

Titik High Coffee Marketing Communication Strategy Through Instagram Social Media

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ABSTRACT

Titik High Coffee is a coffee shop with an industrial concept located on Jln. Bojong Koneng Atas Bandung. This research aims to find out the marketing communication strategy for Titik High Coffee via Instagram social media. The type of research used is descriptive with a qualitative approach. Researchers carried out objects and held direct interactions with informants, owners, marketing, consumers and observing social media on Instagram Titik High Coffee. The data analysis technique is carried out by gaining an understanding of the research focus, then drawing a conclusion in the form of a general understanding based on reality. The findings obtained from this research show that Titik High Coffee's marketing communication strategy through Instagram social media is effective as a promotional medium because most of the consumers who visit are Instagram social media users.

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1. Introduction

The development of business in the city of Bandung is currently very rapid, causing very tight market competition. Companies must keep up with today's modern developments, and create creative and innovative ideas so that they can compete between companies. If the company does not have creative and innovative ideas then it will be outdated. The most visible progress of business companies is in the culinary field. For example, many coffee shops in Bandung have promising economic potential, such as Starbucks which is an international coffee shop. A coffee shop is a place of business that provides coffee and non-coffee drinks. In today's times, coffee shops provide a variety of light and heavy foods. Even today coffee is no longer to reduce sleepiness, but also a lifestyle for adults and young people, both men and women in carrying out daily activities such as relaxing or doing tasks.

With the development of the Coffee Shop business has a communication strategy in delivering messages through a combination of various communication elements such as frequency, formality, content, and communication channels so that the message conveyed is easily received and understood and changes attitudes or behaviors in accordance with the objectives (Haikal Ibnu Hakim et al., 2022; Nisantika & Putu Egi Santika Maharani, 2021). Communication strategy is management planning to achieve a goal but to achieve that goal, operational tactics are needed (Puspasari & Hermawati, 2021). Marketing communication is a means by which a company seeks to inform, persuade and remind

consumers directly or indirectly according to National and Pillars, 2020) in (Firmansyah, 2020). One of them is Titik High Coffee which has been operating since 2019.

Titik High Coffee was first established by Mr. Widi Permana in 2019. The first branch is located on Jln. Sultan Tirtayasa no 19 Bandung. In 2023, Titik High Coffee opened a second branch located on Jln Bojong Koneng Atas No 88. Titik High Coffee Bojong Koneng branch carries the concept of vertical gardens and industrial. Many communities hold events at the Titik High Coffee because the place is spacious and looks beautiful with a view of the city of Bandung. Titik High Coffee has a capacity of 200 people with wifi facilities, acoustic music, and outdoor and semi-outdoor rooms. Titik High Coffee operates from 12.00 noon to 01.00 pm. Titik High Coffee has a strategic place because the location is not too far from the center of Bandung and is easy to find for consumers. Several mainstay menus that make the signature ring coffee from Titik High Coffee are martini coffee non-alcohol, baileys coffee non-alcohol, and climate coffee. Every corner of this coffee shop is decorated with plants so that it gives a beautiful and natural impression.

The purpose of this study is to find out how marketing communication strategies and how Point High Coffee utilizes Instagram as a means of promotion. As in the previous research by Krismanto (2019) with the title "Coffee Toffee Pekanbaru marketing communication strategy in attracting customer interest". The result of this study is the strategy used by Coffee Toffee Pekanbaru using segmentation, targeting, and positioning theory. Coffee Toffee carries out direct strategies such as offering member cards and attractive promo promos, this is done to increase customer interest to come and also attract interest. The researcher compared with previous researchers that the strategy carried out by the researcher to find out the marketing communication strategy of Titik High Coffee through Instagram media. Based on the background above, researchers are interested in studying the marketing communication strategy of Titik High Coffee with the title: "Marketing Communication Strategy of Titik High Coffee Through Instagram Social Media"

2. Materials and Methods

The approach method used in this research is a qualitative research method because this method can be used to determine and understand phenomena that are sometimes difficult to understand satisfactorily. Using qualitative can be resolved by analyzing the social phenomena that are the focus of this research and concluding the form of a general understanding of the facts. This is by the opinion according to Sugiyono, p. (2018, p. 213) qualitative research methods are research methods based on philosophy used to research in scientific conditions (experiments) where researchers as instruments, data collection techniques, and qualitative analysis are more pressing on meaning.

This research uses a descriptive method, which is a method that examines to tries to describe objects according to their purpose. Descriptive research carried out with the main objective is to systematically describing the facts and characteristics of the objects and subjects to be studied precisely. This study describes the marketing communication strategy of Titik High Coffee through Instagram social media.

Researchers also selected 10 informants related to Titik High Coffee to provide appropriate information. The object of the research focuses on the marketing communication strategy of Titik High Coffee through Instagram media. Titik High Coffee located Jl. Bojong Koneng atas No, 88z Rw 11, Cibeunying, Cimenyan district, Bandung Regency. West Java. The subject of this study was the owner of Titik High Coffee and the marketing manager who visited Titik High Coffee.

Data collection techniques used in this study are interviews, observations, and documentation in the form of data obtained in this study in the form of images and videos in the marketing activities section through Instagram social media.

In this research, data analysis techniques use Miles and Huberman (2014), in other words, the interactive model analysis method of this technique consists of three components, namely data reduction, data presentation, and conclusion drawing.

The data obtained by the test uses data entity tests and through data triangulation techniques. Data triangulation techniques are carried out by comparing the results of interviews with informants conducted between one source and another. Furthermore, the resulting data will be compared with the information obtained from observations when visiting the Titik High Coffee. Data will be valid if it has similarities between one another.

3. Result and Discussion

Titik High Coffe Marketing Communication Strategy

In the results of interviews and observations that have been conducted by researchers, there are several informant statements regarding marketing communication strategies carried out by Titik High Coffee (Choirunnisak, 2020).

a. The main components in the marketing communication strategy contained in Titik High Coffee are: (Alviera & Aulia, 2023)

1) Segmentation

In marketing communication strategy we must know our target audience so that this strategy becomes one of the effective strategies. In Bandung Coffee Shop there are quite a lot, so Titik High Coffee needs to segment and determine one of its target markets.

"Female/male men, aged 19-40 who have jobs as students/students to employees and lifestyles of middle to upper-class communities" (Speaker 1)

So, it can be implied that if the segmentation of Titik High Coffee puts the demographic at the age of 19 – 40.

2) Targeting

In segmentation, there is Targeting in the Titik High Coffee market

"The target market of Titik High Coffee is students who like to enjoy coffee." (Nu1)

"Titik High Coffee can target consumers aged 20-30, who have an interest in coffee, lifestyle, and social media." (Speaker2)

It can be concluded that the target market of Titik High Coffee is consumers who have an interest in coffee consumption, lifestyle, and social media.

3) Positioning

In communication strategy, one of the other important components is positioning, this is the process of positioning the brand in the minds of potential customers.

" Titik High Coffee offers quality coffee, this can be done using quality coffee beans, quality coffee-making methods, and experienced baristas." (Speaker 2)

It can be concluded that the positioning carried out by Titik High Coffee is in the form of offering quality coffee and experienced baristas.

b. Marketing Mix

In facing market competition, this marketing mix strategy can be used as a guideline (Marc Lim, 2023; Suharto, 2023) by Titik High Coffee as a marketing communication strategy carried out by Titik High Coffee.

1) Product

Product strategy is a strategy carried out by sellers in introducing the products that will be offered to consumers of Titik High Coffee. This is reinforced by the statement

"The products provided to Titik High Coffee consumers can be categorized into two, namely beverages and food. Beverages are the main products offered by Titik High Coffee. The types of drinks offered by Titik High Coffee are coffee and non-coffee. Usually available in various variants such as espresso, latte, cappuccino and so on. While non-coffee variants are available such as milkshae, juice, squash and tea. Furthermore, there is a food menu which is an additional product offered by Titik High Coffee. The types of food offered by Titik High Coffee are usually snacks, such as french fries, cireng, bakwan and salt chili tofu. In addition to snacks, Titik High Coffee also usually offers heavy meals, such as chicken katsu, chicken fried rice, and chicken lumur. Speaker 1)

Meanwhile, according to consumers, "food and beverage products are very satisfying, especially the coffee that has its own characteristics." (Speaker 3)

It can be concluded that Titik High Coffee Products offer diverse product variants so that their products can attract consumers. Product quality in the food and beverages business is very important. Because quality has a pronounced impact on the product. This brings the Titik High Coffee closer to the value of customer value and customer quality.

2) Price

Price strategy is an effort that can be made by Titik High Coffee in designing or regulating the selling price of products in the market so that consumers are interested in choosing their products. This is reinforced by statements.

"The price of Titik High Coffee products usually ranges from Rp. 15,000 to Rp. 30,000 for drinks and Rp. 18,000 to Rp. 38,000 for food. These prices are subject to change depending on the type of product, location and quality. Titik High Coffee uses high-quality ingredients and has experienced baristas who will usually set the appropriate product price" (Speaker 1) while according to another source, "The price of Titik High Coffee products is by the market. Because Titik High Coffee uses the best quality ingredients and provides good service."(Speaker 2)

while according to consumers "the price offered by Titik High Coffee about the product is still standard with other Coffee Shops" (Speaker 7)

It can be concluded that this price is the most important strategy that is most relevant in the eyes of consumers. For this reason, Titik High Coffee can regulate how the price strategy it does to attract consumer buying interest.

3) Place

In marketing strategy, there is a strategic location selection which is one of the factors that affect the marketing success of a business. With this strategy, Titik High Coffee will certainly be helped in marketing its products. This is reinforced by statements.

"About the place is extraordinary because Titik High Coffee uses a natural concept that provides a cool feeling to gather or do assignments" (Speaker 4) while "Very comfortable and Instagramable suitable for gathering with college friends to do assignments" (Resource person 3)

Based on these results, it can be concluded that in the face of competition, this strategy is very well done by Titik High Coffee because it has advantages in a comfortable and instagramable place. The determination of this strategy is very influential on increasing consumer interest.

4) Promotion

Titik High Coffee promotes products through Instagram social media. This is reinforced by statements (Dasuki & Wahid, 2020).

"(Speaker 3) discount promotion, especially when I saw Titik High Coffee's Instagram post that the promo for single and couple packages was very interesting." While "(Speaker 9) the promos offered are very interesting, especially with the discounts." Meanwhile, "(Speaker 7) food and beverage discount promotion other packages."

Based on the results of the interview, it can be concluded that Titik High Coffee arranges promotional strategies through social media in the form of discount posts or the latest products.

Utilization of Instagram as a promotional medium for Titik Titik Coffee

Social media is a platform that provides information through technology and also online-based communication tools where social media users can promote these products and services (Ferica & Parlindungan, 2020).

Titik High Coffee uses Instagram social media to make it look easy, but also to convince consumers to like the products uploaded in Titik High Coffee posts. Titik High Coffee utilizes Instagram features as a promotional medium, namely: (Azizah, 2020)

a. Instagram Story

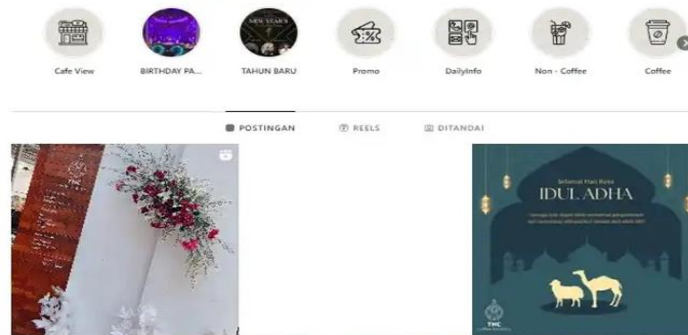


Figure 1 Instagram story Titik High Coffee

Source: Instagram Titik High Coffee

Titik High Coffee provides the latest information through Instagram stories. This was reinforced by the informant's statement which said that:

"(Nu7) Yes, of course by doing stories I can find out the latest updates about Titik High Coffee." While "(Nu4) has so far been very influential by doing Instagram stories, consumers can find out the latest information about Titik High Coffee." While "(Nu10) I just followed his Instagram Titik High Coffee so far very interested in promoting his place with his latest product". While "(Nu3) yes, of course by using instagram story, you can find out the promos or events given by Titik High Coffee." Meanwhile, "(Nu2) by using the Instagram Story feature effectively, Titik High Coffee can increase Instagram

social media users' awareness of the existence of Titik High Coffee in attracting potential customers and increasing sales.”

Based on the results of the interview, it can be concluded that Titik High Coffee conducts Instagram Stories every day in order to provide the latest information about Titik High Coffee.

b. Reels Instagram

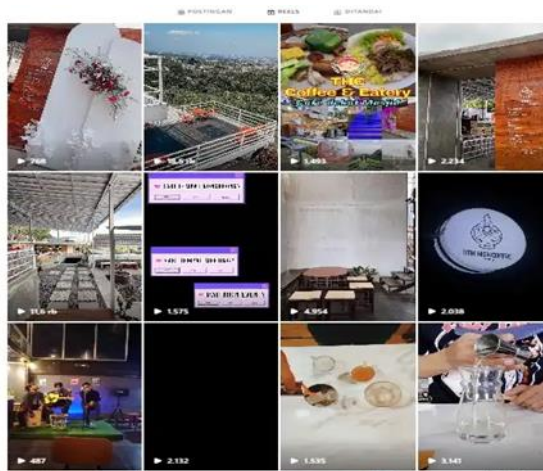


Figure 2 Reels Instagram

Source: Instagram Titik High Coffee

By using reels Instagram Titik High Coffee promotes the brand (Mulitawati & Retnasary, 2020). This is reinforced by the informant's statement saying that:

“(Speaker 2) Yes, the Instagram reel feature is very influential in promoting because this feature is very popular among Instagram users, especially young people. This feature can be used to create interesting content and help attract the attention of interested potential customers so that they find out more about the product or service offered.” While “(Speaker 3) has so far been influential in promoting in the form of interesting video content, in that content can find out the discounts promoted.” While “(Speaker 10) yes, of course in the Instagram reels of Titik High Coffee many of the products presented are very interesting in my opinion.” Meanwhile, “(Speaker 5) has so far been very influential to do promotions because by making Instagram reels I can find out the latest products or certain events.

Based on the results of the interview, it can be concluded that Titik High Coffee promotes its brand through reels in the form of product video content to attract consumers to Instagram users.

4. Conclusion

After analyzing the marketing communication strategy of Titik High Coffee Through Instagram Eating Media, researchers can conclude, namely: 1) Titik High Coffee conducts a marketing communication strategy using segmentation, targeting, and positioning. There is also a marketing mix in the form of products, prices, places, and promotions in targeting the consumer target market. 2) Titik High Coffee utilizes Instagram media feature features as promotional media such as Instagram story features, and Instagram reels. The result of all these features can promote the product to become a consumer attraction.

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