

Digital Marketing Strategy in Increasing Visitor Traffic at Etern Street Coffee

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ABSTRACT

The advancement of digital technology has significantly impacted the transformation of marketing strategies, particularly within the culinary business sector. This study aims to evaluate the implementation of digital marketing strategies employed by Kedai Etern Street Coffee through the use of social media platforms such as Instagram and TikTok, with the main objective to increase customer visits and fostering customer loyalty. A descriptive qualitative method was employed, utilizing in-depth interviews, field observations, and documentation for data collection. Theoretically, this research is grounded in the concept of digital marketing communication. The findings reveal that the use of creative content, active engagement with customers, and collaboration with influencers play a crucial role in enhancing the appeal of Kedai Etern Street Coffee. Additionally, the utilization of analytics to understand customer preferences supports the optimization of their marketing strategies. An integrated and adaptive digital marketing strategy has proven to significantly enhance the competitiveness of Kedai Etern Street Coffee in the era of technology-driven marketing.

INTRODUCTION

The rapid growth of digital technology has triggered transformations across various sectors of life, particularly in the field of marketing, with notable impact on the culinary industry. Digital marketing has emerged as a widely adopted approach by numerous businesses, including coffee shops, to enhance visibility and attract customers (Kotler & Keller, 2021). Marketing refers to the use of digital technologies, such as the internet, social media, mobile devices, and other digital platforms, to promote products or services and build relationships with customers (Chaffey & Smith, 2017).

In recent years, social media has become a primary marketing tool for culinary businesses due to its ability to reach target markets broadly and effectively. According to Ryan (2016), social media not only serves as a means of communication but also as an interactive platform that enables businesses to engage more closely with customers and gain insights into their preferences. Within this context, the digital marketing strategy implemented by Kedai Etern Street Coffee aims to increase customer traffic and foster customer loyalty through a variety of digital marketing methods.

According to Statista (2023), more than 4.5 billion people worldwide use social media, making it an exceptionally powerful platform for business marketing. In a study conducted by Felix et al. (2017), it is emphasized that an effective digital marketing strategy should incorporate creative content, active customer engagement, and the use of analytics to understand consumer behavior.

From the perspective of digital marketing communication theory, interactions occurring on social media can foster stronger relationships between brands and customers. Mangold and Faulds (2009) argue that marketing communication through social media enables customers to actively participate in the creation and dissemination of product information. This makes social media a highly effective tool for increasing visitor traffic, particularly in the food and beverage industry.

The concept of street coffee represents an innovation in the coffee business that has rapidly evolved in many countries, including Indonesia. The term refers to the practice of selling coffee in open-air settings, such as sidewalks, roadsides, or other strategic public locations, typically using mobile vehicles or carts. This business model is increasingly popular as it offers customers a unique experience while providing entrepreneurs with greater market accessibility without the high costs of renting permanent premises.

The history of street coffee does not have a single point of origin, but the concept can be traced to coffee-drinking cultures across the globe. In many countries, mobile coffee vendors have long been a part of urban life, especially in large cities with high mobility. Over time, the concept has gained popularity through various innovations, such as modified vehicles, pushcarts, and motorcycles equipped with barista tools.

In Indonesia, the street coffee concept has gained widespread recognition in recent years, with many entrepreneurs adopting this business model. One notable example is Erwin Renaldi, who in 2016 founded Street Coffee Bandung

using a modified Gran Max van transformed into a mobile café. This innovation was driven by the need for a flexible coffee business not bound to a fixed location. The success of this model has since inspired numerous entrepreneurs across various cities to implement similar concepts.

In addition to mobility, social mobility as noted by Horton and Hunt (1984) is influenced by various factors such as differences in social status, economic changes, education, and structural elements within society. One of the main appeals of street coffee lies in its accessibility and more affordable prices compared to conventional coffee shops. This concept is also often associated with a dynamic urban lifestyle, where people can enjoy quality coffee without the need to visit a fixed-location café. Various street coffee businesses in Indonesia have emerged with unique characteristics. For instance, Djeladjah Coffee Street in Tuban began operating in 2021 using a motorized cart, while Sejalan Kopi in Surakarta, established in 2020, utilizes a simple cart design and incorporates social programs for the community.

This phenomenon indicates that street coffee is not merely a passing trend but represents a shift within the coffee industry that provides practical solutions for consumers and viable opportunities for entrepreneurs. With continuous innovations in its concept, street coffee is expected to remain an integral part of coffee culture in Indonesia and beyond.

Etern Street Coffee is a café located in the city of Cirebon that serves as a gathering place for people from various walks of life. Established in 2024, the café adopts the street coffee concept, offering a blend of high-quality coffee flavors and a calm ambiance, despite being situated in the midst of the urban hustle. Beyond simply serving coffee, Etern Street Coffee functions as a social space that brings together individuals from diverse backgrounds, strengthening their connections through a shared passion for coffee.

The presence of Etern Street Coffee is driven by the growing public demand for venues that offer not only quality beverages but also a deeper social experience. The café recognizes that coffee is more than just a drink; it is a vital component of the ever-evolving urban culture. Modern coffee shops today function not only as places to enjoy beverages, but also as social spaces that support youth self-expression through popular culture (Purwanti Darmawan et al., 2025). As such, Etern Street Coffee focuses not only on flavor quality, but also on creating an atmosphere conducive to productivity. According to Kellert (2006), the biophilic design concept which integrates natural elements into built environments can enhance mental well-being, reduce stress, and boost productivity and creativity. Supporting this, the study by Ulrich et al. (1991) found that the presence of plants, natural lighting, and access to green spaces can reduce psychological stress and improve overall workplace comfort.

Relaxation. According to Singer (1968), certain colors in the workspace can influence mood and productivity. For instance, blue and green tend to enhance focus and relaxation, while red can increase energy and alertness. Stone (2003) found that proper lighting and appealing interior design can have positive psychological effects on employees, increasing satisfaction and work motivation.

Grandjean (1997) emphasized the importance of ergonomic arrangements, including seating, desks, and lighting in improving comfort and concentration.

Social Interaction. Oldenburg (1989) introduced the concept of the "third place," such as cafés and informal lounges in workplaces, which can foster social interaction and strengthen interpersonal relationships, ultimately contributing positively to productivity. Goffee and Jones (1996) argued that a corporate culture emphasizing togetherness and open communication can create a more innovative and collaborative work environment. With its street coffee design blended with vintage elements, touches of street art, and calming music selections, Etern Street Coffee serves as an ideal space for individuals seeking to work, engage in discussions, or simply enjoy a moment of relaxation.

Through this journal, I aim to further explore digital marketing strategies. Kleindl and Burrow (2005) define digital marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. In simple terms, it involves building and maintaining mutually beneficial relationships between consumers and producers. Heidrick (2009) explains that digital marketing leverages advancements in the digital world to conduct advertising that is not overtly aggressive, yet has a significant impact. This approach is implemented by Etern Street Coffee to reach social media users effectively. Given the notable increase in customer visits, this study seeks to understand how digital marketing strategies particularly collaborations with influencers contribute to this growth. Freberg et al. (2011) describe influencers as opinion leaders on social media who possess credibility and the ability to influence the decisions of their audiences. Collaborating with influencers involves leveraging this influence to promote products or services to a broader audience, thereby contributing to the evolution of coffee culture. In addition, this journal will examine how modern cafés shape consumption patterns, foster social interaction, and raise awareness of sustainability in the food and beverage industry. Brown and Hayes (2008) describe influencer marketing as a form of promotion that focuses on individuals with significant influence, rather than direct mass marketing, aiming to build trust and emotional connections with the target market.

Based on this background, the purpose of this study is to identify and analyze the digital marketing strategies employed by Etern Street Coffee, and to evaluate their impact on increasing visitor traffic and fostering customer loyalty through the utilization of social media platforms.

LITERATURE REVIEW

The study conducted by Handika and Darma (2018) discusses marketing strategies in the culinary industry, emphasizing the use of influencers through social media platforms, particularly Instagram. Their research highlights that one of the main reasons behind the shift in marketing strategy at The Night Market Café & Coworking Space from conventional to digital approaches was the rapid advancement of technology, which led to changing consumer behavior, with users becoming more active on social media platforms. Instagram is considered an effective medium because it enables the widespread dissemination of visual content and facilitates direct interaction with audiences. In addition to reaching

a broader target market, the use of Instagram has proven to be more cost-efficient compared to traditional marketing methods. The involvement of influencers in promotional strategies also had a significant impact on enhancing the business's appeal and visibility on the platform. Their presence is regarded as instrumental in building audience trust and increasing consumer interest in the products or services being offered.

Beyond the promotional aspect, the "place" element in the marketing mix is also a crucial factor considered by The Night Market Café & Coworking Space. A comfortable ambiance, attractive interior design, and pricing strategies aligned with customers' purchasing power serve as additional factors that encourage repeat visits. In other words, the success of a marketing strategy is not solely dependent on digital promotion but is also shaped by the quality of the on-site experience provided to customers.

Another relevant study is "Digital Marketing Strategy in Increasing Sales Volume at Amanda Café in the Era of the Industrial Revolution 4.0" by Arifin et al. (2021). The findings indicate that implementing an appropriate digital marketing strategy can help address fluctuating sales challenges. Several strategies adopted by the café include the use of social media, digital promotions, and online platforms to reach a broader customer base. Kotler and Keller (2012) define social media as a medium through which consumers share text, images, videos, and audio with one another. Furthermore, active engagement with customers through interactive content also contributed significantly to sales improvement. Heidrick & Struggles (2009) emphasize that digital marketing leverages technological developments to deliver advertising that is not overly aggressive, yet still highly impactful.

Moreover, the study identified one of the main obstacles to increasing sales: the lack of optimization in digital marketing strategies aligned with current industry trends. To address this issue, Amanda Café implemented several strategic actions, such as increasing customer engagement through digital campaigns, collaborating with influencers, and utilizing app-based delivery services. In addition, the café introduced product and service innovations to enhance customer appeal. The study concludes that a well-planned digital marketing strategy can help increase sales volume and business competitiveness, particularly in the increasingly competitive food and beverage industry.

Another previous study by Priambodo et al. (2023) entitled "Managing Digital Marketing Communication at Praketa Coffee Café through Instagram" explores the importance of digital strategies in addressing the instability of sales experienced in recent months. The study employed a descriptive qualitative approach, with data collected through interviews, observations, and documentation. The results indicate that digital marketing through social media, online promotions, and the use of app-based delivery services significantly contributed to increasing sales. Furthermore, active customer engagement through creative content proved effective in enhancing customer loyalty and attracting new consumers to the café.

In addition, the study found that one of the main challenges faced by the café was the lack of optimization in digital marketing strategies that align with

current industry trends. To overcome this issue, the café implemented several strategic measures, such as boosting customer engagement through digital campaigns, collaborating with influencers, and introducing innovations in products and services to remain competitive in the market.

Based on the literature review, previous research by Handika and Darma (2018) demonstrated that digital marketing strategies through Instagram, including the use of influencers, had a positive impact on the growth of culinary businesses such as The Night Market Café & Coworking Space. This aligns with the findings of Arifin et al. (2021), who stated that digital marketing strategies, such as the use of social media and influencer collaborations, can help address fluctuating sales issues, as experienced by Amanda Café. Furthermore, Priambodo et al. (2023) emphasized the importance of active customer interaction through creative content and product innovation to enhance customer loyalty and business appeal. From the findings of the present study, the digital marketing strategies implemented also had a significant impact, particularly in increasing customer engagement and sales volume. However, a key challenge that remains is optimizing digital marketing strategies in line with current industry trends, as well as more detailed measurement of their effectiveness. These findings reinforce the importance of implementing well-planned and sustainable digital marketing strategies, with a focus on content innovation, market segmentation, and the integration of emerging technologies to enhance business competitiveness.

While previous studies have extensively discussed the use of social media in marketing in general, few have specifically examined the integration of creative content strategies, customer interaction, and influencer collaboration within the context of coffee shop businesses adopting the street coffee concept in smaller cities such as Cirebon. Therefore, this study aims to fill a gap in the literature by exploring the effectiveness of digital marketing within the context of community-based MSMEs (Micro, Small, and Medium Enterprises) in the era of digital transformation.

METHODOLOGY

This study adopts a descriptive qualitative approach to understand the digital marketing strategies implemented by Etern Street Coffee in increasing customer visits. According to Creswell (2014), qualitative research enables researchers to explore a phenomenon within its natural context and gain in-depth insights through direct interaction with research subjects. This study utilizes primary data through a qualitative lens. The research population includes the owners of Etern Street Coffee, the café's social media administrator, and its customers. Participants were selected based on their level of understanding of the research topic and their relevance to the study's objectives.

A total of six informants were involved in this study: two café owners, one social media administrator, and three customers. The sampling technique employed was purposive sampling, which is defined as a method where elements are selected based on the researcher's judgment that they possess relevant information related to the study (Sekaran & Bougie, 2013). The selection criteria for informants were based on their knowledge of the issues being

examined and the relevance of their insights to the research. Patton (2002) asserts that purposive sampling involves selecting information-rich cases for in-depth study, with the aim of gaining detailed understanding and insight.

Data in this study were collected through interviews, observation, and documentation. According to Moleong (2017), an interview is a conversation conducted for a specific purpose, where the interviewer poses questions to obtain information from the interviewee. Denzin and Lincoln (2009) describe interviews as a qualitative data collection technique involving verbal interaction between the researcher and participants to gain deep understanding. In line with Bogdan and Biklen (1982), qualitative research is defined as an inquiry that produces descriptive data in the form of written or spoken words from people and observable behavior.

Observation, as explained by Arikunto (2010), is the direct monitoring of an object to examine its condition and behavior in a specific context. In this study, a combination of interviews, observations, and documentation was employed to obtain comprehensive data. The data were gathered directly from selected respondents, including their identifying information and relevant insights. To ensure the credibility of qualitative research, triangulation methods are applied. Triangulation involves the use of multiple approaches to validate the findings and enhance their trustworthiness. In this study, source triangulation was used to verify the credibility of the data by cross-checking the information obtained from various sources (Helwig et al., 2021).

Based on the above, the data used in this study are classified into two types:

- Primary data, which were obtained directly through interviews with the café owners, social media administrators, and customer respondents related to Etern Street Coffee.
- Secondary data, which were gathered from relevant documents, including academic journals, books, institutional archives, and regulations pertinent to this research.

The data analysis technique employed in this study consists of three stages: data reduction, data display, and conclusion drawing, with the analysis guided by the theoretical framework of digital marketing.

Philip (1980) explains that promotion is a communication activity aimed at facilitating the flow of products, services, or new ideas within a distribution cycle. In essence, promotion is a way to influence consumers to accept, purchase, recommend, or use the product being offered. In short, promotion is an activity that seeks to influence consumer behavior by persuading them to adopt the products or services promoted.

RESEARCH RESULT AND DISCUSSION

Findings from the perspective of the owner of Etern Street Coffee indicate that the first informant had formulated both short-term and long-term marketing strategies to ensure the sustainability of the business. Etern Street Coffee does not rely solely on one marketing method; instead, it combines both conventional and digital approaches. In recent times, digital marketing strategies have been further developed to enhance the café's competitiveness. These efforts have had a

significant positive impact on the growth of the business. Without the implementation of such strategies, Etern Street Coffee would likely struggle to compete and could face business decline.



Figure 1. Face business decline
Source: Researcher's Data (2025)

Prior to the implementation of the digital marketing strategy, Etern Street Coffee experienced low customer turnout and minimal activity, reflecting a lack of visual appeal and customer engagement during its early phase. Following the strategy's implementation, the café owner began collaborating with influencers as a means of boosting sales and increasing public awareness of Etern Street Coffee. These influencers were sourced from both within and outside the local area.

From the customer perspective, data obtained from the third to fifth informants reveal that they first discovered Etern Street Coffee through the TikTok platform. The main factor that motivated them to visit the café was the promotional content shared by influencers, which successfully captured their attention. Additionally, customers expressed a desire to return due to the comfort and atmosphere they experienced at the café. The appealing ambiance, along with ongoing innovation in food and beverage offerings and available facilities, were cited as the primary reasons for continued visits to Etern Street Coffee. The findings and discussion are categorized into three dimensions:

Utilization of Social Media

In this study, from the perspectives of the administrator and owner of Etern Street Coffee, social media has been optimally utilized as a digital marketing strategy. The café's success in digital marketing is also supported by a high level of customer interaction. Prompt responses to customer comments and messages enhance engagement and foster stronger relationships. This aligns with the study by Mangold and Faulds (2009), which states that marketing through social media enables customers to actively participate in spreading information about a product, thereby expanding the reach of marketing efforts. Currently, the owner and social media manager of Etern Street Coffee actively

use platforms such as TikTok and Instagram as their primary promotional tools. Additionally, collaborations with influencers have also had a positive impact on the café's growth and visibility.

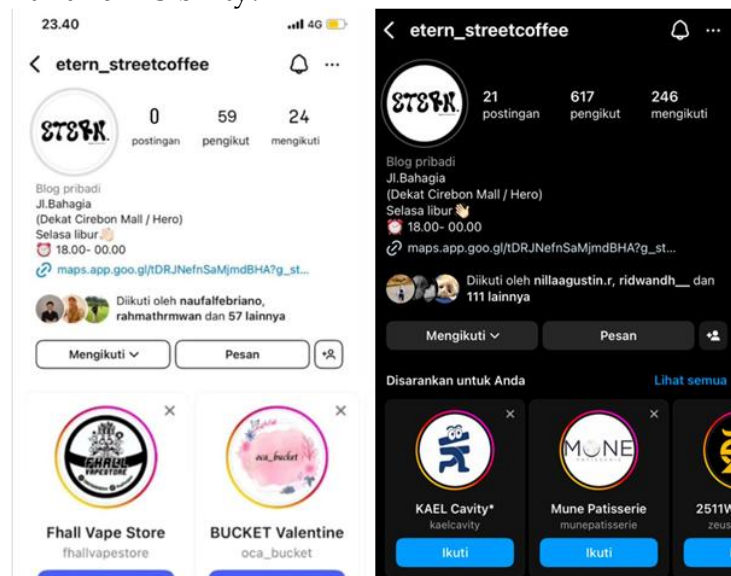


Figure 2. Social Media

Source: Researcher's Data (2025)

The Instagram account *etern_streetcoffee* experienced significant transformation following the implementation of a digital marketing strategy. These changes are evident in several key areas, including follower count, posting activity, and audience engagement.

In the initial image, prior to the application of digital marketing, the *etern_streetcoffee* account appeared inactive. There were no posts uploaded, leaving visitors without any reference to the products or services offered. The account had only 59 followers, indicating very limited reach. Moreover, it followed only 24 other accounts, suggesting minimal interaction with the community or potential customers.

After the digital marketing strategy was implemented, the account underwent a substantial transformation, as seen in the second image. The account now has 21 posts, demonstrating increased brand activity and visibility on social media. The number of followers rose significantly to 617, reflecting the strategy's success in capturing audience interest and expanding marketing outreach. The account also follows 246 users, indicating a more extensive effort to build broader engagement.

Furthermore, the *etern_streetcoffee* account began receiving recommendations for similar accounts on Instagram, signaling that the platform's algorithm has started to recognize its presence and relevance within the community. This increases the likelihood of the account appearing in searches or explore feeds of other users, thereby enhancing follower growth potential.

From these changes, it can be concluded that the implementation of digital marketing strategies has had a positive impact on the development of the business account. Through increased posting activity, greater community

engagement, and follower growth, etern_streetcoffee has successfully built a stronger brand identity and reached a wider customer base. These outcomes demonstrate that effective digital marketing can significantly enhance business visibility and attract more consumers in the digital realm.

Collaboration with Influencers

Collaboration with influencers is an increasingly common strategy in the marketing world, wherein a brand or company partners with individuals who hold significant influence on digital platforms or social media. These influencers typically have a large and loyal following who engage with their content due to their skills, interests, or compelling personalities in the online space. The main objective of such collaborations is to leverage the influencer's ability to shape the purchasing decisions of their audience through the content they create.

In such collaborations, influencers generate content that is relevant and aligned with the brand or product being promoted. This content may take the form of Instagram posts, YouTube videos, TikTok reviews, or blog articles. Unlike traditional advertising, influencer-created content tends to deliver promotional messages in a more natural and personal way, making the audience feel more connected to the information presented.

Choosing the right influencer is crucial to the success of this collaboration. The selected influencer should have a follower base that aligns with the target audience profile of the product being marketed. For instance, if a company intends to promote a beauty product, it would be appropriate to collaborate with an influencer known for beauty-related content and followed by an audience interested in that topic. This ensures that the message reaches the right demographic and is more likely to be well-received.

Sometimes, influencers are compensated monetarily for creating and sharing content, while in other cases, they may receive free products or other benefits as a form of remuneration. Some influencers even engage in long-term partnerships with brands, fostering a deeper and more sustained relationship. In every collaboration, maintaining transparency is essential, especially with the requirement for influencers to disclose that their content is part of a paid partnership, in compliance with advertising regulations.

Collaborating with influencers allows brands to reach a broader audience through a more personal approach compared to traditional advertising. The success of such collaborations can be measured through various indicators, such as engagement rates (likes, comments, shares), website traffic, and even sales conversions triggered by the promotion. As such, influencer collaboration offers significant value for businesses aiming to boost brand visibility and attract more consumers.

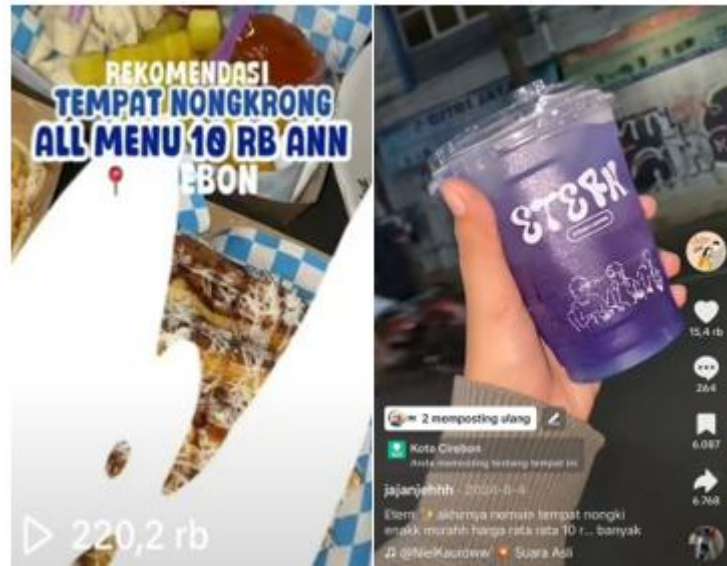


Figure 3. Promotion

Source: Researcher's Data (2025)

Etern Street Coffee successfully captured public attention through strategic collaborations with social media influencers. In one particular post featuring the café's signature purple-colored beverage, the video received an overwhelmingly positive response, with exceptionally high numbers of views and likes.

This post reflected the enthusiasm of netizens, evidenced by tens of thousands of likes and hundreds of thousands of views. Moreover, the promotion highlighting the café as a trendy hangout spot with highly affordable menu prices—approximately 10,000 Indonesian Rupiah—further attracted potential customers.

This success demonstrates that digital marketing strategies involving influencers can significantly enhance a brand's popularity and appeal, particularly among younger audiences who are highly active on social media. By combining a street-style concept with budget-friendly pricing, Etern Street Coffee has established itself as a new favorite destination in Cirebon.



Figure 4. New favorite destination in Cirebon

Source: Researcher's Data (2025)

The atmosphere at Etern Street Coffee after the influencer collaborations and implementation of digital content strategies shows a clear surge in customer visits, indicating a marked increase in public interest and foot traffic.

Customer Interaction Through Digital Platforms

In today's digital era, customer interaction is no longer limited to face-to-face communication at physical stores or service points. Businesses across various sectors have increasingly utilized digital platforms to build closer and more meaningful relationships with their customers.

One of the most common forms of interaction occurs through social media platforms such as Instagram, TikTok, Facebook, and Twitter. These platforms allow businesses to share engaging content, including product photos, promotional videos, and customer testimonials. Moreover, features such as comments, likes, and direct messages facilitate faster and more responsive two-way communication.

Beyond social media, many companies also leverage websites and mobile applications to deliver more personalized customer experiences. Chatbots and AI-powered customer service tools have become increasingly popular for efficiently handling customer inquiries in real-time.

Another effective strategy involves the use of email marketing and in-app notifications to provide updates on the latest promotions, product information, or reminders about available services. These forms of communication not only foster customer loyalty but also help businesses better understand customer needs through data analytics.

By optimally utilizing digital platforms, businesses can strengthen customer relationships, enhance customer satisfaction, and reinforce brand presence amid growing market competition.

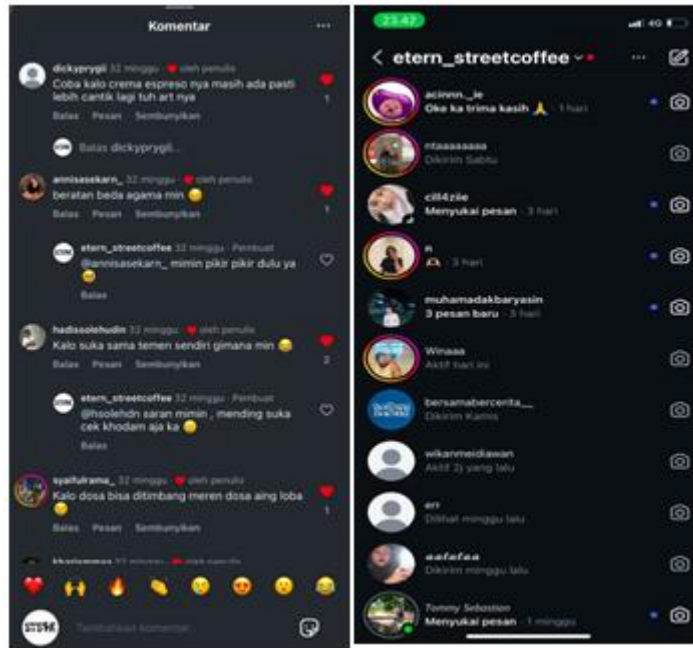


Figure 5. Reviewer

Source: Researcher's Data (2025)

In the digital era, direct communication with customers via online platforms has become a crucial element in building stronger relationships and enhancing customer loyalty. The image above illustrates how Etern Street Coffee actively engages with its audience through social media comment sections and direct messaging features.

On the left side of the image, the business account is seen actively replying to user comments with a casual and humorous tone. Beyond providing answers, the responses are crafted to be engaging and personal, creating the impression that customers are genuinely valued. This strategy not only increases audience engagement but also helps shape a brand image that is friendly and approachable.

On the right, a screenshot captures a private interaction through direct messaging (DM), where Etern Street Coffee responds promptly to customer inquiries or expressions of appreciation. The swift and attentive replies demonstrate that the business prioritizes customer satisfaction and responsiveness. Such communication plays a significant role in improving the overall customer experience and fostering long-term relationships.

Through active engagement on social media and interactive communication, Etern Street Coffee has successfully utilized digital platforms to build a loyal customer community. This approach not only strengthens brand trust but also serves as an effective marketing strategy in an increasingly competitive business environment.

Furthermore, several customers have shared that they often post their experiences on social media by uploading photos and videos of their visits to the café. This indicates that customers, in turn, act as informal brand promoters through user-generated content. This phenomenon supports the findings of

Priambodo, Pradana, & Alzhafir (2023), who emphasize that positive customer experiences shared on social media can significantly enhance customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this study indicate that the digital marketing strategies implemented by Etern Street Coffee have had a significant impact on increasing customer visits and enhancing consumer loyalty. Key success factors include the presentation of visually appealing content, active engagement with customers on social media, and effective collaborations with influencers.

Additionally, the analysis of customer interactions through digital media has enabled the management to better understand consumer preferences and develop more targeted marketing strategies. Positive customer experiences at the café—such as a comfortable atmosphere, innovative menu offerings, and friendly service—have also been critical elements in fostering satisfaction and customer retention.

These findings reinforce the concept of digital marketing communication as proposed by Mangold and Faulds (2009), who emphasized that social media is not merely a one-way communication channel, but also allows consumers to act as effective disseminators of information. In this context, active customer participation on social platforms plays a vital role in building long-term relationships between the brand and its consumers.

By leveraging platforms such as Instagram and TikTok, Etern Street Coffee has not only reduced marketing costs but also expanded its market reach more efficiently. Moving forward, the continued development of technology-based strategies and increased collaboration with influencers can serve as optimal steps to enhance competitiveness in the culinary industry.

ADVANCED RESEARCH

Building on the findings of this study, future research could explore the long-term effects of digital marketing strategies on brand equity and customer lifetime value in the coffee shop industry. A more advanced investigation may involve a comparative analysis between independent local brands like Etern Street Coffee and larger franchise chains to assess the scalability and sustainability of influencer-driven campaigns. Additionally, incorporating sentiment analysis and machine learning techniques to evaluate user-generated content on platforms such as Instagram and TikTok can provide deeper insights into consumer behavior and brand perception. Examining the interplay between digital engagement metrics (e.g., click-through rates, engagement rates) and offline behavioral outcomes (e.g., repeat visits, average spend per customer) may also yield a more comprehensive understanding of marketing effectiveness. Such research could contribute to the development of predictive models that help SMEs in the F&B sector optimize their digital strategies and foster stronger emotional connections with their audiences.

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