

A MARKETING COMMUNICATION STRATEGY IN ATTRACTING CONSUMER INTEREST IN CAFÉ TITIK BEKU HARAPAN INDAH BEKASI DURING THE COVID-19 PANDEMIC

Levita Kristiani¹
Pauline Hasan²

¹Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: levitakristiani10@gmail.com

²Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: Pauline.hasan@kwikkiangie.ac.id

Abstract

During the Covid-19 pandemic, changes were made to consumer lifestyles leading to the digital industry era 4.0. Due to the physical limitations that occurred during the Covid-19 pandemic, companies are required to start adapting to using digital media with the aim of maintaining relationships with their consumers. In designing a marketing communication strategy, companies must understand the various situations that occur and process them into opportunities for growth. One of the companies implementing the 7P marketing communication strategy during the Covid-19 pandemic was Café Titik Beku Harapan Indah Bekasi. The purpose of this study is to find out how the marketing communication strategy uses the 7P marketing mix concept in attracting consumers' interest in Café Titik Beku Harapan Indah Bekasi during the Covid-19 pandemic. As well as how the application of marketing communications by Café Titik Beku Harapan Indah Bekasi in attracting consumer interest in the digital business era 4.0 and what obstacles were experienced during the implementation of this strategy. Based on this research, it can be concluded that the implementation of a marketing communication strategy by Café Titik Beku Harapan Indah Bekasi was successfully implemented during the Covid-19 pandemic. This can be proven by the continued establishment of the café among the many cafes that have gone bankrupt due to the Covid-19 pandemic, and the constant crowds of café visitors at night until now.

Keywords:

Marketing Mix, Pandemic Covid-19, Food and Beverage Business

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Corresponding Author:
Pauline Hasan

Email:
Pauline.hasan@kwikkiangie.ac.id

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INTRODUCTION

Marketing communication has a supporting strategy that is considered very effective for use in business. The strategy in question is the Marketing Mix which according to George E. Belch and Michael A. Belch (2018: 8) marketing mix has the meaning of a set of marketing strategies that are used and managed by marketers to achieve company goals, namely the potential for exchange or purchase. The Marketing Mix strategy consists of product, price, place, and promotion or commonly known as 4P. Along with the development of the era, the 4P marketing mix strategy has now been developed into a 7P strategy, namely product, price, place or distribution system, promotion, people, process, and finally, physical facilities. This 7P strategy is used by companies to reach a predetermined target market in a more focused manner so that the main goals of the company can be achieved.

Along with the current developments, technological progress is growing rapidly which has a big influence, especially on the business era of Industry 4.0. According to Angela Merkel (in Dara Sawitri, 2019), the industrial era 4.0 business means a comprehensive transformation of all aspects of business through the combination of digital and internet technology facilities with conventional means. Therefore, it is hoped that companies will no longer only utilize traditional marketing such as promotional activities using brochures, banners, and other outdoor advertisements. However, companies must be able to adapt to business developments in the Industry 4.0 era by utilizing digital marketing strategies to support the achievement of company goals.

Consumer consumptive behavior towards a thing is believed to be influenced by various aspects. One of these consumptive behaviors is influenced by the attitude of Fear Of Missing Out or what we usually know as FOMO about the environment. According to Lira Aisafitri and Kiyayati Yusriyah (2020), FOMO is a situation where individuals have a fear of missing out on a fun activity that other people are doing. Therefore it makes these individuals consumptive and many ways to participate in these activities and does not want to be left behind by the existing trends. In this case, business people in the Food and Beverage sector take advantage of this sense of FOMO by preparing an attractive place ambience and sales promotion strategies that follow trends. With the hope of succeeding in attracting consumer interest and making anyone competing to update in that place.

The events of the Covid-19 pandemic which began circulating in Indonesia on March 2 2020 resulted in a crisis in the health, social and economic sectors in the world as written on the official website of Pen.kemenkeu.go.id (which was accessed on February 23 2023). This event also had a considerable influence on the world of Food and Beverage where many businessmen

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in the culinary industry chose to go out of business due to the decline in income during the Covid-19 pandemic, and there was almost no income. This decline in income is due to the large number of consumers who choose to stay at home for fear of contracting the Covid-19 virus which can result in death. This behavior is based on government regulations that ask people to stay at home to reduce the spread of the Covid-19 virus.

Café Titik Beku Harapan Indah Bekasi which is a business engaged in the field of Food and Beverage was founded in 2017. By having various food categories such as Indonesian, Western, Japanese food, dessert, coffee, gelato, and many more with various price ranges starting from IDR 10,000 to IDR 100,000. During the Covid-19 pandemic, the Café Titik Beku Harapan Indah Bekasi continued to struggle to plan an attractive marketing communication strategy to attract the interest of the café's consumers. Café Titik Beku Harapan Indah Bekasi carries out its marketing communication strategy through social media and online food ordering applications such as Go food. The marketing strategy through social media is very beautifully designed and attracts the attention of cafe consumers. Starting from taking pictures of each interesting menu to arranging the appropriate Instagram feeds. The goal of an attractive social media arrangement is to visually introduce existing menus to increase a sense of interest in consumer interest.

Based on the background of the problem, the problem identification in this study is divided into 3 including:

1. What is the marketing communication strategy using the 7P Marketing Mix concept in attracting consumers from the Café Titik Beku Harapan Indah Bekasi during the Covid-19 pandemic?
2. How is marketing communication implemented by the Harapan Indah Bekasi Café Titik Beku in attracting consumer interest in the digital business era 4.0?
3. What are the obstacles experienced by the Café Titik Beku Harapan Indah Bekasi in carrying out its marketing communication strategy during the Covid-19 pandemic?

LITERATURE REVIEW

Marketing Communication

Marketing communication according to Anang Firmansyah (2020: 2) is an activity of carrying out marketing in which it uses various communication techniques to be able to persuade and provide information to many people who can be said to be consumers or potential consumers. To create a good brand image in the minds of consumers. High brand equity in the minds of consumers will make it easier for companies to promote the products they sell. Various



ways of marketing communication are used by companies to convey persuasive information to build relationships with consumers. Therefore, later the main goals of the company can be achieved if this persuasive information message is implemented strategically by the company.

The marketing communication strategy

The marketing communication strategy is closely related to the business planning strategy to increase the positive value of a company. Increasing the positive value is done by disseminating information related to the products of the company. The formation of the right marketing communication strategy influences the success of delivering information to consumers, if the strategy is chosen correctly, the information conveyed can be well received to bring in feedback from consumers and prospective company customers.

In creating a good and effective marketing communication strategy, companies must pay attention to and apply every element of marketing communication appropriately according to Anang Firmansyah (2020: 15), these elements include:

1. Communicators: according to Anang Firmansyah (2020:15) are individuals who have a strong role in creating and delivering messages to consumers.
2. Communicators: according to Anang Firmansyah (2020:16) they are the target parties for messages given by the communicator.
3. Message: according to Anang Firmansyah (2020:16) the message must be well-designed by the communicator so that it is easily accepted by the communicant.
4. Media: according to Anang Firmansyah (2020:17) is a medium used by communicators in conveying messages to communicants. In this case, the medium used can be in the form of social media, radio, television, and others.
5. Obstacles: according to Anang Firmansyah (2020:17) obstacles in the delivery of marketing communications must occur which makes the message to be conveyed not well received by the communicant.
6. Purpose: according to Anang Firmansyah (2020:18) the main goal of making marketing communications is to increase purchases of the products we sell. These goals are designed following the company's goal to create a profit. In addition, according to Redi Panuju (2019: 17), the company's goal besides increasing purchases is to create a positive image in the minds of consumers.
7. Feedback: according to Anang Firmansyah (2020:18) it is the communicant's response to the exposure of the message that has been given. Communicators must pay attention to any feedback given by consumers to find out whether the message given has been going well and efficiently to them or not.



8. Products: according to Anang Firmansyah (2020:18) products are a major element in the formation of marketing communications. Because before we carry out a marketing communication we must first know what product we want to convey.

Marketing Mix

The marketing mix or what is commonly called the marketing mix is a tool used by a company to achieve its goals of the company, this was conveyed by Kotler and Armstrong (in Anang Firmansyah, 2020: 5). In a marketing mix consisting of a set of combinations of seven variables which are the main keys of a company's marketing system such as product, price, place or distribution system, promotion, people, process and the last is physical facilities. It is hoped that the marketing communication strategy that is being implemented by the company can run smoothly because these seven elements are the main key to a marketing system. The marketing mix consists of several elements including:

1. Product: something that is offered to consumers or the market with the hope that it can be noticed, sought, requested, purchased, used, and consumed with the main objective of being able to meet the needs, wants, and satisfaction of consumers following the target market. This understanding was conveyed by Aditya Wardhana (2021:114).
2. Price: the value provided by the company to consumers for products that are distributed. According to Sri Widyastuti (2017: 93), price is defined as the amount of money that must be paid by customers to obtain a product. The price element has a subordinate structure that can be implemented by the company, such as promotional prices and price discounts.
3. Place or distribution system: a strategy carried out by the company so that the products it sells can reach consumers. Without a properly designed distribution, consumers will not be able to know the products of the companies that we have. In the step of sorting out what distribution channels or systems are suitable for the company's products, it must be adjusted to the interests or needs of these products.
4. Promotion: a marketing campaign activity that is systematically implemented and designed to achieve a much faster and much larger purchase objective by consumers according to Sri Widyastuti (2017: 95).
5. People: where people in this marketing mix element are elements that function as service providers and influence success in acquiring consumers. Apart from that, people in this element are also those who serve or those who plan a service to consumers. This definition was conveyed directly by Sri Widyastuti (2017: 93).



6. Process: namely an approach taken by the company to convert all resources into goods and services. Where the process is a series of work activities related to the services provided to consumers according to Sri Widyastuti (2017: 94) The main goal of a process is for companies to achieve the level of desire in the minds of consumers.
7. Physical facilities: namely evidence owned by the company that is shown directly to consumers which in the future will be used as added value for consumers to the company.

The Business Industry In The Digital Era 4.0

The business industry in the digital era 4.0 is a business strategy that combines both online and digital interactions with the help of technology and offline or conventional. The application of the business industry in the digital 4.0 era aims to increase interaction between buyers and sellers. By taking advantage of rapidly developing technology, business people must be able to adapt quickly and respond to more consumers according to an affordable target market.

According to Schlechtendahl, et al (in Nasrul Rizal A. Lubis, 2021), the industrial revolution is an industrial environment where users can always be connected so they can easily share information. With the emergence of a revolution, it will also have an impact on changes in human lifestyles in their daily life. Where they will tend to take advantage of every existing technology to make their work easier.

In implementing the business industry in the digital 4.0 era, it can be concluded that some of the challenges that will be faced later according to Hecklau (2016) include the following:

1. Economic challenges such as globalization that will continue, the increasing need for innovation, the increasing demand for service orientation, and the increasing need for cooperation between members to achieve goals.
2. Social challenges consist of changes in social values in society, increasing visual work which affects face-to-face socialization which will decrease, and the growing complexity of community processes.
3. Political and regulatory challenges such as increasing existing performance standards and data security and privacy which must be continuously improved because almost all activities use technology which must be able to uphold the level of security of its users.

Consumer Behavior

According to Anang Firmansyah (2018: 2) consumer behavior is a basis that makes consumers carry out an act of purchase. Consumer behavior also underlies consumers to make inquiries about a product or service they will choose. In the occurrence of consumer behavior,



several things underlie this behavior including prices, promotions, and places of sale. Price can underlie consumer behavior because, when a product or service has a low price, consumers will easily determine when to buy without requiring lengthy research. However, if the price given tends to be high, consumers will often search for information in advance about the product or service so it will require a much longer process than a low price. This is due to the instincts of consumers who certainly expect to get the best quality when they dare to pay more for a product or service. In addition, in terms of promotion also influences consumer behavior. Where if an item or service is sold with a promotion that is too big and is considered excessive it will create a bad image in the minds of consumers. This bad image can affect the level of consumer confidence in the product or service and will affect future consumer behavior.

According to Kotler and Keller (in Jefri Putri Nugraha, 2021: 6) 3 factors are felt to influence consumer behavior in making purchases including:

1. Cultural factors : These cultural factors are divided into 2 categories such as:
 - a. Culture: as we know that every country has different cultural values. So, as marketers, we must be able to adapt every cultural value contained in our destination country to be applied to the marketing strategy of our products and services.
 - b. Sub-culture: in this case the category of sub-culture is a category that is deeper than culture. Where this sub-culture usually includes existing ethnic, racial, religious, and regional groups. It is believed that this sub-culture has an important role in influencing consumer behavior in the buying process of a product or service.
2. Social factors : In the category of social factors, it is divided into 3 groups that are felt to influence the purchasing factors of a product or service, including:
 - a. Reference group: believed to be able to influence a consumer's behavior by introducing a new lifestyle that is continuously exposed so that it can influence the attitude and self-concept of the consumer.
 - b. Family: is the most important group influencing consumer behavior. Where the family provides various values that are believed to be a guide to one's life.
 - c. Social status: is a factor that influences a person's lifestyle. Where with social status a consumer wants to describe it through what they use and what they buy.
3. Personal factors : This personal factor category is divided into 4 things that are felt to influence the purchase factor of a product or service, including:
 - a. Life cycle: as our life goes on, our needs will also continue to follow our life cycle.





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- b. Economic environment: where one's work background and economic environment will affect one's level of consumption. Therefore marketers must be able to identify exactly who are the profitable consumers of the products or services they offer.
- c. Self-concept: a psychological character possessed by a person. Where a person will usually tend to choose a product or service that suits his personality and will unconsciously choose it consistently.
- d. Lifestyle: a concept where a person is willing to spend or spend the money and time they have in doing something. One's lifestyle can influence one's buying behavior.

RESEARCH METHODS

In this study, the researcher chose informants by purposive sampling. According to Sugiyono (2019: 289), purposive sampling is the selection of subjects to support the research process with certain considerations. This research was conducted using descriptive qualitative research because this research explores and analyzes marketing communication strategies in attracting consumer interest in the Frozen Point Café Harapan Indah Bekasi. This research has the main focus, namely wanting to know marketing communication strategies in attracting consumer interest in the Frozen Point Harapan Indah Bekasi Café during the Covid-19 pandemic using qualitative data. Therefore researchers use two data sources to support the data collection process, including:

- 1. Primary data : The primary data source in this research study consisted of 7 informants including café owners, baristas, waiters, and also 4 café visitors in the category of young consumers and young family consumers.
- 2. Secondary data : Secondary data researchers obtained by looking at journals, theses, theses, and scientific work done by other people in the past.

In this study, the researcher chose to use interview, observation, and documentation techniques by applying data collection techniques such as data reduction, data presentation, and concluding.

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attracting consumer interest in the Café Titik Beku Harapan Indah Bekasi. This research has the main focus, namely wanting to know marketing communication strategies in attracting consumer interest in the Café Titik Beku Harapan Indah Bekasi during the Covid-19 pandemic using qualitative data. Therefore researchers use two data sources to support the data collection process, including:

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RESULTS AND DISCUSSION

Based on this research, the results and discussion that can be given are:

1. 7P Marketing Communication Strategy : In this section, the strategy in question consists of:
 - a. Product strategy: The application of the most prominent factor carried out by the Harapan Indah Bekasi Titik Beku Café is the factor of product diversity. The diversity of this product is highlighted by the café with the aim that all categories of food and beverages desired by consumers are available in the café. The creation of each of the various menu variations did not escape the intervention of the ideas of every customer and employee of Titik Beku Café.
 - b. Pricing strategy: Following the café's slogan, namely serving happiness every day, this café has the principle of providing affordable prices, good and consistent taste, a comfortable atmosphere, and good service. This principle is following the existing price theory where this café thinks about both parties, both the company's profits and the benefits that will be felt by consumers. Titik Beku Café also participates in holding special prices on certain days to attract consumers' buying interest.
 - c. Place strategy: By using attractive ornaments and designs as well as changing the café layout periodically is an example of a café strategy in making consumers feel comfortable and not bored with a monotonous atmosphere.





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- d. Promotion strategy: Café implements a promotion strategy using 5 methods including advertising which is implemented by no longer using conventional advertising media but focusing on advertising each product through digital platforms. Sales promotion is implemented by using a price discount strategy for several products listed in the promotion. Personal selling is implemented by utilizing the performance of its employees to offer every new menu or existing promotion and offer membership registration to consumers. Public relations is implemented by participating in sponsoring an event. Direct marketing is carried out by utilizing the customer database to send messages containing information on promotional activities that are being carried out at the café.
 - e. People strategy: Point Frozen Café continues to strive to improve the hospitality quality of its employees to increase the positive image of consumers towards the café.
 - f. Process strategy: A strategy that shows the journey of service activities provided by the café from the beginning of the consumer's arrival until the consumer leaves the café door. In implementing good and quality service, Titik Beku Café has an absolute SOP for its employees.
 - g. Strategy for physical facilities: Provision of various tools that can facilitate the process of ordering café products. so that by providing a variety of tools and existing SOPs, it can foster buying interest and loyalty of the consumers of Titik Beku Café.
2. Implementation of Marketing Communications in the Digital Business Era 4.0 where in its implementation, Titik Beku Café utilizes various social media platforms which are considered to influence attracting new customers and maintaining relationships with existing loyal customers.
 3. Barriers experienced by Titik Beku Cafés in carrying out each of these marketing communication processes. In particular, the biggest obstacle that had a high impact on café operations was at the start of the Covid-19 pandemic in Indonesia.

CONCLUSIONS

Based on this study the conclusions obtained are:

1. Marketing communication strategy using the concept of Marketing Mix 7P Titik Beku Café in a conceptual, varied, and innovative way that includes the ideas of employees and

consumers by focusing on the café's vision, namely serving happiness every day. Titik Beku Café is also actively implementing the five existing promotion mixes such as advertising, sales promotion, personal selling, public relations, and direct marketing.

2. Titik Beku Café uses various social media platforms owned by the café such as Instagram, Facebook, Tik-Tok, and WhatsApp, as well as the Go-food, Tokopedia, and Shoppe applications.

3. Few consumers wanted to leave the house which made consumers less interested in every promotion that existed at the beginning of the pandemic, which was an obstacle for cafes in carrying out their communication strategy.

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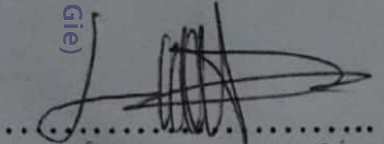
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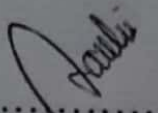
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