



The Use of Instagram in Coffee Shop



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Abstract

The sophistication of technology such as smartphones that everyone had, it makes start-up entrepreneurs use it very well. The purpose of this study was to determine the effectiveness of the use of Instagram on the Coffee Shop "Ngocok Es Kopi". The results showed that the number of active users of the Instagram platform in Indonesia was dominated by 18-31 years old user groups. This is a strong reason for marketing Ngocok Es Kopi chose to use Instagram because the group is by market segmentation. The Instagram platform is very helpful for introducing products to consumers. Showing photos of the Ngocok Es Kopi products that look fresh and added with the eccentric tagline on the glass packaging, this gives a distinctive impression and makes potential consumers curious to try the product. Strategies are taken to increase the number of followers by giving them prizes in the form of discounts or free drinks on the condition that they have to follow the Instagram account of Ngocok Es Kopi, and give away by taking part in quizzes conducted by Ngocok Es Kopi.

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1 Introduction

The progress of the current globalization makes many business people "Start-Up" take advantage of the development of globalization. Those who become beginners, do not need to spend large capital to promote their products. The progress of this digital era is very helpful for business people to save costs only by proficiency in using social media in attracting consumers (Khan, 2017). Howard & Parks (2012), say that social media is media that consists of three parts, namely information infrastructure where the tools used to produce and distribute media content are personal messages, news, ideas, and cultural products in digital form. Producers and consumers of media content in digital form are individuals, organizations, and industries. According to the WeAreSocial.net and Hootsuite survey results (2018), Instagram is the seventh most social media platform in the world. Aside from being a social network for sharing photos and videos, Instagram is used to market business products. The total number of Instagram users in the world reached 1 billion in June 2018. The majority of Instagram social media users are from millennial generation with an average age of 18-24 years, 59%, ages 45-34 years 30%, and aged 34-44 years 11 %. Today's coffee business is quite tempting because coffee is no longer consumed to eliminate sleepiness, but has become a lifestyle of Indonesian people. At present, the average coffee consumption in Indonesia is 685 thousand tons per year or 8.9%. Indonesia has also exported processed coffee products that are spread to export destination countries such as the Philippines, Malaysia, Thailand, Singapore, China, and the United Arab Emirates (kemenperin.go.id, 2016). The coffee shop that will be investigated by researchers is the Coffee Shop "Shake the Ice Coffee". Ngocok Iced Kopi was established on April 25, 2018. Ngocok Iced Kopi has a unique and modern design. Besides that, it has Instagramable photo spots that are sought after by millennials who are actively using Instagram social media. The businessman of Ngocok Es Kopi utilizes Instagram social media as a forum for promoting coffee products sold, for this reason, a marketing strategy is needed by utilizing digital marketing on Instagram social media in selling its products. This theory is very necessary so that culinary business owners understand how to start using Instagram as a marketing medium (Sari, 2019; Kannan, 2017; De Pelsmacker *et al.*, 2018).

In running a business, very important things must be considered by business owners, namely understanding the marketing strategies used to compete in the business world. This is the foundation so that the business can be successful (Evianti, 2016). Marketing strategy is a marketing mindset that will be used to achieve marketing objectives. Marketing strategies contain specific strategies for the target market, positioning, marketing mix, and the number of marketing expenses. The main points in running a business are determining the intended market share and calculating marketing expenses. Marketing strategy is a fundamental tool planned to reach the company by developing sustainable competitive advantage through the markets entered and marketing programs used to serve the target market (Kaligis, 2015; Sanchez & Heene, 1997; Ketchen & Giunipero, 2004). Digital marketing is a marketing practice that uses digital distribution channels to reach consumers in a way that is relevant, personal, and cost-effect. Marketing activities will be carried out intensively using computer media, ranging from product offering, payment, and delivery. Digital technology has changed the face of new business including marketing activities. For marketers, mobile marketing is considered more efficient because of low cost, more focus on consumers who want (segmented), and more measurable (Situmorang & James, 2011). Marketers or business people use social media like Facebook, Twitter, and Instagram to advertise using their mobile phones. This gave birth to innovations namely car marketing. Social media allows users to communicate with millions of other users. For marketers and business owners, this is a huge potential and opportunity to be used as a marketing communication tool and can increase the popularity of the business. Social media makes it easy to share information between users (Akrimi & Khemakem, 2012; Hudson *et al.*, 2016; Vaterlaus *et al.*, 2015).

2 Materials and Methods

The research design used is qualitative research. Qualitative research, according to Moelong (2004), is research that intends to understand the phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions, and others. This research was conducted at the Ngocok Es Kopi coffee shop. Ngocok Es Kopi is a coffee shop that has a unique concept on glass packaging that uses a unique play on words and an Instagramable place. Data collection in this study was obtained directly from the main source by interviewing consumers and owner of Kedai Ngocok Eskopi, taking notes in observing or observing the field and seeing a graph of followers' increase in Instagram Ng Ng Eskopi Instagram. In this research, the sampling technique used was a snowball, which is the technique of determining a sample that first started small and then enlarged, like a snowball rolling long into a large

and purposive sampling technique, namely the sampling/informant technique based on certain considerations by the objectives and research benefits. Data analysis is used to manage the data obtained is qualitative analysis. To obtain credibility in qualitative research, it is necessary to use triangulation methods that can strengthen studies by combining them with various methods. In this study, to get the validity and credibility of the data, it is necessary to examine the data through the technique: triangulation, and using reference materials.

3 Results and Discussions

Product Concept and Brand

Ngocok Es Kopi was first established on April 25, 2018, which was founded by two siblings, Arya Sandita and Arya Agastya. The first outlet on Jl Tukad Gangga, Renon. Many coffee shops that appear at this time use the concept of dining in (eating/drinking on the spot). In contrast to the Ngocok Es Kopi concept where almost all outlets are built simply focusing on take away orders because the concept formed is for consumers whose activities are dense but need fresh coffee and is packaged practically and quickly. The following are the results of the author's interview with Arya Agastya as the first informant. The choice of the unique NgocokEs Kopi name, resulting in an ambiguous and funny impression, makes Ngocok Es Kopi a product quickly popular in the market and able to compete with other coffee brands. The packaging of the coffee cup is also very unique by using natural sentences but it produces funny and ambiguous impressions such as the example "Shake it yourself or shake it?" other funny. The selection of a brand name is very important in building a business because of a name that is easy to remember and has a high appeal will attract consumers to try to buy the product. Besides building a business must also have a mature concept and also a different concept from other competitors. Not only that but to increase sales also need to be considered packaging or packaging that attracts the attention of the buyer.

Price and Types of Products

Ngocok Es Kopi can compete during the emergence of coffee brands in Bali. Besides having a unique name and also a different packaging from other coffee shops, Ngocok Es Kopi appears different, which has the characteristics of a layer of drinks.



Figure 1. Display of Iced Coffee Coffee

Ngocok Iced Coffee flavors that do not emit the market as more like a coffee shop booming flavors used in the present drink today that boba, rum, and many regal issued by the shop - coffee shops. Ngocok Iced Coffee emit different variants of the others that use variants such as vanilla oreo, oreo chino, and taro oreo, using the tagline on the new flavors that #jelasberbeda. Besides having the layered look and taste different variants of another coffee shop, which sold relatively cheap prices compared to other coffee brands the start price of 18,000 to 24,000 and also the packaging or the glass is larger than another coffee shop. Here are the results of research on informant interviews informants 5 and 6 as a consumer

Market Segmentation

Coffee consumption now is no longer a necessity but has become a way of life for the people. A variety of coffee flavors and also very affordable prices turn coffee into a lifestyle. Most coffee shops have become the preferred place

to hang out, chat, or just relax. Coffee connoisseurs today are not only among adults, but coffee lovers are now starting from the teens. Not many coffee shops that sell beverage products at low prices and use premium quality taste. This was seen as an opportunity by Arya Agastya as the owner of the Ngocok Es Kopi shop to create a different concept from the others. Ngocok Es Kopi has a target market for buyers from their teens because adolescents have very consumptive behavior, and also target consumers besides men but also women. Women have high consumptive behavior.

Digital Marketing Instagram

The most popular social media posting photos and videos today is Instagram (Moon *et al.*, 2016; Cohen *et al.*, 2017). Instagram was chosen as a promotional medium by the Ngocok Es Kopi shop in marketing its drinks. The reason Instagram was chosen as a promotional media is that majority of Instagram users are from millennials which millennials have a consumptive lifestyle. Also on Instagram, some accounts have followers of hundreds of thousands which become a place to place advertisements so that they can easily attract potential buyers such as IG @deliciousbali (culinary account), @infodenpasar and @denpasarnow accounts (accounts of the latest news in around Denpasar), and also celebrities (celebrity Instagram) who have many followers by endorsing them. Instagram is a social media that has repost features from other Instagram accounts. This feature is very influential for business account owners because the followers of Ngocok Iced Kopi will know that the Ngocok Iced Drink is a lot of enthusiasts. Also, Instagram is a platform that can display interesting photos and videos with a very neat appearance on Instagram feeds. Following the results of the interview with Arya Agastya, Ngocok Es Kopi has its strategies in increasing followers and also sales, which is always making interesting content, interacting with followers such as making quizzes about Ngocok Es Kopi products and the winners will be given prizes, conduct sessions question and answer, as well as making funny videos aimed at comparing brands and also increasing buyer appeal. It is intended that followers of Ngocok Es Kopi are not fed up to see posts from Instagram.



Figure 2. Promotion Program for Shaking the Iced Coffee

The influence of buyers' attractiveness routinely makes interesting quizzes very influential on product branding, because the rules in following the quizzes made by Ngocok Es Kopi are very easy, that is answering questions, follow on Instagram of Shaking Ice Coffee, like posting, then mentioning at least 3 friends with the original account and also includes hashtags from the Ngocok Es Kopi tagline. The importance of marketing using Instagram social media is the need for perseverance and consistency in posting material that will be advertised on Insta Story and also on Instagram feeds (Instagram pages). The aim is that the Instagram Ice Coffee followers will always remember the brand so that indirectly if they continue to see posts about Ice Coffee Coffee like consumer reviews, motivational sentences by including the Ice Coffee Ice logo, then the Ice Coffee Ice logo will be popular in the minds of Instagram followers Shake Ice Coffee.

Marketing Strategy to Beat Iced Coffee by Utilizing Digital Marketing on Instagram Social Media

Instagram is a social media platform for sharing photos and videos that is currently very popular. Reasons to Beat Ice Coffee chose to use Instagram to market its products:

The market segmentation

Market segmentation is a strategy based on the philosophy of marketing management that aims to classify consumers in certain groups. The benefit of carrying out market segmentation is that marketing activities can be carried out more directed, effectively, and efficiently (Rismiati & Suratno, 2001). Market segmentation of Ngocok Iced Kopi is among adolescents and adults or those aged between 18-34 years. Based on the results of a survey conducted by NapoleonCat.com (2019), one of the companies in the field of social media marketing analysis, the number of monthly active users of the Instagram platform in Indonesia in November 2019 reached 61,610,000. The following diagram shows that 18-24 years old is the highest Instagram user group in Indonesia, followed by the 23-34 year age group.

Selection of the unique name of Ngocok Es Kopi

The brand is something that can be identified by buyers and sellers to create value for both (Schultz & Kitchen, 2000). A strong brand is very valuable in the battle to get customers. Brand strategy is brand management that aims to regulate all elements of the brand about consumer attitudes and behavior (Kotler & Keller, 2009). The brand strategy undertaken by Ngocok Es Kopi focuses on brand personality. According to Kotler & Keller (2009), brand personality defines brand personality as "a mixture of certain human traits that can be associated with certain brands". Starting from the experience of the difficulty of stirring up packaged iced coffee so that the "shaken" method is the solution. The name Ngocok Iced Coffee appears, which creates a playful and ambiguous impression. Instagram users in Indonesia are dominated by teenagers and adults. The word "shake" is a very familiar word for teenagers, where the word gives its impression, especially among teenagers and adults. The choice of name is one of the characteristics that make it easy for people to remember and look brave to be different from other coffee brands.

The tagline on product packaging

A tagline is a sequence of expressive short words or syllables that are used to communicate and dramatize the functional and emotional benefits of a brand for customers to influence consumers' feelings towards the brand. The tagline is part of an advertisement that is created attractively and creatively so that consumers can easily remember the contents of the advertising message and have the distinguishing power of the advertisements of competitors (Chaidir et al., 2018). The tagline on the glass packaging Shake Ice Coffee uses natural sentences but produces a funny and ambiguous impression, such as the example "Shake it yourself or shake it?" other funny sentences.

The Instagram platform is very helpful for introducing products to consumers. The photo display of the Ngocok Es Kopi product which looks fresh and is added with an eccentric tagline on the glass packaging gives a distinct impression and makes potential customers curious about the product. Out of the 3 reasons outlined above, Instagram is the most suitable platform to market Ngocok Es Kopi. To achieve maximum results, marketing strategies that are important points for Marketing of Ice Coffee Shuffle are:

Increase the number of followers

One of the first steps to having a successful Instagram marketing strategy is to grow a follower base because it will be difficult to generate sales without having followers. According to survey results from www.statista.com Global No.1 Business Data Platform, more than 73% of users say they are following a brand on social media because they are interested in the products or services offered. Ngocok Es Kopi increases the number of followers by giving them prizes in the form of discounts, free drinks, give away by taking part in quizzes held by Ngocok Es Kopi. One example is that customers who come to the store are offered a promotion in the form of a discount if they follow the Instagram account of Ngocok Ice Coffee and upload product photos. Customers are also given information that there will be a lot of information about promos and also attractive discounts on Instagram.

Apart from these methods, another way to get more followers is by following other people. Users that are followed are not chosen randomly, but users who are by the target market. The steps taken are to find a similar account. For example, brand A sells beverage products such as Ngocok Es Kopi. See the profile of this brand account. The account has more than 132,000 followers. All of their content is related to beverage products such as coffee. It can be assumed that people who follow this account will be interested in beverage products such as coffee. After finding an account like this, open your followers, and start following people. Users will get notifications and check the Ngocok Es Kopi's

profile page. If they like what they see on their profile, they will likely follow back. With the addition of new followers, it's much easier to drive sales with the Instagram strategy.

Focus on the first impression of the page

When an Instagram user clicks on someone's profile, the first thing they see is a profile picture, biography, and the latest post. Returning to the previous point about following users to increase the number of followers, this makes a profile very important for a brand's image. Profiles must say who you are and what you do. Have a brand logo as a profile photo, so the brand will be more easily recognized.

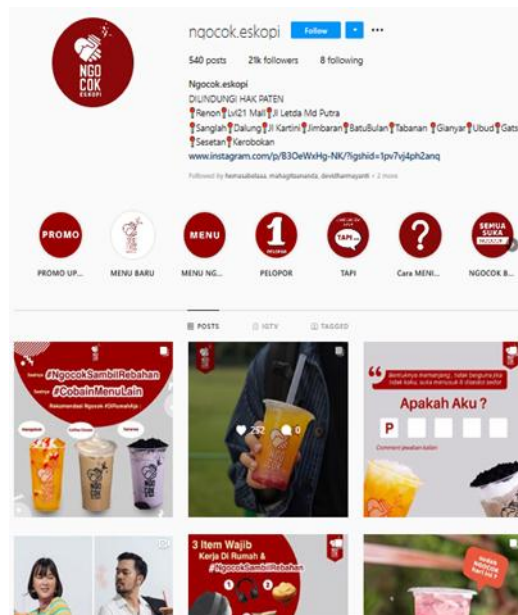


Figure 3. Display of the Instagram Coffee Coffee Shake account

If the Instagram page does not attract the user's attention, it will be difficult to get followers. The profile display is made to look short, to the point, and professional. That way, the opportunity to promote the product becomes greater and ultimately increases sales.

Upload content regularly

Shake Ice Coffee uploads on average 1.5 times every day on the Instagram page, or about 10 or 11 uploads per week. If you have a lot of content that you want to share every day, they usually add it to Instastory. The time to upload is also very important. Usually, they post content during business hours. The reason is that employees generally use social media as a distraction while they are working. Uploading regularly can increase the likelihood that as many people as possible will see the content that has been uploaded so that followers who see will have the desire to try beverage products. It also wants to make the Ngocok Es Kopi brand stick to consumers' minds.

Don't be too "sales"

Content uploaded by Ngocok Es Kopi does not always take the form of promotion because it will make the followers bored and become annoyed. In the end, it has the opposite effect of what you want to achieve. The uploaded content is not only promotion but also interspersed with questions and answers, making quizzes (giveaway), funny photos, and others but tucking in the characteristics of the brand or product. Every time they post a promotion, they do it casually. Because if there are too many promotions, the user will feel annoyed and will even stop following. The key is to convey it briefly and to the point.

Partnering with influencers

Instagram is the main social platform for influencers around the world. Using influencers to promote brands and products is a very efficient tactic according to marketing from Ngocok Es Kopi. The reason is that influencers tend to follow the recommendations made by influencers and influencers trust them. This is a cost-effective marketing strategy. Most influencers will only charge a few million or even several hundred thousand rupiahs for an upload. Influencers are chosen usually have a minimum of 10,000 followers. These people have more authentic interactions with their followers and a higher level of involvement.

Respond to comments and messages

By responding directly to comments on uploads, this will add a human element and personal taste to the brand that people appreciate. This strategy is very important if someone asks a question or makes a complaint. Comments like this must be responded to as quickly as possible to produce a resolution. This shows other users who see the company's response to social media that the brand cares about their followers. Admin Ngocok Es Kopi is always responsive to the comments of the followers in each column of good posts that are just ordinary comments to serious criticism. The Challenges of Marketing Shaking Iced Coffee with Digital Marketing on Instagram Although social media marketing is seen as an effective strategy for reaching out and engaging with customers, there are several challenges faced by marketing. High business competition in social media, makes it more difficult for companies to get reciprocity from marketing through social media. Based on the results of the interview, the challenges faced by Ngocok Es Kopi in marketing their products through Instagram social media include; (1) The number of competitors in social media, (2) Easily duplicated by competitors, (3) Product information is very transparent so it is very easy to compare with potential buyers and (4) Marketing techniques on social media are different from print media in general. Every business that is run must have challenges. After analyzing the challenges faced by Ngocok Iced Kopi, several solutions or solutions can be done to overcome these challenges.

Several rivals/competitors on social media

To achieve a competitive advantage, companies need to continue to collect and analyze information about competitors' products, services, and plans (He *et al.*, 2013). Because social media has been used by many business people to interact with customers, it is necessary to monitor their social media sites and their competitors. This challenge can be overcome by designing appropriate social media strategies and making smart strategic and investment decisions.

Easily emulated by competitors

In this globalization era, online business competition becomes very tight because social media can provide various kinds of information that can be accessed by anyone. This condition causes the product or strategy used to be easily imitated by competitors. To survive in a very tight business competition, brands must have competitive advantages.

Product information is very transparent so it is very easy to compare with potential buyers

Social media not only provides competitor information but also provides a direct comparison of habitual behavior concerning various verticals among competing organizations (Dey *et al.*, 2011). These comparative opinions have an impact on the buying behavior of other customers. Brands must continuously collect and analyze opinions or comparisons from customers which will later be used to identify the relative strengths and weaknesses of the product, to analyze potential business risks and threats from competitors, and to further develop business strategies or appropriate tactics (Xu & Kaye, 1995).

Marketing techniques on social media are different from print media in general

Social media emerged as a solution to the disappointment of print media marketing, social media is an online platform that facilitates social conversation between social agents regardless of geography. Social media marketing is the promotion of products and services through social media platforms. The strategy used in marketing through social media is different from marketing through print media. This challenge can be faced by the way business owners must

strive to increase the number of followers because they are considered as future customers, then social media managers must try to find ways to connect with followers to increase engagement, pay attention to time management, and analyze social media performance.

4 Conclusion

Based on the research that has been done, it can be concluded that the number of active users of the Instagram platform in Indonesia is dominated by the user group aged 18-31 years. This is a strong reason for marketing Ngocok Es Kopi chose to use Instagram social media because the group is by market segmentation. The Instagram platform is very helpful for introducing products to consumers. Showing photos of the Ngocok Es Kopi product that looks fresh and added to the eccentric tagline on the glass packaging, this gives a distinct impression and makes potential consumers curious to try the product. The marketing strategy used by Ngocok Iced Kopi with digital marketing on Instagram is to increase the number of followers by giving them prizes in the form of discounts or free drinks on condition that they follow the Instagram Beat Ice Coffee, holding give away by following the quizzes held by Ngocok Iced Coffee. Make Instagram look more attractive by uploading good photos, creating funny and creative video content. Upload content regularly on both Instagram and Instagram pages to attract consumers to try beverage products and also to make the brand stick to consumers' minds. Do not always upload content that is a promotional product so that followers don't get bored. Partnering with influencers because influencers tend to follow the recommendations made by influencers and influencers trust them.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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