



Macro Coffee Roastery Promotions using Social Media

Ulfah Setia Iswara ^{1*},

Teguh Gunawan Setyabudi ²,

^{1,2} Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia

ARTICLE INFO

ISSN: 2723-1097

Keywords:

Coffee sales promotion; social media, macro coffee roastery.

ABSTRACT

The company's sales target can be achieved through ongoing promotional activities. Sales promotion can be done through various media, one of which is social media. Social media is currently a profitable means of promotion because many people in this era use social media. Social media is a necessity along with the development of information technology. This study aims to determine the sales promotion of coffee companies using social media (Facebook, Instagram, and Twitter). Makro Coffee Roastery is a coffee company located in Sumbersari District, Jember Regency. Makro Coffee Roastery processes raw coffee beans into coffee grounds. The types of coffee sold include arabica, liberica, and robusta. Products sold are coffee in the form of coffee beans and powder. Information on research data was collected through observation of social media accounts and interviews with company management. The results showed that the social media (Facebook, Instagram, and Twitter) of the Macro Coffee Roastery account as a media for company promotion and drive the achievement of planned sales. Company sales through social media have increased quite significantly and are considered effective as a way of introducing products to consumers. Other social media need to be used as an effort to increase sales of Macro Coffee Roastery.

Introduction

Current business development is very difficult to predict. Companies need an appropriate strategy in order to continue going (going concern). In addition, companies in the short term must have a goal of earning profits. Company profits are derived from total sales minus operational costs. Management to achieve company goals make profit planning through determining sales targets. The company expects sales volumes to increase. Several factors influence sales volume as follows: 1) selling prices, 2) products, 3) promotion costs, 4) distribution channels, and 5) quality ([Simanjuntak, 2013](#)).

The company sales target can be achieved through continuous promotion activities. According to the American Marketing Association (AMA) quoted from [Sustina \(2003\)](#), sales promotion is a media and non-media marketing pressure applied to order to stimulate trials, increase consumer demand, or improve product quality. According to [Kotler and Armstrong \(2014\)](#), sales promotion is a short-term incentive to encourage desire and to try or buy a product / service. Sales promotion consists of

various promotional activities, including sales demonstration, sample giving, incentives, and coupons ([Fuad, et al. 2017](#)). Promotions can be used to target buyers, answer special opportunities, and create purchasing incentives. Sales promotions can also be used to encourage sluggish sales and create stronger and faster responses.

Along with the development of information technology, companies can use these technologies to promote their products and services. Sales promotion can be done through social media. Social media in the era is now the need of every individual along with the development of information technology. Social media is used by most people, especially millennials. [Kotler and Keller \(2016\)](#) define social media as a tool used to share text, image, sound and video information with other people. Social media forms behavioral patterns in various fields of human life. According to [Kaplan and Haenlein \(2010\)](#) social media is a group of internet-based applications that are built on the basis of Web 2.0 technology and allow the creation and exchange of user generated content. Various types of social media according to [Kaplan and Haenlein \(2010\)](#) as follows: 1) collaborative projects, 2) blogs, 3) content communities, 4) social networking sites, 5) virtual games worlds, and 6) virtual social words.

Whereas according to [Puntoadi \(2011\)](#), social media is classified into several types as follows: 1) bookmarking, 2) content sharing, 3) wiki, 4) flickr, 5) social network, and 6) creating opinion. The platform contained in social media according to [Kotler and Keller \(2016\)](#) namely: 1) online communities and forums, 2) blogs, and 3) social networks. Social media utilized for sales promotion facilities includes social networking, where users create personal profile information and invite friends to access available information. Applications that are widely used include Facebook, Twitter, Instagram, and so on. Social media, good product support and services are key to achieving increased sales ([Dewi, 2019](#)).

Coffee is a major commodity that is popular with many people. The type of coffee has its own characteristics, consisting of arabica, liberica, and robusta. To introduce coffee products sold, companies can use social media as a promotion. The use of social media serves to build personal branding and provide opportunities for closer interaction with consumers.

Social media offers communication content that can help to know the habits of consumers and interact personally and build a deeper interest ([Puntoadi, 2011](#)). Research [Indika and Jovita \(2017\)](#) show that the application of social media (Instagram) through photo sharing is able to attract consumers to buy products in Floating Market. [Rakhmawati \(2018\)](#) analyzed the effectiveness of social media (Instagram) as a promotional media in Restaurant Fish and Fam Malang using the EPIC Model on sales volume. The results of the research by [Kurniasari and Budiarmo \(2018\)](#) show that the majority of respondents followed J.Co Donuts & Coffee's social media accounts because of quality information and interesting photographs. The greater the social media marketing, the greater the interest of consumers of J.Co Donuts & Coffee products.

The research has been conducted by [Kumalasari and Prasetyo \(2018\)](#) which shows that social media (Facebook and Instagram) accounts of the Kafe Titik Kumpul Surabaya have proven effective in promoting their culinary. [Dewi's research \(2019\)](#) proves that the use of social media is believed to be very helpful for the development of micro-enterprises. [Sholeh and Huda \(2019\)](#) conducted a study of the effect of technological advances on sales volume in retail businesses in the city of Mojokerto. The results show that digital marketing (social media and e-commerce) is able to support various retail business activities.

[Muhammad \(2018\)](#) produced research related to the advertising media of Kopi Ki Oyo's business, where the business tried to make interesting content that contained information on Ki Oyo Coffee products on social media (Instagram and Facebook) and websites. [Suharsono and Sari \(2019\)](#) prove that online media promotion conducted by Alif Galeri Hijab Sidoarjo has a significant positive effect on the decision to purchase hijab products.

The trend in society as coffee connoisseurs has made the coffee business more widespread and many people are looking to run this business. Some researchers focus on creating brands and making their coffee products known to consumers. There is limited research related to the increasing sales of coffee supported by sales promotion. social media used to promote coffee products belonging to various producers. Therefore, this study intends to look at the use of social media as an effective medium to introduce Macro Coffee Roastery products. Macro Coffee Roastery processes raw coffee beans into coffee powder. The problem with this research is how the sales promotion conducted by Macro Coffee Roastery through social media ?. This study aims to determine the sales promotion carried out by Macro Coffee Roastery in an effort to increase company profits through sales volume using social media.

Literature Review

According to [Kotler and Keller \(2016\)](#) promotion is a way of communication made by companies to consumers or the target market, with the aim of conveying information about the product / company so that they want to buy. The purpose of promotion is to get attention, educate, remind, and convince potential customers. According to [Peter and Olson \(2000\)](#) there are 4 types of sales promotions, namely: (1) Advertising is the presentation of non-personal information about a product, brand, company or store that is made for a certain fee. Advertising is intended to influence consumer affection and cognition. Advertisements usually show the sponsoring organization. In practice, advertising has been considered as image management, creating and maintaining images and meanings in the minds of consumers. Advertisements can be served through a variety of media (TV, radio, magazine prints, newspapers, billboards, signs, and various media). (2) Sales promotions are direct stimuli aimed at consumers to make purchases. The various types of sales promotions include temporary price reductions through coupons, rebates, multi-cardboard sales, contests and sweepstakes, trade stamps, trade shows and exhibitions. (3) Personal

Selling involves direct personal interaction between a potential buyer and a seller. Personal selling can be a great promotional method for the following 2 reasons. First, personal communication with salesmen can increase consumer engagement with the product and / or decision-making process. Therefore, consumers can be more motivated to enter and understand the information presented by the salesman about a product. Second, the cross-communication / interactive situation allows the salesman to adapt what he is presenting to suit the information needs of each potential buyer. Certain consumer products are usually promoted through personal sales such as insurance products. (4) Publicity is a form of communication about a marketer's company, product, or brand that does not require payment. For example, the description of a new product or brand, comparison of brands in trade journals, newspapers, news magazines, discussions on radio and talk shows on TV all provide a variety of product information for consumers. Sometimes publicity can be more effective than advertising because consumers are said to be ready to accept the message being conveyed. On the other hand, publicity communication can be considered more authoritative because it is not presented by the marketing organization.

Research [Indika and Jovita \(2017\)](#) show that the application of social media (Instagram) through photo sharing is able to attract consumers to buy products in Floating Market. [Rakhmawati \(2018\)](#) analyzed the effectiveness of social media (Instagram) as a promotional media in Restaurant Fish and Fam Malang using the EPIC Model on sales volume. The research has been conducted by [Kumalasari and Prasetyo \(2018\)](#) which shows that social media (Facebook and Instagram) accounts of the Kafe Titik Kumpul Surabaya have proven effective in promoting their culinary. [Dewi's research \(2019\)](#) proves that the use of social media is believed to be very helpful for the development of micro-enterprises. [Sholeh and Huda \(2019\)](#) conducted a study of the effect of technological advances on sales volume in retail businesses in the city of Mojokerto. The results show that digital marketing (social media and e-commerce) is able to support various retail business activities.

Method

This research includes descriptive qualitative research with a case study approach. The study was conducted at Macro Coffee Roastery. Macro Coffee Roastery is a business that is currently experiencing significant growth. The daily business activities of processing raw coffee beans from farmers become roasted coffee beans and ground coffee with various types of coffee variants. Macro Coffee Roastery is a coffee supplier in many coffee shops in Jember City and its surroundings.

A method for checking and establishing validity by analyzing from multiple perspectives using triangulation. In this study, the triangulation used is the triangulation of data sources. The triangulation of data sources is to explore the truth of certain informants through various methods and sources of data collection. Apart from going through interviews and observations, researchers use written documents,

archives, notes or personal writing and pictures or photos. Each of these methods will produce different evidence or data, which in turn will provide different insights regarding the phenomenon under study. The complete data collected is then validated from various sources so that it can be the basis for drawing conclusions. Information is collected through observations on social media accounts belonging to Macro Coffee Roastery and direct interviews with company owners. The researcher made observations on social media accounts include: facebook, twitter and Instagram Macro Coffee Roastery and coffee sales data in 2018. Company information and documents are first collected and further analysis will be carried out.

Result and Discussion

This research was conducted at Macro Coffee Roastery, located on Mastrip Street, Summersari District, Jember Regency 68121. This coffee business was established in 2016. Macro Coffee Operations on Monday-Saturday 12.00-23.00. One of the attractions of Macro Coffee Roastery is processing coffee beans from farmers, especially coffee in Jember. The types of coffee in Macro Coffee Roastery consist of Robusta, Liberika, and Arabica coffee. Coffee of various types is available to meet the needs of consumers of coffee lovers. The most ordered regional coffee in Jember is Sidomulyo Jember, Nongko Jember, Tanggul Jember, Durjo Jember, Panti Jember, and others. In addition, other coffee areas available include: Ijen, Blue Ijen, Flores Bajawa, Raung Ijen, Bali Kintamani, Bali Sukasada, Toraja Sapan, Aceh Gayo, Toraja Kalosi, Toraja Marinding, Papua Wamena, Yellow Caturra Flores Manggarai, Enrekang Benteng Ala , Sindoro Temanggung, Mandailing, Java Preanger Manglayang, and various other types of coffee.

Promotional activities carried out by companies in order to introduce products and attract consumer interest. Promotion affects consumer attitudes in choosing product use and motivating consumers to take product purchasing decisions. Promotion through social media is quite effective in influencing current consumer buying interest ([Suharsono and Sari, 2019](#)).

Instagram account macro.coffee has 1,267 followers. Photographs of activities in coffee harvesting, equipment used to process coffee beans, and coffee brewing are favored by followers. Many coffee products are posted to inform types and attract potential customers.

Facebook account Macro Coffee Roastery has posted many photos of various types of coffee beans, roasting activities, coffee activities, photos of packaged coffee products sold, and more. Positive comments were given by consumers of Facebook account users who stated that Macro Coffee Roastery is the perfect place to enjoy archipelago coffee and learn a lot about coffee. Some Facebook account users highly recommend coffee products Macro Coffee Roastery obtained directly from farmers and can be enjoyed directly by consumers.

Consumers who want to buy coffee products with various types can directly contact the contact person found on Macro Coffee Roastery social media accounts. In addition, prospective customers can order coffee via email macro.coffee@gmail.com.

From the results of interviews conducted with business owners, it is known that robusta, arabica and liberica coffee sold in 2018 amounted to approximately 1,237 kg. There are online coffee orders from consumers. This shows that social media has an important role in increasing coffee sales. Social media is able to be useful to increase consumer awareness of products, increase product value, and increase sales ([Kotler and Keller, 2016](#)). Technology that is used optimally, is expected to continue to grow so that it can help the development of marketing. The results of this study support the research of [Indika and Jovita \(2011\)](#), [Rakhmawati \(2018\)](#), [Sholeh and Huda \(2019\)](#), and [Kumalasari and Prasetyo \(2018\)](#) that social media can be used as promotional media to increase sales volume. Social media is useful for promotions that are cheap, practical, and easy to use.

Conclusion

Macro Coffee Roastery's business growth is very rapid and it needs support from promotion through the internet. Based on observations on social media accounts and interviews conducted at Macro Coffee Roastery, the results show that in an effort to increase company profits, it is necessary to use social media Facebook, Instagram, and Twitter as media for coffee sales promotion.

Sales promotion activities carried out are very capable of contributing to the achievement of the company's goals of generating profits in accordance with the sales targets previously planned. Companies should be more intensive in updating information on Instagram, Facebook and Twitter social media accounts so consumers can get the latest product information.

Acknowledgment

The author would like to thank STIESIA Surabaya for supporting this research and Macro Coffee Roastery management which provides company information.

References

- Dewi, G. C. 2019. Dampak Pemakaian Media Sosial Terhadap Perkembangan Usaha Mikro (Studi pada Usaha Makanan Kaki Lima). *Jurnal Manajemen dan Kearifan Lokal Indonesia* 3 (1): 1-11.
- Fuad, M., S. Nurbaya, and Amirullah. 2017. *Pengantar Bisnis*. Indomedia Pustaka. Jakarta.
- Indika, D. R. and C. Jovita. 2017. Media Sosial Instagram sebagai Sarana Promosi untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan* 01 (01): 25-32.

- Kaplan, A. and M. Haenlein. 2010. Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons* 59-68.
- Kotler, P. and G. Armstrong. 2014. *Principle of Marketing*. 14th edition. Pearson Education. England.
- Kotler, P. and K. L. Keller. 2016. *Marketing Management*. 15th edition. Pearson Prentice Hall. New Jersey.
- Kumalasari, I. D. and I. J. Prasetyo. 2018. Aktifitas Promosi Kuliner di Kafe Titik Kumpul Surabaya Melalui Media Sosial. *Jurnal Komunikasi dan Hasil Pemikiran* 4 (2): 99-106.
- Kurniasari, M. and A. Budianto. 2018. Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Intervening pada J.Co Donuts & Coffee Semarang. *Diponegoro Journal of Social and Politic*. 1-7.
- Muhammad, R. 2018. Pengaruh Periklanan Terhadap Volume Penjualan Produk UKM Kopi Ki Oyo Ciamis. *Skripsi*. Universitas Pasundan. Bandung.
- Peter, J. Paul and J. C. Olson. 2000. *Consumer Behavior: Perilaku Konsumen*. 2nd edition. Penerbit Erlangga. Jakarta.
- Puntoadi, D. 2011. *Menciptakan Penjualan Melalui Media Sosial*. PT Elex Media Komputindo. Jakarta.
- Rakhmawati, A. 2018. Efektivitas Promosi Menggunakan Media Sosial Instagram serta Pengaruhnya Terhadap Volume Penjualan pada Restoran Fish and Fam" Malang. *Skripsi*. Universitas Brawijaya. Malang.
- Sholeh. R. and K. Huda. 2019. Pengaruh Kemajuan Teknologi Terhadap Volume Penjualan Ritel di Kota Mojokerto. *Jurnal Ilmiah Agribisnis, Ekonomi dan Sosial*. 3 (01): 80-90.
- Simanjuntak, H. 2013. *Faktor-Faktor yang Mempengaruhi Volume Penjualan*. Indeks Kelompok Gramedia. Jakarta.
- Suharsono, R. S. and R. P. Sari. 2019. Pengaruh Promosi Media Online Terhadap Keputusan Pembelian Produk Hijab (Studi pada Alif Galeri Hijab Sidoarjo). *Jurnal Aplikasi Manajemen dan Inovasi Bisnis* 1 (2): 41-54.
- Sustina. 2003. *Perilaku Konsumen dan Perilaku Pemasaran*. Remaja Rosdakarya. Bandung.