



JOJAPS

eISSN 2504-8457



DIGITAL MARKETING MODEL AS A MEANS OF IMPROVING GREEN COFFEE ARABICA SALES

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Abstract

The current level of coffee consumption is increasing because it is influenced by lifestyle and the support of technology to get things easier starting from the many variations given for coffee drinks, making it easier for people to choose coffee drinks for consumption. Coffee has become a beverage that goes into the lifestyle of Indonesian people. The development of today's lifestyle is accustomed to sitting in a coffee shop or café so that coffee is a popular drink. Coffee is able to be a means of connecting in today's activities. Starting from enjoying coffee in a stall, coffee shop, campus canteen, restaurants to luxury restaurants and star-rated hotels, it is not uncommon to become a means and a place for people to enjoy coffee in their respective groups' styles. This study uses descriptive qualitative research methods, the method used is to answer research questions that aim to find out how the digital marketing model is applied in order to increase sales of Green Coffee Arabica Gayo1 specialty types as superior products of student independent business at STMIK Budi Darma Medan Indonesia. Changes in consumer behavior and corporate innovation also affect brand equity and identification of the market by strategic mapping, namely Segmenting, Targeting, and Positioning. With this phenomenon digital marketing performance becomes a lever of brand equity variables and strategic mapping of the market, so that the movement of other factors becomes more effective.

Keyword: digital marketing

1. Introduction

The history of coffee entering Indonesia is inseparable from the time the colonial coffee first entered Indonesia around 1696 brought by Adrian Van Ommen who was the commander of the Dutch troops from Malabar, India. The type of coffee carried 2 is Arabica. The Netherlands brought in other types of coffee besides Arabica namely Liberika and Robusta coffee, since the Dutch left Indonesia coffee in Indonesia developed rapidly and the types of coffee became more diverse (Grigg, 2002, 283-294). Coffee is a strategic plantation crop which is usually consumed in the form of refreshing drinks. At the beginning of its development, coffee was only limited to being produced and consumed in Middle Eastern countries such as Saudi Arabia, but now it is widespread throughout the world and is widely consumed in Europe and America. The rapid development of coffee makes this drink a part of the habits and culture of rural and urban communities. Coffee consumption is different from other beverage consumption, because of the calmness and focus factor that is obtained without side effects such as alcoholic drinks.

The current level of community coffee consumption is increasing because it is influenced by lifestyles and the support of technology to get things easier starting from the many variations given for coffee drinks, making it easier for people to choose coffee drinks for consumption. Coffee has become a beverage that goes into the lifestyle of Indonesian people. Coffee has transformed into a beverage of choice for consumption and to accompany activities daily. The increasing consumption needs of the community for coffee have made many coffee shops or cafes appear. At present coffee shops or cafes are no longer a place to buy coffee with mediocre circumstances.

Coffee shops or cafes now provide a comfortable atmosphere for visitors to enjoy coffee. Various elements try to be packaged by the owner of the coffee shop or cafe and continue to compete by bringing up new innovations ranging in terms of service, interior design, eksterior design, layout, and elements of modern to traditional.

The development of today's lifestyle is accustomed to hanging out in coffee shops or cafes so that coffee is a very popular drink. This drink is able to be a means of connecting in today's hangout activities. Starting from enjoying coffee in a stall, coffee shop, campus canteen, restaurants to luxury restaurants and star-rated hotels often become a means and a place for people to enjoy coffee in their own group style. Nor is the price and taste variants of coffee drinks served various places very diverse. The phenomenon of drinking coffee and spending time in coffee shops, restaurants or hotels has also become part of Indonesian people's lives. Even the average coffee shop or café is now accommodated by the tastes of young people.

Green coffee is coffee made from selected coffee beans that are produced from agricultural plantations originating from central Aceh, Takengon Indonesia, a type of Arabica specialty Gayo1 coffee. Arabica coffee yields are then processed to be processed products of independent business students at STMIK Budi Darma. Based on the developing phenomenon, it is necessary to make a strategy to market the student's processed products. Digital marketing model is a strategy in marketing products to consumers so consumers know the variety of coffee variants on offer ranging from the concept and design of the place from simple to the concept of a cozy and comfortable coffee shop design with other supporting facilities such as music, wifi sofa and others.

2. Methodology

This study uses descriptive qualitative research methods, the method used is to answer research questions that aim to find out how the digital marketing model is applied in order to increase sales of Green Coffee Arabica Gayo1 specialty types as superior products of student independent business at STMIK Budi Darma Medan Indonesia. To increase the number of consumers. Descriptive qualitative method is a study that produces descriptive data in the form of written and oral facts of observed behavior, in circumstances that occur naturally and scientifically and not under controlled conditions (Sanafiah, 2005: 18). Therefore, the descriptive qualitative method is expected to be able to describe the elements that exist in the marketing strategy of Green Coffe Arabica specialty Gayo1 in depth.

3. Results and discussion

Technological developments that need not be doubted in the current era. Technological developments contribute to an inseparable part of a company's marketing activities. It is undeniable that the world economy, especially developing countries like Indonesia, is moving towards a digital economy, given that technology has made the production, marketing, distribution, and so on processes more efficient and effective. Social media applications make it easy for companies to get information about age, gender, how many times customers check in at certain outlets, how many customers visit the outlet and who are the most frequent visitors (Yadav, Joshi, & Rahman: 2015). E-commerce trends that continue to develop. It's easier for customers to order a product anywhere. Not only that, lately we can order service products via cell phones. The more often and the more customers buy the product, it can be said the more loyal the customer is. Indeed this still applies to the present, but now the highest loyalty is noted from the activeness to advocate for a brand (Kartajaya, 2017: 35). Mihart (2012) said that integrated marketing communication or IMC (Integrated Marketing Communication) has a complex nature, meaning that integrated marketing communication is not only to know consumer behavior in general, but also about perception, learning, attitude, and motivation refers to the way -the way in which communication is found in the four components of the marketing mix namely product communication, price, distribution and marketing. Customers are increasingly careful in making purchasing decisions, it is not surprising that the power of viral marketing and word of mouth are becoming increasingly important in the present.

Brand equity is the consumer's perception of a particular brand related to a name or symbol so as to create a trust in customers for the brand. For customers, brand equity can provide value in strengthening their understanding of the information process, fostering confidence in purchasing, and increasing achievement satisfaction. Marketing communication is very closely related to the character and behavior of the wider community. Most community environments have different needs and trends (Patrick in Suwatno, 2017: 57). Therefore, the main task of a marketing communication plan is to identify these different market groups. The market identification process is carried out by conducting a strategic mapping that contains 3 main elements, namely Segmenting, Targeting, and Positioning (STP).

4. Conclusion

Based on the background description, theoretical basis and some survey data that have been presented, it can be seen that one of the factors that can increase sales is to build a Digital Marketing model of Coffee products. However, on the other hand changes in consumer behavior and corporate innovation also greatly affect brand equity and identification of the market by strategic mapping, namely Segmenting, Targeting, and Positioning. Seeing this phenomenon, the writer concludes that digital marketing performance here becomes a lever of brand equity variables and strategic mapping of the market, so that the movement of other factors becomes more effective.

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