



Optimizing Muara Coffee and Space Digital Marketing Strategy Using Instagram

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Abstract. The purpose of this study is to research and analyze how the strategy is to optimize the digital marketing strategy of Muara Coffee and Space using Instagram to support increasing the marketing results of an MSME. Considering that we have entered the digital era where the use of social media is being widely used, the marketing strategy through Instagram is very important because through Instagram marketing strategies can be packaged in the most attractive way possible to attract the interest of consumers. can see direct feedback from consumers besides that Instagram is also a platform that is currently widely used by the community so this research will produce ways to optimize Instagram as a digital marketing medium for a business. This research uses descriptive analysis studies with qualitative research methods. The things discussed in this study are (1) Instagram in networked consumers, (2) Interaction in social media, (3) Marketing strategy using Instagram. From what will be discussed, this research will result in how to optimize social media as a digital marketing strategy to increase consumer interest.

Keywords: Digital Marketing, Social Media Analysis, Search Engine Optimization

1. Introduction

Currently, we are entering the digital era, where we can feel that everything is done online including in doing business, many people use digital platforms to carry out their business activities such as Muara Coffee and Space which uses digital marketing to promote its MSMEs, digital marketing strategies considered the most appropriate solution for marketing MSME products amid a pandemic, because sellers and buyers do not have to meet in person but can exchange information and transact online [1], Social media is currently widely used by business people as one of its marketing communication media. Before marketing communication is carried out, some strategies support each other to achieve success according to the desired target [2].

The platform that is often in demand for digital marketing is Instagram, almost everyone has an Instagram account not only to share their photos and videos but not a few people also use Instagram as a digital marketing medium for their business. But of course, the

marketing strategy carried out through Instagram does not always run smoothly to achieve the goal, plus the number of competitors also requires optimizing the use of Instagram as a marketing strategy media to achieve the sales target of an MSME.

Research on Instagram optimization conducted by Puguh Kurniawan said that Instagram can be an effective marketing medium because Instagram can be accessed via the internet at any time, either from a computer or from a cellphone. Communication is made easier. Instagram provides communication functions, including message functions, chat, and others. Instagram can also be a means for brand awareness through Instagram and this has a positive impact on brand awareness and increases sales.

Their products.[3]. For optimization, Instagram has many application features that can be used, including holding a poll (poll). With this poll application, business owners/agencies will get feedback from their customers randomly, so that the results of the poll can be used to determine further policies.[4]Instagram optimization is by utilizing its features, E-Optimization. -Marketing using Instagram social media is done to increase the quality of the product marketing process to increase sales volume for MSMEs.[5]

2. Method

The purpose of this study is to analyze related strategies for optimizing digital marketing strategies using Instagram social media to support increasing the marketing results of an MSME. This study uses a descriptive study analysis with qualitative research methods.

3. Results and Discussion

a. Muara Coffe and Space

Muara Coffee & Space is a cafe that was founded in 2021 with an Industrial concept and is the only coffee shop in the Cijerah area that sells Korean Food, established on February 13, 2021, located on Jl. Mendut Bar. No.P-1, Melong, Kec. Cimahi Sel., Kota Cimahi, Jawa Barat. Muara Coffe and Space equipped with wifi and music, it adds to the feel of being at home which makes visitors feel comfortable.

The Instagram account owned by Muara Coffe and Space is named @muaraindustrial and currently has 220 users with 108 posts. Their Instagram contains information about the menu products they provide. They also use visual design to attract the attention of consumers. This is what the front view of the coffee and space estuary looks like, shown in Figure 1.



Figure 1. Muara Coffe and Space

b. Produk and Price

Muara Coffe and Space has a lot of food and beverage products, of the many other products, Muara has one of the mainstay menus, namely Muara Signature. Muara Signature is an interesting thing for consumers, shown in Figure 2.



Figure 2. Muara Signature

Muara Signature is Robusta milk iced coffee with 2 shots of espresso + Fresh Milk + Palm Sugar suitable for those of you who like a strong taste and to relieve sleepiness when chasing deadlines and overtime.

The price of this Muara Signature can be reached, namely Rp. 18.000, with packaging that is ensured to be hygienic and safe. This information was obtained from a resource person, namely the staff of the Muara Industrial café.

c. Digital Marketing

Digital Marketing is one of the marketing media that is currently very much in demand by the public to support various activities carried out [6]. In a society in the 4.0 era, digital marketing is currently a trend because currently, the internet is part of people's daily activities. The increasing use of the internet is also one of the factors that encourage digital marketing to increase [7].

According to Dr. Ir Eddy Soeryanto Soegoto, Marketing is a product in the form of goods and services that can be known, understood, and liked by the public and consumers that need to be marketed. To obtain maximum revenue, the marketing process must be planned with a good marketing strategy, namely by reviewing the current income situation, including opportunities and setting goals, and developing marketing strategies.[8]

Marketers or their entrepreneurs use social media such as Facebook, Twitter, and Instagram to advertise using their mobile phones. This gave birth to innovation, namely car marketing. Social media allows its users to communicate with millions of other users. For entrepreneurs and business owners, this is a huge potential as well as an opportunity to be used as a means of marketing communication and can increase the popularity of the business.[9]

The main approach used by a business unit to achieve the goals that have been set includes decisions regarding the marketing market, marketing mix, and also the level of cost of use that is needed (Kotler & Keller, 2008). achieve the company's goals in developing excellence to serve the market and consumers that have been previously targeted [10]

c. Instagram Digital Marketing

The profile of the Instagram account of Muara Coffee and Space is shown in Figure 3.

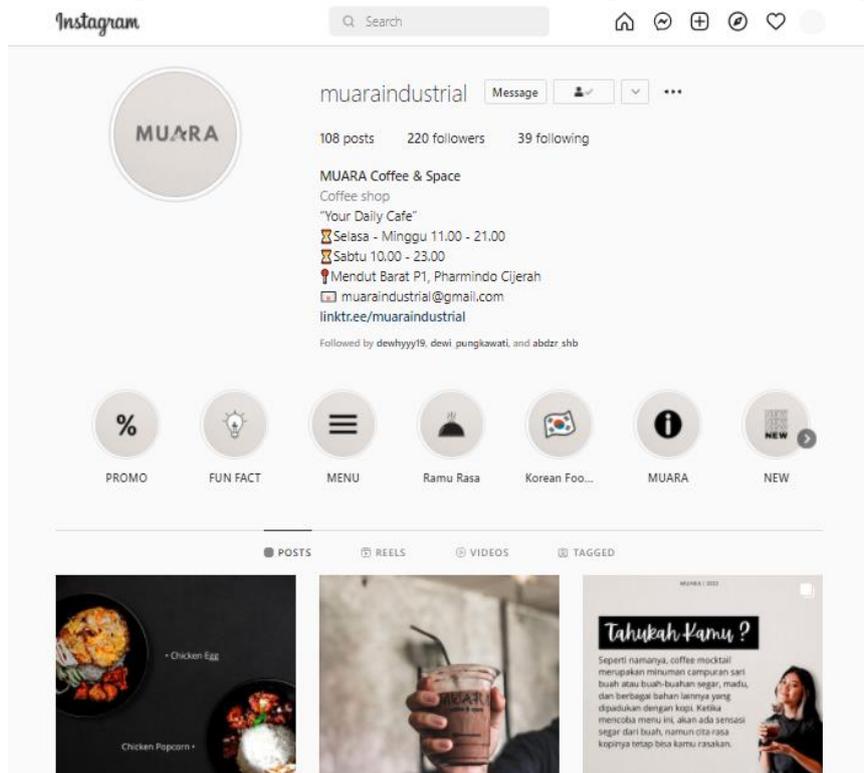


Figure 3. Muara Coffee and Space Instagram Account

Of the many social media currently used, Muara Coffee and Space choose Instagram as their optimal digital marketing media, because Instagram has many features and is free to use. Besides that, Muara Coffee and Space's target audience is young people, and as we all know that Instagram is currently widely used by young people. Instagram is also already attached to photos and videos, making Muara Industrial free to be creative to optimize Instagram as its social media.

- Make discount promos

The 25% discount promo from Muara Coffee and Space is one of the strategies used in its promotion, as shown in Figure 4.

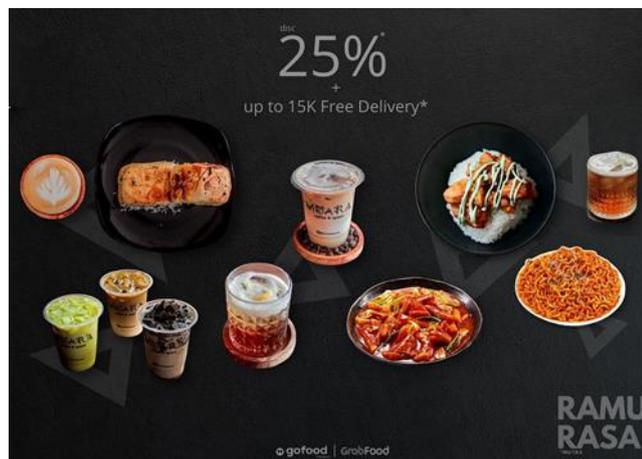


Figure 4. Discount Promos

In addition, there is also a 50% discount for certain drinks to market their products, as shown in Figure 5.



Figure 5. Discount Promos

Holding promos and discounts is a strategy to attract consumers to visit Muara Industrial, information related to these promos and discounts is shared through Instagram feeds with attractive designs. Optimizing this discount promo will generate consumer interest in buying Muara Industrial products.

- Instagram story poll feature

To get the attention of followers, Muara Industrial also often holds poll content on Instagram stories. The purpose of this poll is Muara Industrial hopes that consumers will join in on the fun. Apart from that reason, the results of the poll can be used as an information and even material for future evaluation.

This Instagram poll was conducted to see how the consumer response from Muara Coffee and Space is shown in Figure 6.



Figure 6. Poll Feature

4. Conclusion

From the explanation above, it can be concluded that digital marketing is very important, especially nowadays where all things are required through online digital marketing, which can be done through any social media, but one of them is Instagram, Instagram is still widely used by the public, especially millennials, therefore Muara Industrial chose Instagram as social media for its digital marketing. Instagram also needs to optimize its usability, such as taking advantage of existing features to make it more attractive and it can also increase interaction with consumers/followers.



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