author in carrying out community service activities for Ma Oteh Coffee Shop are making printed menus, registering at Gojek, creating social media for Ma Oteh Coffee Shop and making Ma Oteh Coffee Shop locations into Google Maps.

Ma Oteh Coffee Shop Print Menu

Previously, the Ma Oteh Coffee Shop did not have a printed menu that was useful for informing what food and drinks were available at the coffee shop, where the waiters there had to always repeat their menu list to customers. With this printed menu it can make it easier to communicate between waiters and customers, on the menu there is also a price list per food and drink so that customers can determine how much they want to spend on the food they want.

Figure 2 Print Menu for Ma Oteh Coffee Shop, **Source:** Author (2022).



Ma Oteh Coffee Shop Social Media (Instagram)

Social media has been widely used by almost all people, even business people, with this they can use social media to advertise and also promote the products or services they sell. Prior to doing this community service, Kedai Kopi Ma Oteh did not have social media such as an Instagram account, so the author helped create social media accounts for Kedai Kopi Ma Oteh and ran online advertising programs so that they could reach more customers from different areas in Batam City.

Figure 3 Ma Oteh Coffee Shop Instagram feeds, **Source:** Author (2022)



The author took several photos of food and drinks at the Ma Oteh Coffee Shop to serve as feeds on Instagram that the author had made for the UMKM. As of October 24, 2022 the author has managed to attract as many as 559 followers who follow the Instagram account of Kedai Kopi Ma Oteh.

Google Maps Ma Oteh Coffee Shop

The condition of the location of the Ma Oteh Coffee Shop is actually very strategic, the location of this business is beside a T-junction between the various hotels that are standing in the area. However, unfortunately the business owner has not registered or pinpointed the location on Google maps so that many consumers, when they first go to the coffee shop, do not mention the name of the business, but visitors usually mention the coffee shop in front of the Bali Hotel. So if the Ma Oteh Coffee Shop is registered on google maps, of course it will make it easier and very useful for prospective customers who have never visited the coffee shop before. Google Maps not only has a significant impact on users' personal lives, but also opens up new opportunities in marketing, business analysis, urban planning, infrastructure strategy development, etc. (Horbiński, 2019). Apart from the location pin feature on Google Maps, of course there are also supporting features for Google Maps users, namely the ability to find out the way from the prospect's initial location to the destination, namely Ma Oteh Coffee Shop. Google Maps also displays opening hours so that customers can find out the opening and closing hours of Ma Oteh Coffee Shop. The following shows the location of the Ma Oteh Coffee Shop which has been displayed on Google maps.

Figure 4 Google Maps Ma Oteh Coffee Shop, **Source:** Author (2022).



With Google Maps, of course, the process that must be followed to make this output is to register a business on Google Business. The following is an insight from the Google business of Ma Oteh Coffee Shop after displaying the location point or address and several photos of Ma Oteh Coffee Shop, there is data that over the past 1 (one) month there have been 468 (four hundred sixty eight) searches of Ma Oteh Coffee Shop times with data of 27.8% or as many as 130 (one hundred thirty) individuals who found the business profile of Kedai Kopi Ma Oteh by searching for business or product categories while data of 72.8% or as many as 338 (three hundred thirty eight) were individuals who found Kedai Kopi Ma Oteh's business profile by searching for the name or business address of Kedai Kopi Ma Oteh. Google Business also displays the places where customers see the Ma Oteh Coffee Shop business on Google. Which in the last 1 (one) month has been seen 849 (eight hundred and forty nine) times, of which 144 (one hundred and forty four) are described as search listings and 705 (seven hundred five) listings on Maps.

In addition to registering Ma Oteh Coffee Shop on Google Maps, the author also registers Ma Oteh Coffee Shop as a partner for Gojek, which will make Ma Oteh Coffee Shop listed in one of the features provided by Gojek, namely go-food. By registering with go-food you will be able to increase the reach of the delivery area from the Ma Oteh Coffee Shop, because the Ma Oteh Coffee Shop does not serve food delivery when the customer is not at the location, the Ma Oteh Coffee Shop only accepts orders and when it is ready to be packaged the customer must

pick it up the food is on location. With go-food, customers can order food and drinks from the Ma Oteh Coffee Shop and wait at home until the driver has been directed by the gojek to deliver food and drinks according to customer orders.

Implementation Process

The process of implementing the outputs that have been designed by the author for community service activities is expected to be useful and beneficial to Ma Oteh Coffee Shop. The implementation process starts with designing a printed menu design that is arranged according to the list of food and drinks sold by UMKM, then the writer will print and laminate the menu so that it lasts quite a while. After finishing implementing the print menu for UMKM, the author continued the second output, namely registering Ma Oteh Coffee Shop on Google Business to display Ma Oteh Coffee Shop on Google maps, the author registered on October 3, 2022. The next output is the author registering Ma Oteh Coffee Shop into the Go-Biz application which is used to register this business into Go-Food, the author assists business owners in fulfilling the requirements needed to verify the application, and on October 25 2022 it will only be approved by the party gojek. The author also advertises through Instagram advertising media 2 (two) times, namely on October 6 2022 and October 11 2022. During the implementation process the author also conducts direct monitoring of the location of the Ma Oteh Coffee Shop in order to pay attention to whether the implementation that has been carried out provides significant influence on the Ma Oteh Coffee Shop business.

Condition After Implementation

After planning and implementing the community service project by the author for the Ma Oteh Coffee Shop UMKM Business, so far when the author asked whether it had an effect on daily life at the location, the owner said that this community service really helped the business in the marketing process. Having a printed menu makes it much easier for the waiter to record and explain the food and drink menus being sold. Then there was an increase in the sales of Ma Oteh Coffee Shop by around 20%, initially the gross average sales per day was IDR 1,000,000 (One Million Rupiah), since the implementation of Instagram Advertising and pinpointing locations on Google maps can reap gross profits from the results. sales of IDR 1,200,000,- (One Million Two Hundred Thousand Rupiah) to IDR 1,400,000,- (One Million Four Hundred Thousand Rupiah).

Conclusions

With the existence of a community service program designed and implemented by the author for the Ma Oteh Coffee Shop business, the following conclusions can be drawn, first, Ma Oteh Coffee Shop, which previously used the word of mouth marketing system, after implementing it to attract more customers by creating social media accounts for Ma Oteh Coffee Shop, registering on go-food, and displaying it on Google maps. Second, Marketing systems such as printed menus, digital advertising through Instagram can be marketing systems that can be used for a long time. Third, The author has registered the Ma Oteh Coffee Shop business into go-food which can make it easier for customers to order the food and drinks they want without having to come directly to the location where this business is located. Fourth, The author has registered the Ma Oteh Coffee Shop business on Google Business so that it can display the location and address of the Ma Oteh Coffee Shop on Google Maps. Lastly, Instagram Advertising is proven to be able

to reach the intended audience, namely individual teenagers and adults who are in Batam City

Recommendation

As for suggestions that the author can convey to the owner of the Ma Oteh Coffee Shop business so that they can continue to grow, be able to compete with competitors who are around the location and can increase sales, including:

1. Ma Oteh Coffee Shop must be able to continue to innovate on types of food, and be able to consider doing online and regular advertising. You can use Instagram Advertising because it is proven to be able to reach and attract new customers.
2. The owner of the Ma Oteh Coffee Shop must be able to continue to adapt to the times, that way the owner will become more accustomed to using the marketing system designed.
3. Ma Oteh Coffee Shop can consider implementing a digital marketing system which can be said to use a somewhat lower cost compared to traditional marketing systems such as printing and distributing brochures

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