

Increasing *Kedai Kopi Nadi's* Brand Awareness to Its Target Market Through Instagram

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ABSTRACT

This creative thesis is made to solve the problem that *Kedai Kopi Nadi* has namely low brand awareness. This café has been around for more than a year, but few people know about it. In fact, *Kedai Kopi Nadi's* ambience and price of the products can beat other cafes such as Montana, *Zona Nyaman*, and *Kopi Nusantara*. Unfortunately, the only social media they have, namely Instagram, is not used properly so it becomes ineffective for marketing. With a target market of university students ranging from 18 to 25 years old, showing off *Kedai Kopi Nadi's* USP on Instagram is effective to attract them. *Kedai Kopi Nadi* has several USPs that can be highlighted on the Instagram content. Its strengths are the product price, the ambience or atmosphere of the café, and the product menu. Not only that, the writer collected answers from *Kedai Kopi Nadi's* customers and target market to create content that was suitable for *Kedai Kopi Nadi*. The writer got more information on what to highlight in the content by doing it. By making the Instagram content, the writer aims to introduce the brand widely to the audience and to increase *Kedai Kopi Nadi's* brand awareness.

Keywords: brand awareness; café; usp; social media; Instagram

INTRODUCTION

The name of the company that the writer chose was *Kedai Kopi Nadi*. *Kedai Kopi Nadi* is a café on Ir. H. Juanda Street 32 in Samarinda, East Kalimantan. Mrs. Ira is the owner of *Kedai Kopi Nadi*. She began working on the business in June 2021. Her motivation for starting the business arises from her involvement in politics. She feels more comfortable if she and her group have a defined meeting place. As a result, she opened a café. Furthermore, she is motivated to open a café because she enjoys coffee.

The writer discovered that the main problem that *Kedai Kopi Nadi* has faced since its beginning was a lack of brand awareness. This problem causes people to be unaware of the café's existence. The writer conducted an Instagram poll in August 2021, where the respondents were mostly university students in Samarinda. The result showed only 8 out of 81 people were aware of *Kedai Kopi Nadi's* existence. This indicated that *Kedai Kopi Nadi's* brand awareness was extremely low. Furthermore, *Kedai Kopi Nadi's* low brand awareness could be seen on Instagram. *Kedai Kopi Nadi's* posted photos only reached 23 people on June 12, 2021. It meant that, in comparison to its competitors, *Kedai Kopi Nadi* was less well-known. It could be seen on the Instagram accounts of *Kedai Kopi Nadi*, *Zona Nyaman*, and Montana. *Kedai Kopi Nadi* has the fewest followers (72). Meanwhile, *Zona Nyaman* has 827 followers and Montana has 1,897.

As a solution to increase *Kedai Kopi Nadi's* low brand awareness, the writer created Instagram content. Making Instagram content is one of the most effective ways to increase *Kedai Kopi Nadi's* brand awareness because university students, as the café's target audience, uses

Instagram as a social media platform to exchange information. According to Quesenberry (2016), using social media to promote business is beneficial because the viral spreading through consumer views and shares and the earned media opportunities make a difference in driving visibility to reach mass audiences. The Instagram content contained all of *Kedai Kopi Nadi's* USP because USP is an identity that distinguishes the cafe from its competitors. The importance of the USP is the reason why audiences should choose *Kedai Kopi Nadi* over other brands in the same business category (Stokes, 2013).

METHODS

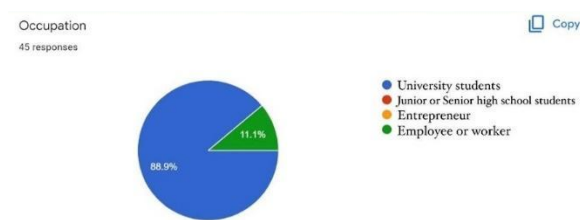
The data were collected by giving both kinds of customers who have known *Kedai Kopi Nadi* and who do not know *Kedai Kopi Nadi* through questionnaires using Google Forms. The writer did an observation and spread questionnaires to collect the data. For the observation, the writer did a participative observation where she came to the cafe as a customer to experience the product and the service and to get a point of view from *Kedai Kopi Nadi's* customers. For the first questionnaire, there are four sections, this questionnaire was aimed for *Kedai Kopi Nadi's* customers. Meanwhile, the second questionnaire has ten sections. The second questionnaire was aimed for *Kedai Kopi Nadi's* target market which is university students in Samarinda.

There are four sections for the first questionnaire. This questionnaire was filled up by *Kedai Kopi Nadi's* customers. The first questionnaire was aimed to prove whether their target market was university students, to determine whether the main product was considered by customers to be the best product from their cafe, to know what social media that the respondents' used the most, and to rate the product, service, and comfort provided by *Kedai Kopi Nadi*. As for the second questionnaire there were ten sections and it was aimed for *Kedai Kopi Nadi's* target market which was university students in Samarinda. The second questionnaire was aimed to prove that *Kedai Kopi Nadi's* primary issue was a lack of brand awareness, to determine the respondents' interests, to obtain information on what *Kedai Kopi Nadi's* competitors have that *Kedai Kopi Nadi* does not, to dig information why the respondents are not aware of the brand, and to find out which social media that can reach the target audience effectively.

FINDINGS AND DISCUSSION

The following are the findings from the questionnaires. From the first questionnaire, the responses showed that the majority of *Kedai Kopi Nadi's* customers are university students (Figure 1).

Figure 1. Occupations of the Customers



Despite the fact that coffee is *Kedai Kopi Nadi's* main product, customers who came had different favorite products and only a few chose coffee as their favorite menu item. In addition,

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Instagram is the most used social media platform among *Kedai Kopi Nadi's* customers. It can be seen from Figure 2.

Figure 2. Social Media Used by Customers

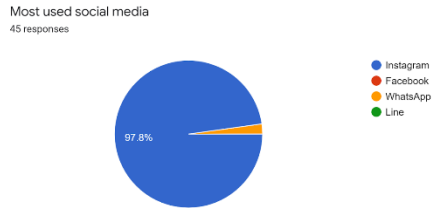
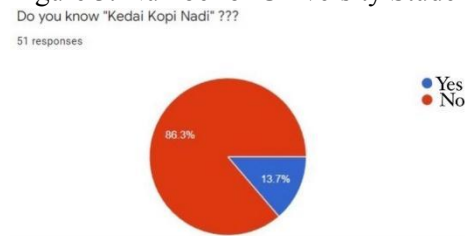
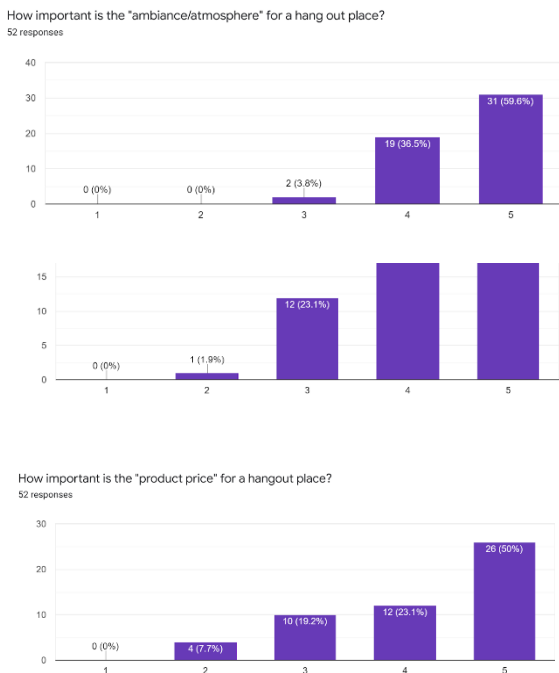


Figure 3. Number of University Students Knowing *Kedai Kopi Nadi*



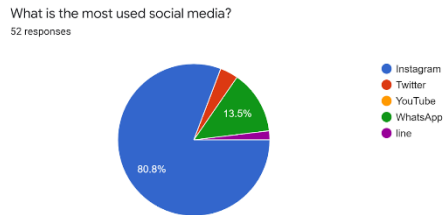
In the second questionnaire, the writer showed that very few university students in Samarinda were aware of *Kedai Kopi Nadi*. More than 85% of respondents were not aware of *Kedai Kopi Nadi's* brand (Figure 3). This clearly shows that *Kedai Kopi Nadi's* brand awareness is very low.

Figure 4. The Important Factors of Choosing a Place to Hangout



Furthermore, the writer found that the three most important factors for university students when selecting a place to hang out were ambiance, product prices, and product menu (Figure 4).

Figure 5. Social Media Used by University Students



Lastly, university students' responses revealed the same findings as the first questionnaire, namely that the majority of respondents used Instagram more to share and find information (Figure 5). Based on the survey results, the writer decided to use Instagram as a channel or media to promote and introduce *Kedai Kopi Nadi* and its USP. Instagram was chosen because the majority of its customers and target market use Instagram, and the writer wants Instagram social media to reach its target market.

Thus, for Instagram content created, it contains photos that show the advantages of *Kedai Kopi Nadi*, namely the ambiance, low prices and a large selection of products. It is important to make the right content that are relevant to the needs of the customers and their interests to attract them (Kotler *et.al*, 2017). Through the photo caption, the writer explained about the delicious taste of *Kedai Kopi Nadi's* products. In addition, the writer also shows that the cafe provides a sense of comfort to customers so that it makes them feel at home to hang out there. Through the video, the writer also gave an idea if the cafe is a comfortable place to hang out with friends, then attracts the attention of the audience by showing the products they have and the video is strengthened again using keywords that show the USP of *Kedai Kopi Nadi*.

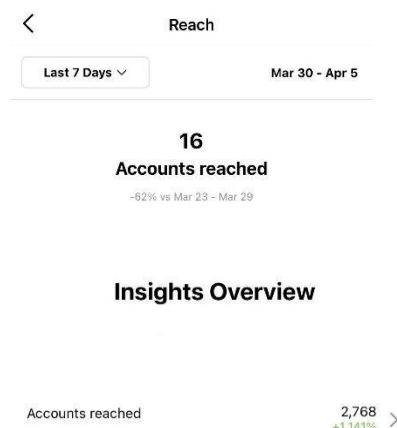
The writer created content for Instagram that would be divided into three categories: best-selling foods and beverages, menu and location, and cafe ambiance. The writer's goal in creating this content is to make the audience aware of *Kedai Kopi Nadi* and persuade them to visit this cafe. Also, this category aims to inform the audience about the recommended menu items they can try if they visit the cafe. There would be two photos for snacks and three photos for drinks for the best-selling food and beverages. All of these photos were posted on the Instagram feed because the writer wanted the audience to see the products as soon as they opened *Kedai Kopi Nadi's* Instagram account. This category has more photos than the others because the writer wanted to show off what *Kedai Kopi Nadi* sells. *Kedai Kopi Nadi's* Instagram account showed that there were not many photos of their products, which was why the writer wanted to post photos of them. Furthermore, it is hoped that these photos would persuade the audience to try because the visual of the product would increase the desire to buy the product.

The menu and the cafe's location would be considered for the second category. These photos were posted on the Instagram story because the writer wanted to keep it on highlights so the audience could find the information easily. The writer posted *Kedai Kopi Nadi's* menu to let the audience know if the products they sell are reasonably priced for university students. By publishing the price, the writer hoped to persuade the audience that the product prices must be affordable in an attempt to attract them to visit the cafe. It is also intended to inform the audience about the price

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range of *Kedai Kopi Nadi*. All at once, so the audience can plan what they will order when they get to the cafe. The location is intended to inform the audience or target market about the cafe's location. If there is a visualization of the location, it will be easier for them to imagine where the cafe is. The last category is about the atmosphere or ambiance of *Kedai Kopi Nadi*. This content would give the audience an idea of how they will feel if they plan to visit.

Figure 6. The Reach before the Writer Posted Instagram Content



After Instagram content was posted on *Kedai Kopi Nadi's* Instagram account, the engagement of *Kedai Kopi Nadi's* account increased considerably. In the beginning, it could only reach 16 people (Figure 6). After all the posts have been completed, the engagement has reached 2,768 people. This increase in the number of engagements can be achieved in just one month, which means that by creating interesting and suitable content according to the interests of the target audience, brand awareness can increase.

Figure 7. The Followers Before and After the Posts



In addition to the increase in engagement, the number of followers which was initially only 72 people increased to 132 people (Figure 7). Although the number of followers did not increase as

much as the increase in engagement, the goal to increase brand awareness has been achieved because the number of reached accounts has increased.

CONCLUSION

The main issue for *Kedai Kopi Nadi* is a lack of brand awareness among Samarinda citizens. The writer analyzed the problems of *Kedai Kopi Nadi*, the reasons for its low awareness, its weaknesses, and its strengths based on the survey results. As a solution, the writer created content containing *Kedai Kopi Nadi's* USP that needed to be highlighted so that the audience could be interested in digging up more information about this cafe and even better if they visited the cafe. Another benefit of this content is that it allows them to widely introduce and promote their products and brand. This opportunity allowed *Kedai Kopi Nadi* to reach a larger audience than before.

This creative thesis gives benefits to the company because all of the contents that have been made can be used for Instagram, Facebook, and WhatsApp. It is more suitable if the company chooses a social media site that is suitable to post photos or a short video if they want to post the content to promote the cafe.

The suggestion for the next students who will take a creative thesis is that it would be better if they choose the company where they do their internship to make it easier for them to analyze the company's strengths and weaknesses. Also, they have to make sure to choose a channel that is suitable to the company's target market. If they choose a wrong platform to promote the content that they want to create, all of the contents will not be conveyed effectively to the intended audience.

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