



Strategy for implementing digital marketing communication of unknown coffee through social media instagram

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ABSTRACT

Currently, the development of coffee shops has increased in popularity, resulting in market competition. Marketing communication strategy is a tool used by business people in promoting their products by making various innovations to achieve goals in the target market. The purpose of this research is to find out how the marketing communication implementation strategy used by Unknown coffee in using Instagram social media and what factors make unknown coffee's Instagram social media account active as a promotional medium. This research uses qualitative research methods with data collection methods through structured interviews. The population in this sample is the owner, 2 employees and 2 visitors of unknown coffee who have visited more than once and live in Surakarta. This research uses data analysis techniques in the form of qualitative content analysis. The result of this research is that the digital marketing strategy carried out by Unknown coffee through an integrated marketing communication approach is carried out by combining several promotional mixes, such as advertising, social media and websites or internet marketing, sales promotion, public relations, personal selling, point of sale and merchandising, corporate identity, packaging, and word of mouth.

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1. INTRODUCTION

Marketing strategy is a tool to achieve a goal of a company or business by introducing brands and making various innovations to achieve sales targets. In running a business, a mature marketing strategy is needed so that the business runs as expected. With the right marketing strategy, the sales of the products offered can achieve maximum results. Marketing Communication plays an important role in maintaining products in the midst of competition, as well as achieving company goals in driving a business. According to Hakim (Pranawukir, et al., 2021), marketing communication is a combination of all elements in an effort to introduce products from the marketing mix where there is communication involvement between the organization and the target audience in all its forms with the aim of marketing performance. Marketing is a form of change that makes

marketing a new system called digital marketing. According to (Joseph, 2011) digital marketing is a behavior or attitude instilled by marketers in seeing the hearts, spirits, and minds of consumers with internet media.

Social media is often utilized by business people as a form of marketing strategy used to promote their products. The utilization of social media for marketing is considered more effective due to the surge in social media users today. Based on research conducted by We Are Social and Hootsuite, it was revealed that the number of active social media users in Indonesia was 191 million, in January 2022, an increase of 12.35% compared to the previous year of 170 million users. The increase in the number of social media users is most widely used by Indonesians by 84.8% after the emergence of Instagram social media (DataIndonesia.id, 2022)

Instagram is one of the social media that is widely used by the wider community in this day and age, a variety of interesting and interactive features have an impact on the number of Instagram users, especially with the easy access to information that can be obtained either through images or videos, this makes Instagram a field for business people in marketing their products, one of which is with promotional content on Instagram to attract public interest so that it indirectly encourages people to purchase their products.

Apart from digital technology, there are also advances in the development of F&B (food and beverage) in Indonesia today. Various types of restaurants and coffee shops are easily found in cities or regions in Indonesia. Due to the influence of modernization, Indonesians are quite familiar with coffee shops. Actually, the presence of coffee shops is not a foreign thing in Indonesia. However, people in the past were more familiar with the term coffee shop. The lifestyle of the urban population in Indonesia has formed a new tradition. In the past, coffee lovers came from the elderly, but nowadays coffee lovers are dominated by teenagers. In this case modernization and globalization are two phenomena as well as undeniable socio-cultural realities which everyone from every generation of humans on this earth, both parents and teenagers, must face, so that this makes a new order of change from hanging out in coffee shops to hangout culture in cafes.

Currently, various cafes with different concepts have increased in popularity. one of them is in Solo, there is a cafe called Unknown Coffee that carries an unusual concept and is a favorite place among teenagers, to adults to fill their empty time. In addition, the cafe markets various types of coffee at prices that can be reached by customers from various social circles, along with marketing communication activities which are a means for companies to promote their products in the form of coffee or product packaging, promotions, discounts or special prices, and other communication efforts that are carried out in order to achieve brand building from the cafe, so that it looks more qualified. Strategy is a step used with the intention of achieving a goal. According to Freddy (Dhia, et al., 2022), in business, strategies need to be implemented in order to achieve the vision and mission set by the company, as well as to obtain goals, both in a short and long time. According to Tjiptono and Chandra, it is not only used to provide information about the existence of the product, but to add insight into the usefulness of the product being marketed, so that customers are persuaded to buy the product. Creating the meaning of product differentiation from the brand is the first step of brand building, in this case a coffee brand. According to Mardiansyah (Pranawukir, et al., 2021), this is intended so that there is a difference in the identity of the brand with other similar company brands.

Unknown Coffee is a coffee shop located at Raya Baturan street, Klemburan, Colomadu sub-district. One of the coffee shops that has high popularity in Surakarta City is quite famous with more than 10,000 followers on social media. The photos contained in their Instagram feed are neatly conceptualized. The number of likes, as well as the responses left by its followers in the comments column indicate the feedback given between Unknown coffee and its followers. The instagramable and aesthetic place at Unknown Coffee is suitable for young people to spend their free time with indoor and

outdoor facilities plus meeting places and Wifi facilities make the place comfortable to visit.

Researchers see that Unknown Coffee is a business that takes advantage of the opportunities for the development of people's lifestyles and people's penchant for coffee with today's tight business competition, Unknown coffee tries to maintain its brand "Drink Eat Socialize" with a variety of favorite menus offered to customers such as Cloud Latte, Mc Calister, Pink blossom, Hazelnut latte, and summer rose.

In previous research conducted by Tampubolon, et al., 2016 raised the title Coffee Shop Promotion Strategy Through Instagram Social Media (Descriptive Study on @Crematology Instagram Account (Descriptive Study). The results showed that Crematology Coffee Roaster did not utilize paid advertising in introducing its products to consumers. One of the ways used by this coffee shop to trade its products is only through social media. Therefore, the step that is considered appropriate is to upload photos through social media, especially Instagram, Facebook, and Twitter. However, more frequent interactions are carried out through the Instagram site because the number of active users is greater. This can be proven from the number of photo uploads that are liked on the @crematology account. Meanwhile, the main informant also stated that there was one photo that received more than 1,000 likes.

In previous research conducted by Pranawukir, et al., (2021) with the title Kopi Janji Jiwa Marketing Communication Strategy Through Digital Marketing In The Covid-19 Pandemi Era obtained research results that Kopi Janji Jiwa strives for a maximum marketing communication strategy through a digital marketing strategy by carrying out the PENCILS concept (Publications, Events, News, Community Involvement, Identity Media, Lobbying and Social Investment) and digital media strategies. The research uses qualitative research methods where there are interview, observation and documentation techniques as data sources (Sari, R. P., & Utami, 2021).

In previous research conducted by Asri (2020) ,it was found that the product aspect used in the marketing communication strategy carried out by the Cold n Brew brand has a special function to add product quality, while the price aspect in determining the price set is adjusted to the quality of the product provided. The aspect of the place offers comfort for customers, accompanied by the best service from baristas, and efforts to introduce products are the main factors in promoting products through print media and online media, such as endorsements.

Soedarsono, et al (2020) in his research entitled Managing Digital Marketing Communication Of Coffee Shop Using Instagram. With the content analysis method and semi-structured interviews with the results of the study indicate that Instagram social media can be utilized as a marketing communication tool which is considered effective in spreading messages containing the introduction of a product or brand offered to customers in a fast way and minimizing high costs compared to traditional media.

Mou (2015) in his research entitled Study on Social Media Marketing Campaign Strategy - Tiktok and Instagram suggests that to increase brand awareness of a product by introducing it on social media, the marketing strategy that can be used is endorsement through influencers to be able to conduct campaigns and create hype in the community.

Vinerean (2017) in his research entitled Importance of Strategic Social Media Marketing explains that the process of delivering messages through social media has a great influence because it can reach more people in an online setting and influence their future decisions or perceptions related to the purchase of various brands.

In this study, the theory used as the basis for research has been determined and will be explained how it is analyzed. Whereas in previous studies it has not been explained what theories are used to analyze data. This is certainly different and will be used as a comparison in this study. For the similarities of this research with the previous one, there is a promotional strategy for coffee shop marketing through social media and

the methods used, because this research takes several research methods such as qualitative research type data collection techniques. A study that has been conducted on social media instagram, the conclusions drawn certainly have implications in the field of communication and also further research in connection with this, the implications are as follows:

Academically, this research seeks to enrich the study of communication and Instagram communication media by analyzing the content of communication messages and the use of Instagram as a communication medium. This research can enrich academic knowledge in the field of communication, as well as develop the concept of using Instagram as a communication medium.

Practically, the results of this study are expected to be scientific reference for unknown coffee practitioners to improve their role in communicating CSR messages improve their role in communicating messages and optimize the use of Instagram as a medium for communication media. Unknown coffee is expected to communicate coffeshop activities transparently and not limited to the implementation of the PKBL program. and not limited to its implementation. In addition, it is hoped that the company can optimize the advantages of Instagram features as a communication medium.

2. RESEARCH METHOD

a. Type of Research

This research uses descriptive qualitative research methods to analyze the data sources obtained. According to Pujileksono (2015) a qualitative approach is an approach that contains proposals, processes, data analysis hypotheses to data conclusions, which the way of writing uses elements of approach, non-calculation, descriptive, interviews, analysis, stories and explains a reality using explanations in sentence form.

b. Data and Data Sources

The data collection technique used in this research is descriptive, therefore the data collection process uses data analysis methods in the form of structured interviews with sources as primary data and observation and documentation as secondary data sources.

Data analysis in this study by simplifying the data into a form that is easy to interpret, so that it becomes a complete, interesting, meaningful and logical report with the data used, namely the Miles & Huberman interactive model data analysis with three stages, namely: (a) Data reduction, researchers select interview data that has been obtained and then simplify it by summarizing. (b) Presentation of data, researchers submit data that has been reduced in the form of interviews, observations, and documentation. (c) The conclusion obtained is in the form of a description of the theory that has been combined with the data obtained.

This research uses purposive sampling technique where the researcher takes a sample as a source of information from the problem to be interviewed. Purposive sampling, namely taking data sources obtained from sampling through the selection of informants who know the problems to be studied and can facilitate researchers in obtaining data (Sugiyono, 2008).

In order to find out the answers to the questions in this study, the researcher must determine the source as the main target in the study. The main sources in this study are Kevin Nugroho as the owner of Unknown coffee, Ahmad Rosik Pratama as a barista, and Muhammad Julian as a barista, the three respondents were chosen as sources because they know the marketing activities carried out by Unknown coffee through Instagram. As well as 2 visitors, namely Rivaldi Fatah and Krisna Dewa who will be questioned because they have made more than 2 visits to find out the reasons why they are interested in coming to Unknown coffee again.

3. RESULTS AND DISCUSSIONS

a. Research Results

From the results of interviews, observations and documentation, it is known that unknown coffee collaborates and implements each element of marketing communication by taking into account the supporting and inhibiting factors and potential resources owned through good integration. Based on the results of the analysis of the marketing communication implementation strategy carried out by unknown coffee through Instagram based on each IMC element such as advertising, sales promotion, personal selling, public relations, and events. It is known that Unknown coffee utilizes Instagram social media in marketing their products with the number of followers @unknown coffee reaching 14.2k followers and the average like reaching 100 likes making the Instagram account @unknown coffee active as a promotional medium by routinely conducting promotions such as by get 1 and special events in certain months through Instagram social media, unknown coffee also makes it easy for customers who want to reserve a special place for meetings or order menus online by clicking the link link in the @unknowncoffee Instagram bio which goes directly to the unknown coffee website itself. With relatively affordable prices starting from 15 thousand already free Wi Fi plus modern, comfortable facilities there are indoor and outdoor with approximately 80 visitors at a time. Unknown coffee is also diligent in creating relevant and positive content on Instagram and providing good feedback to customers, and attracting influencers and local singers to become guest stars at unknown coffee with a young target market. To implement IMC (Integrated Marketing Communication) Marketing Communication theory in improving the quality of Unknown coffee products, they always maintain a positive image in the eyes of the Surakarta community in capturing potential market segmentation in this digitalization era. to maintain a positive image, a strategy is needed to achieve organizational goals (Apriyani, 2020). The results in this study were obtained through structured and in-depth interview methods.

On promotional strategies using Integrated Marketing Communication (IMC). For this reason, based on the results of interviews with sources, the marketing communication strategy carried out by Unknown coffee uses the following promotional strategies:

3.1 Advertising

Advertising is considered to be one of the most effective marketing techniques for communicating and influencing audiences (Rohimah, et al., 2017). In this study, Unkown Coffee in marketing its products uses advertising. Ads that will later be shared via Instagram. Instagram is a suitable social media to share advertisements where advertisements can take the form of words, images, videos, and sounds that will explain about a product. Products that have been introduced to customers must look attractive in the eyes of customers after the product is advertised. This form of advertising is like a picture of coffee being made or food being consumed by a customer and looks very attractive to eat. Thus, advertising is a way used by Unknown Coffee in introducing and informing its products to customers.

"Usually Unknown Coffee integrates their Instagram digital marketing strategy with other marketing campaigns such as email marketing and Google ads. By including a link in the Instagram bio to the website to make it easier for customers who want to know the price list and what package products are available here and also later customers can order their coffee online and on certain days customers can receive emails about promotions and special events such as party events." (Informant Owner of Unknwon Coffee Kevin Nugroho, May 5, 2023)

"Unknown Coffee uses Instagram as part of their digital marketing strategy by uploading product photos and including information about the product in the caption. In

addition, they also use Instagram to advertise their latest product promos *mojo power* and *rol nana*." (Barista informant Ahmad rosik Pratama, May 7, 2023).

"Unknown Coffee utilizes Instagram as part of their digital marketing strategy by creating visually appealing content that is consistent with their brand. They also use Instagram to communicate directly with customers and promote special events, by way of live ig and promotes on ig stories to market new menu launches or special promos." (Barista informant Muhammad Julian May 7, 2023)

"In my opinion, yes, it is clear that the unknown coffee Instagram post can help me to find out the promo menu and prices that are there" (Krishna Ananda cafe visitor informant May 7, 2023).

"In my opinion, the posts on the unknown coffee feed are very helpful for me before we come to the place so I already know the types of food and some of the prices" (Café visitor informant Rivaldi fatah May 7, 2023).



Figure 1. Advertisement of unknown coffee products through Instagram

The picture above shows that unknown coffee promotes products through the Instagram page, so that by making advertisements on Instagram it can make it easier for the wider community to see that in unknown coffee there are various kinds of products that can attract consumer attention.

3.2 Sales Promotion

According to National & Pillars in Firmansyah (2020), promotion is a form of communication activity to inform, persuade, and remind people about the products to be offered. In running the coffee business, Unknown Coffee also runs sales promotions. This sales promotion is carried out by introducing products during certain seasons or days through Instagram posts. For example, if there is Eid al-Fitr, then Unknown Coffee can make an announcement via Instagram that this cafe provides date-flavored coffee drinks or provides heavy food for visitors who want to eat. In addition, to promote Unknown Coffee products, Unknown Coffee can promote discounts on products if visitors or customers want to buy a certain amount of products through Instagram social media.

"Unknown coffee optimizes the use of promotions on Instagram through video and photo content or questions and answers through instastory with the number of followers reaching 14.2k followers, I hope to reach the target audience of young people. In addition to creating content, unknown coffee often displays promotions or special events, and adds links that go directly to the ordering page on the unknown coffee website." (Informant owner of unknown coffee Kevin Nugroho May 5, 2023)

"What I know and what I have seen so far is that every week Instagram media unknown coffee always updates about promos and package packages that are there" (informant visitor cafe krishna dewa May 7, 2023).

"For the promotion section, in my opinion, I can say that it is active because it still often uploads menu menus and events that are held" (Informant visitor café Rivaldi Fatah)

From the responses of the two customers, it can be understood that Unknown Coffee is very active on Instagram as a promotional medium so this is evidence that uploads regarding the latest information updates from Unknown Coffee are things that have been realized from these responses.



Figure 2. Product promotion by unknown coffee through Instagram

The picture above shows that on the Instagram page of unknown coffee, it shows that there are often product promotions, so that not a few people know that there are various products at unknown coffee.

3.3 Direct Marketing (Personal Selling)

According to National & Pillars in Firmansyah (2020), personal selling or direct marketing activities are part of promotional activities by introducing and attracting consumer interest in the products offered directly which are verbal. For direct marketing activities carried out by Unknown coffee by offering a list of food and beverage product menus to visitors who come to unknown coffee.

"Usually we give the menu book directly to unknown coffee visitors and tell the best seller drinks and food here to visitors." (informant barista Muhammad julian 7 may 2023)

3.4 Public Relations

The business run by Unknown Coffee also requires this cafe to foster relationships with customers. This is done by Unknown Coffee by creating question and answer sessions and games for customers so that customers want to convey answers in the form of criticism and suggestions for anything related to the cafe, such as products, places, and attitudes of cafe workers. This is done by Unknown Coffee because it is easier to equalize the perception of customer questions with the people who take care of the cafe or Unknown Coffee. Thus, the relationship between the customer and the cafe becomes closer and is maintained.

"To ensure the content posted is relevant and positive, and reflects their brand well monitor and respond quickly to negative comments, DMs, or reviews from customers utilize the Stories feature to share positive reviews or experiences from their customers; and provide open communication channels such as email or phone numbers that customers can contact if there are problems or complaints" (Informant café owner Kevin Nugroho, 5 May 2023).

"Unknown Coffee responds to customer reviews and feedback on Instagram by providing prompt and positive responses. They use this information to enhance the customer experience by improving their products and services." (informant Ahmad rosik pratama, May 7, 2023)

3.5 Event

Unknown Coffee also tries to create events or events so that visitors feel at home and not bored. Some of the events run by Unknown Coffee itself are live music and bazaars that sell unique items. This is thus introduced or announced via Instagram so that it can spread quickly. With the announcement of these events, visitors who do not know and know Unknown will feel interested in visiting Unknown Coffee on that day or in the future. Surely these events will be made more frequent these events on Instagram can be made more interesting where there will be decorations or edits that can be uploaded to Instagram and become an attraction to customers.

"Usually every weekend we promote on Instagram who will invite to hold a live music event with guest stars influencers, djs or local singers solo or outside solo to entertain visitors who come here" (Informant owner of unknown coffee Kevin Nugroho May 5, 2023).

"Unknown Coffee uses Instagram to reach new customers by utilizing popular hashtags and collaborating with influencers to invite collaboration on events that unknown coffee holds. Unknown coffee also follows accounts related to the coffee industry and interacts with users on it. The cafe also utilizes Instagram Ads to expand their brand reach and reach a wider audience." (Barista informant Muhamamd Julian, May 7, 2023).

With this response, it can be seen that Unknown Coffee's outreach is done through a variety of facilities and instruments. These instruments and facilities are also tailored to the content and audience so that this outreach becomes effective. In addition, to attract customers' attention, Unknown Coffee also uses a unique and different way, namely inviting collaboration with influencers. Influencers are proof that Unknown Coffee is very concerned and focused on quality communication. When there are followers of the influencer who do not know and watch the video, then the cafe can get a new audience obtained from the influencer.



Figure 3. Live music by farrel x cprd held by unknown coffee

The picture above shows that unknown coffee often holds events, so that visitors are comfortable when they are there, usually visitors often look for information on unknown coffee's Instagram page.

3.6 Discussions

Unknown Coffee is one of the cafes in the Solo Raya area, precisely in Colomadu, Karanganyar Regency which was formed in 2017, Unknown coffee certainly uses various ways to expand its network, one of which is through the internet. It aims to get social interaction from café customers and the solo community, especially young people by conducting promotional activities through social media Instagram to and arouse their interest in attending unknown coffee, marketing communication must be carried out. This research focuses on how marketing communication is used by Unknown Coffee to promote its products and attract customers through Instagram social media. There are several respondents identified through structured interviews as part of the company's management, namely the owner and barista who are responsible for carrying out all activities at Unknown Coffee, as well as 2 Surakarta-domiciled visitors who have more than 2 visits.

The food and beverage industry in Solo Raya must start competing by bringing up fresh ideas and creativity so as not to lose competitiveness with competitors. Unknown Coffee always innovates so that this café can be consistent in the midst of the rise of cafes in Solo where this cafe provides facilities by displaying a blend of modernity with local wisdom both in terms of socio-culture, customs, economy, social life, and the daily activities of the local community which are simple but also fascinating. Unknown Coffee, which is one of the most popular cafes in Solo Raya, still needs an effective marketing communication plan to increase product sales and bring in many customers in the coming years. Marketing functions, which play a role in disseminating information about a product to reach the public, efforts to influence people to visit a destination, and finally, after people visit, how to keep the customer coming back, are some of them. Krizanova, et al., (2019) explain that marketing communication strategies have an important role in making a destination frequently visited. Companies can use the communication mix, also known as integrated marketing communication in the marketing communication plan implemented. Kulkarni, et al., (2020) asserted that integrated marketing communication can influence brand excellence to have the most attractive effect in customer reviews. According to Todorova (2015), marketing techniques are becoming more competitive as a consequence of the need to present creative product goods and the most important thing is to communicate effectively with target customers.

Based on the findings of this research, Unknown Coffee uses five different forms or strategies to conduct marketing communication activities as a promotional tool to increase the attractiveness of the cafe. These activities include advertising, sales promotion, direct marketing, public relations and publicity, and events. Researchers found that the manager of Unknown Coffee uses advertising as a marketing communication strategy to attract visitors. Managers use mass media-based advertising to inform the public about the products or events offered at Unknown Coffee. To create marketing materials, various mass media in Solo Raya are used.

Then, in carrying out sales promotion, Unknown Coffee participates and is invited to various events to carry out product exposure activities offered by Unknown Coffee. The promotion is then carried out at every event that takes place in Solo Raya. Of course, marketing plans that use direct sales can provide and present products directly. The method is also considered beneficial because the manager of Unknown Coffee can see an immediate response as well as persuade individuals, organizations, or agencies to be able to accept and visit the place by talking to potential customers. One of the best promotional strategies is direct marketing, also known as personal selling, especially in terms of persuasion and preference setting (Nye, 2021). This direct marketing is carried out by visiting various tourist destinations which certainly have guests from various cities, in an effort to attract people to visit Unknown Coffee.

Publicity is essential to the work done by public relations or public relations departments because it aims to generate interest in a subject through stories that will be

profitable and get media coverage (Theaker, 2020). Unknown Coffee's management uses social media to disseminate information. Given that social media currently has millions of users, making it profitable to reach the target market, social media is undoubtedly an effective instrument for marketing or promoting a product through online media (Manzoor, et al., 2020). In this study, it can be seen that public relations managers at Unknown Coffee use their official social media accounts, such as Instagram, to disseminate information about various events held at the cafe. Through social media, Unknown Coffee provides various information to the public, including updates on upcoming and ongoing events.

Events are very important in sales marketing because they help attract visitors to Unknown Coffee. Various events are organized by Unknown Coffee, including on holidays and other regular events that are held every once in a while. Of course, a regularly scheduled event will have its own distinctiveness, and the surrounding community will want to see the event. The implementation of the marketing communication plan can attract customers and visitors who can have a good influence on Unknown Coffee, such as increasing the interest of the general public and increasing the number of visitor visits so as to increase public awareness of this cafe. In addition, it can be concluded from this research that every promotional plan in marketing communication used by various industrial sectors, especially in the food and beverage sector is unique.

4. CONCLUSION

After this research was conducted, researchers found that there are five forms of digital marketing strategies carried out by Unknown Coffee through an integrated marketing communication approach by combining several promotion mixes, such as advertising, social media and websites or internet marketing, sales promotion, public relations, personal selling, point of sale and merchandising, corporate identity, packaging, and word of mouth. Unknown Coffee has successfully carried out a digital marketing communication strategy by combining the nine elements of the promotional mix, so that it can maintain its business and increase its sales results. In addition, the main thing is sensitivity in seeing the situation to be used as an opportunity to market the product.

The recommendations given by researchers based on the findings of this study are that Unknown Coffee is expected to be able to improve its human resources, especially in the marketing department so that the strategies implemented can run better. Then, Unknown Coffee is also recommended to make a press release or something that can be published in the mass media, both print media and online media, so that promotional activities, especially in the public relations section, can be known by many people. Then, Unknown Coffee is recommended to be more sensitive to the situation, especially the trend of contemporary food and drinks such as coffee-based drinks, so as to better realize the tagline of Unknown Coffee, namely "Drink, Eat, Socialize".

The limited literature of previous research results that researchers still lack. So that this research has weaknesses, both in terms of research results and analysis. The limitations of time, money and energy make this research less than optimal this research is less than optimal. The author's limited knowledge in creating and compiling this paper, so it needs to be tested again for reliability in the future. The limited data used in this study makes the results less than optimal. This research is far from perfect, so for future research The next research is expected to be better than before. For future research with the same method, it should further explore the theory and create a shadow agenda for the process of process of searching for data and preparing research reports in order to be more comprehensive.

The contribution of this research to unknown coffee is that in the future, with this research, unknown coffee continues to maintain its form of marketing strategy in order to

maintain its business and increase its sales results, then it can expand its branches by continuing to implement these strategies.

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