

Online Promotion Strategy of Coffee Shop Carakita through Social Media Instagram to increase Sales in 2024

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ABSTRACT

Keywords

Promotion Strategy; Social Media;
Instagram; Coffee Shop; Sales

This study aims to analyze the online promotion strategy carried out by CaraKita coffee shop through Instagram social media in an effort to increase sales in 2024. The background of this research comes from the rapid growth of the coffee shop industry in Indonesia, especially in Yogyakarta, which encourages business actors to utilize digital platforms as a promotional medium. By using the theory of online promotion strategy and promotion mix theory. The method used in this research is qualitative, with a descriptive analysis approach. The data in this study were collected through interviews and documentation. The findings of this study show that the main objectives of CaraKita coffee shop in implementing online promotion strategies are to reach new target markets and increase sales. This goal is achieved by utilizing three elements of the promotional mix namely advertising, sales promotion, and public relations. Of the three, the most relied upon is sales promotion because it is most effective in attracting attention and encouraging purchases.

1. Introduction

The trend of drinking coffee is increasingly popular along with the emergence of coffee shops in various big cities in Indonesia. The ever-increasing demand for coffee and changes in coffee-related lifestyles are driving this business forward. Because of the many choices of coffee available and served, people who used to like coffee brewed at home now prefer to drink coffee at coffee shop (Chasanah & Prihatiningtyas, 2022).

Coffee shops are rapidly emerging in big cities like Yogyakarta, offering unique and diverse concepts to attract customers. As a city of students and tourism, Yogyakarta is one of the centers of coffee shops business development in Indonesia. The growth of coffee shop in Yogyakarta is also inseparable from the large number of campuses and students. The current trend among students is that coffee shops have become a favorite place to gather, discuss, and do assignments. According to data from the Nusantara Coffee Community, since 2022 there have been around 3,000 coffee shops spread across the Yogyakarta area and this number is increasing every year with the many choices of coffee shop offered to consumers (Pradana, 2022).

With the phenomenon of the increasing number of coffee shops in Yogyakarta, competition in the coffee business is getting tighter. Business actors need to develop and continue to innovate to attract the attention of consumers or visitors so that their coffee shop becomes the choice of consumers compared to other coffee shops with various promotions and other special offers (Teresya et al., 2024).

CaraKita coffee shop, which is located in Sleman, Yogyakarta and has been operating since 2019. Before the COVID-19 pandemic that hit Indonesia in March 2020, CaraKita coffee shop had experienced a decline in the number of visitors. However, CaraKita responded to this challenge to survive by optimizing social media as an online promotion and utilizing online food delivery services such as GoFood, GrabFood, and ShopeeFood, as well as still providing drive-thru services to facilitate consumers who avoid direct contact.

In connection with the sales volume of CaraKita coffee shop and based on the results of observations made, the following data is presented for CaraKita coffee shop sales from 2020 to 2024 as listed in the following table:

Table 1. CaraKita Sales Data 2020-2024

Year	Sales Goal	Sales Achievement
2020	5.000 Cup	5.475 Cup
2021	7.000 Cup	9.125 Cup
2022	10.000 Cup	12.775 Cup
2023	14.000 Cup	16.425 Cup
2024	16.000 Cup	18.250 Cup

Source: CaraKita coffee shop (2024)

Table 1 shows sales data from CaraKita coffee shop for the period 2020 to 2024. From the data, it can be seen that every year CaraKita managed to exceed its sales target. In general, CaraKita's sales trend shows positive growth every year, both in terms of targets and actual achievements, which shows a consistent improvement in business performance.

Online promotion strategy is one of the important efforts to increase sales and maintain consumer loyalty. Online promotion aims to inform, disseminate or market about a product by involving digital platforms and information technology (Kotler & Keller, 2016). Promotion through the internet network also requires a careful planning strategy.

Promotion planning includes setting the goals that the company wants to achieve through promotional activities, followed by the preparation of strategies designed to realize these goals. In implementing a promotional strategy, it is very important to use a promotional mix strategy which includes advertising, sales promotion, personal selling, direct marketing, and public relations. The promotion mix is an effective tool in increasing sales. The success of a company's promotional program is strongly influenced by the combination of promotional mix variables (Amelia et al., 2023).

Previous research conducted by Amalina Mubarakah, Sri Wahyuni, and Mukhamad Zulianto with the title "Marketing Communication Strategy Through Instagram Social Media (Descriptive Study on @osingdeles Account)". This research discusses marketing communication strategies by applying five components in integrated marketing communications, including advertising, direct marketing, sales promotion, interactive marketing, and public relations to introduce their products (Mubarakah et al., 2022).

The next research was conducted by Lindiani, Indah Registiana, Fauzan Fajrullah, and Indah Noviyanti in 2024 with the title "Analysis of the Business Promotion Strategy of UMKM Coffee Shop Using Social Media (Case Study: Triple Seven Pangkalpinang)". This study shows that Triple Seven Pangkalpinang has implemented various promotional strategies through social media which are analyzed with the AIDA model. In addition, it was found that the promotional strategy succeeded in increasing brand awareness and increasing customer interaction (Lindiani et al., 2024).

Both previous studies have similarities with the research to be conducted because they both discuss promotional strategies or marketing communications through social media, especially Instagram. The difference lies in the focus and research approach, this research will examine the online promotion strategy of CaraKita coffee shop through Instagram with the main objective of increasing sales, not just building brand awareness. This research will also use the AISAS model which is more in line with today's digital consumer behavior.

2. Method

The method used in this research is qualitative, with a descriptive analysis approach. According to Moleong, qualitative research is research that aims to thoroughly understand the phenomena of what the research subject experiences, such as behavior, perceptions, motivations, and actions. This research is presented descriptively in the form of words and language, and is conducted in a natural context using various scientific methods (Fiantika et al., 2022). Data collection methods include interviews and documentation. Interview techniques by collecting information or data through informants, namely, CaraKita owner, CaraKita marketing team, and consumers who are also CaraKita Instagram followers. To ensure the validity of the data, the source triangulation technique is used by comparing the data obtained through interviews with other supporting data, which is then arranged systematically to draw conclusions.

3. Result and Discussion

Developing Online Promotion

The promotion strategy involves the planning stage. Careful planning plays an important role in achieving promotional goals. According to Kotler & Keller, (2016) there are several stages in designing effective promotions, including :

The first stage is to identify the target audience to be addressed so that promotional activities can be right on target. At this stage, it is important to adjust the target with market segmentation, which is the process of dividing potential consumers based on their characteristics, lifestyles, and motivations for using products or services (Syarif, 2019). Related to the statement of the owner of CaraKita, the target market is focused on individuals aged 15 to 45 years, which includes students, college students, and office workers. Because at that age, they are generally at an active stage of socializing and have a fairly high need for caffeine.

After identifying the target market, the next step is to determine the desired goal. Promotion is carried out for various purposes, such as changing behavior, providing information, persuading, and reminding. After recognizing the target market, marketers need to determine the expected response with the ultimate goal of consumer purchase and satisfaction (Widianto, 2024). The purpose of the promotion run by CaraKita is to provide information to the audience about the products offered, both in terms of menus and services available. In addition, this promotion aims to increase exposure so that more people know CaraKita. By getting recognized, CaraKita hopes to reach new target markets which in turn has the potential to increase the number of visitors and drive increased sales.

The third stage is communication design. In order for promotional communication to run effectively, there are four important things to consider, namely message content, message structure, message format, and message source (Alvonco, 2014). CaraKita uses a message strategy that wants to be conveyed to consumers by CaraKita coffee shop focusing on the communication priorities that want to be built. The strategy is carried out by building emotional attachment to customers through relevant and trending content updates, as well as the use of light and easy-to-understand language in every caption posted on CaraKita's Instagram.

The next step is to determine the communication media used. The choice of media when developing promotional activities also affects the effectiveness of the promotion, because the

selection of the right media can help efforts to achieve effective promotional activities. With the large potential of social media users, more and more commercial and non-commercial companies are intensively utilizing this platform as a medium for advertising and promotion. Social media not only functions as an interactive communication tool, but also as an effective means of disseminating information and attracting consumers (Rostina et al., 2021). To provide the information to be conveyed, CaraKita chose online promotion through Instagram social media.

Promotion mix applied

1) Online Advertising

Advertising is a form of communication to many people, whose purpose is to provide information by influencing consumers to create the impression of wanting to buy and to satisfy consumer desires to convey communication to consumers (Morissan, 2015).

In the online advertising strategy, CaraKita focuses on presenting attractive visual content, especially those that feature superior products such as flagship drinks and the latest menu. This content is packaged in the form of photos or short videos, for example when a barista is preparing a drink or the final result of serving it, to create a strong visual appeal.

CaraKita utilizes various features on Instagram, such as feeds, stories, and reels, to reach a wider audience and build engagement with followers. In addition, at certain moments such as when there are special promotions or certain events, and also run Instagram Ads as a form of paid advertising to increase the reach and effectiveness of promotions.



Figure 1. CaraKita's Instagram social media account

(Source: Instagram of CaraKita coffee shop)

2) Sales Promotion

Sales promotion is a promotional mix activity aimed directly at potential customers and is usually carried out by giving coupons, free samples, discounts, or sweepstakes. This strategy is effective for attracting buying interest and encouraging increased sales in the short term (Morissan, 2015).

CaraKita implements a sales promotion strategy to increase the number of consumers and the company's sales turnover. The results of researchers' interviews with informants, the sales promotion strategy carried out is to take advantage of special moments in certain months such as Valentine's Day by providing special discounts. CaraKita also provides a buy 1 get 1 promo every 25th of any month because that date is CaraKita's anniversary.

Discount promotion posts on CaraKita's Instagram are able to attract users' attention and interest, then encourage them to look for more information about promo details, locations, and menus offered. After the information is obtained, consumers are encouraged to make a purchase or visit. This is in accordance with the results of interviews with CaraKita consumers, as follows:

"Yes, I once got a purchase promo, at that time on the 25th there was a buy 1 get 1 promo. I got the information from CaraKita's instastory, since it was close, I immediately ordered it. That's also the reason I usually order here, besides matching the taste of the coffee here, there are always promos every month." - (Consumer of CaraKita coffee shop).



Figure 2. Form of Discount offered by CaraKita (Source: Instagram of CaraKita coffee shop)

3) Public Relations

In the promotional mix, public relations is one of the important strategies used by CaraKita to build a positive image and establish closeness with the audience. Public relations is a strategic communication activity designed to build and maintain mutually beneficial relationships between a brand and its public (Morissan, 2015).

In public relations activities, CaraKita collaborates with various parties, one of which is collaboration with @fotkom401. Fotkom401 is a photography study group of communication students from UPN "Veteran" Yogyakarta. This form of collaboration is carried out through organizing a work title by @fotkom401 at CaraKita. This collaboration is interesting because students and the general public who want to see the exhibition come to CaraKita. Indirectly, this activity also introduces and promotes the existence of CaraKita to people who may not be familiar with CaraKita coffee shop.

4. Conclusion

The results showed that the main objectives of CaraKita coffee shop in implementing online promotion strategies are to reach new target markets and increase sales. This goal is achieved by utilizing three elements of the promotional mix namely advertising, sales promotion, and public relations. Of the three, the most relied on is sales promotion because it is most effective in attracting attention and encouraging purchases. The strategy is analyzed from the point of view of the AISAS model to see its effectiveness in attracting and influencing consumer behavior. The success of sales promotion is supported by sales data that continues to show an increase every year and positive responses from consumers. Thus, it can be concluded that in the promotion mix, sales promotion is the most effective tool that CaraKita relies on to increase sales.

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