

## Enhancing the Brand Awareness of *Tomo Cafe Peneleh* by Highlighting the Unique Selling Points in Instagram Reel

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### ABSTRACT

This thesis explores the issue of low brand awareness faced by *Tomo Cafe Peneleh*, a cafe located in Surabaya that rebranded from Tomokofi. This research aims to identify the level of brand awareness and uncover the unique selling points (USPs) of the cafe, as well as the effectiveness of Instagram as a promotional tool. Data was collected through interviews with both existing customers and potential target consumers. The interviews were conducted using a structured questionnaire that had been prepared in advance using Google Forms. To ensure the accuracy of the responses, the writer directly interviewed the respondent and helped fill up the questionnaire. Results showed that most respondents were unaware of the cafe's existence. However, the cafe's cozy atmosphere, strategic location, and delicious drinks were frequently mentioned as its strongest USPs. To address the problem, the writer created a sample Instagram Reel designed to highlight these USPs as a tool to help them.

**Keywords:** branding, brand awareness, cafe, Instagram Reel, social media marketing, unique selling point

### INTRODUCTION

*Tomo Cafe Peneleh* is a local coffee shop located at Jalan Peneleh No. 70, Surabaya. Formerly known as Tomokofi, this business was originally a franchise outlet from Jakarta. After the contract ended in early 2024, the owner decided to rebrand the cafe with a new identity and concept while maintaining the word "Tomo" in the name. The rebranding effort led to the development of a more diverse menu and a new business identity. However, despite these changes, *Tomo Cafe Peneleh* still faces the same problem it experienced as Tomokofi: low brand awareness and limited customer growth. The cafe struggles to differentiate itself from competitors in the area, such as Lodji Besar, which consistently attracts more customers.

Based on the observation, even during peak hours on weekends, *Tomo Cafe Peneleh* only receives around 15 to 20 visitors, while nearby competitors enjoy a much higher footfall. One possible reason is that many people are unaware of the cafe's existence or confused by its new identity. The use of the word "Tomo" in the new name contributes to this confusion, as people may assume it is still part of *Tomokofi* without realizing the change in branding and concept. As a result, the cafe suffers from weak brand recognition and an unclear brand image. According to Keller and Swaminathan (2020), a brand needs a clear identity and positioning to build strong awareness and customer loyalty (p. 47).

The problem is further intensified by the cafe's poor online presence. Its official Instagram account, @tomocafe.id, only has around 557 followers and does not post consistently. From August to October 2024, the posting schedule was irregular, with long gaps between uploads and low engagement on most posts. The content lacks focus, strategy, and a strong visual identity. This leads to low visibility on both social media and search engines, with *Tomo Cafe Peneleh* ranking lower than competitors in Google searches. As Bulmer et al. (2024)

stated, a brand's digital communication must be engaging and strategically planned to build emotional connections and awareness through visual platforms like Instagram (p. 119).

Additionally, the change from Tomokofi to *Tomo Cafe Peneleh* without a clear communication strategy has confused potential customers. Many are unsure whether the cafe offers new products or continues the old menu. This ambiguity weakens the brand identity and fails to highlight the unique features of the cafe. Without a strong unique selling point (USP) and clear promotional content, the cafe struggles to stand out in a saturated market. According to Kurniawan (2023), identifying and communicating a brand's USP is essential in creating effective marketing messages that differentiate it from competitors (p. 12).

## **METHOD**

This project used a qualitative method of data collection through structured interviews and questionnaires using Google Forms. The main aim was to assess the level of brand awareness, identify the unique selling points (USPs), and evaluate how effective Instagram is as a promotional tool for *Tomo Cafe Peneleh*. The data was collected from two respondent groups: (1) existing customers and (2) potential customers who visited competitor cafes in the area.

At least 20 existing customers of *Tomo Cafe Peneleh* were selected for the study. These were individuals who had recently visited the cafe and were identified through their participation in the cafe's loyalty stamp program. Meanwhile, at least 10 potential customers were approached at nearby competitor cafes. These individuals represent Tomo Cafe Peneleh's target market and were selected based on their interest in coffee and familiarity with the Surabaya cafe scene. The respondents were selected based on geographical and demographic relevance. All respondents were residents of Surabaya, especially the Genteng district, aged between 12 and 40 years old. The writer approached each respondent personally and filled in their answers during the interview. This approach ensured the accuracy and completeness of the data.

The questionnaire was divided into three main sections: the respondent's background, their awareness of *Tomo Cafe Peneleh*, and their perspective on Instagram as a promotional tool. The format included multiple-choice and yes/no questions. According to Jeswani (2023), using digital tools such as Google Forms enables efficient data collection and reduces the risk of error during data analysis (p. 68). The structured format also allowed the writer to easily interpret and present the data in tables and figures.

## **FINDINGS AND DISCUSSION**

The findings from the questionnaire support the assumption that *Tomo Cafe Peneleh* has low brand awareness and has not effectively communicated its USPs to its target market. The results are discussed according to the research objectives: (1) level of brand awareness, (2) identification of USPs, and (3) effectiveness of Instagram

**Melisa; Ibrahim:** Enhancing the Brand Awareness of *Tomo Cafe Peneleh*  
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14. How well do you know Tomo Cafe Peneleh?

13 responses

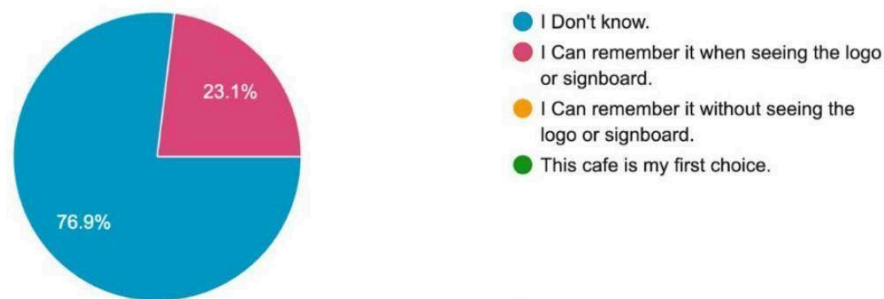


Figure 4.1 Target Markets' responses to identify the brand awareness level of Tomo Cafe Peneleh

The finding above may indicate that although *Tomo Cafe Peneleh* has operated in Surabaya since 2023, its brand awareness remains very low. It can be classified as **no awareness**, as **76.9% of respondents answered "I do not know"** when asked about the cafe. This aligns with the Brand Awareness Pyramid theory, which categorizes awareness into several levels: "I do not know" (no awareness, where people are completely unfamiliar with the cafe), "I can remember it when seeing the logo" (brand recognition), "I can remember it without seeing the logo or signboard" (brand recall), and "This cafe is my first choice" (top-of-mind awareness). One possible cause of this extremely low awareness is that most people are simply not exposed to the cafe's presence, indicating a lack of strategic promotional efforts, especially on Instagram. This highlights the need for a stronger online presence to increase visibility and build familiarity among potential customers.

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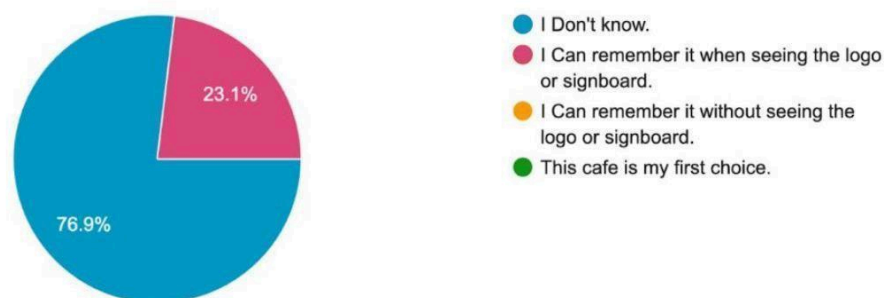


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4. In your opinion, what are the advantages of Tomo Cafe Peneleh compared to other cafes in the surrounding area?

20 responses



Figure 4.2 Customers' responses to identify the Unique Selling Point (USP) of Tomo Cafe Peneleh.

The finding above may indicate that the main Unique Selling Point (USP) of *Tomo Cafe Peneleh* is its cozy ambience, strategic location, and delicious drinks. One possible reason is that, compared to nearby competitors, this cafe offers more comfort. *Tomo Cafe Peneleh* provides several cozy couches and has air conditioning, which makes the space cooler and more pleasant. In contrast, other cafes in the area usually only have basic chairs and rely on fans or open windows for ventilation. This difference in seating and cooling may make *Tomo Cafe Peneleh* feel more comfortable and inviting for many customers.

## CONCEPT OF THE CREATIVE WORK

Based on the research, the writer created an Instagram Reel as a sample promotional tool for the proposed solution. The Reel is structured in three parts: **opening**, **body**, and **closing**.

**Melisa; Ibrahim:** Enhancing the Brand Awareness of *Tomo Cafe Peneleh*  
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1. **Opening:** The video begins by highlighting problems commonly found at other cafes in the area: cramped spaces, hot environment, and bland drinks.
2. **Body:** The video introduces *Tomo Cafe Peneleh* as the solution. It shows its USPs: Cozy ambience, Delicious drinks, Strategic location
3. **Closing:** The video ends with a recap of the USPs and a call to action.

This promotional content directly addresses the lack of brand awareness and builds recognition through storytelling and visual appeal. According to Noor (2024), Instagram Reels are proven to enhance engagement and reach when the content is emotionally resonant and visually appealing (p. 9).

## CONCLUSION

In conclusion, *Tomo Cafe Peneleh's* main problem is low brand awareness, which is caused by inconsistent branding and limited promotional efforts. Most respondents were unaware of the cafe, and even those who recognized the name lacked clarity about what the cafe offered. Through the research, the writer identified the main USPs: cozy ambience, delicious drinks, and strategic location. To solve this issue, the writer proposed using Instagram Reels as a promotional tool. This format allows the business to communicate its strengths visually and emotionally to its audience. The sample video, based on research findings, highlights the core USPs and includes a strong call to action. By implementing consistent and targeted digital content, *Tomo Cafe Peneleh* can improve its online visibility and strengthen its position among local cafes in Surabaya.

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