

## **Increasing the Brand Awareness of Samaya Coffee Shop to Its Target Market Using a Promotional Video**

**Jabriel Gian Santoso**

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,  
Siwalankerto 121-131, Surabaya 60236, INDONESIA  
E-mail: [jabriel.gian.santoso@gmail.com](mailto:jabriel.gian.santoso@gmail.com)

### **ABSTRACT**

Samaya Coffee Shop is a coffee shop in Solo City. Based on the research that I did, I found that Samaya still lacks of brand awareness, because only a few people know about Samaya. Therefore, the best solution to increase Samaya's brand awareness is by creating a promotional video with USP (Unique Selling Points). There are several Samaya USPs that I highlight in the video such as the unique menu, private meeting room, and board games. The video is uploaded to Instagram and also to paid promotion accounts in Solo city, so the video could be watched by more target audience. A promotional video is the right effective solution is because video is one of the tools that is often watched by the target market when they seek out and discover the product they want to buy.

**Keywords:** brand awareness; Instagram; unique selling points; promotional video

### **INTRODUCTION**

Samaya is a coffee shop established in 2019 by five people, Steven Na, Risky, Albert, Tinton, and Winata. Samaya's type of business is a general partnership. General partnership is a business type where all owners contribute to the business management. The Coffee shop's address is at RE Martadinata No. 218, Gandekan, Kec. Jebres, Kota Surakarta, Jawa Tengah 57122. The products focus on drinks only, such as coffee, coffee mocktail, homemade mocktail, iced coffee milk, and ice tea. After reallocating resources due to the pandemic, they decided not to continue selling food because it did not sell well in Samaya. Also, they reduce the number of workers from nine to three. Samaya also changed the work time from 11 am until 9 pm to 3 pm until 11 pm. They chose this work time because their target market is college students, and the current work time is more suitable for them. Samaya's target market are people aged seventeen to twenty-four, which means the customers are people who are in college and also the workers. Since the college students still have university activities in the afternoon, those college students can have fun or do meetings late at night.

Samaya has two competitors, Madbottle Coffee that was established in 2017, and Meurdue Coffee that was established in 2017. Madbottle coffee becomes one of Samaya's competitors because the distance between them is only 400 meters, also both of them have the same environment that is spacious and perfect for doing activities such as hanging out or working. Both of them almost have the same drink products like espresso, americano, latte, and non-coffee. Another competitor of Samaya is Meurdue Coffee that was located in Pasar Gede, Solo. The location between Samaya and Meurdue Coffee is just 800 meters apart. Meurdue also has a strategic place, the customers can enjoy their drinks on the rooftop while drinking their coffees. Then, the products that are sold are similar like espresso, cappuccino, lychee tea, and green tea latte. The difference in the products between Samaya, Madbottle and Meurdue coffee is that the other competitors do not have signature drinks and mocktails

Based on the research that I did, I found the main problem of Samaya coffee shop is lack of brand awareness. Brand awareness is how familiar the target market of a brand or a product in recognizing the brand or the product. In my research from Samaya's competitors, I asked 30 of the customers aged 17 - 24 about "Do you know what Samaya is?" Only 13 customers

recognize what Samaya is. The other 17 do not recognize what Samaya is. There is a cause regarding why only a few people know about Samaya. It is because they lack of promotion. They just use Instagram to promote their products. Nowadays businesses use other social media to promote their product such as tiktok or youtube short, but they do not even try to use it. Also, in the Instagram itself, the one and only social media that they have, they have not made most out of it. They do not active like their competitors.

The best solution for this problem is to create a promotional video with Samaya's USP inside the promotional video and upload it to Instagram reels. Nowadays people use social media for doing things, so by uploading a promotional video with Samaya's USP to Instagram reels, it can be reached by more people so they would be attracted to watch Samaya's products and come to visit Samaya. In addition, by having a good promotional video and uploading it on Instagram, they can have more chances to be more known by a lot of people so in the future their current impact, that is lack of customers, can be resolved so they can be a more profitable coffee shop.

There are some principles that I used in creating the promotional video for Samaya. I gained the theories and guidelines from web pages, books, and journals.

### **Branding**

Branding is the set of actions that a company takes to cultivate their brand (Wheeler, 2018). Branding is required to create an identity of a company. Some parts of branding are like the company's mission, values, and brand uniqueness. Strong mission and values are required to be like a trustworthy brand. Uniqueness is also highly needed for the brand because, in the market, many companies produce the same product. They need to compete with each other, so by doing strong branding, customers tend to choose that brand instead of those brands that are doing weak branding. A company also requires branding to maintain the customers' loyalty. Branding could make customers keep buying the product for a long time and save the company from heavy competition that anytime can make customers pull out from buying the brand and choosing another brand.

### **Brand Awareness**

The level of how familiar customers recognize a brand is referred to as brand awareness. (Martin, 2019). Brand awareness is an important part of the decision-making process before buying something. If customers are familiar with a product category, a brand within that category, and perhaps a brand name, customers are more likely to make a purchase. Brand awareness does not imply that the customers can recall the name of a certain company, customers need to know the traits that distinguish a product or service from others in the same category. Also, it could be measured as the number of people who know about the company. There are four levels of brand awareness, from no awareness, brand recognition, brand recall, and top of mind. Starting from no awareness which is the bottom of the pyramid. In this level, only a little or no customer awareness of the business. The impact of no awareness is it can kill the business. If only a few people or even no one knows the business exists, no one will come to buy the product, and slowly the business will not be able to survive. Then, Brand recognition. This is when the target audience can identify the business to differentiate the product from others. Brand recognition is major when target audiences face the buying procedure. If the target audiences recognize the brand, there is more probability the target audiences would buy the product. Next, Brand recall. This level is when customers remember the name of a brand only based on the product type of category or only at glance, this means the brand has been in the brand recall level. To be in the brand recall level is not easy but if a business has succeeded to this level, the more advantages the business will get. Last, Top of Mind. It is the first and foremost brand that comes to mind of the customers spontaneously when prompted by a certain category of products in the market. This level is the most difficult to reach because the product needs to have a very special unique selling point compared to the competitors.

### **Unique Selling Points**

A unique selling point (USP) is a product characteristic that distinguishes it from the competition and often provides unique advantages to the consumer (Smith, 2021). Unique selling points can be in many forms, such as the product itself having good quality, best product price, good ethics, or best customer service compared to the competitors. Without unique selling points, businesses will lose to other competitors with strong unique selling points. There are six steps to find unique selling points (Barker, 2018). First, brainstorm ideas. By get together all of the teams and collect ideas. Identify which unique selling points that may the products have. Brainstorming should be done calmly. No one is wrong. Everyone can speak about their ideas. Second, identify the target audience. The teams need to identify the products' target audience based on age, location, gender, or earning levels. The company can promote the products to the right people by having the right target audience. Third, analyze the competitors. List the direct competitors of the products and look at their products, strengths, weaknesses, or how the competitors promote their products. By learning about the competitors, a company can have different points of view, like what should be improved or what should be changed from the product so the products can be more attractive than the competitors. Fourth, List strengths. Find the strength of the products from the quality, the prices or the deliveries. Find what features make the product stand out that make the target audience interested. Fifth, Know weaknesses. Knowing about weaknesses is the crucial step. The teams should understand their product's weaknesses and try to overcome them by improving the products better. Sixth, Figure out what makes the product unique. Use data collected from the team's ideas, looking at the strength of the products, looking at the competitors and thinking about features that distinguish the product from the competitors. Determine what unique selling points are attractive for the customers, then promote to the target audience.

### **Promotional Video**

Promotional video is a medium to target individual buyers with thoughtful information about a product (Scott, 2011). Promotional video is the most favorite tool that is used by companies to promote their products because it can reach the audience faster than other tools, even 92% of marketers say if a video is the best tool to promote the product. A promotional video that is created later will also be posted on social media, such as Youtube, Instagram or Facebook and can stay there for long so more people can see the promotional videos. There are several importances of promotional video (Dasic, 2021). First, Engage the audience. By having videos, it is easy to increase engagement. Videos are captivating and pleasing to the eye. Audiences are more likely to open a product video rather than read a product article. Second, Convey the message clearly. Viewers remember 95% of messages they see compared to 10% when reading a text. Nothing can beat videos when business owners want the customers to understand more complex messages. Third, Boost conversion and sale. Studies show that by having videos for a product, it can increase the conversion rate by 80%. Also 74% user bought a product after watching an interesting video, and 77% consumers convinced they should buy the product. Fourth, Lead to social shares. With an average user spending 2 hours and 23 minutes on social media, they are exposed to a vast amount of content. Videos produce 12 times more social shares than text and images combined. Social media are more likely to share content which they like.

### **Instagram**

Instagram is a social networking site that allows their users to take photos or videos and share it to their followers (Hope, 2021). Nowadays Instagram is used by millions of people including business owners. By using Instagram, business owners can present their products or services as photos or videos. 60% of people are going to Instagram either to seek out and discover the product or directly buy the products. On Instagram, business owners can build relationships with their customers. For instance, when the customers want to ask things, they can go to the

Instagram pages. Instagram is also a sales booster. By having Instagram, more people will know about the products and the sales will be increasing

## METHOD

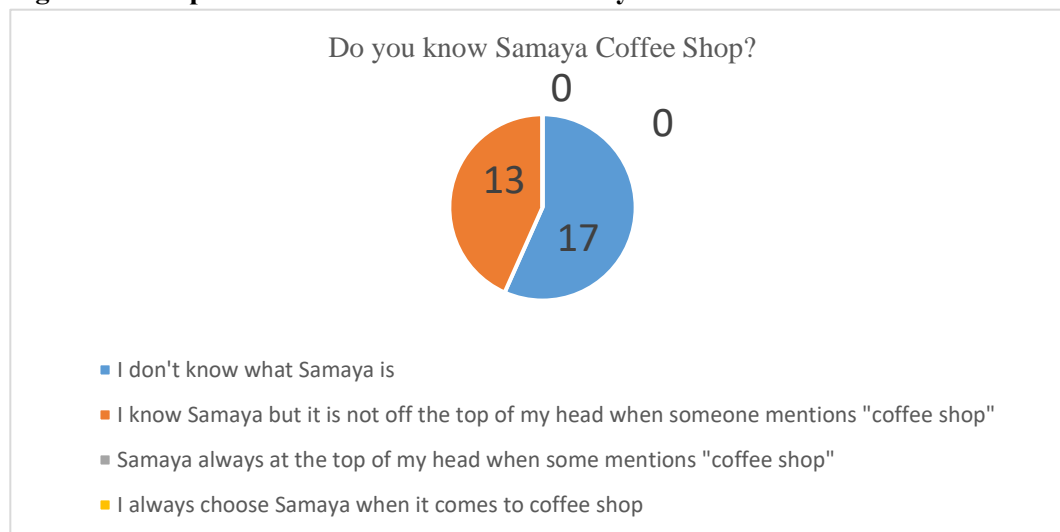
For the data collection, there were 60 respondents. I choose males and females within the age range 17-24, because they are Samaya's target market. There are some criterias of respondents. First, customers from Samaya's competitors. I chose 30 respondents from this criteria. After discussion with the advisor, I decided to choose people from that criteria to validate Samaya's problem, which is lack of brand awareness. By interviewing customers from Samaya's competitors, I can see directly whether Samaya is lacking in brand awareness compared to Madbottle and Meurdue. The second criteria is customers who have visited Samaya more than three times. There were 20 respondents from this criteria. The reason why I chose these people is because they are the ones who recognize more about Samaya, so they should know about the strengths and weaknesses of Samaya. The third criteria is Samaya's Instagram followers but never visited Samaya. The reason I chose them is because I wanted to know the reason behind following Instagram but have not bought the products. There were 10 respondents for this criteria.

## FINDING AND DISCUSSIONS

### Result of the Data Collection

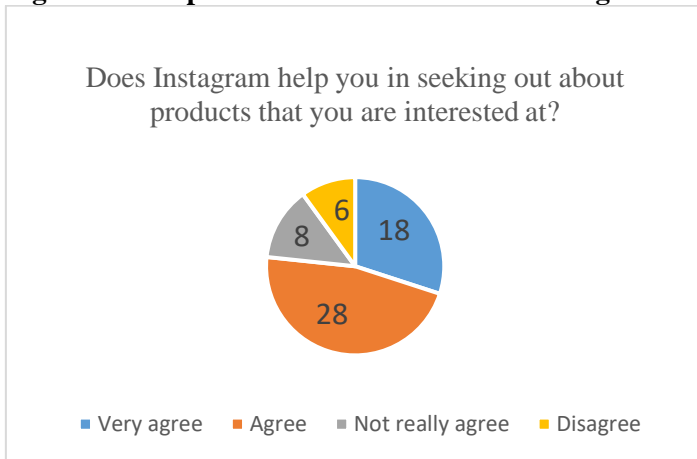
The first finding is about the awareness of Samaya's target market. In this question I was asking to 30 respondents about the level of Samaya's brand awareness. 17 of 30 people do not recognize Samaya. It means only 13 people recognize Samaya. The second finding is about how Instagram helps the target market in seeking out about products that they are interested at. 18 people very agree that Instagram help them when seeking out about products. The other 28 people agree, 8 people not really agree, and 6 people disagree. The third finding is about the promotional tool. I validated how the promotional video is truly the best promotional tool to promote brands and products compared to other promotional tools. 50 people chose promotional video, 5 people brochure, and the other five chose poster. The last finding is about Samaya's Unique Selling Points. 10 people chose board games, 9 people chose meeting room, 8 people chose the service, and the other 5 chose the menu.

**Figure 4.1 Respondents answers related to Samaya's Brand Awareness**

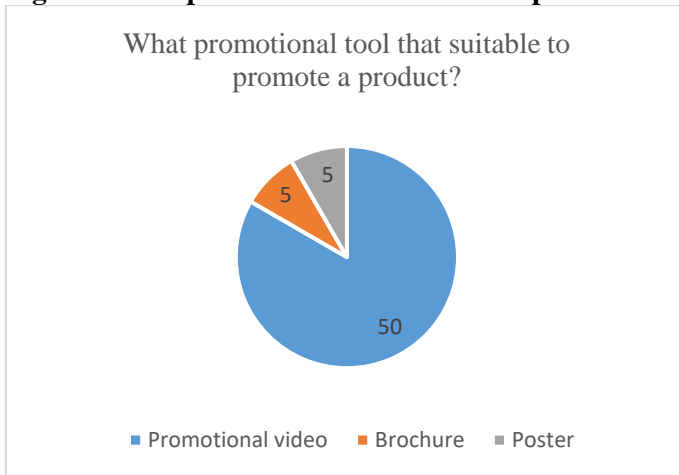


**Santoso: Increasing the Brand Awareness of Samaya Coffee Shop to Its Target Market Using a Promotional Video**

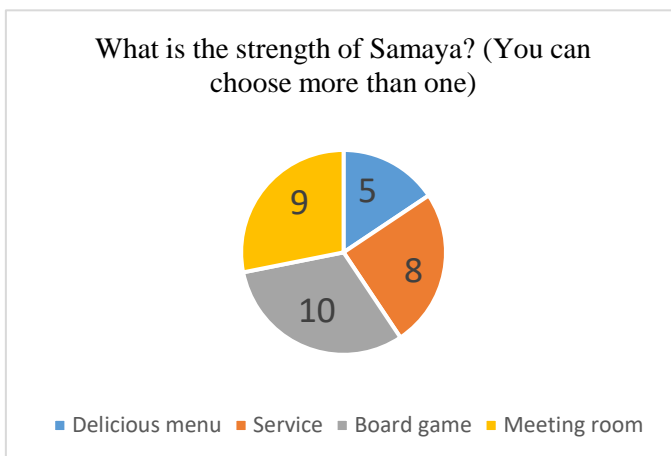
**Figure 4.2 Respondents answer related to Instagram**



**Figure 4.3 Respondents answer related to promotional tool**



**Figure 4.4 Respondents answer related to Samaya’s USP**



### Discussions about the Promotional video

For the promotional video scene, I chose four people that are in their final year for the talents. I chose these people because they are Samaya's target market, which are people aged 17 – 24 years old. Target market is a particular market like who and where the company wants to sell the product (Dolnicar, 2021). A product should have their target market so the company can promote their product to the right people. In the video, I show the logo of Samaya three times. First, it is in the afternoon, and second in the night. Also, I show Samaya's logo inside the building. The reason why I show the logo repeatedly is because "Brand" is an intangible thing that can help the target audience to identify a product (Wheeler, 2018). By showing Samaya's logo, later Samaya's brand can be recognized in the mind of coffee enthusiasts so it means it can increase Samaya's brand awareness. A unique selling point (USP) is a product characteristic that distinguishes it from the competition and often provides unique advantages to the consumer (Smith, 2021). Unique selling points can be in many forms, such as the product itself having good quality, best product price, good ethics, or best customer service compared to the competitors. The first unique Selling Points is I show a private meeting room in Samaya. I say this is a unique selling point because the other competitors do not have this meeting room. If coffee enthusiasts want to have a meeting but they are confused about where to go, they can go to Samaya. Beside the meeting room, Samaya also has a wide and aesthetic place. Secondly, in the video I also show some of interesting menu such as homemade mocktail, coffee mocktail, and Aramaya.

### CONCLUSION

To help them resolve their problem that is lack of brand awareness, I decided to create a promotional video with USP inside it and upload the video to Samaya's Instagram and paid promotion accounts in Solo City. I highlighted Samaya's Unique selling Points so the target audience later can see the uniqueness of Samaya and also be aware of the existence of Samaya. The Unique Selling points that I show is the private meeting for 6 to 10 people which is exclusive for coffee enthusiast who wants to drink coffee while working with their group and also get some fresh air by playing board games. Also, The other USPs are the unique menu. The menu are the drinks such as coffee mocktail, homemade mocktail, and aramaya.

### REFERENCES

- Barker, S. (2018, December 27). *Follow This Process to Discover the Unique Selling Proposition of Your Business*. Business.Com. <https://www.business.com/articles/determining-your-usp/>
- Dasic, A. (2021, January 19). *Why video is important for business*. Brid.tv. <https://www.brid.tv/why-video-is-important-for-businesses/>
- Dolnicar, S. (2018). *Market Segmentation Analysis*. Springer Open.
- Hope. (2021, June 11). *Instagram*. Computer Hope. <https://www.computerhope.com/jargon/i/instagram.htm>
- Martin, B. (2019). *Strategic brand management*. ED-Tech Press.
- Scott, M. (2011). *The new rules of marketing & PR*. John Wiley & Sons.
- Smith, L. (2021, May 5). *USP: definition and examples*. Snovio. <https://snov.io/glossary/unique-selling-point/>
- Wheeler, A. (2018). *Designing brand identity*. John Wiley & Sons