

Development of Digital Promotion and Service Quality Enhancement at Bhumi Kalegan Coffee

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ABSTRACT

Marketing strategy is crucial and has a significant impact on businesses or enterprises. One key aspect of marketing strategy is the use of digital technology and social media. With technological advancements, companies can reach a broader audience and interact with them more personally and in real-time. This program aims to improve the effectiveness of digital promotions and the quality of services through content creation, building customer loyalty, and enhancing service quality. The implementation methods include company needs surveys, the creation of customer loyalty programs, content creation, and documentation. The outcomes include developing employees' skills in creating engaging and humorous promotional content, innovating in promotional content selection, increasing engagement on TikTok and Instagram, and positive customer responses to customer loyalty initiatives.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a very vital role in Indonesia's economy. MSMEs not only contribute significantly to the national Gross Domestic Product (GDP) but also provide employment for community and help reduce unemployment rates. MSMEs are considered the backbone of the economy that can improve community welfare and support the country's economic stability. One of the MSMEs sector that has shown rapid growth in recent years is coffee shops.

The trend of coffee drinking culture has undergone a transformation in Indonesia. From being merely a daily consumption activity, drinking coffee has now become part of the urban lifestyle. This creates significant opportunities for MSMEs to open coffee shops offering various types of coffee, from traditional to specialty coffee. Intense competition, changing consumption trends, and fluctuations in raw material prices are some factors that coffee shop owners must face. Therefore, innovation, creativity, and effective marketing strategies are key to surviving and thriving in this industry. Furthermore, efforts to create a competitive advantage in the coffee shop business can be achieved by offering high-quality coffee products, excellent service, and pricing policies that meet consumer expectations (Fathiyah and Nuvriasari 2024).

One of the coffee shops thriving in Yogyakarta is Kopi Bhumi Kalegan, which is located on Jl. Waringin No. 33, Sambilegi Baru, Maguwoharjo, Kecamatan Depok, Sleman Regency, Special Region of Yogyakarta. This business was established in the year under the initial name "Semata Kopi," which was later changed to "Kopi Bhumi Kalegan" in 2021. This business is a sole proprietorship. Kopi Bhumi Kalegan offers a variety of menus such as manual brew, milk, coffee milk, mocktails, tea, squash, snacks, and rice bowls. The prices offered range from Rp 11.000 to Rp 18.000. In its operations, Bhumi Kalegan Coffee Shop employs 6 staff members, consisting of 5 people handling the roles of barista, waiter, and cashier, as well as 1 person in charge of finance.

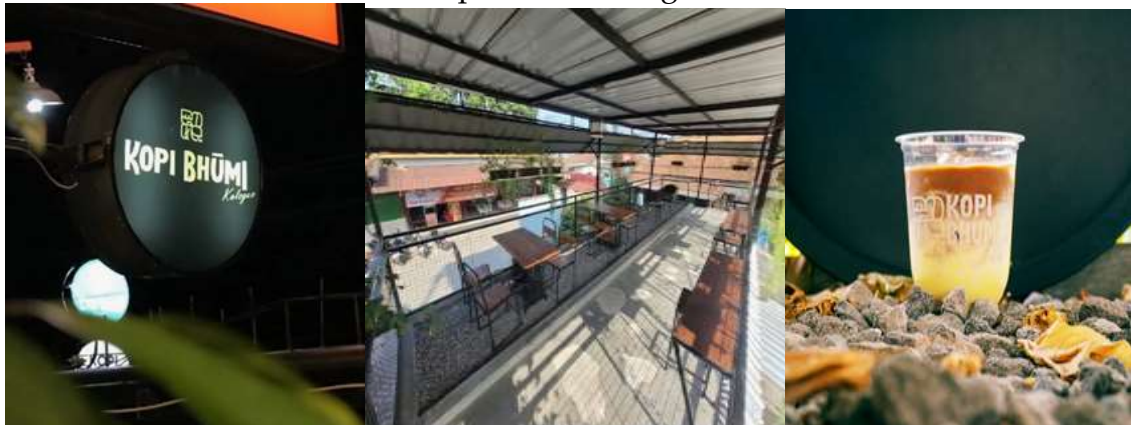


Figure 1. The Situation of Kopi Bhumi Kalegan

The main market segment for this coffee shop consists of workers seeking a calm and comfortable atmosphere. The highlighted advantage of Bhumi Kalegan Coffe is its signature creamy milk coffee, which is favoured by consumers. Mr. Hafidz, as the founder, has a strong vision and mission for his business. However, with the numerous responsibilities he has to bear, from daily operations to product development, focus on marketing strategies often gets neglected. This situation results in suboptimal promotion efforts in reaching a wider market and attracting new customers.

Bhumi Kalegan Coffe markets its product through various channels, 1). It utilizes offline marketing where customers can visit the Bhumi Kalegan Coffee Shop, 2). It offers online purchase through platforms like Grab, Gojek and ShopeeFood. Additionally, Bhumi Kalegan Coffe promotes its products via social media platforms such as Instagram and TikTok. Micro, Small, and Medium Enterprises (UMKM) that effectively utilize digital marketing strategies in terms of content, attractiveness, interaction, and ability to build consumer trust will experience improved business performance (Juliani and Nuvriasari 2024).

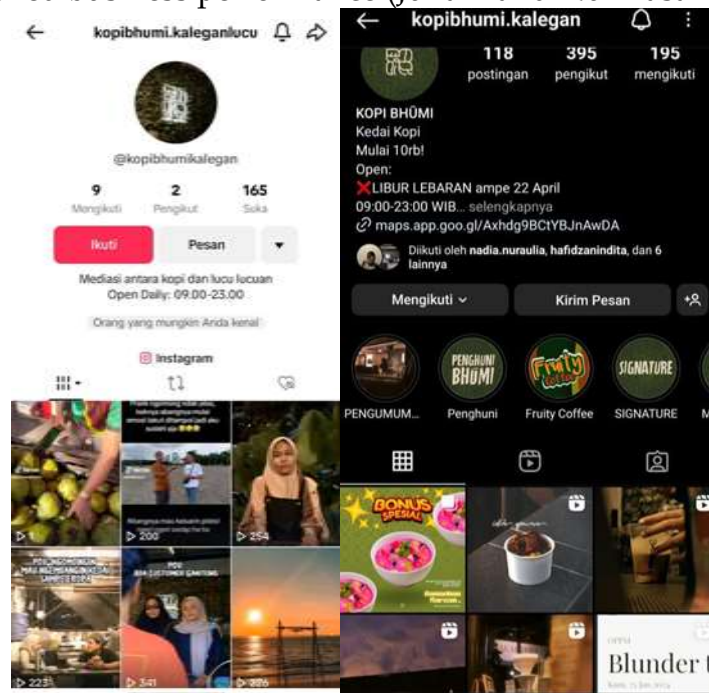


Figure 2. Coffe Bhumi Kalegan Promotion Media

In its development, Bhumi Kalegan Coffee business has been quite successful. However, there are still some challenges, particularly in its marketing activities. Based on the results of the interview with the owner Kopi Bhumi Kalegan's, it can be concluded that several issues lie in the marketing aspects, particularly in social media promotion and service quality, which hinder Kopi Bhumi Kalegan's growth. One of the main reasons for the lack of effective promotion is that the marketing department is still directly handled by Mr. Hafidz, the founder of Kopi Bhumi Kalegan. In the marketing field, (1) online social media platforms such as Instagram and TikToc are not yet well managed, (2) there is no customer loyalty program that can attract customers, (3) there is no SOP for service, resulting in inconsistent service delivery among employees,

and (4) promotional activities are not scheduled, so the reach does not align with the targeted goals.

To address these issues, the following activities are planned:

- 1) Providing education on promotional content development and online promotion management,
- 2) Creating a customer loyalty program in the form of a loyalty card with applicable terms and conditions,
- 3) Developing a Service SOP, and
- 4) Creating a promotional agenda (Calendar of Events) until the end of the year.

The objectives of this internship activity are to enhance the partner's skills and knowledge in developing promotional content and managing online media, create and implement a customer loyalty program to increase customer retention, develop an SOP for service to improve service quality, and organize a promotional agenda until the end of the year to ensure promotional activities are well-planned and structured.

IMPLEMENTATION AND METHODS

The internship implementation method at Bhumi Kalegan Coffee includes several stages as follows:

Observation and Interview

In this stage, the author directly observes the business activities at Bhumi Kalegan Coffee to identify several marketing issues faced by the coffee shop. This activity also involves discussions with the owner, Mr. Hafidz, regarding Bhumi Kalegan Coffee and details about the business. Subsequently, a work program and solutions to be implemented by the author are developed, along with details on the work schedule during the internship.

Program Implementation

Activities carried out during the internship include educating employees on creating engaging content to increase Bhumi Kalegan Coffee social media engagement, developing and implementing a customer loyalty program, drafting a Standard Operational Procedure (SOP) for service, and creating a Calendar of Events. These activities are conducted under the direct supervision of the owner of Bhumi Kalegan Coffee to ensure that they are executed smoothly.

Monitoring and Evaluasi

During the evaluation and monitoring process, the author examines these aspects to assess the implementation results of startefies to ensure their effectiveness in addressing existing issues. This evaluation involves gathering data and feedback form the involved employees.

RESULTS AND DISCUSSION

The implementation of this program took place from April 25 to May 25, 2024. The internship was conducted with flexible timing, consisting of 2 shifts: Shift 1 from 09:00 to 17:00 WIB and Shift 2 from 15:00 to 23:00 WIB. However, there was one day off per week. The activities carried out during the internship included:

Providing Education on Content Development and Online Promotion Management

Online promotion is one of the digital promotional media widely utilized by MSMEs due to its cost-effectiveness and accessibility. However, there are still challenges in its utilization, such as the lack of human resource skill in developing promotional content (Nuvriasari et al. 2024). Bhumi Kalegan Coffe also faces these challenges, hence there is a need to provide education in developing promotional content. The training involved educating the head barista of Bhumi Kalegan Coffe on creating engaging content to enhance social media engagement. The training utilized a laptop and aimed to educate on content that captures customer attention, increases interaction, and enhances the Kopi Bhumi Kalegan brand on social media platforms like Instagram and TikTok. While Kopi Bhumi Kalegan already had Instagram and TikTok accounts, they were not fully utilized, which hindered their potential for effective social media promotion.

The objective of these activities was to ensure that Kopi Bhumi Kalegan's content not only attracts attention but also supports the goal of increasing brand awareness, strengthening engagement with customers, and driving product sales. Bhumi Kalegan Coffe engages its audience with two main types of content: entertainment and promotional posts. Entertainment content includes funny or entertaining posts like memes or short videos about daily life, while promotional content focuses on product promotions, discounts, and upcoming events. They ensure high-quality content with appealing visuals and consistent branding. Their strategy involves using analytics to monitor performance, engaging with followers by responding to comments and messages, and using relevant hashtags to increase visibility.

Content is uploaded twice a week on social media, featuring moments of baristas and customers aligned with Kopi Bhumi's branding. This approach has significantly increased engagement, with more likes, comments, and shares. Notably, one TikTok post reached the For You Page (FYP) and garnered over 4,000 views, indicating broader audience reach. This success has motivated the team to continue producing quality content that entertains and engages their audience. By focusing on humorous content, Kopi Bhumi Kalegan has strengthened relationships with existing audiences and attracted new followers, expanding their reach on both Instagram and TikTok.

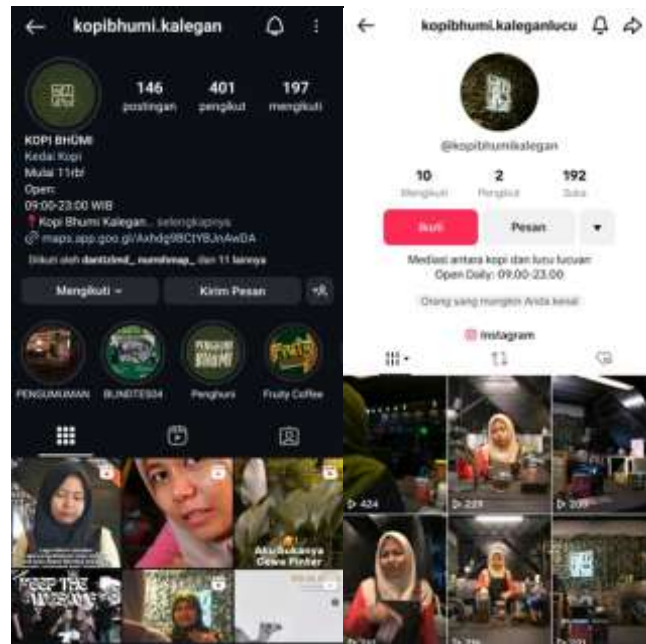


Figure 3. Training Content Results Digital Marketing



Figure 4. Educational Development of Promotional Content

Creating and Implementing Customer Loyalty Program

Customer loyalty is a crucial aspect of marketing. Building customer loyalty is not just about providing good products or services, but also creating positive and sustainable customer experiences. Loyal customers tend to make repeat purchases and recommend products or services to others, ultimately enhancing a company's revenue and reputation (Qisthiansyah and Saefuloh 2020). A customer loyalty program is a marketing strategy designed to encourage customers to continue purchasing products or services from a specific company. One form of loyalty program is the use of loyalty cards, which provide various benefits to loyal customers. Creating a customer loyalty program in the form of a loyalty card with applicable terms and conditions (Faturrohman and Nuvriasari 2023)

Kopi Bhumi Kalegan's customer loyalty program offers a premium takeaway cup as a reward after several purchases. The terms and conditions of the program require a minimum purchase of Rp 30,000 to earn one stamp per transaction, which does not accumulate. This program is designed to enhance customer satisfaction and encourage repeat purchases of marketed products.



Figure 5. Customer Loyalty Program

Standard Operating Procedure (SOP) for Service

Service is a critical element in service marketing, where high-quality service will impact increased customer and ultimately foster customer loyalty (Mustofa and Nuvriasari 2024). To deliver quality service, it is necessary to establish standardized service standards that serve as guidelines for service providers in delivering services to consumers. However, this often poses a challenge for SMEs in creating standardized services because they lack Standard Operating Procedures (SOPs) in services areas (Setiawati and Nuvriasari 2023); (Bria and Nuvriasari 2024).

Standard Operating Procedures (SOPs) in service play a crucial role in ensuring consistency and quality in customer interactions. Well-defined SOPs help employees understand and efficiently carry out their tasks, thereby providing a satisfying experience for customers. This includes everything from handling customer complaints to effective communication methods (Damayanti et al. 2023). Implementing consistent and high-quality service SOPs is essential for maintaining the reputation and satisfaction of Kopi Bhumi Kalegan's customers. By adhering to these procedures, Kopi Bhumi Kalegan ensures that each customer receives a positive experience and is likely to return.

The SOP for service aims to ensure that all baristas provide consistent, high-quality, and efficient service to customers at Kopi Bhumi Kalegan. This SOP encompasses the entire process from greeting customers to serving beverages and ensuring cleanliness in the work area. In developing the SOP, the responsibilities and tasks are outlined in several stages:

- a. In this stage, a thorough analysis of the process or function to be included in the SOP is conducted.
- b. Determine the roles and responsibilities of each barista in executing the SOP.
- c. Provide detailed explanations for each step in the service process, from welcoming customers to delivering orders.
- d. Develop work instructions for each stage of the service process, including beverage preparation, equipment operation, and handling payments.
- e. Determine the time required for each stage of the service process, such as order waiting time or beverage preparation time.
- f. Establish procedures for controlling the quality and consistency of service, including supervision by the head barista.



Figure 6. Service Standard Operating Procedures (SOP)

Creating Promotion Agenda

One way to enhance promotion is by creating a Calendar of Events aimed at to plan, organize, and coordinate various promotional activities throughout the year. This helps ensure that all marketing activities are aligned with business objectives and can be executed effectively and efficiently (Utami and Nuvriasari 2023). One event that took place on May 31, 2024, was the Kopi Bhumi Kalegan Blind Taste Test, which invited 30 consumers to participate. The event included trying Bhumi Kalegan Coffee new unreleased menu items, stand-up comedy, and discount vouchers. Additionally, Bhumi Kalegan Coffee conducted a comparative test with two other brands of coffee milk. This was done to assess Bhumi Kalegan Coffee position and the shortcomings of its coffee milk compared to competitors. Participants answered questions about Bhumi Kalegan Coffee new menu items, questions about three comparative coffee milk products from other brands, and questions about the Korean Chicken Ricebowl.



Picture 8. Event Blind Test



Picture 9. Promotion of New Menu

CONCLUSIONS AND RECOMMENDATIONS

From this discussion, several key points can be concluded regarding Bhumi Kalegan Coffe development and promotional strategies. Firstly, education on content development and online promotion management plays a crucial role in enhancing social media interaction, particularly through entertaining content and effective promotional approaches. Secondly, implementing customer loyalty programs, such as the stamp card program, helps increase customer satisfaction and encourage repeat purchases. Thirdly, Standard Operating Procedures (SOPs) for service provide a solid foundation for delivering consistent and quality customer experiences, crucial for maintaining the company's reputation. Fourthly, creating an annual promotion agenda, like the Calendar of Events, facilitates effective planning and execution of promotional activities aligned with business objectives, expanding consumer reach and boosting interest in new and modified products. These steps reflect Bhumi Kalegan Coffe commitment to continuous innovation, adapting its

product offerings to match consumer preferences, and enhancing overall customer experience.

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