

Internet Marketing Strategy Demandailing Café in Building a Digital Brand on Instagram

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ABSTRACT

This study raises the marketing communication strategy carried out by the Demandailing management in building the Demandailing Cafe brand image. This study describes the digital marketing strategy carried out by Demandailing Café in building a brand image on Instagram social media to the public, especially Demandailing Cafe consumers located in Surabaya. The benefits obtained from this research are as an academic reference on digital marketing in building a practical brand image on Instagram social media. The research method used in this research is descriptive qualitative, with an analysis of Integrated Marketing Communication (IMC) and digital marketing. Data was collected through in-depth interviews, observation, and documentation studies. This study concludes that in carrying out the Demandailing digital marketing strategy to build a brand image on Instagram social media, it is determined by how the products offered are highlighted in terms of the promotional content of the Demandailing Café product itself. Submission of the brand image itself indirectly becomes an interpersonal communication from Demandailing with customers who see Instagram. Demandailing always makes innovations in building a brand image that is not done by other cafe entrepreneurs, both in terms of soft selling and hard selling.

KEYWORDS

digital marketing, integrated marketing communication, brand image, Demandailing Cafe

ABSTRAK

Penelitian ini mengangkat permasalahan tentang strategi komunikasi pemasaran yang dilakukan oleh pihak manajemen Demandailing dalam membangun brand image Demandailing Cafe. Penelitian ini bertujuan untuk mendeskripsikan strategi digital marketing yang dilakukan oleh Demandailing Café dalam membangun brand image di media sosial instagram kepada masyarakat terutama konsumen Demandailing Cafe yang terletak di Surabaya. Manfaat yang didapat dari penelitian ini sebagai referensi akademis tentang digital marketing dalam membangun brand image secara praktis di media sosial instagram. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif deskriptif, dengan analisis Integrated Marketing Communication (IMC) dan digital marketing. Pengumpulan data dilakukan melalui in-depth interview, observasi dan studi dokumentasi. Penelitian ini menghasilkan kesimpulan bahwa dalam melaksanakan strategi digital marketing Demandailing untuk membangun brand image di media sosial instagram ditentukan dengan cara penyampaian produk yang ditawarkan lebih ditonjolkan dari segi konten promosi produk Demandailing Café itu sendiri. Penyampaian brand image itu sendiri secara tidak langsung menjadi komunikasi interpersonal dari pihak Demandailing dengan pelanggan yang melihat Instagram. Demandailing selalu membuat inovasi untuk membangun brand image yang tidak dilakukan oleh pengusaha kafe lainnya baik dalam segi soft selling maupun hard selling.

KATA KUNCI

digital marketing, integrated marketing communication, brand image, Demandailing Cafe

INTRODUCTION

Cafés and Restaurants grow and continue to grow in number, and this makes business competition increasingly fierce. Many consumers like to spend time in cafes, and not a few teenagers choose cafes as a place to gather with their friends or as a place to do assignments. Many parents also choose cafes as a meeting place. The cafe is a good business opportunity to make a profit. As the second-largest city in Indonesia, Surabaya has an enormous market potential for the food and beverage sector.

Chairman of the Indonesian Cafe and Restaurant Entrepreneurs Association (APKRINDO) East Java, Tjahjono Haryono, stated that the growth of the cafe and restaurant business in Surabaya had a significant impact. No wonder many entrepreneurs in this industry keep popping up. The market segments that are oged also vary, ranging from the middle and upper classes. With so many new entrepreneurs in the cafe and restaurant industry, it will provide many choices for the community. The business development of the cafe and restaurant sector in the city of Surabaya, which is estimated to grow by 20% in 2019, can contribute to local revenue (PAD), which is targeted at Rp5.19 trillion.

Intense business competition, various efforts to build a restaurant's image is an important thing that must always be done. A strategy is needed to achieve excellence, namely, building the image of a restaurant to maintain market competition. Every company will always try as much as possible to maintain the brand image of their products. It is essential because companies realize that consumers often assume a good brand image with the quality of the product itself.

Brand image has also been considered as a prestige needed by consumers in using a product. Thus, this assumption will undoubtedly become an essential guide for companies in achieving the positive influence caused by the brand image of their products. A company's success in building a brand's image depends on the excellent quality, convenience, and status that the company has given to consumers. In the current state of business, Instagram is used as a means to be able to introduce and promote a product and brand to potential consumers so that they are interested in buying or using the products offered. Considering the current trend of people who like social media, Instagram to meet information needs, including the need to eat and drink or culinary, Instagram also has a broad reach, easy access, and many other conveniences.

One example of a brand that offers services such as culinary has penetrated the world of Instagram media is Demandailing Café. Demandailing Cafe is a cafe located at Jalan Klampis Jaya no.144, Surabaya City. Demandailing only uses Line and Instagram social media as its marketing channels. This cafe opened in September 2011. Uniquely, this cafe can attract visitors so quickly, even according to information from Fahmi Abdulla as Manager of Demandailing Café, at the time of initial observation, customers who come every month reach 1000 to 2000 people. This cafe is quite well known through Instagram

because Demandailing Café has photo posts related to food and drinks promoted to the public through Instagram. The only marketing tool they use to date is Instagram. This statement from Demandailing Cafe made researchers interested in examining this phenomenon. Demandailing a cafe's digital marketing strategy in building a brand image on social media, especially the Instagram they use.

Demandailing Cafe is currently a reasonably popular hangout place in Surabaya, its presence on blogs such as foody.id, gotravelly.com, openrice.com to gokuliner.com. In the two social media used by Demandailing Café, the researcher saw that Instagram was more popular and optimally used than Line. The Instagram social media account @demandailingcafe uploaded 1,670 posts and has 24,600 followers. Changes in the current phenomenon and the development of the era of information technology can make it easier for humans to do activities, obtain and search for various information circulating in cyberspace (Kristiyono, 2017).

Technology has developed very rapidly in the digital world and the Internet. This technological development has an impact on the world of marketing. The marketing trend in the world has shifted from being conventional (offline) to digital (online). Technological developments have changed interaction in marketing communications into a screen to face (internet marketing). Morissan (2010) revealed that many developed countries currently had implemented Integrated Marketing Communication (IMC) with a broader perspective. Business managers see IMC coordinate and manage their marketing communications programs to ensure that they provide customers with a consistent message about their company and brand.

The digital era is indeed impossible to avoid, so it must maximize the benefits of digital development. Therefore business people are gradually starting to leave the conventional/traditional marketing model for modern marketing, namely digital marketing. According to Chaffey (2009), E-Marketing or Digital Marketing is marketing that has a broader scope because it refers to digital media such as the web, e-mail, and wireless media, but also includes managing digital customer data and also how the Internet can be used together. with traditional media to obtain and deliver services to customers (Chaffey, Edmundson-Bird, & Hemphill, 2019).

Digital marketing is now the main thing through social media. A company must provide better to consumers compared to its competitors to face business competition (Afrilia, 2018). Social media marketing offers various opportunities to achieve business goals. The use of social media in business can be trusted as one of the most popular marketing tools. Social media can influence consumers to buy, making it more prospective than other marketing channels (Karman, 2015). The concept of how social media marketing works in practice is closely related to the concept of social media itself, through which social media marketers can build consumer interactions. In addition, interaction provides more value because it costs less but provides more impact than traditional media.

As a cafe that has been operating for a long time, considering that it is already ten years old, the researcher in this study wants to see how the Demandailing Cafe account's digital marketing strategy builds a brand image through digital marketing affects customers in the community. Digital marketing in this study is the application of marketing communications through digital media, primarily through the internet, such as the use of social media, like Instagram and Line. The choice of using social media as an example of digital marketing is because Demandailing Café, primarily through Instagram, is often used optimally by Demandailing, which researchers have not found in other studies.

Based on the above background, the researcher is interested in researching the marketing communication strategy carried out by the Demandailing management in building the Demandailing Cafe brand image. In contrast, the researcher sees from the existence of the Demandailing Cafe, which can attract many consumers amid a lot of business competition. Even Demandailing Cafe already has many branches spread over several points in the city of Surabaya. The existence of Demandailing Cafe is arguably already famous. Of course, behind Demandailing Cafe, there are marketing communication strategies designed to build a brand image to attract consumers and continue to be favorites among the audience. Researchers are interested in digging deeper into the strategies used in building brand image Demandailing Cafe.

The purpose of this study is to understand and describe the digital marketing strategy carried out by Demandailing Café in building a brand image on Instagram social media to the public, especially Demandailing Cafe consumers located in Surabaya.

METHOD

The research method used in this research is the descriptive qualitative research method. *The qualitative descriptive method* is research that produces descriptive data (depictions) in the form of written and oral facts of observed behavior, in circumstances that take place naturally and scientifically and not under controlled conditions (Daymon & Holloway, 2010; Kristiyono & Ida, 2019; Kumar, 2018).

In a study, the types and sources of data are divided into two, namely primary data. This case will dig up information about how the analysis of digital marketing strategies carried out by Demandailing Cafe in marketing to its consumers. Furthermore, secondary data was obtained from relevant journals containing digital marketing, the internet, and other relevant information.

The author's data collection techniques in this study were adjusted to the focus and objectives of the study, namely: in-depth interviews with three informants, observation, and documentation. The research location is Demnadailing Café Jl. Klampis Jaya no. 144,

Klampis Ngasem Village, Sukolilo District, Surabaya City. This research was conducted from May to June 2021.

Stages of data analysis using the Miles and Huberman model. The stages of data analysis in this model are the data reduction stage, from the results of interviews, observation results, and the results of the documentation study are converted into written form (scripts) according to their respective formats. In the data presentation stage, in this case, Miles and Huberman stated that the most frequently used to present data in qualitative research is narrative text. Moreover, the conclusion drawing stage is based on data reduction and presentation results, but it is temporary. Conclusions in qualitative research are expected to be new findings that have never existed before. Findings can be in the form of a description or description of an object that was previously temporary so that after research, it becomes clear.

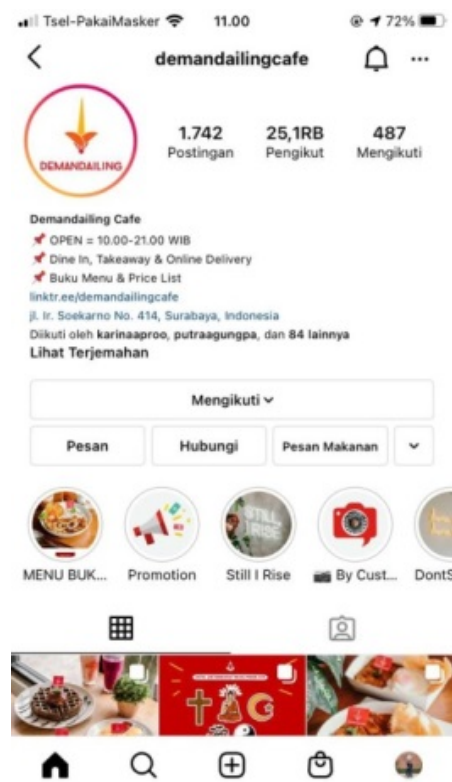
RESULT AND DISCUSSION

Internet Marketing Demandailing Strategy Through Digital Advertising

Online marketing, Demandailing uses various social media platforms as advertising media. Initially, Demandailing relied on LINE's official account, product promotions, and discounts to customers who could follow the official account to exchange product promotions from Demandailing. Many large and small companies used LINE's official account as a marketing communication strategy in online media. Demandailing still uses the official LINE account but rarely, what is currently being used is Instagram which still survives to be used almost every day because Demandailing's leading digital marketing platform is Instagram (Zarrella, 2009).

The use of Instagram as a digital marketing strategy or online marketing media is one of the most appropriate ways for most people in Indonesia, especially in Surabaya, to use Instagram social media. It is used because, on Instagram, many features can be used to introduce, promote and interact with customers directly. For example, Demandailing uploads more activities, such as holding discounts on food delivery applications, promoting events attended, and social service activities. Not only uploading photo posts but there is also an Instagram Story feature. This feature is used almost every day by Demandailing to share information related to Demandailing or directly interact with Sobat Manda's customers. For the Instagram Story itself, everyone can reply to or respond to posts uploaded by Demandailing.

Figure 1. Demandailing Café's Instagram profile account



Source: Instagram

Indirectly, Demandailing implements the Integrated Marketing Communication (IMC) system utilizing internet marketing because it relies on digital media for its promotion. The way of marketing is more widespread and can be seen by all people is more efficient. Demandailing has used endorsement services or hired services to introduce products to be advertised from a social media account on Instagram, one of which is known as the @aslisuroboyo account. The @aslisuroboyo account is an account that is devoted to introducing and promoting both products and services on Original Suroboyo's Instagram posts.

The selection of the @aslisuroboyo account for advertising media, introducing or building a brand image of a product is very appropriate for Demandailing to do. Demandailing also admitted that they are currently using Facebook ads to introduce Demandailing. Using Facebook ads is also a way to advertise the Demandailing brand, including the right way because many users are still actively using Facebook. However, for its digital marketing advertising, Demandailing admits that Instagram is the primary medium that is still being used today.

The reason why Instagram is the leading media used by Demandailing is that currently, some customers use Instagram to get the information provided by Demandailing. Such as information on opening hours, discount promotions, and activities related to Demandailing and using Instagram ads. Some customers know Demandailing's brand

image of Instagram sponsors. Both the Instagram stories feature and Demandailing ad posts appear on customer accounts. , this strategy is one way to be known by many people because everyone who opens the Instagram application will see Instagram Ads ads carried out by Demandailing according to the intended reach. By applying the theory of IMC (Integrated Marketing Communication), namely the advertising system, this method is very effective in building a brand image from Demandailing, because directly the message from the promotion of the product can be received by those who see the advertisement (Shimp & Shimp, 2003). This advertising activity is needed to support promotional activities so that the products sold are more easily recognized by everyone who happens to see Demandailing ads.

Figure 2. Promotions Ads uploaded via Instagram stories Demandailing



Source: Instagram

Demandailing has done several things in implementing its direct marketing strategy. Demandailing activities in marketing their products usually work together with second parties when participating in an event or event by opening a booth and also marketing their products in a direct marketing effort to people or potential customers who attend the event or event. Several events have been participated in by Demandailing, such as UK Petra campus events, Ciputra University, and so on. in participating in event collaborations with second parties and Demandailing's way of doing direct marketing. By participating in an event or event, of course, many people will attend the event or event. People who attend the event will undoubtedly see the booth opened by Demandailing to recognize the name Demandailing indirectly.

Demandailing also has four cafe branches located at several points in the city of Surabaya. Two of them are located in East Surabaya, the third is in North Surabaya, and the other is

located in West Surabaya. Having many branches at several points in Surabaya is a direct marketing strategy that will make it easier for customers to visit to make product purchases. Apart from having several branches or participating in an event, it can be said that Demandailing also utilizes social media in direct marketing. For example, when a customer wants to order a product from Demandailing, the customer will be directed to a website aimed at the food delivery application according to the branch the customer wants to choose from the nearest Demandailing branch.

On Instagram, there is a feature called Direct Messages or DM that Demandailing can use to communicate directly with customers. In addition, if a customer accesses Instagram and opens the @demandailingcafe profile on Instagram, there is a bio that will link directly to the phone number provided by Demandailing for customers who want to require information related to products or other marketing activities.

Demandailing has done several things in implementing its direct marketing strategy. Marketing activities carried out by Demandailing on this direct marketing system follow the IMC theory, which states that direct marketing or direct marketing is an attempt by the company to communicate directly with prospective customers to create a response or sales transaction. Direct marketing includes various activities, including telemarketing and direct response advertising using various communication channels such as sending direct promotions over the internet.

Fig. 3 Discounts Ads via Instagram stories Demandailing



Source: Instagram

The choice of strategy made by Demandailing management is for marketing promotion to customers, such as providing free vouchers and discounts on food and beverages.

Demandailing strategy in providing discounts or product vouchers for all customers, such as:

1. Food and beverage products via delivery platforms (Grabfood or Gofood)
2. Food and beverage products ordered directly on the spot.
3. During big days such as Ramadan, Christmas, Indonesian Independence, and others.

Promos through Instagram have a positive impact and are the most popular, such as when Demandailing provides a 50% discount for Ramadan packages. In addition to Demandailing's marketing strategy through discounts, the management also cooperates by opening booths at second party events such as on-campus. An example of the strategy is Demandailing provides a free voucher for one drink for students on campus who are holding an event, and the voucher can be directly exchanged to the nearest Demandailing branch. Giving discounts and vouchers is the right step to attract customers to make purchases when Demandailing conducts promotions with discounts or vouchers. Of course, customers who see it will be interested in taking advantage of the promos provided by Demandailing.

This activity follows the theory of IMC, which states that Demandailing carries out sales promotion by providing a promo such as giving free products, vouchers, opening cast booths by customers. A sales promotion can attract the attention of everyone and create a strong impetus in making purchase transactions for the product being promoted.

Building a Brand Image through Digital Branding

In doing marketing in digital media, or commonly called digital marketing, Demandailing Café uses digital communication media to build a brand image as a modern café and at the same time with a family concept. The main channels of digital media channels used by Demandailing Café to build a brand image are:

Search Engine Marketing (SEM)

Use of online advertising on search engine results from pages to help customers find Demandailing social media websites. By placing messages in search engines to drive click-throughs to websites when customers type in specific keyword phrases. Placement in the main list using search engine optimization (SEO) on Google or other websites. a structured approach used to improve the position of Demandailing and its products in search engines natural listing results for selected keywords or phrases such as the most convenient cafe search, or the most popular curry katsu. Delicious in Surabaya. In this case, one of the crucial parts of SEO, or the process of managing content from the website, is easily found by internet users. Customers are looking for products or information about Demandailing Café and presenting content on Instagram social media accounts for Demandailing Cafe so that other engines can easily find it.

Online Public Relations

Demandailing Café has maximized favorable mentions and interactions with Demandailing Café's brands, products, or websites using third-party sites. Third-party digital media such as Instagram social media or online menu book websites are accidentally visited by Demandailing's target customers. If there is a complaint from a customer about an inappropriate Demandailing product, the Instagram social media admin will immediately respond to the customer's response with a communicative explanation.

Online partnerships

Manage long-term arrangements to promote Demandailing Cafe's online service on Instagram social media and food delivery apps. Forms or partnerships that include link building, marketing, online sponsorship, and co-branding.

Interactive Advertising

According to the desired reach, the use of online advertising such as on Instagram social media, on Instagram stories, and posts on the targeted target's homepage. Multimedia advertising to achieve Demandailing Cafe brand awareness and drive clickthrough (through customer clicks) to the target site.

Social Media Marketing

An essential digital marketing category engages and drives customer communication on Demandailing sites or social presences such as Instagram, line, and Facebook. Keeping existing customers and building mutually beneficial partnerships with several social media users, such as Instagram, which still survives, is crucial to Demandailing Cafe's digital marketing activities.

Demandailing Cafe marketing uses the theory of Integrated Marketing Communication as a reference for its marketing communication media in the use of digital marketing on social media (Sadeghi, Arabsalehi, & Hamavandi, 2016). Demandailing melakukan strategi hubungan masyarakatnya dengan cara *Corporate Social Responsibility (CSR)*. Demandailing implements its public relations strategy utilizing Corporate Social Responsibility (CSR). Demandailing parties carry out CSR in the form of holding social care. The purpose of CSR itself is to introduce the brand and build a brand image to the surrounding community, that Demandailing also cares about others for those in need. Demandailing wants to give something different from other restaurants by sharing happiness for customers and the community in need by holding targeted social service activities. Even Demandailing often invites orphans to eat together at the Demandailing Cafe and donate as a symbol of gratitude.

Demandailing carries out CSR activities and collaborates with several outside parties by dividing each division to focus on marketing activities on the Demandailing Café strategy. By using a marketing strategy in social care, Demandailing prefers to convey an existing

story and shows that Demandailing is not only doing CSR activities. Demandailing collaborates with several outside parties by dividing each division to focus on marketing activities on the Demandailing Café strategy (Mihart, 2012; Sadeghi et al., 2016).

It follows the IMC theory, which explains that public relations can help companies communicate with customers, shareholders, government, employees. The public maintains a positive image about the company, educates the public about the company's goals and objectives, introduces products, and supports the company's product sales efforts. Marketing activities by collaborating with an agency carried out by Demandailing are by the IMC theory in the public relations system. They can indirectly expand networks and make it easier to promote brand image (Rachmawati, Akbari, & Adithia, 2021).

Figure 4. Social activity Demandailing Café



Source: Instagram

Demandailing carries out a personal selling strategy in its marketing, namely when the cashier makes a new product offer or a recommendation/best seller menu to customers who make direct purchases at Demandailing Café. Demandailing also admitted that they only carry out personal selling marketing activities at the cashier and specific events. Demandailing no longer needs to use a salesperson in personal selling activities. When opening a booth at the event, the employee in charge of maintaining the booth, or called Demandailing's barista, offers many products to people who come to the Demandailing

booth while at the event. During the event, the barista offered Demandailing products face to face to customers who approached the Demandailing booth itself.

This step is the right way where Demandailing does not need to spend more money to hire a marketing or salesperson to market Demandailing products. Demandailing participates in various event organizers and opens booths on several campuses. Demandailing's way of implementing a personal selling strategy is because it has offered products personally or individually to people who approach Demandailing booths at the event. It is distinguished between direct marketing and personal selling that is the process. If Demandailing has activities following the event, it is one of Demandailing's steps in doing direct marketing with its customers. Of course, when the event takes place, then the task of the barista at the event is to offer products to people who approach Demandailing, which is a step from personal selling.

Figure 5. Exhibition Event at Petra Christian University



Source: Instagram

The results of this study state that personal selling is a form of direct marketing. The strategy carried out by Demandailing Café in personal selling is included in Integrated Marketing Communication (IMC) activities. IMC states that personal selling consists of two parties, each of which tries to influence the other. The party concerned interacts face-to-face with prospective buyers to offer a product and notify the applicable promos (Belch & Belch, 2008).

CONCLUSION

The conclusion obtained from this research is that Demandailing Café implements a digital marketing strategy by building a brand image on Instagram social media. It is determined by how the product offerings are offered more prominently in terms of the promotional content of the Demandailing Café product itself. Submission of the brand image itself indirectly becomes an interpersonal communication from Demandailing with customers who see Instagram. In its promotion, apart from Instagram, Demandailing also collaborates with other parties such as several agencies and the organizers of an event, for example, being a partner in the agency's event. Demandailing always makes innovations in building a brand image that is not done by other cafe entrepreneurs, both in terms of soft-selling and hard-selling. The existing digital marketing strategy is an advantage of the Demandailing Café promotion strategy to build a brand image so that potential customers are more familiar with the products offered.

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