






## Brand Awareness Communication Strategy in *Setujuan Coffee* Marketing on Instagram Social Media

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui komunikasi pemasaran Kopi Setujuan dalam meningkatkan *brand awareness* serta ingin mengetahui promosi pemasaran Kopi Setujuan di media sosial Instagram. Metode yang digunakan dalam penelitian ini yaitu metode pendekatan kualitatif deskriptif dengan paradigma konstruktivisme. Teori yang digunakan dalam penelitian ini yaitu teori *Integrated Marketing Communication*, teori ini digunakan untuk melihat bagaimana strategi promosi pemasaran yang dilakukan di Kopi Setujuan melalui media sosial Instagram untuk menarik *brand awareness*. Teknik pengumpulan data yang digunakan yaitu observasi langsung, wawancara mendalam, dokumentasi serta studi pustaka. Hasil penelitian ini menunjukkan bahwa komunikasi pemasaran kopi setujuan dalam meningkatkan *brand awareness* itu melalui proses perancangan seperti menentukan target audiensnya, melakukan riset mendalam terkait strategi yang ingin digunakan, melakukan perbandingan dengan pesaing yang memiliki pasar sama, serta penentuan tujuan dari penerapan strategi dengan *output* konten.

**Kata Kunci:** Strategi Komunikasi; Brand Awareness; Media Sosial; Instagram

### ABSTRACT

This research aims to find out the marketing communications of Kopi Setujuan in increasing brand awareness and to find out about the marketing promotions of Kopi Secepat on Instagram social media. The method used in this research is a descriptive qualitative approach with a constructivist paradigm. The theory used in this research is the Integrated Marketing Communication theory, this theory is used to see how the marketing promotion strategy is carried out at Kopi Secepat through Instagram social media to attract brand awareness. The data collection techniques used were direct observation, in-depth interviews, documentation and literature study. The results of this research show that coffee marketing communications can increase brand awareness through a design process such as determining the target audience, conducting in-depth research regarding the strategy you want to use, making comparisons with competitors who have the same market, and determining the goals of implementing the strategy with content output.

**Keyword:** Communication Strategy; Brand Awareness; Social media; Instagram



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## 1. Introduction

Marketing communication strategies can be carried out with advertising, sales promotions, public relations, personal selling (Mauliga, 2020). Marketing communications performs many functions for consumers or target markets. Specifically, how and why the product is used, the target market is to tell and show what someone can do with the product. The growing development of the internet has caused the online marketing communication environment to also change due to developments in communication process technology. Of course, this affects how consumers can obtain information about the product (Hiswanti, 2024). Philip Kotler and Kevin Lane Keller in their book *Marketing Management* (Kotler, 2016) state that: "Marketing is about identifying and meeting human and social needs". Brand awareness is defined as the ability of

consumers/potential buyers to recognize or recognize that a brand is part of a certain product category. In other words, consumers are able to recognize and also name something in a category easily without having to categorize the product in detail.

Surachman in Ghealita (2015), said that brand awareness or what is called brand awareness is defined as the ability of a person as a potential buyer to recognize or remember that they are part of a certain category. Apart from that, the power of a brand to be remembered by consumers and can be seen from the ability of consumers themselves to identify the brand in various conditions can also be interpreted as brand awareness. Integrated marketing communication or what is known as Integrated Marketing Communication is a concept of marketing communication planning that introduces the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines, for example advertising, direct marketing, sales promotion and public relations. Integrated Marketing Communication theory, which consists of advertising, sales, public relations promotion and direct marketing, is a form of communication that focuses on the planning, creation and implementation of several forms of marketing communication (Keke, 2015). Quoting from idntraveling.com, Secepat Coffee & Eatery is a new tourist attraction in the form of culinary offerings with a new hangout or café which has a concept that is more dominant towards outdoor space in Tangerang. This new, hit café just opened on September 26 2022 and is busy with visitors. This new coffee shop, which is slightly close to Gading Serpong, is located in the area of Jalan Raya Legok - Karawaci No.66 B, Bojong Nangka, Kec. Cpl. Two, Tangerang Regency with a concept that is more of a spacious and contemporary outdoor space certainly makes many people curious to visit it.

Previous research was conducted by Nurul (2022). This type of research includes qualitative descriptive research, the difference between previous research and this research is that the subjects in the previous research were farmer groups and the community around Bener Meriah Regency, whereas in this research they were teenagers and adults who enjoyed coffee in Tangerang Regency. Previous research conducted by Ayis Ristia and Loretta Kartikasari (2022). This type of research is included in the qualitative research method. The difference between previous research and this research is that previous research used Marketing Communication and Digital Marketing theories. Meanwhile, this research uses Marketing Communication theory, the subjects of previous research were coffee shop entrepreneurs and coffee baristas in the Pancawati area, Caringin District, Bogor Regency. Meanwhile, the subjects of this research are teenagers and adults who enjoy coffee in Tangerang Regency.

Quoting from Sinarmetro.co.id, researchers chose the Kopi Secepat object as their study center because this place is a magnet for visitors of various ages, from young to old. The main reason for this choice is not only because of its wide popularity among various generations, but also because Kopi Secepat is known for frequently holding various interesting events aimed at its customers. These activities not only add value to the place in attracting more visitors, but also create a fun and dynamic atmosphere, making visitors feel more involved and connected to each other. Researchers deliberately chose Instagram social media as the main tool in their communication and marketing strategy (Ritonga et al., 2023). This decision is based on the wide popularity of Instagram among the public, who regularly use it for various purposes. Instagram, with its rich functionality and user-friendly interface, is an ideal platform to reach a wide and diverse audience. This is very effective, especially in attracting the attention of the younger generation who are active and always connected to the latest trends. By using Instagram, they can utilize hashtags to increase the reach of posts, use the geo-tagging feature to attract local audiences, and analyze feedback from followers to optimize their marketing strategies in real-time.

Kopi Secepat has succeeded in creating a strong and relatable brand story, which resonates with the values and lifestyle of its followers. Apart from that, Kopi Secepat also actively holds events at its stores, which not only increase direct interaction with customers but also enrich their experience. From coffee workshops, musical performances, to local community events, every activity is designed to strengthen relationships with customers and build brand loyalty. Word-of-mouth is also a very effective strategy. High customer satisfaction encourages positive conversations among the community, which naturally increases awareness and positive perceptions of Kopi Secepat. This approach, combined with consistent product quality, not only increases brand awareness but also positions Kopi Secepat as a comfortable and pleasant hangout place in the eyes of customers. Through these strategies, Kopi Secepat has succeeded in cultivating a strong and memorable brand image in the hearts of its consumers.

Integrated Marketing Communication is a concept in marketing communication planning that has plan values that are easier to understand, for example advertising, direct response, sales promotion and public relations which combine these things to provide clarity, consistency and maximum communication impact, or in short, it can be interpreted as the process of managing customer relationships that drives brand value (Thorson, 2019). Integrated Marketing Communication (IMC) according to (Ismail, 2017), a concept that

combines the components of the marketing communication discipline, including advertising, personal selling, sales promotion, sponsorship marketing, public relations, and communication at the place of purchase or it can also be called point of purchase communications. All of these components are then combined to provide clarity, consistency and maximum communication impact.

Based on this phenomenon, a new society is starting to form, as its use increases, social and cultural platforms are also starting to form based on technology. Information processing where digital messages can be created by anyone, accessed anytime, anywhere, and via any digital device (Zafer Can Ugurhan, 2021). Agree, Coffee & Eatery Bojong Nangka Tangerang has a fairly strategic location, because it is not far from the center of Tangerang city and is easy to find. It's not surprising that this hangout place in Tangerang is always busy to visit. The main attraction of Secepat Coffee & Eatery Bojong Nangka is the building design which carries a contemporary coffee shop concept dominated by an outdoor area. Every corner of this popular coffee shop in Tangerang is decorated in a very unique way that looks very contemporary and instagrammable.

The Integrated Marketing Communication (IMC) theory according to Schultz in Arivatu (2020) is "integrated marketing communication is the process of implementing and developing various forms of persuasive communication programs to customers on an ongoing basis. The aim of this strategy is to influence consumer thinking, attitudes and behavior according to company goals. Integrated marketing communications considers all sources that can connect customers with products or services from a brand and/or company as potential channels for conveying messages in the future. Integrated Marketing Communication (IMC) can be used as a method used by marketing personnel to develop and implement more consistent and effective marketing communications. With this method, it is hoped that it will be able to create a brand image, increase sales volume, and expand the company's target market. In addition, IMC is seen as a planning process while evaluating the company's strategic and synergistic role in considering the best way to integrate various communication disciplines. Therefore IMC plays a strategic role in managing the intangible side of the business by helping in creating relationships with customers and other stakeholders to create positive perceptions, attitudes and behavior towards the brand. Business and communication are a social process, where business cannot be separated from communication (Hakim, 2022).

## **2. Method**

In this study, the research subjects were teenagers who enjoy Agree coffee in Tangerang Regency and Agree coffee shop owners. The researcher chose the subjects as teenagers who enjoy Agree coffee and the owner of the Agree coffee shop because the researcher wants to focus on the visitors of Agree coffee and wants to understand how the Agree coffee shop owner builds branding through personal experience. Thus, this research can help understand the marketing communication strategies used by coffee shop owners in increasing brand awareness through Instagram social media. The research object is a description of the scientific target that will be explained to obtain information and data with specific purposes and uses. The object of research in this study is to explore the marketing strategy of coffee shops in Tangerang Regency. Bungin Dalam (Ibrahim, 2015), a qualitative approach is a research work process whose targets are limited, but the depth of the data is unlimited, the more quality it obtains or collects, the higher the quality of the research results. The qualitative approach is a research approach based on phenomenology and the constructivism paradigm in developing science. The data collected can be in the form of an unlimited number of objects or subjects. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting (Walidin, Saifullah & Tabrani, 2015). Because the main goal in qualitative research is to make facts or phenomena easy to understand (understandable) and allow according to the model to produce new hypotheses (Hennink, 2020). Adom & Ankrah (2016), explained that the constructivism paradigm is an active and constructive process that occurs in the environment outside the classroom, changing information into mental processes so as to build knowledge and understanding from personal experience.

## **3. Results and Discussion**

Tangerang Regency, which is known for its dense industry and business, is also not difficult to find unique and interesting hangouts or coffee shops to visit. Not far from Gading Serpong Medang, Jl. Raya Legok – Karawaci is the place called Kopi Setujuan, an interesting and popular new hangout place with a concept that is suitable as a gathering place for family, friends and close relatives. Kopi Setujuan is a new tourist attraction in the form of culinary offerings with a new hangout place or coffee shop which has a more dominant outdoor space concept in Tangerang Regency. This popular coffee shop just opened on December 26 2023 and

is busy being visited by teenagers and adults who enjoy coffee. In addition, Agree Coffee will have live music every night, making the evening even more exciting and enjoyable.

### Social Media Instagram Kopi Setujuan

Kopi Setujuan designing a smart and focused marketing strategy by utilizing leading social media platforms, especially Instagram, as a platform to build brand awareness, attract target audiences, and increase customer engagement levels. In an era where visualization has a crucial role in attracting attention, Instagram is a very effective tool for presenting this coffee shop aesthetically and inviting the audience into the unique atmosphere it offers.

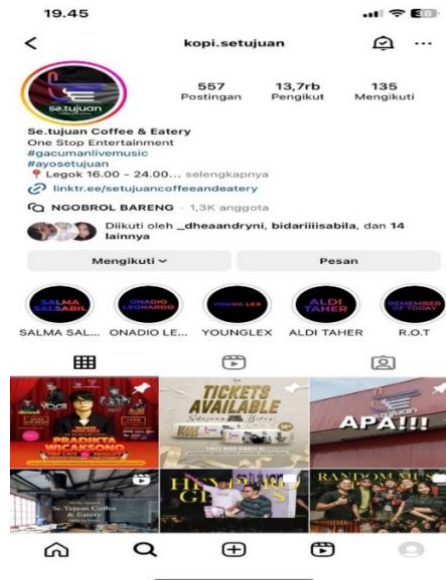


Figure 2. Instagram of Agree Coffee  
Personal Documentation Source

Kopi Setujuan use of Instagram is not just about posting eye-catching photos of food and drinks, but rather a strategy that involves various features and tactics to get maximum impact. One of the key aspects in this strategy is attractive visual content. Each post not only showcases the delicious dishes on offer, but is also geared towards embracing the coffee shop aesthetic and atmosphere. The uploaded photos reflect the coffee shop's visual identity, build a consistent image, and attract the attention of visitors. Kopi Setujuan not only uses Instagram as a place to share interesting photos, but also creates in-depth interactive strategies to increase the engagement of its followers. One of the main initiatives is to host various concerts of famous guest stars, creating an experience that is more than just a cup of coffee. Through these concerts, Kopi Setujuan succeeded in providing a different dimension of entertainment and culture in their virtual Instagram space. Regular guest concerts create an atmosphere of excitement and warmth, building an active and engaged online community. The decision to feature famous guest stars at these concerts is a strong draw for potential visitors. This is not only an opportunity to enjoy delicious coffee, but also to experience exclusive entertainment activities. Choosing guest stars who have broad cultural or musical appeal is a smart move, because this can attract interest from various groups of visitors. Not only does it build engagement, but this strategy also serves as a way to introduce Agree Coffee Shop beyond its conventional boundaries. These virtual concerts have become a tool to reach a wider audience, bridging the gap between music or art fans and their interest in coffee and unique cafe atmospheres.



Figure 3. Agree Coffee Guest Star Event  
Personal Documentation Source

### Instagram Channel as a Marketing Promotion Media for Kopi Setujuan

New media Instagram is a communication channel used by Kopi Setujuan to implement its marketing communication strategy. It is known that Instagram social media has a wide consumer reach, has various features that help business people to promote their products and interact with consumers. As said by Mr. Vicky as the Manager of Kopi Setujuan.

*"Then we use social media like Instagram, WhatsApp and TikTok. Instagram itself is more about uploading or sharing information related to operations. Operations include uploading our menu from drinks to food, events that are on-going or about to take place, reposting stories from customers as well. It's different from TikTok, in that case we just make creative content. Eee, then we also have WhatsApp Admin which is more situational, for example to book tickets if there is an event or live music. "So later customers can contact directly via WhatsApp admin according to our location in Tangerang or Bekasi."*

Vicky explained that the communication channel used for employee and customer interaction is the use of Instagram for operations which is more updated than other new media. Vicky explained that to ensure two-way communication channels occur well, between employees and customers there is maintenance through a marketing team. Apart from that, a good communication process can be demonstrated through reposting stories and replying to comments. There are additional communication channels such as WhatsApp admin, if there is an urgent complaint. Vicky's statement as manager said that to determine an effective communication channel for the cafe, look for one that is easy to reach the audience and the majority of people use social media such as Instagram and TikTok.

*"Maybe it's more about the number of accounts that follow us on Instagram. Our Instagram now has 15 thousand followers, and also from the engagement we get, such as likes or comments that are related to our coffee shop. For example, customers ask about events or ticket availability and seating because some of us are often full."*

The answer from the manager stated that Instagram social media can run well, which can be confirmed by Instagram followers reaching 15 thousand and engagement such as likes and comments. The results of the interview explained by Vicky explained that they use the link feature on Instagram for various customer needs. So you can track the feedback given by customers to Agree Coffee.

*"Eee We ensure consistent branding, content and promotions offered by the coffee shop, so we see whether the content we post is related to our marketing strategy. In my opinion, everything is appropriate or harmonious."*

The manager answered that to ensure the alignment of the coffee marketing strategy on Instagram with the consistency of branding content and promotions offered by Agree Coffee. The information explained by Vicky as manager states that there are challenges in using Instagram as a communication channel to promote

coffee brands, such as tight competition between coffee shops as a promotional medium, consistency in branding ideas and posts held by one marketing person as well, as well as understanding the target audience. Furthermore, the researcher asked several questions related to communication channels to Mrs. Cinta as the second informant or coffee marketer.

*"We will of course look first at social media which is easy for other users to reach and has a direct-to-follower feature. So when we had settled, we immediately decided to use Tiktok, Instagram and Whatsapp."*

Respon Cinta, as a coffee marketer, agrees that choosing the right communication channel for promotion is using social media that is easily accessible to other users and has direct contact features with consumers or followers such as Instagram, TikTok and WhatsApp. Marketing coffee requires in-depth research regarding adjusting communication channels to trends in the cafe industry. The question was asked again by the researcher, namely: What communication channels do you use to market your cafe? The informant answered. Cinta explained that the communication channels used to market the cafe were through three social media, but the main one used was Instagram.

### **Coffee Setujuan Marketing Communication Strategy Agrees to Increase Brand Awareness**

In dealing with market segmentation, the marketing communication mix acts as a stimulus medium carried out by Kopi Secepat to attract consumer attention. Marketing communication strategies must also be managed and carried out well, so that they provide long-term benefits for the company. As stated by Vicky, the coffee manager, he agrees. The researchers asked, namely, why do you use the name Secepat for your cafe brand? The informant answered.

*"The name Agree is more aimed at customers who come to our cafe with the same goal. We have a hashtag that is used for customers, namely #friendsagreement so in the sense that we have the same goal of hanging out, listening to live music/DJ. It's as if their goal for coming is the same as our coffee shop's goal, so that's the reason our cafe brand is called Agree."*

The reason behind using the Agree Coffee brand is because of the message it conveys to customers who come with the same purpose as Agree Coffee was founded. Therefore, customers of Agree Coffee are also given the name and hashtag Friends of Agree.

*"Well, we determine it from the superior value of our brand. So we know that coffee shops usually have live music but only on weekends. Therefore, one way is to determine the target market with advantages that can attract more attention. From there, we promoted on social media Instagram that the coffee shop agreed to regularly hold live music every evening. "Apart from that, the collaboration with the artists we often invite for live music is quite well-known and is actually trending, which is also an attraction in itself."*

The results of the interview with the manager of Agree Coffee regarding how to determine Instagram social media marketing targets, namely by determining the superior value of Agree Coffee, its target market and collaboration with artists or influencers. Interview with the manager regarding the strategy used to build brand awareness on Instagram, namely by consistently posting content, collaborating with influencers or singing artists, as well as using hashtags that show the value or brand of coffee that is approved. It was stated that the strategy used to bring consumers to Agree Coffee is to collaborate with artists to hold live music or mini concerts, for which consumers will be charged an entrance ticket fee which includes the cost of food and Agree coffee drinks. Next, the researcher asked, What is the main focus in your Instagram marketing strategy? The informant answered. The explanation given by Vicky as the manager was that to measure the success of the communication strategy used, namely through participants who attended the coffee event, such as the number of tickets sold and seeing the positive impact on social media such as tags on Instagram accounts.

*"Exciting content that is related to keywords that are on the rise can increase engagement with our content. "The point is more about soft-selling content, for example, hard-selling is very difficult to get more engagement."*

The informant's explanation stated that the effective form of content is content that is eaging and soft-selling, so that the audience does not just look at cafe business accounts in a monotonous manner. The researcher further asked, namely, how do you maintain the brand awareness of Agree Coffee that has been built through Instagram? The informant answered.

*"Consistency in updating content, of course, continuing to keep up with trends and quickly executing existing content. For example, after the event we also go straight into the editing process and make highlights at the beginning so that people are interested in seeing our content. Thumbnails that are adjusted to our editing layout are also necessary so that our identity is easily recognized."*



Mrs. Cinta, as marketing, added that to maintain brand awareness for Agree Coffee, namely by carrying out consistency regarding interesting content in terms of editing, highlights, thumbnails, editing layouts according to what has been built from the start.

*"We are maximizing the features on Instagram because there are so many Stories and Reels. From there, we just determine interesting content and follow existing trends. Interaction with followers is also necessary, especially in stories, so that really builds our account. But before all that, we also have to know the purpose of the content created. Like whether to increase followers, or expand the reach of our brand branding. "*

Presented directly, coffee marketing agreed to explain how to design marketing communication strategies used through Instagram social media, namely by knowing the output of the strategy, such as its reach towards branding or increasing followers. Apart from that, you also maximize the features on Instagram, keep up with trends and interact with followers.

*"Okay, so it's like this, as part of the marketing team, we have to understand our target market, starting from age, interests, to what they like in the online world. Then, don't forget to also take a peek at the content shared with our competitors, it could be a source of inspiration or lessons for attracting the attention of the same target market. The analytical features on Instagram are like our key. It should be used to see what content gets the most responses from our followers. This is also important, branding consistency. So that the content is easy for the target market to remember. So, chatting directly with followers is also mandatory. And what you can't miss, use relevant hashtags. So that our content is easy for potential customers to find. "So, by combining research, analysis and interaction, as a marketing team, we can definitely create content that remains up-to-date and suits the tastes of the target market on Instagram."*

The results of interviews with coffee marketers agreed regarding ensuring the relevance of content shared on social media to the target market, namely knowing from the start who the target market is, conducting in-depth research and analysis, using relevant hashtags and interacting with followers. The informant's explanation explained how to optimize the use of features on Instagram in the marketing communications strategy for Agree Coffee by sharing content related to operations such as menus and coming-soon menus, entertaining story-telling content, as well as direct interaction with followers. Interviews with coffee marketers agreed to explain several strategies used to build loyalty with consumers, such as giving away free vouchers or special discounts, listening to consumer complaints and suggestions, holding events and contests on social media which indirectly build community among visitors.

The results of the interview relate to ways to increase customer involvement in communication strategies to attract brand awareness by increasing the creation of content that can interact with consumers, such as content that is exciting or follows trends, building personal relationships during events, as well as promo rewards or sudden special discounts on Instagram. The inherent branding of Kopi Secepat was also felt by the three visitors interviewed by the researcher. The marketing communication strategy for Agree Coffee on Instagram to increase brand awareness really pays attention to customer satisfaction as well. This can be explained by the presence of clear information regarding ongoing promotions or activities. The appeal of coffee with influencer collaboration was also the answer from the three visitors, which can be said to be a strategy that worked well because it was conveyed to the audience. So, what they previously only monitored on Instagram as an audience, then came to the coffee shop as customers because of the intensity of their presence. The coffee marketing communication strategy is quite innovative and varied with several existing contents.

### **Consistency of Setujuan Coffee in Marketing Communication Strategy**

Consistency in the marketing communications mix means that message consistency in communication channels is very important to build a strong brand image in the eyes of consumers. For example, researchers interviewed managers, marketing and three coffee visitors who agreed to be asked about the dimensions of consistency in marketing communication strategies. The answer from the manager of Agree Coffee explains that it is related to ensuring that the Instagram content of Agree Coffee can attract the attention of the audience with good quality content in terms of visual and audio. Branding adjustments and use of hashtags or hashtags are also required.

*"Good quality content in terms of visuals and audio, so it attracts the audience. We also adapt it to TemanSejua's branding and hashtags. "Usually high quality content is for recapping live music or DJ events. "What is usually done is of course employee training first, so that they know more about the brand and product that will be sold. Product knowledge is really necessary. Then, of course, intensive internal communication so that information is clear and can increase*

*understanding regarding this coffee marketing strategy. "We also have content assignments because seeing the need for daily content is also needed."*

The agreed coffee manager also provided information that the types of content determined to be uploaded to Instagram were divided into operational, promotional and marketing content.

Adding information, Vicky ensures that each employee undergoes a training process for further introduction regarding the brand and products to be sold. Intensive internal communication can also ensure that each entity understands the procedures that must be followed to maintain consistent marketing of approved coffee. The manager also explained that to ensure message and brand image consistency across various communication channels, this is by actively monitoring interaction posts on each platform. Coordination of internal communication between managers and marketing is also needed, so that the goals of the coffee agreement can run consistently. Vicky's explanation as manager explained that if consistency in marketing communications is not achieved, an evaluation is usually carried out and ascertain every possible reason that marketing consistency is not achieved.

*"This is usually done by Marketing, but it is also not possible for me to provide input regarding current market trends. Usually, we do market trend analysis using customer behavior. "We will then be able to adapt with external collaboration for our live music segment."*

Vicky added that to adjust consistency with changes in trends and market demand, namely providing input regarding current market trends and analyzing market trends by looking at customer behavior. The statement from the final interview of the coffee manager agreed to explain the long-term plan for increasing brand awareness with consistency of brand identity or products sold, managing content strategy and collaborating with more influencers. In terms of consistency, researchers continued to interview coffee marketers who agreed.

*"We always make sure the message and vibe of our coffee brand remains consistent in every communication. First, we have a communications guide that includes all of our principles and messages. Don't forget, we have also set the tone of voice. Then, every day we often have meetings with the marketing team, creative team and customer service team so that everyone understands and is united. No one makes their own policies. We always ensure that we always relate to each promotional material, from design to text, to the visual identity and message of our brand. Colors, photos, and other designs all remain consistent. Don't forget, like checking responses and feedback from customers. If something needs to be changed, we act immediately. Regular meetings between our teams are also a place to review our communication strategy. So, everyone understands and supports our brand message and vibe. So in essence, with this approach, we can make our brand communication consistent everywhere. So that customers are not confused and feel close to our consistent and strong brand."*

Coffee marketing agrees, explaining that to ensure the message and brand value are consistent, make sure every message is included in the content. Then, each promotional material from design, text and ensures that it matches the visual identity and brand message. Regular meetings are also held to ensure that each division in the company agrees to have the same track.

*"So, we always strive to ensure that the brand image of Kopi Agree remains consistent and connected to what our market is targeting. First of all, we often do research to really understand who our target market is. From age to trending trends, we pay attention to everything. Then, we also always stay updated with trends in the coffee industry, so we can stay in touch with consumer tastes. If there is a change, we make sure we follow it quickly so we don't miss it. Every time we release a campaign or promotional material, we make sure it really matches the message and values of our brand that we have established. So as not to confuse customers, that is. Customer feedback is very important for us. If something doesn't fit, we can fix it quickly. Then, we also like to set up a live chat with them so we can get deeper insights. Lastly, we always take a peek at what competitors in our industry are discussing. Not to cheat, but to ensure we remain different but still follow current trends. "In this way, we are confident that we can maintain the consistency of Kopi Secepat's brand image, and keep it in touch with the hearts of our target market."*

According to Agree Coffee marketing, in ensuring that the brand image of Agree Coffee is consistent, it is relevant to the target market, namely adjusting who the target market is and following existing trends. The changes that occur are adjusted to the brand's message and values so that they remain stable.

*"Well, as a marketer, I always try to keep our Instagram content connected to the vibe of our cafe. So, first, we have a clear visual guide. The color, the style of the photo, even the filters we use have been set, just so it's clear. Then, always make sure our content truly represents our cafe. If our cafe is comfortable and casual, it must really feel that way in every post. Often focus on photos of the*



*atmosphere in the cafe and the coffee we offer. We also keep updated with trends in the world of coffee and social media. If there is something trendy, we try to follow suit but still match the character of our brand. So that the content remains fresh and up-to-date. We also really pay attention to followers' responses. I also like to see their feedback, if there is something I like or don't like, it becomes a guide for further content improvement. Lastly, we diligently check analytics to measure content performance. From there we can know which content is the best, which gets the most views, or which helps increase followers. With this information, we can create a more robust content strategy in the future. "In this way, we are sure that our Cafe's Instagram content remains consistent with the brand, makes people more familiar with it, and of course continues to attract customers' attention."*

The explanation from the coffee marketing team agreed that to ensure the content created is consistent with the cafe brand, this is by determining visual guidelines from color, photo style, to the filters used. Apart from that, familiarity with the shape or aesthetics of the cafe is also important to ensure the content matches the cafe brand.

*"We always ensure that our team is always on point in providing the best service to customers. So, initially make sure everything is clear by providing solid training. So that we don't get confused and we know exactly what to expect from our customers. Then, because our industry changes quickly, we often hold refresh training sessions so that they stay up-to-date. We also don't want anyone to get cheated or miss out on information. We also treat open communication. Of course, always be ready to listen to ideas or problems from employees. So, they feel appreciated and have an important role in the team. Lastly, feedback from customers is very important. We always read their reviews and comments. If there is something positive, we give appreciation to the employees who contributed. If there is input, we immediately take action to improve it. "With these methods, we are very confident that the team can maintain consistency in providing the best service."*

Regarding employee consistency in providing good service, the marketing team always ensures that the service remains in accordance with the service taught during the training period. Apart from that, the marketing team is open to ideas or complaints submitted.

*"So, we always try to ensure that every marketing post on Instagram actually reaches customers and remains in line with the message and mission of Kopi Secepat. So, we have a visual guide that can be used as a reference. Make sure the colors, photo style and design are consistent, so that it really looks like the content is from Kopi Secepat. Before posting, always review again. Does the content really explain the message and values of our brand's mission? We want every post to not only be good to the eye, but also to show the essence of what we want to convey. So, the caption or visual that we choose really connects. We also like to check followers' responses on Instagram. If they reach out or chat about our content, that's a good sign. If anyone is still confused, we will consider making improvements in the next posts. Lastly, always follow trends in the world of coffee and social media. Let us stay current and not be out of date. We are confident that by providing consistent attention like this, we can continue to strengthen Kopi Secepat's brand awareness in the eyes of customers."*

The marketing explanation regarding the consistency of the brand's message and mission values in content uploaded to Instagram is trying to match the visual guide reference. A review is carried out to make sure whether everything is in accordance with the essence of what you want to convey. Apart from that, be open to updating existing trends so that the content created remains acceptable to the audience.

*"So, we, on the Kopi Secepat marketing team, have a special goal for Instagram. First, we really want to let people know more about Kopi Secepat. So, every content we create must be able to explain who we are and why we are cool. Then, we also focus on making our followers active. We don't just want to be seen, but also talked to. So, we often create content that makes them want to comment or join in the conversation. Don't forget, increasing sales is also our target. We diligently create content that attracts attention to try our coffee or take part in ongoing promotions. We also like to use Instagram to promote events or collaborations. So that apart from getting to know you, Agree Coffee can also have a positive effect on sales. Lastly, we often check analytics to see our performance. What is working well, what needs to be adjusted, we can see everything from the data. So that we can continue to develop and target the targets we want. "In this way, we are sure we can achieve the marketing goals of Agree Coffee on Instagram more smoothly and effectively."*

In determining the marketing objectives for Agree Coffee, marketing routinely checks analytics regarding the performance of uploaded content, this is to see the ups and downs and serve as evaluation material.

*"We, part of the Kopi Secepat marketing team, have a marketing strategy that is really different from other cafes. So, we don't just sell coffee, we also sell lifestyle. We always create content that not only shows our coffee, but also the story behind each cup of coffee. We really want to be part of the customer's life experience. Then, we always emphasize transparency. We tell you where our coffee comes from, how the roasting process works, and how we serve it. Our customers don't just buy coffee, but take part in the stories we build. The concept of togetherness is also our focus. We don't just sell coffee, we also create a community. So, our strategy is more towards social interaction and events that can bring people together to enjoy the moment with Kopi Secepat. Also, we are not afraid to experiment and follow the latest trends. From a marketing perspective, we are always updated with the latest trends and create appropriate content. So, we still appear current and relevant in the eyes of customers. "With a different concept, transparency, focus on togetherness, and openness to trends, the marketing strategy of Kopi Secepat has its own characteristics that make us different from other cafes."*

As a result of the interview, the researcher found out the uniqueness of Setuan Coffee, which has a different marketing strategy from other cafes, where they present a lifestyle in their sales. The content created also tries to provide a close experience to the audience. In this case, the researcher also asked several questions to visitors to find out the consistency of the coffee agreement in the marketing communication strategy. Based on the researcher's analysis, the things conveyed and done by Kopi Secepat can be felt by visitors, such as consistency of brand values and messages, good quality and distinctive content on Instagram, approaches to various content from events.

### **Setujan Coffee Branding Through Instagram Content**

Based on the results of interviews with various sources from managers, marketing and three visitors to Agree Coffee, researchers asked several questions related to the branding of Agree Coffee through the content they uploaded to Instagram. Basically, branding can be said to be the identity of a company, product or service. In this case, the branding used by Kopi Secepat is in accordance with the brand they use.

*"The name Agree is more aimed at customers who come to our cafe with the same goal. We have a hashtag that is used for customers, namely #friendsagreement so in the sense that we have the same goal of hanging out, listening to live music/DJ. It's as if their goal for coming is the same as our coffee shop's goal, so that's the reason our cafe brand is called Agree."*

The results of the interview explained that Kopi Secepat uses the name Secepat because of the branding it wants to use so that customers who come to the cafe have the same goal. Therefore, they use hashtags or hashtags that indirectly connect emotionally with brand values.

*"Good quality content in terms of visuals and audio, so it attracts the audience. We also adapt it to TemanSecepat's branding and hashtags. "Usually high quality content is for recapping live music or DJ events."*

The explanation given by the manager was also related to branding via Instagram, where Kopi Secepat agreed to ensure that the Instagram content they uploaded also matched the branding and hashtags to attract the attention of the audience. Apart from that, researchers also conducted interviews with marketing regarding branding of Agree coffee through content on Instagram.

*"Okay, so it's like this, as part of the marketing team, we have to understand our target market, starting from age, interests, to what they like in the online world. Then, don't forget to also take a peek at the content shared with our competitors, it could be a source of inspiration or lessons for attracting the attention of the same target market. The analytical features on Instagram are like our key. It should be used to see what content gets the most responses from our followers. This is also important, branding consistency. So that the content is easy for the target market to remember. So, chatting directly with followers is also mandatory. And what you can't miss, use relevant hashtags. So that our content is easy for potential customers to find. So, by combining research, analysis and interaction, as a marketing team, we can definitely create content that remains up-to-date and suits the tastes of the target market on Instagram!"*

The thing conveyed by Marketing regarding coffee branding is that they are consistent regarding the branding used on Instagram social media. Branding is also aligned with the message you want to convey and is designed to create a consistent and impressive image to consumers.

In this discussion section, the researcher will describe and explain the results of the research that has been conducted through interviews. This research uses descriptive qualitative research methods. The data was taken to find out how the marketing communication strategy for Agree Coffee via Instagram social media can attract brand awareness. It can be seen that the basic assumption of Integrated Marketing Communication

(IMC) theory is a strategy that involves various marketing communication elements to achieve effective marketing goals. In coffee marketing, IMC is used to increase awareness of the coffee brand through Instagram social media. Integrated Marketing Communication (IMC) theory is a concept that emphasizes the importance of integration and coordination in marketing communications. IMC focuses on using various communication channels, such as mass media, social media, and direct communication, to achieve marketing goals more effectively. In IMC, marketing communications are not only limited to one channel, but include all channels used to reach the target audience. The marketing communication strategy for Agree coffee via social media Instagram can be described as follows: *First*, The aim of this strategy is to increase brand awareness of Secepat coffee through the use of social media Instagram. Brand awareness is the level of awareness and recognition of a brand by the target audience. In the case of Sejual coffee, the goal is to increase awareness and recognition of the Sejual coffee brand among Indonesian people.

*Second*, The target audience for this strategy is Indonesian people who have an interest and habit of consuming coffee. They can be students, workers, or individuals who have high social activities. *Third*, the content used in this strategy is various types of content that are relevant to Agree coffee, such as: Attractive and colorful photos of Agree coffee, Videos about the Agree coffee production process that show the quality and uniqueness of the product, Testimonials from Agree coffee customers who share their positive experiences with the brand, Information about promos and discounts available for Secepat coffee customers. *Fourth*, The strategy used in this strategy is as follows: Regular posting: Post content regularly to maintain the activeness of the Agree coffee Instagram account and increase brand awareness. Hashtags: Use relevant and popular hashtags to increase content visibility and reach a wider target audience. Collaboration: Collaborate with influencers or other brands relevant to coffee to increase brand awareness and reach a wider target audience. Engagement: Using Instagram's interaction features, such as comments and likes, to increase engagement with Agree coffee customers and increase brand awareness. *Fifth*, The expected result of this strategy is to increase brand awareness of Agree coffee through the use of Instagram social media. Measurable results are: Increased level of awareness of the Agree coffee brand, The number of Agree coffee customers has increased., Increased level of engagement with the Agree coffee Instagram account, The marketing communication strategy for Sejual coffee through social media Instagram helps increase brand awareness for Sejual coffee through the use of various types of content and strategies that are relevant to the target audience. By using IMC, Secepat coffee reaches a wider target audience and increases brand awareness effectively.

#### 4. Conclusion

From the research findings explained previously, it can be concluded that coffee marketing communications can increase brand awareness, namely through a design process such as determining the target audience, conducting in-depth research regarding the strategy you want to use, making comparisons with competitors who have the same market, and determining the objectives of the implementation. strategy with content output. Apart from that, utilizing the features on Instagram is also the key to optimizing brand awareness such as Instagram stories and reels. Agree Coffee also has a tagline and branding TemanSejual for their visitors, so that it is unique for the audience to recognize Agree Coffee. Another value in Agree Coffee is presenting a lifestyle with live music or events collaborating with artists. Various kinds of promotions are also carried out by Agree Coffee to continue to increase brand awareness, such as regularly holding events with collaborations with artists or musicians, content that follows trends but has selling value through soft-selling, after-event content, as well as uploads related to promos. or food/drink vouchers. This is what researchers found from various research methods carried out, especially through interviews, because they obtained direct information from various parties such as managers and marketing, as well as coffee visitors who agreed.

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