Increasing the Brand Awareness of
Surabaya's Coffee Shops in
Partnership with Maru Design

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ABSTRACT

Maru Design is Surabaya branding agency for small to medium businesses. During author's internship, Maru Design wanted a tool to help recognition of local coffee shops in Surabaya. The purpose is to raise brand awareness, so Maru Design get indirect promotion. The solution is creating a coffee shops guidebook consists of reviews by author and designed by Maru Design. Therefore, guidebook can be used to increase brand awareness of local coffee shops while promoting Maru Design. The author conduct an online questionnaire to 30 college students who are coffee shops' visitors and coffee drinkers. Then, observation of the shop and owner's interview to complete the guidebook. Guidebook was made by applying theory of making guidebook by Noor (2018), coffee shop photography by Mike (2017), Writing by Cohen (2017) and Electronic book by Cepulskaite (2020). Through the finding, it is effective because it's timeless aspect and easy access.

Keywords: Brand awareness, Promotion, Guidebook, Coffee shops

INTRODUCTION

Maru Design is design and branding agency established in 2019 by Mr. Marvin Ade. Maru Design's office is located in Jalan Darmo Permai Timur XIII No. 16, Surabaya. As a branding company, Maru Design offers several services such as integrated branding (brand naming, brand strategy, brand direction, brand consultation, brand communication, logo and identity design, and brand manual), visual graphic (company profile, packaging, annual report, printed media design, presentation slide, and marketing tool design), social media (content creation, content strategy, photoshoot, social media ads, video promotion, animation, and motion graphic), and website (website development, UI/UX, content creation, photoshoot, video promotion, animation, and motion graphic). The operational hours are from Monday to Friday, 9.00 AM – 6.00 PM. Maru Design's main customers are small to medium business owners from various industries. Although it is based in Surabaya, Maru Design also helps businesses from outside Surabaya.

The two competitors for Maru Design are Brandworks and Ideologie. Both competitors are located in West Surabaya where Maru Design's office is located. Brandworks's office is located in Soho Graha Natura, Jalan Lontar, Surabaya and Ideologie's office located on Citraland Waterfront, Surabaya. Brandworks's strengths come from their customer base and service variety. By having more employees, Brandworks is able to serve local and multinational companies with a wider range of services. Meanwhile, the reason why Ideologie is one of Maru Design's competitors is that it has the same target customers as Maru Design, which is small to medium businesses. Additionally, it is also a small company with very few employees, just like Maru Design. However, Maru Design is more well-known than Ideologie. Maru Design strongly stands for its philosophy which is to hear, analyze, research, and brainstorm solutions carefully in a fast, open-minded, detail-oriented, innovative way. Their two competitors, in the meantime, do not seem to project their values in their website, Facebook, or Instagram.

The main problem the author found during internship period was the lack of brand awareness. Maru Design has several marketing tools such as, Instagram, website, and Facebook.

Although business owners can find information about Maru Design easily, Maru Design is still unknown to business owners, especially in Surabaya. Moreover, the pandemic caused Maru Design to experience a sales drop. Many clients that decided to work with Maru Design now tend to postpone or cancel their order. Because of that, the CEO tried to cut the price of the service and attend an online gathering for business owners for networking purposes. Furthermore, the CEO tends to work alone with the help of two or three freelancers. As a result, the marketing efforts are severely lacking. Maru Design's Instagram already has creative and trending content that could attract new clients.

After observation and discussion with Maru Design's CEO himself, Maru Design wanted to help the recognition of small to medium local coffee shops in Surabaya. He wish to give back to the community amid the difficult circumstances that use Maru's services to also promote Maru Design itself. Therefore, the solution is to create a marketing tool that will show the Unique Selling Point of local coffee shops in Surabaya that are designed by Maru Design. The reason for increasing the recognition of local coffee shops in Surabaya is that drinking coffee has become a lifestyle among Indonesian especially people in Surabaya. In the past, drinking coffee seemed to be enjoyed only by middle-aged men who lived in the mountain areas with cold weather. This is no longer the case, because coffee is now associated with young people, too. In Surabaya, there are many local coffee shops growing, many of these coffee shops have succeeded and opened multiple branches in Surabaya or outside Surabaya. However, there are many new and less well-known coffee shops in Surabaya that are trying hard to stand out from their competitors. Standing out from others can be impossible with many new competitors showing up, although these coffee shops sometimes offer so much more than big and successful competitors. Therefore, I decided to make a Surabaya coffee shop guidebook.

Guidebook is a literature filled with information for tourists and serves as a tool to find valuable tips, recommendations, or information about venues, attractions, accommodations, foods, and transportation in a city or a country (Bender, Gidlow, Fisher 2013). By creating a Surabaya coffee shop guidebook, the author can help increase the brand awareness of local coffee shops by highlighting each coffee shop's uniqueness, while at the same time, promoting Maru Design by implementing the design and writing short descriptions about Maru Design. This project will enable local coffee shop to showcase its uniqueness and can be used for increasing its brand awareness, while also promoting the service by Maru Design

To support the process of making the guidebook, I gain the theories and guidelines from online platforms, such as web pages, and an online journal. The theories and guidelines are about definitions, purposes, and tips in creating the guidebook

BRAND AWARENESS

Brand awareness is described as the buyer's ability to distinguish the brand from others before buying the product or services (Rossiter, 2014). If the company's brand image is strong, it can have a lot of positive impacts and improve the position of the brand in the consumer's eyes, among others (Sadat, 2009). Therefore, it is important to show or offer something different from others because that is one of the influential factors in gaining brand awareness. There are two important things about brand awareness (Walgrove, 2019). First, brand awareness helps audiences understand, recall, and become comfortable with the brand and products. Thus, when the customers recognize the brand, customers will be more likely to purchase it from the brand they trust rather than from competitors. Second, brand awareness helps a business market its product/service to potential buyers. Therefore, more potential customers mean a higher chance to increase sales and brand awareness. It is very crucial to have brand awareness for a brand, especially when there are many competitors in the same industry.

UNIQUE SELLING POINT

Unique Selling Point, also known as Unique Selling Proposition, is the uniqueness of the products or services that the company offers to consumers so that these products or services have more value than other products or services in the market. The uniqueness of these products must be compared with other products or services in the same category (Wijayanti, 2017). Creating a product or service that is unique can make the product or service stand out in its market. According to Reeves in Niu and Wang (2016), the role of USP is to make potential customers aware of the product or the service and the characteristics of the product or service's penetration. Additionally, USP works as a source of information and a tool to attract buyers. Therefore, having USP in the product or service is very important because USP can make the product or the service more desirable although there is already a competitor in the market. Creating a product or a service that has a Unique Selling Point can be really effective to sales. There are several indicators to Unique Selling Point (Niu and Wang, 2016):

1. Favorability
   The USP must be profitable for potential buyers. Unique Selling Point should be able to increase profits for consumers because Unique Selling Point is not only unique but also beneficial for consumers when compared to products that are offered by competitors.
2. Believability
   The Unique Selling Point offered to customers must be realistic, credible, and sincere. This is an important indicator of effective communication because if potential customers do not believe in what is stated, the customers will not respond positively to it.
3. Distinctiveness
   Unique Selling Point must be unique and different from its competitors. The Unique Selling Point is there to make sure that the competitor is unable to offer the same benefits. The distinctiveness will give consumers a good brand experience because the uniqueness should not be uniformed with competitors or cannot be imitated by competitors.
4. Compatibility
   Meaningful and consistent with consumer expectations, an effective Unique Selling Point must have meaningful communication that prospective buyers will find benefits promised according to their personal experiences and expectations. An effective Unique Selling Point must be able to link benefit claims with consumer expectations based on the emotional bond the brand builds.
5. Attractiveness
   The benefits or the uniqueness must be attractive to potential consumers, in order for them to have a desire to use the product or service offered. A product or service must be able to build a value that makes it attractive, such as functional and emotional values. For example, functionality can be described as useful and practical. Emotional value is what the brand derives like a sense of pride when using it. Make sure the values are different from competitors. An interesting USP could be an image or symbol embodied in an advertisement to evoke consumer values.

GUIDEBOOK

To create a guidebook, there are a few procedures that need to be completed (Noor, 2018)

1. Paper Sizes
   There are different paper sizes that can be used when creating books. The basic paper sizes in mm are: A0, 841x1189 – A1, 594x841 – A2, 420x594 – A3, 297x420 – A4, 210x297 – A5, 148x210 – A6, 105x148 – A7, 74x105 – A8, 52x74 – A9, 37x52 – A10, 26x37.
2. Grids and Margins
   Grids allow an easy organization, provide consistency, give an orderly look, and project intellectual elegance. An external margin must be small enough to provide specific space between the edge of the page and the content when designing a grid.
3. Colors

Color is the most essential element of design and a strong tool to communicate. Color can be used as a way to deliver the underlying message. There are eleven basic colors, such as red, blue, yellow, green, violet, orange, pink, grey, black, white, and brown. Each color represents its own value. Yellow refers to wisdom, intellect, optimism, joy, jealousy, cowardice, deceit, and caution. Blue refers to knowledge, coolness, peace, loyalty, justice, depression, coldness, apathy, and detachment. Green refers to money, growth, healing, success, nature, youth, greed, envy, poison, inexperience. Orange refers to creativity, uniqueness, energy, health, trendiness, loudness.

COFFEE SHOP PHOTOGRAPHY

There are things to know when it comes to photography, especially when taking pictures of coffee shops. According to Mike (November, 2017), café lifestyle photography creates a strong emotional response in the viewer, resulting in a sense of wonder and amazement that can be difficult to achieve in other forms of photography. Cafe lifestyle photography is a kind of simple photography scene that contains some of the most essential human needs: food, drink, and a relaxing location. Also, all it takes is a decent camera and local coffee shops. There are tips to do cafe photography (Mike, 2017). First, shoot near windows where there are natural lights. Remember that the darker the interior of the café, the moodier the lighting will be. On the other hand, a white café will reflect light back onto the subject matter, resulting in more even and flat light. Second, take pictures in the early morning or early afternoon. This is the ideal time to shoot, by shooting in the late afternoon or early morning, when the sun is low in the sky, creating long, soft, moody, and beautiful shadows. Third, use props to enhance the emotion or to shape the theme. The props should be organized and make sure viewers' eyes can move easily across the frame. For this, try balancing the props on different sides of the composition. For example, don't place everything on one side of the frame, spread props out so viewers' eyes can easily move from one prop to the other without it getting stuck in one corner. Finally, change the angle. Remember to move around the subject and shoot it from many different angles. Two of the most tested angles are 45 degrees and the flat lay. The 45-degree angle is very flattering for food and still life, as it shows the depth of food and also allows more of the setting of the café into the image. A flat lay is also great, especially if only using a smartphone camera. Flat lays are easy to execute and involve shooting straight down onto subject matter. Flat lays rely on properly utilizing props, while 45-degree angle shots require fewer props to master.

WRITING

Writing is essential to the quality of a guidebook. Therefore, I need some guidance on how to write a guidebook. Cohen (2017) offered several tips on how to write a guidebook:
1. Identify audience
    If the author understands whom the author is writing to, the author can stay true to the goal and be able to adapt the style with a suitable audience. The author can find a photograph of a person that represents the consumer of the guidebook, then write directly to that person and the author can focus on reaching that type of audience.
2. Research
    Find out what has already been written about the place the author is about to write. The author's writing must be different and stand out from others, so customers can find it unique and become interested in using the guidebook. Gather and write information about a place that has never been written before.
3. Select focus
    Determine the content or information you want to put in the guidebook. Focus the book on a distinct hook. Therefore, be selective and put only what is essential to the guidebook.
4. Draft and edit

> Write a draft and edit the writing until you are satisfied with the work. Ask a friend or an expert to review the work and check the spelling, syntax, and grammatical errors.

ELECTRONIC BOOK

As the guidebook will be available in electronic form, there are things to understand in making the guidebook into an electronic guidebook. Electronic book is a book that can be downloaded and read on a computer or special device. Many e-books are self-contained executable files of HTML, which are completely interactive with the Internet and can contain live links, graphics, search capabilities, JavaScript, embedded video, can be protected by password/user ID, and more. Through e-book's index, it is possible to present the readers with a table of contents - or a list of topics - from which they can select the pages they want to read, with just a few mouse clicks (Cepulkauskaite, 2020). There are some tips on creating electronic books (Cepulkauskaite, 2020):

1. Keep the size down
   Due to its purpose, E-books should contain mainly text. Therefore, to easy access and easy download, try to keep the file size down. For example, the author may want to use only non-animated pictures or limit the use of pictures in one page.
2. Make it clear
   E-books are generally formatted at a small screen resolution and the readers mostly access it through the phone screen, tablet screen, or computer/laptop screen. Thus, make sure the pages are viewable and clear through any screen size.
3. Put navigational links
   Navigational links on the guidebook is very important. It is to help the readers to easily access from one part to another in the Ebook without having to take a long amount of time to access it.
4. Give information regarding the Ebook
   To minimize plagiarism by unwanted parties and for massive distribution, it is best to include short paragraph about the ownership, distribution, and the copyright of the Ebook

METHOD

There are three methods used to collect the data needed. The first method is by distributing online questionnaires in the form of Google form. For the online questionnaire method, the respondents are 30 general coffee shop visitors who are still active college students in Surabaya who like drinking coffee, drinking coffee regularly. The reason behind it is because the guidebook for the problem will be targeted for them. Second, college students also often like to hang out with their friends because at their age they still do not have any occupation or other responsibilities which is the factor of rarely hanging out or going to a cafe. Additionally, 30 people is an ideal number to know what potential readers want, the more respondents the more opinion I gather, then the more difficult it is to decide what kind of Unique Selling Point I should put into the guidebook. The questionnaire was divided into three parts. The first part mainly focused on the background of the respondents (name, age, and name of campus they attend to). The second part is asked about their opinion on how often they drink coffee and visit coffee shops, how many coffee shops they have visited, what triggers them to visit the coffee shop, and what makes them want to visit the coffee shop again. The third section is the rating section where the respondent has to choose which kind of important information before visiting coffee shops and what kind of media they wish to find out about the information needed before visiting a coffee shop. For the last section, the respondents are asked what kind of medium they want to get information about the coffee shop's information they want to visit, whether it is online or offline media. Additionally, the author conducted observation of the coffee shop and interview session with the owner to complete the content of the guidebook, such as the reviews and the USP of each coffee shop

FINDING AND DISCUSSION

The result of online questionnaire is that 19 respondents are from Petra Christian University, 5 from Surabaya University, 2 from Widya Mandala University, 1 from Muhammadiyah University, 1 from Stikosa, 1 from Pelita Harapan University, and 1 from Ciputra University. The respondent's age dominantly age 21 years old (33,3%) followed by 22 years old (30%), 19 years old (13,3%), 20 years old (10%), 23 years old (6,7%), 18 years old (1%), and 25 years old (1%). 50% of respondents drink coffee every day and 26,7% hang out at the coffee shop several times a week or once a week and 40% of the respondents already explored 5 to 10 coffee shops in Surabaya. As for the most important factory for visiting a coffee shop, 26 respondents voted vibe and quality of the food and drink as the main factor to visit. Coffee shops' information, price, menu, ambiance, food and drink quality are considered important with the majority of the respondents voted number 5 (very important). Meanwhile, the short history about the shop is considered not as important as the others, with 11 respondents voted number 3 (neutral). For the last section, all of the respondents choose online media to find information. The reason is online media is what the respondents use every day in their daily life, so using online media to get information is very accessible and very practical anytime and anywhere.

CONCLUSION

In conclusion, when the author found out that Maru Design, my internship place, wanted to help small to medium businesses in Surabaya with using Maru Design's design sevice, the author decided to highlight the uniqueness and strengths of 10 coffee shops' USP by making the Surabaya Coffee Shop Guidebook that designed by Maru Design. Through this guidebook, local coffee shops will be better known by highlighting its strength and uniqueness through giving personal experience from the coffee shop and knowledge about coffee written by the author. Additionally, the guidebook helps to promote Maru Design's design service by showing Maru ability to design the guidebook. Since in Surabaya there are many coffee shops that are rarely recognized and hardly compete with bigger competitors, the guidebook is an effective tool to boost local coffee shops' brand awareness, especially during the pandemic. To get the right USPs, the author conducted an online survey, coffee shop observation, and interview session with the coffee shops' authorities. The guidebook is designed by Maru Design with a short description about the company in the last section of the book. Additionally, the coffee shop reviews in the guidebook consist of background information, coffee shop description, coffee taste, shop ambiance, menu recommendation, and uniqueness sections to show each coffee shop's USP. As a result, the guidebook not only raises the brand awareness of local coffee shops, but also helps to promote Maru Design's design service. The use of this guidebook will be more efficient and effective if Maru Design distributes it to travel bloggers or food bloggers. That way, the book will have a wider reader reach.

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