

## Utilization of Digital Marketing and Financial Management to Improve Business Performance in KSC Cafe

Eka Purnama Sari<sup>1\*</sup>, Audita Nuvriasari<sup>2</sup>  
Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana  
Yogyakarta

**Corresponding Author:** Eka Purnama Sari [ekasari.purnama777@gmail.com](mailto:ekasari.purnama777@gmail.com)

---

### ARTICLE INFO

*Keywords:* Business Performance, Digital Marketing, Financial Management

*Received :* 20, April

*Revised :* 22, May

*Accepted:* 24, June

©2024 Sari, Nuvriasari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The large number of cafes in Jogja means the owners have to think creatively to create something different to win the competition. Owners need to manage their business well, especially in the areas of digital marketing and financial management. This internship activity introduces companies to utilizing digital marketing through creating Instagram Reels and Tiktok marketing content, creating customer databases and financial management. This internship activity aims to improve KSC's business performance. The result was developing the skills of KSC employees in creating interesting marketing content through Reels and Tiktok, successfully adding new marketing channels through the Tiktok platform, using creator services with a free budget, having a customer database, knowing customer satisfaction levels and effective financial records.

---

## INTRODUCTION

The development of the cafe business today is growing rapidly along with changes in people's lifestyles. Yogyakarta is one area that has great potential for developing the cafe business, this is because Yogyakarta is a student city and a tourist destination for domestic and international tourists. The number of cafes in Yogyakarta in 2022-2023 will be approximately 3,000 cafes. The growth of cafés in terms of quantity has an impact on the high level of competition in this business. Cafes not only sell food and drinks, but also comfortable facilities for visitors (Sihombing et al., 2022). There are a number of factors that can influence consumer interest in visiting cafes, such as consumer motivation to seek pleasure, socialize with groups, and refresh or relieve stress. Apart from that, it can also be caused by the comfort and cleanliness of the cafe, the warmth of the atmosphere, and the variety of menus offered (Selvi & Nuvriasari, 2023).

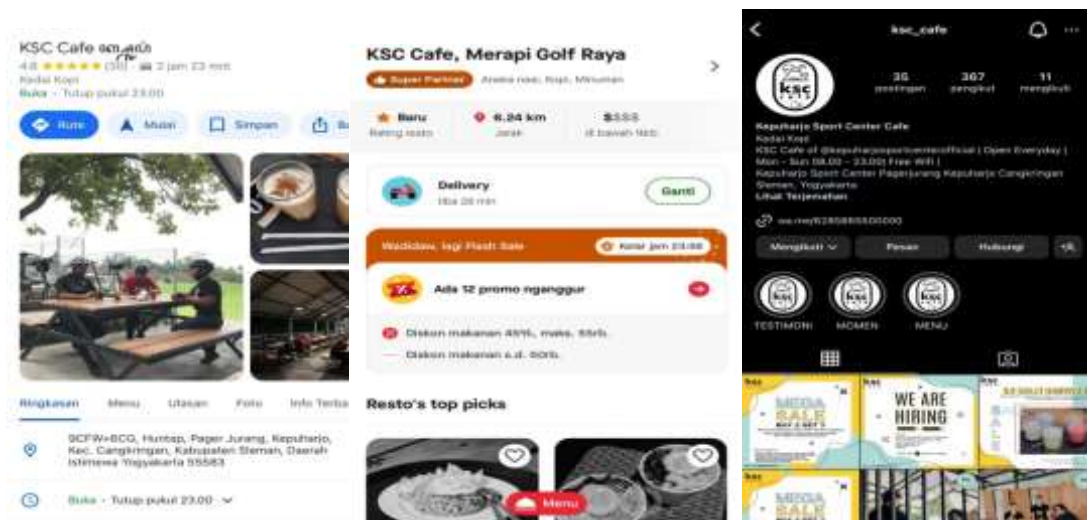
One of the cafes in Yogyakarta is KSC Caffe which is located in Pager Jurang, Kepuharjo, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. Founded in early 2020, this form of business is individual. KSC Caffe is an abbreviation of Kepuharjo Sport Center Caffe. This cafe employs 11 employees. Each employee has their own job, including 2 employees as cashiers, 3 employees as waiters and 7 other employees as cooks. KSC Cafe provides various food and beverage especially traditional menus. KSC Cafe is famous for its cafes that sell at pocket-friendly prices. A variety of food and drinks with prices offered ranging from IDR 5,000 to IDR 24,000. Apart from that, KSC Caffe is an attractive cafe, because of its location directly facing the view of Mount Merapi.



Picture 1. KSC Cafe Situation

To expand marketing reach and as a means of promotion, KSC cafe has used Google Maps to optimize marketing with a minimal budget. With Google Maps, it can help KSC Cafe reach customers in various regions. Not only Google Maps, another promotional media, namely Instagram, is to convey information via Instagram, because this can increase consumers' buying interest in KSC Cafe. As well as promotional media using GoFood. The Gojek application is used by KSC Cafe as a promotional strategy to increase sales. Gojek makes it easy for buyers to order online and can provide online order data and cafe values directly.

The following are a number of promotional media used by Cafe KSC Cafe:



Picture 2. Promotion Via Social Media

Along with advances in technology and the internet, innovation in utilizing online sales strategies makes competition increasingly fierce. The internet users in Indonesia currently reach 63 million people. Of this number, 95% use the internet to access social networks. In the hotel and restaurant industry, including the cafe business, the use of digital marketing and effective financial management are key factors in improving business performance. At the same time, developments in digital technology and shifts in consumer behavior have changed the way businesses operate and interact with customers. Therefore, cafes that are able to maximize digital marketing potential and manage their finances well have a greater chance of achieving success. In most areas there are cafes with unqi architectural designs with lots of photo spots and comfortable places for young people. The majority of today's young generation prefer something with modern design, architecture and style displayed on their social media accounts for their enjoyment (Alfiyah, 2023).

Based on the results of observations and interviews with the KSC Cafe Owner, several problems were identified in marketing and financial aspects which are obstacles in facing the current development of KSC Cafe. Problems in the marketing sector are as follows: (1) Marketing activities via online media are still very limited and have not been well developed. KSC Café still predominantly uses conventional promotional techniques, namely word of mouth, (2) Consumer satisfaction has not been measured so that no feedback has been obtained from customers, (3) Potential customer data has not been documented, so it cannot be used to support promotional activities. The problem in the financial sector is that financial management has not been fully implemented well. Recording transactions in cafes is still simple bookkeeping.

Some activities to overcome these problems are: (1) Digital marketing outreach via the Instagram Reels and Tiktok platforms, (2) Creation of a Tiktok account and counseling in developing an account, (3) Introduction of endorsements using content creators or celebrities with free budgets to increase marketing effectiveness, (4) Create a questionnaire to measure consumer satisfaction, (5) Create a customer database, (6) Financial training including business financial recording based on manually and using Microsoft Excel software. The aim of this activity is to increase partners' knowledge and skills regarding the use of digital marketing and customer management and financial management. It is hoped that these activities can improve business performance.

## **IMPLEMENTATION AND METHODS**

The method of implementing activities at KSC Cafe is carried out in several stages as follows:

### **1. Observation and Interview**

Observation and interview methods were used to identify existing problems at KSC Cafe. Observations include collecting data by carrying out direct observation objects so that you can directly understand the problems at KSC Cafe, while interviews are carried out through direct question and answer chat with the KSC Cafe owner and employees to find out more about problems, especially in the marketing and financial fields.

### **2. Counseling and Training**

This method provides information regarding the importance of digital marketing and provides training in utilizing Instagram and Tik Tok social media. The creation of this new Tik Tok account helps KSC to reach a wider market. Not only that, to reach a larger market by providing training related to looking for Instagram celebrities who can help with cafe promotions, searching for Instagram celebrities is taught by looking for paid promotions or free endorsements, on influencers or celebrities who are open to free paid promotions or free endorsements. Training on preparing customer databases, measuring customer satisfaction. Financial bookkeeping training, both conventional and technology-based to increase the efficiency of cafe financial management.

### 3. Program Implementation

This community service activity in the form of an internship is aimed at implementing work programs that have been agreed with partners. In this activity there are several responsibilities related to business aspects. Responsibilities in the marketing aspect include managing social media, looking for free Instagram celebrities, measuring customer satisfaction through questionnaires, creating a customer database and in the financial aspect, conventional and technology-based bookkeeping training.

## RESULTS AND DISCUSSION

Implementation of the community service program is begun in the period May 2024 to June 2024 at KSC Cafe located in Pager Jurang, Kepuharjo, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. The results of program activities are as follows:

### 1. Digital Marketing Training

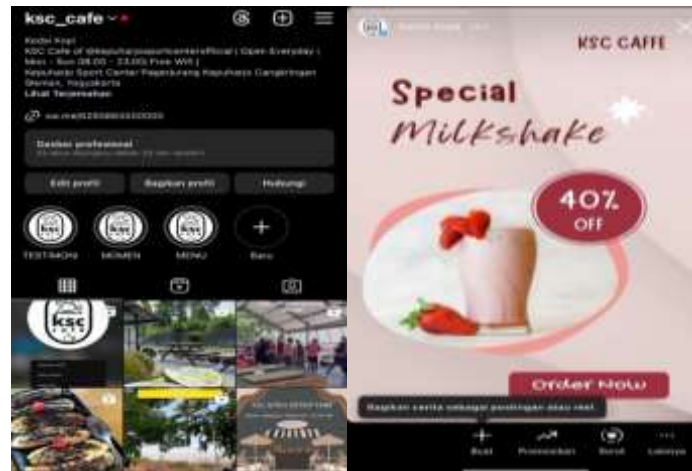
The use of digital marketing in micro, small and medium scale businesses is often not utilized optimally. Likewise in the cafe business, this can be caused by limited knowledge and skills of human resources in utilizing and developing digital media as a means of online marketing (Faturrohman & Audita Nuvriasari, 2023). Digital marketing is the use of online platforms to promote products or services to a wider audience. This involves strategies such as social media, online advertising and engaging content. With more and more people using the internet, digital marketing provides an effective way to reach and interact with target audiences. This also provides an opportunity to measure campaign results and make changes if necessary. Digital media as an online marketing tool has not been utilized optimally at KSC Cafe, both in terms of training is provided regarding digital marketing which is attended by marketing department employees. For this reason, in this community service activity. KSC Cafe already has an Instagram marketing account, but it is not well managed. Using the Instagram application in digital marketing tends to be more efficient and effective. Developments and changes in life patterns in society encourage marketers to adapt to the latest trends related to digital marketing (Putu Eka Rama Deva Yanthi et al., 2023).

In this instagram account management training, building employees to be more active in "Instagram stories" and Reels can optimally and creatively attract more customers and build indirect communication with customers. The management carried out is:

- a) Optimize your Instagram profile by including website links and TikTok promotional media. Switching to a business account, to manage followers with an effective and attractive bio in the form of an introduction to the name of the cafe.
- b) Create a customer service strategy by diligently responding to customer DMs to be more responsive to incoming DM messages. This is done to increase user trust.
- c) Learn to recognize the Instagram audience, by using Instagram Insight to find out audience demographics, starting from location, age, and active hours. This makes it easier for KSC Cafe to manage followers.



Picture 3. Digital Marketing Training



Picture 4. Instagram Content Development Training Results

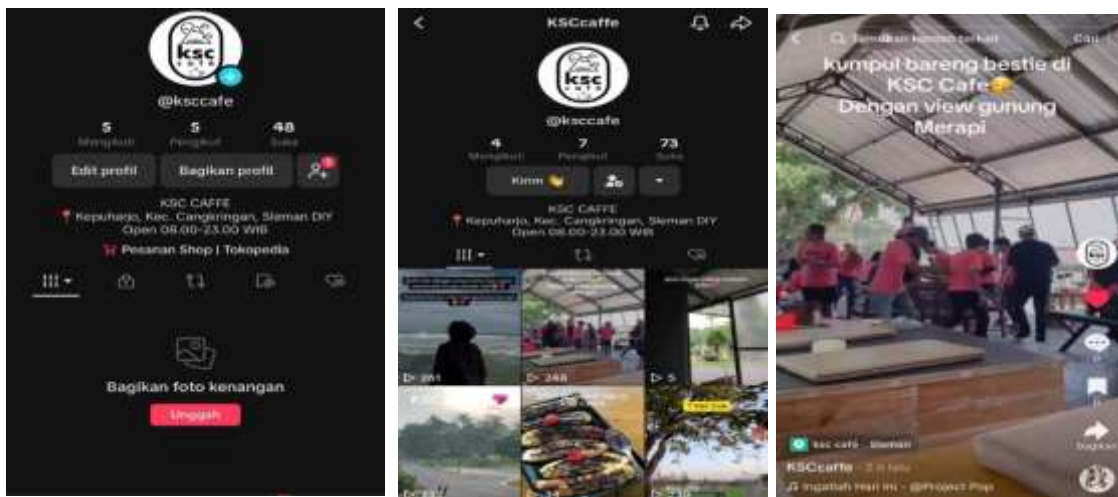
The changes resulting from digital marketing training activities, especially in the use of Instagram, are as follows:

- 1) Build interaction with followers, because active Instagram stories can build communication with customers.
- 2) Increase in the number of sales, due to discount promotions distributed via Instagram stories.
- 3) Increased number of viewable impressions generated through various metrics and suggestions provided.

Apart from training on developing Instagram as a digital marketing medium, the community service team also provided education regarding creating a TikTok account and its use. The purpose of this training is to educate KSC Café's staff to take advantage of opportunities to create various marketing content. In this digital marketing training, the emphasis is on marketing via TikTok by teaching employees mastery in operating the features in creating TikTok content, learning to look for creative content ideas in planning content creation and also learning to edit videos via the CapCut application which is then passed on to TikTok. In TikTok account development training, employees learn about how the TikTok algorithm works, by thinking about how to get viewers to watch the TikTok video until the end. After that, understand the applicable TikTok rules, so that your account doesn't get spammed.

Training on the use of TikTok media as an online marketing tool can provide a number of benefits for KSC Café, as follows:

- a) The Training and Development process in learning TikTok helps in developing the skills and knowledge needed to manage a TikTok account.
- b) Gain an understanding of how to create interesting and relevant content for the audience, so as to improve the quality of the content produced.
- c) There are changes in business processes that support TikTok account growth, such as more effective marketing strategies.
- d) By creating this account, KSC Cafe can reach the target market thereby attracting wider market interest.



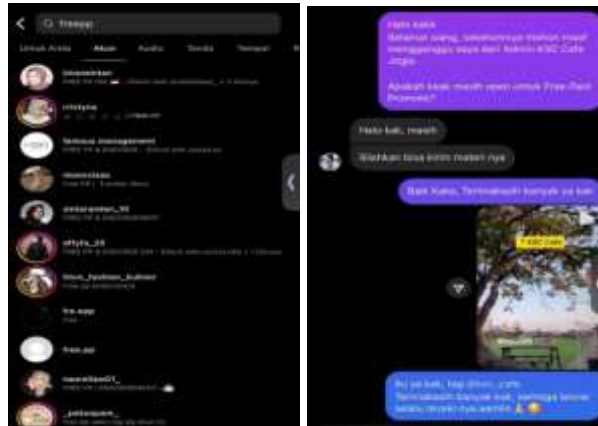
Picture 5. Results of Training on Using TikTok

Another training material is introducing promotional strategies by utilizing influencers who provide free endorsements or free paid promotions. In digital marketing, there are many ways that can be used to promote a product or service. By utilizing influencers with a large number of followers and a wide audience reach, this can help increase KSC Cafe's reach more widely and can increase KSC Cafe sales. The initial training carried out was by paying to promote Instagram Stories Ads. The advertisements in the stories that are displayed are reviews of KSC Cafe, starting from the atmosphere of the cafe, the menu, and the promos offered. Advertisements broadcast by celebgrams are equipped with a Google Maps link button feature, making it easier for viewers to directly visit the website.

The employee's task in the future is to be able to choose the promotional account that will be used, so that the target audience is right on target. Apart from that, train employees in collaborating with Instagram celebrities or content creators, to choose the most suitable Instagram celebrities to collaborate with. For example, celebgrams who often discuss culinary topics, cafe reviews, or food place reviews. This time the beginner training taught is to look for Instagram celebrities who offer free paid promotion.

The stages carried out in the process of looking for a free endorsement or free paid promotion are:

- a) Open the Instagram application
- b) In the "Search" menu, type "free pp or free endorsement"
- c) The next stage is sending a message to the influencer, asking whether they are still open for free endorsements or free paid promotions.



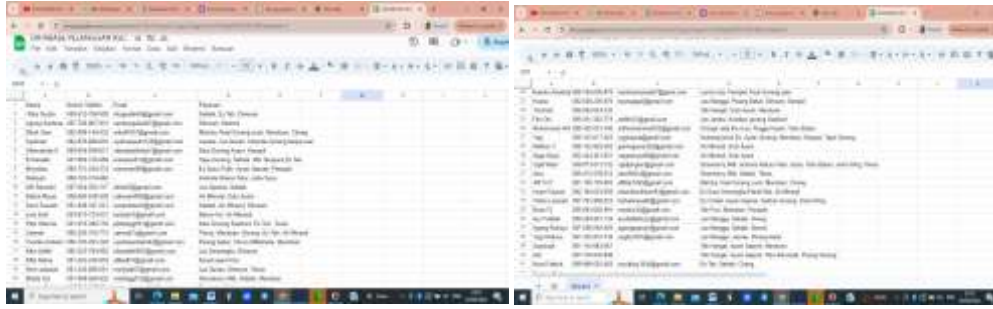
**Picture 6. Utilization of Free Endorsement and Free Paid Promote**

The changes that are expected after carrying out this training are:

- a) Increase the number of new followers, as well as increase interaction in the period after carrying out the promotion. This will have an impact on increasing sales.
- b) There are new consumers, who come from celebrity followers.

## **2. Create a Customer Data Base**

MSMEs often do not collect customer data which is documented in a customer database. This is due to a lack of knowledge regarding the benefits of customer databases. The customer database can be used as a means of monitoring customer growth and can be used to promote products offered directly to customers according to existing data (Nuvriasari et al., 2023). Databases are very important in supporting a business because they provide the information needed to analyze business performance, analyze sales, build good customer relationships and increase promotional efficiency. Apart from that, having this database expedites the process of completing tasks within a company. Effective use of a database can provide great benefits for all members associated with a company (Syahputri & Nasution, 2023). Having this database makes training easier in creating databases using Google Spreadsheets so that data can be stored safely. This database is obtained when buyers make transactions at KSC. Database management consists of: customer name, telephone number, customer email and customer order details.



Picture 7. Customer Database

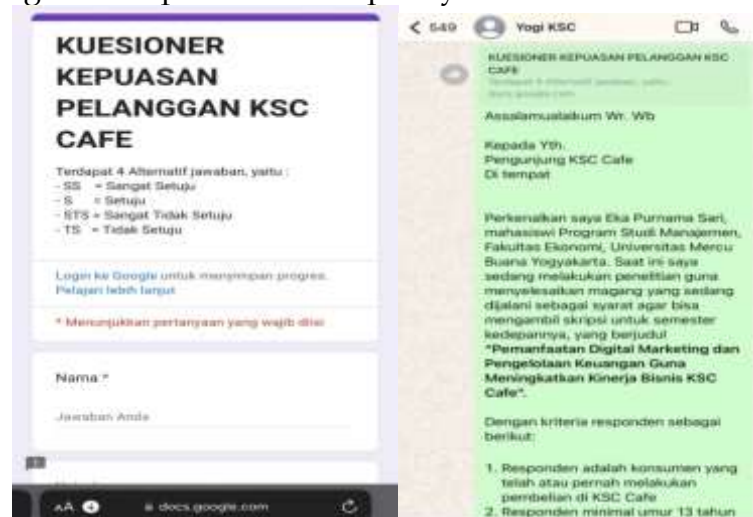
Changes resulting from the creation of a customer database as follows:

- a) Customer data is stored for use by data-driven subscriptions.
- b) Promotional activities are cost-effective, this is because promotional activities are carried out more easily and the costs incurred are not too expensive.

### 3. Create a Customer Satisfaction Questionnaire

Cafes as a business in the service sector really need to pay attention to service quality with the aim of creating customer satisfaction. To find out the level of customer satisfaction, one way is to measure customer satisfaction using a questionnaire. At KSC cafe there is no measurement of customer satisfaction, therefore the author created a customer satisfaction questionnaire with questions about service, as well as marketing satisfaction in marketing strategies. The questionnaire was distributed via WhatsApp to KSC Cafe customers. Not only via WhatsApp, but questionnaires are also distributed when buyers come directly to the cafe.

The results of measuring consumer satisfaction can be used as a basis for evaluating Cafe KSC's service performance and for finding out suggestions or feedback given by customers. The results of this evaluation can be used to develop strategies to improve service quality at KSC Cafe.



Picture 8. Customer Satisfaction Questionnaire



**Picture 9. Submission of Questionnaire Distribution Results**

The benefits resulting from distributing questionnaires aimed at measuring consumer satisfaction are:

- a) Suggestions from the questionnaire can be used to improve employee performance, used as a basis for development so that KSC Cafe will be even better in the future.
- b) The results of the questionnaire help KSC Cafe understand customer needs and preferences. This way you can improve the quality of service according to the feedback received.
- c) With a questionnaire, KSC Cafe can collect more and guaranteed data, which can be used to analyze and make decisions.

#### **4. Training in Conventional Financial Bookkeeping and Using Microsoft Excel**

Financial reports are very important to help companies record transactions (Hapsari & Kunci, 2019). There are still many MSMEs that still use manual recording, one of which is KSC Cafe. The problem faced by MSMEs is that they do not carry out bookkeeping optimally. This is due to limited understanding of human resources in financial management (Audita Nuvriasari et al., 2024). Bookkeeping is done only by collecting transaction notes, purchase notes, invoices and receipts (Rakhmawati & Cahyadi, 2023). Therefore, it is important to have training regarding bookkeeping of financial reports. The training provided is useful to help KSC Cafe manage finances optimally and understand neat financial concepts. With simple, structured bookkeeping, KSC Cafe records all transactions carried out in a period so that no transactions are missed and do not harm the company. This training also introduced the use of Microsoft Excel in recording transactions. This training activity teaches how to create a column in Microsoft Excel.



**Picture 10. Financial Recording Training**

Changes resulting from conventional bookkeeping training and using Microsoft Excel, as follows:

- a) KSC Cafe's financial records are more organized and detailed, this is a benchmark for controlling expenses that occur.
- b) With this financial report, financial reports are structured and easier to use in preparing balance sheets, profit and loss, cash flow and changes in capital.
- c) The existence of bookkeeping using Microsoft Excel can also be used as material for revision of current bookkeeping and changes to financial records.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the service activities that have been carried out at KSC Cafe, it has provided positive influence and change. Cafe owners and their employees have studied and understand the importance of marketing via social media. By creating the TikTok platform and increasing activity on Instagram reels and stories, sales performance can be increased and the reach will be wider. Utilizing free endorsements or paid promotions to increase marketing and reach a wider target market. Having a customer database can provide more personal communication and get to know customers, and measuring customer satisfaction helps KSC Cafe build long-term relationships with customers and improve KSC Cafe's business performance. Meanwhile, training in bookkeeping and the use of Microsoft Excel provides a better understanding of how to do bookkeeping more accurately using Excel formulas.

It is hoped that this program can help KSC Cafe to compete in the business world, by utilizing digital marketing, utilizing Instagram celebrities or content creators, measuring customer satisfaction, customer databases, and effective financial bookkeeping which is expected to make a positive contribution to KSC Café's business growth in the future. The advice that can be given is to ensure that this program continues and that KSC Cafe continues to improve skills, digital marketing creativity and maximize operational efficiency. Maintain communication with customers in various channels by utilizing customer satisfaction questionnaires, as well as structured financial management.

## **ACKNOWLEDGMENT**

The community service team would like to thank: (1) Management Study Program at Faculty of Economics, Universitas Mercu Buana Yogyakarta which has organized this program, (2). Owner and employees of KSC Cafe for their cooperation as partners who provide facilities to carry out community service program activities and (3). All parties who have helped implement the program.

## REFERENCES

- Alfiyah, S. N. (2023). Pengaruh Digital Marketing, Inovasi Produk dan Brand Image terhadap Keputusan Pembelian pada Coffee Shop Pabrik Lewo Surabaya. 5(3).
- Audita Nuvriasari, Bhakti, L., Fadhila, A. N., Asmarani, W. P., Pramudian, A. F., & Raihan, M. (2024). Digitalization of Marketing, Finance and Inventory Management in MSMEs "Sriti Gamplong." *Asian Journal of Community Services*, 3(3), 305–316. <https://doi.org/10.55927/ajcs.v3i3.8455>
- Faturrohman, M. D. & Audita Nuvriasari. (2023). Digital Marketing and Customer Management Assistance at Astajava Coffee and Roastery. *Asian Journal of Community Services*, 2(12), 1033–1042. <https://doi.org/10.55927/ajcs.v2i12.7434>
- Hapsari, D. W., & Kunci, K. (2019). WORKSHOP PENYUSUNAN LAPORAN KEUANGAN BERDASAR SAK EMKM KEPADA UMKM DI KECAMATAN KARANGPAWITAN KABUPATEN GARUT. 1.
- Nuvriasari, A., Nuvriasari, A., Zaharsah, J., Agustin, F., Shanas, K., & Yulianto, E. (2023). Customer Management at Gig's Batik MSMEs to Build Customer Loyalty. *International Journal Of Community Service*, 3(3), 213–218. <https://doi.org/10.51601/ijcs.v3i3.215>
- Putu Eka Rama Deva Yanthi, Nirmala, N. K. D. P., & Dewi, N. P. S. (2023). Pemanfaatan Instagram sebagai Media Promosi Digital Marketing Pada Crème Pastry di Denpasar Barat Tahun 2022. <https://doi.org/10.5281/ZENODO.7776553>
- Rakhmawati, I., & Cahyadi, I. F. (2023). Pendampingan Pembukuan Keuangan Berbasis Standar Akuntansi Keuangan Entitas Mikro, Kecil dan Menengah pada Wirausaha Muda. *Jurnal Pengabdian Kepada Masyarakat*.
- Selvi, & Nuvriasari, A. (2023). Peran Experiential Marketing, Kualitas Pelayanan Dan Motivasi Belanja Dalam Mempengaruhi Minat Beli Ulang. *Manajemen Dewantara*, 7(3), 573–584. <https://doi.org/10.30738/md.v7i3.17018>
- Sihombing, M. M., Arifin, M. H., & Maryono, M. (2022). Pengaruh Varian Menu, Harga, dan Suasana Cafe, Terhadap Kepuasan Konsumen Cafe Miltie Garden Mulawarman Banjarmasin. *Smart Business Journal*, 1(1), 26. <https://doi.org/10.20527/sbj.v1i1.12787>
- Syahputri, K., & Nasution, M. I. P. (2023). Peran Database Dalam Sistem Informasi Manajemen. 02.