

Digital Marketing and Customer Management Assistance at Astajava Coffee and Roastery

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ABSTRACT

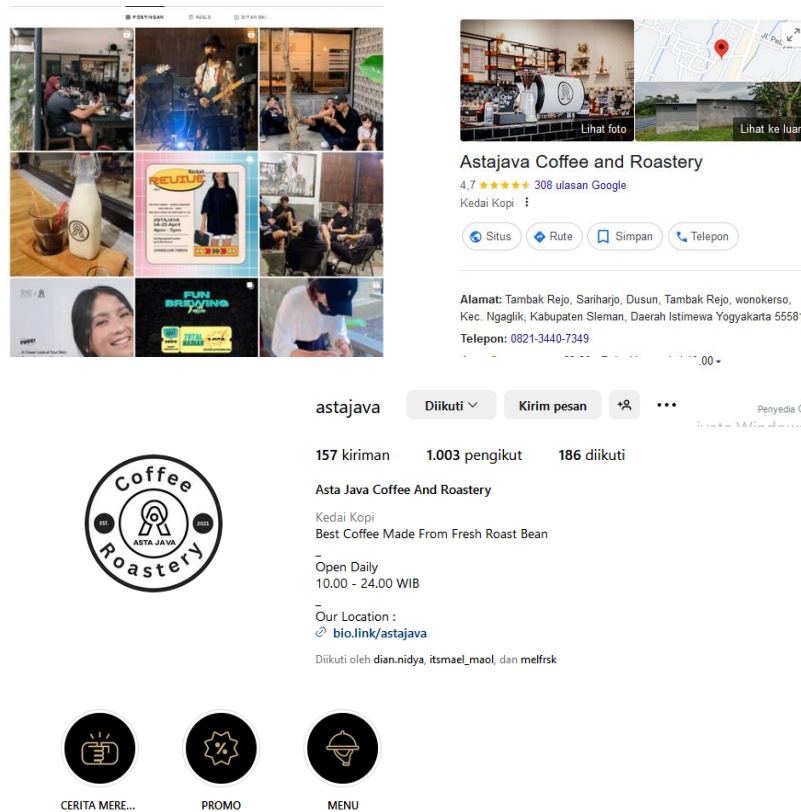
The objective of the service program was implemented at Astajava Coffee and Roastery with the aim of increasing the effectiveness of digital marketing through training in creating marketing content with the Canva application and building a customer loyalty program. The implementation method involves surveying company needs, implementing training programs, evaluations, customer satisfaction surveys, creating a customer database, and creating a member loyalty program. The results include developing employee skills in creating engaging marketing content through Canva, innovation in the selection of promotional content, increasing the number of Instagram followers, and positive customer response to the loyalty program.

INTRODUCTION

Consuming coffee drinks is currently a growing lifestyle in Indonesia which is enjoyed by various groups. Indonesia, renowned as one of the world's best coffee bean producers, cultivates high-quality beans from various regions such as Aceh, Lampung, Medan, Java, Ternate, Sulawesi, and Flores. In recent years, Yogyakarta has experienced a significant surge in the number of coffee shops, from around 1,700 before the pandemic to over 3,000 during the pandemic (Kopi Nusantara Community, 2022). Future projections indicate that this growth will continue, with the total profits of the coffee shop industry in Yogyakarta estimated to reach IDR 360 billion per year. The success of coffee shops in Yogyakarta is determined by a comfortable concept, creating a warm and friendly atmosphere for various activities, from work to relaxation. In addition to serving traditional coffee, many coffee shops in Yogyakarta also offer creative coffee beverages with unique flavor combinations.

The growth of the coffee industry in Yogyakarta has made a significant contribution to the economic dynamics and lifestyle of the community. In line with this trend, Astajava Coffee and Roastery, located in Tambak Rejo, Sariharjo, Wonokerso Hamlet, Ngaglik Subdistrict, Sleman Regency, Special Region of Yogyakarta, has become a significant contributor to the growth of the coffee industry in Yogyakarta. Since its establishment in 2018, Astajava Coffee and Roastery not only serves quality coffee but also offers a variety of food and beverages. Additionally, it has become a place to obtain the finest Roastery coffee beans.

As the number of internet users increases, the number of online traders is growing rapidly, intensifying competition in the business world. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), approximately 3.79 million SME entrepreneurs, or about 8% of the total 59.2 million SME entrepreneurs in Indonesia, have utilized online platforms to market their products (www.cnnindonesia.com). Technological advancements in the digital era have had a significant impact on various industries, including the coffee shop industry in Yogyakarta. Digital marketing helps businesses improve performance, build relationships with customers through engaging content and exclusive promotions, and enables better market segmentation. It also expands business reach online. Product marketing is done online through social media such as websites and Instagram. Here are examples of promotions through online media used.



Picture.1 Promotion through Social Media

However, not all coffee shops in Yogyakarta are able to overcome challenges in online marketing. One such example is Astajava Coffee and Roastery, which has faced difficulties in utilizing online platforms, especially Instagram, as a means to promote its products. Therefore, this initiative is designing a program that involves optimizing digital marketing content on the Instagram platform. The concept of customer satisfaction is not only a goal in service but also serves as the foundation for achieving both short-term and long-term sales growth. According to Kotler and Armstrong (2016), customer satisfaction is a crucial indicator influencing consumer loyalty and business success. Therefore, understanding and meeting the needs and expectations of customers are crucial steps in designing an effective marketing strategy. In this regard, the member card program is a proactive step designed to reward loyal customers, create emotional bonds, and enhance consumer loyalty.

The purpose of this activity is to help overcome the challenges faced by Astajava Coffee and Roastery in digital marketing, especially on the Instagram platform, and to enhance customer satisfaction leading to customer loyalty. Development in the concept of customer satisfaction, as outlined by Kotler and Armstrong (2016). Understanding and meeting the needs and expectations of customers are crucial steps in designing an effective marketing strategy. Therefore, the member card program focuses not only on special discounts or exclusive offers but also on creating a positive experience for customers. In addition to enhancing consumer loyalty, this member card program is also expected to actively engage customers in every transaction. In this way, we aim

to create an emotional bond between Astajava Coffee and Roastery and its customers, ultimately enhancing customer satisfaction.

IMPLEMENTATION AND METHODS

The implementation method of activities at Astajava Coffee and Roastery is carried out through several stages. The stages are as follows:

1. Observation and Interviews

Observation and interview methods are conducted to identify the issues faced by Astajava Coffee and Roastery. Conducting several observations and interviews with Astajava Coffee and Roastery before the implementation of the program. Discussions on the issues faced include business activities and obstacles, especially in the marketing sector. Based on the discussion results, a work program is agreed upon, and the main issues identified are the lack of engaging marketing content and unmeasured service quality.



Picture.2 Discussion with the Management/Owner of Astajava Coffee and Roastery

2. Counseling and Training

This activity involves providing education and guidance to employees in the marketing department on how to enhance the appeal of digital marketing content through specific training in using social media, such as Instagram. The training covers online marketing strategies, digital marketing content creation, and the utilization of tools like Canva. This education aims to add value related to customer attraction through engaging marketing content. Additionally, to measure customer satisfaction, the activity includes conducting surveys for customer satisfaction measurement.

3. Program Implementation

Implementation of the community service program is carried out through internship activities. In this program, there is a series of tasks where individuals are assigned responsibilities related to various aspects of the business. These responsibilities involve managing marketing content, marketing tasks, and direct observation of the cafe's operations. Throughout the implementation of this internship, periodic evaluations are conducted with the cafe owner to discuss progress and ensure the smooth running of activities.

RESULTS AND DISCUSSION

The implementation of community service and internship took place at Astajava Coffee and Roastery, located in Tambak Rejo, Sariharjo, Wonokerso Hamlet, Ngaglik Subdistrict, Sleman Regency, Special Region of Yogyakarta, from October 30, 2023, to November 25, 2023. Participation in this activity involved a series of steps, namely:

1. Online promotional content development training

The training program conducted at Astajava Coffee and Roastery took place over 3 days in November 2023, involving only one participant, namely the marketing or social media admin. The training utilized a laptop, paper, writing tools, and the cafe's mobile phone inventory. Thus far, the partner already has promotional media or marketing content for their products. However, the training participant still does not fully comprehend marketing content in product marketing and its implications for competitiveness in the market. The main challenges faced in the training program include involving marketing content, including selecting appropriate materials and innovating in the creation of marketing content.

Canva is a graphic design and publication content creation platform that is easier and faster than other graphic software. Many features can be used online through a desktop browser or by downloading the application from the App or Play Store. Additionally, there are two versions: a free version and a paid version (Pro). Since 2013, this platform has successfully garnered more than 60 million monthly active users from 190 countries worldwide. Participants were asked to prepare content created with Canva and were informed to learn/download the Canva application from the App or Play Store beforehand. The training was conducted through a hands-on practice method guided by the community service team.



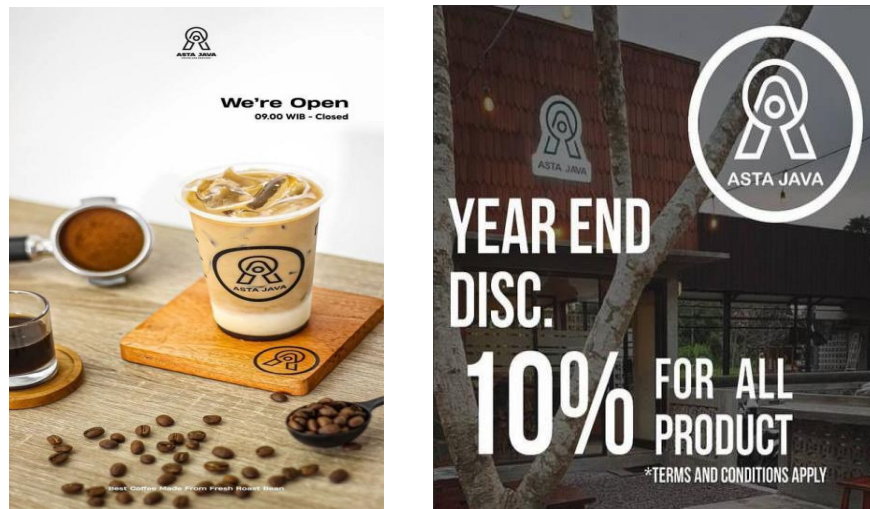
Picture.3 Training in Creating Promotional Content through Canva Media

2. Marketing Innovation Content

The training participants showed high enthusiasm for the content of the marketing content creation training. Through training in marketing content creation, Astajava Coffee and Roastery gained a deeper understanding of selecting engaging content, promotional content or discounts for customers, and other relevant information for consumers. Previously, Astajava Coffee and Roastery had not innovated its marketing content to attract customer attention. Discount or promotional programs were implemented with the goal of providing satisfaction to customers and attracting the attention of existing customers in the market. The specific objectives of sales promotion are as follows (Tjiptono, 2008):

1. Consumer promotions, including coupons, products, free samples, premiums, gifts, lotteries, etc.
2. Trade promotions, including cash discounts, merchandise, equipment assistance, specialty advertising, or other incentives for retailers or wholesalers.
3. Salesforce promotions, such as sales contests.

The development of engaging marketing content is expected to help enhance satisfaction for customers at Astajava Coffee and Roastery through more appealing and informative marketing content. Thus, the successful development of marketing content has provided benefits for Astajava Coffee and Roastery and the marketing targets through the accomplished training.



Picture.4 Creation of Promotional Content After the Training

3. Creation of Loyalty Program Members

Currently, intense competition in the business world has prompted many companies to focus their attention on strategies to retain and enhance the loyalty of existing customers, rather than putting emphasis on acquiring new customers. Customer satisfaction can be measured when the purchased product meets customer expectations (Alkatiri, Tumbel, and Roring 2017). This is crucial considering that customers have the potential to be the next marketing target, with the goal of encouraging them to become repeat buyers. Following the previous training on marketing content, a loyalty program with discounts on several purchases of Astajava Coffee and Roastery products was implemented. This program is designed to provide satisfaction to customers, encouraging them to make repeat purchases of the marketed products. Every customer presenting a loyalty card will receive a stamp for several purchases and will be eligible for a discount.



Picture.5 Customer Loyalty Program

4. Customer Satisfaction Survey

Before the customer satisfaction questionnaire is distributed, the community service team had a discussion with Astajava Coffee and Roastery through WhatsApp messages to obtain approval regarding the questions to be given to customers. The creation of this questionnaire instrument is crucial as it serves as a measure of the service and marketing provided by Astajava Coffee and Roastery.

After approximately one week of distributing the questionnaire to customers, the community service team provided the questionnaire results to the marketing/social media admin and the owner of Astajava Coffee and Roastery to understand some responses from customers who visited the cafe. Based on the distributed questionnaire results, things that need to be maintained are the promotions offered and interesting information in social media content. The shortcomings include faster responses or prioritizing customers who confirm via Instagram DM, as well as choosing more communicative wording. This can be used as an evaluation to improve the service and marketing strategies of Astajava Coffee and Roastery.



Picture.6 Distribution of Questionnaires

5. Program Evaluation

The results of the evaluation conducted at Astajava Coffee and Roastery have provided a very positive overview regarding the achieved marketing targets and customer satisfaction. Many customers expressed that they learned about Astajava Coffee and Roastery through Instagram exploration and reels. These findings were conveyed from the survey results of several customers who were given questionnaires earlier. This serves as one of the benchmarks for the success of the community service program proposed during the service activities, specifically regarding digital marketing development. On the other hand, an indicator of the success of digital promotion is the significant increase in the number of followers on Astajava Coffee and Roastery's Instagram account. From 1-25 October, 2023, there were only 712 followers, and by November 12, 2023, the number had increased to 1,000 followers, indicating an addition of 282 new followers. This demonstrates that digital promotion has a positive impact on attracting customers on the online platform.



Picture.7 The Number of Followers on the Instagram Account of Astajava Coffee and Roastery

Based on the picture above, it can be seen that there is an increase in the number of followers received through the Instagram account of Astajava Coffee and Roastery. The increase in the number of followers on the Instagram social media account signifies the success of the effectiveness of the digital promotion program on the online platform.

CONCLUSIONS AND RECOMMENDATIONS

Leveraging digital marketing has become a crucial strategy for entrepreneurs, considering its various advantages compared to conventional marketing. This includes a broader reach and ease of interaction between sellers, consumers, or even among consumers themselves. To optimize online marketing strategies, there needs to be a development of marketing content on social media. Engaging promotional content can positively influence consumer purchasing interest, thereby enhancing customer satisfaction. Measuring customer satisfaction through customer satisfaction surveys also plays a crucial role in performance, service, and additional innovations for better future evaluations.

Furthermore, this community service program benefits not only the service team but also has a positive impact on the development of more engaging marketing content to enhance customer satisfaction and measure customer satisfaction for creating sustainable purchases at Astajava Coffee and Roastery.

A number of recommendations that can be given to cafes for business development are Astajava Coffee and Roastery needs to continuously integrate digital marketing and leverage customer feedback to continually improve service quality. Additionally, the owners and employees need to continually enhance their skills in improving digital marketing content to make it more appealing. Astajava Coffee and Roastery should always improve their knowledge or update technology regarding the latest platforms/applications that can be utilized to advance the business, especially in the field of digital marketing. The partner's skills in using the Canva application are highly beneficial for creating marketing content, especially on social media.

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