



## Analysis of Social Media Utilization In Marketing Communication Implementation (Case Study on Sukokopi Jakarta)

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### Abstract

Received: 1 Juni 2022  
Revised: 8 Juni 2022  
Accepted: 11 Juni 2022

Integrated Marketing Communication (IMC) are a communication strategy that is designed in such a way as to be specifically in accordance with the needs of targeted consumers. The use of social media as a IMC tool is one of the tools that is widely used to convey the company's message to its consumers. Sukokopi uses Instagram as the main social media in conducting marketing communications. This study contains an analysis of Instagram in the implementation of marketing communications on Sukokopi which has a humanist message by prioritizing local pride and Minang culture as the value of the coffee shop. This research uses qualitative methods with a constructivism paradigm. Researchers conducted interviews as a data collection technique and observed Sukokopi's Instagram. Interviews were conducted with 6 informants. The results of the research found that Sukokopi used various tools ranging from Insight as an initial analysis, Instagram ads, reels, posts in feeds and stories, interactive stickers, hashtags, and the nature of Instagram social media that is open and allows two-way communication. The message that Sukokopi wants to convey to its consumers is the comfort of the place and Minang culture as well as local coffee products that exist at the cafe. However, in delivering the message there is a gap where one of the messages, namely Minang culture, does not reach consumers completely. Sukokopi's Instagram in Jakarta has a low level of activity and is less interactive. This causes a distant relationship between the company and consumers.

**Keywords:** Integrated Marketing Communication, Social Media, Instagram

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**How to Cite:** Bancar, C., & Winanto, S. (2022). Analysis Of Social Media Utilization In Marketing Communication Implementation (Case Study On Sukokopi Jakarta). *International Journal of Education, Information Technology, and Others*, 5(3), 1-11. <https://doi.org/10.5281/zenodo.6673093>

### INTRODUCTION

Marketing communication is an important aspect in building a business. Marketing communication or what is often referred to as IMC (Integrated marketing communications) is a strategy to attract certain individuals interactively with messages that are designed and disseminated through certain media. The message has the goal of building a long-term relationship between the customer and the seller



(Blakeman, 2018). Consumers or customers are the central point of a marketing. Therefore, communication with customers is very important in building relationships and understanding the customers themselves (Farahdiba, 2020).

The media used by marketers to communicate with consumers is very diverse. In an era with rapid technological developments, social media has become one of the most popular media. According to survey data from Clutch in 2017 social media has a positive influence on revenue and sales according to 52% of businesspeople (Herhold, 2017). Of the many types of social media, Facebook and Instagram, which are familiar with business functions, are ranked in the top five in social media for marketing. It was also found that the successful use of social media was due to 36% of the engagement rate and 35% of the conversion rates, namely the large number of people who visited the company's social media profile.

Sukokopi is a coffee shop that was founded in late 2016 and has outlets in the cities of South Jakarta and Padang. Sukokopi was founded by a husband and wife who loves coffee, especially local coffee made in Indonesia. In the 4th year Sukokopi already has 3 outlets 1 located in Jakarta and 2 in Padang along with a small branch called Suko Express in 2 places in Padang and Painan. In the 5th year, Sukokopi in Jakarta changed to Suko Express to be able to survive during the pandemic.

From the sales data in Sukokopi Jakarta, it appears that Sukokopi has started to recover from the impact of the pandemic. The data shows that Sukokopi's income is starting to increase little by little. The following is a graph of income fluctuations at Sukokopi Jakarta.

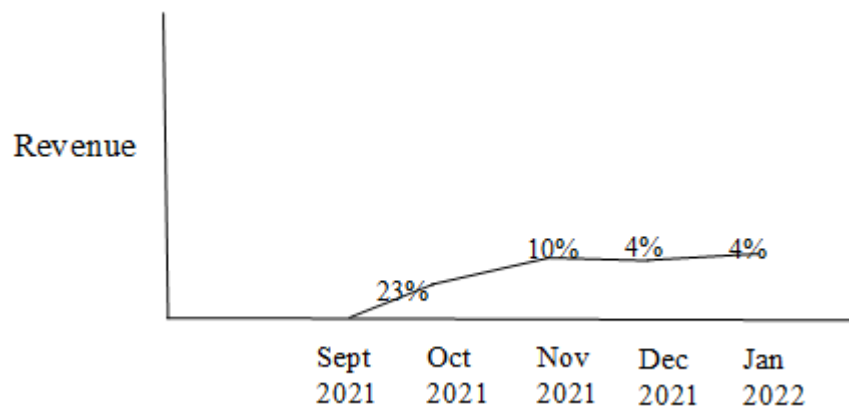


Fig. 1. Sukokopi Income Graph

Source: Sukokopi's finances have been reprocessed, 2022

When the pandemic first spread in Indonesia, especially Jakarta, Sukokopi's income fell by up to 50% of his usual average income. By the time the writer started doing the research, Sukokopi's income had already started to increase by 23% in September.

Sukokopi uses social media, one of them is Instagram, they use it to do marketing and communicate with customers almost every day. Sukokopi is a coffee shop that has quite big in name in the city of Padang and is popular among young

people, especially students and the community. However, one of the Sukokopi outlets in Jakarta is not as busy as in Padang. The name Sukokopi is also not viral in the Jakarta market compared to outlets in Padang. Therefore, the authors are interested in looking deeper into the strategies used by Sukokopi in terms of marketing, especially marketing communications using social media Instagram at Jakarta outlets to analyze the process and strategy of marketing communication with social media.

## **RESEARCH METHOD**

### **Type and Focus of Research**

This study uses a qualitative approach. The research will focus on the results of data obtained from sources and other written sources. All forms of marketing from research objects and other news sources. This research will explore marketing communication strategies, especially the use of Instagram social media in its application. The type of research in this study is a qualitative case study. Case study research is described as research that examines the object in depth, detail and completeness in order to get a complete picture (wholeness) of the object under study. So that the data obtained in the study is studied as a whole and integrated.

### **Research paradigm**

The paradigm in this research is constructivist which explains clearly critically related to the case study that is raised, namely marketing communication conducted by Sukokopi. The constructivist paradigm is a research approach with creative thinking and critical thinking (Solichin, 2021).

### **Informant selection strategy**

The researcher conducted interviews with several sources who would answer all the researcher's questions. The questions asked are very specific depending on the source so that when all the questions have been answered, the research is considered complete. The interview process was conducted on 7 November 2021-13 January 2022 in Jakarta.

In this study, the author will use a purposive sampling strategy. Purposive sampling is a sampling technique for data sources with certain considerations (Sugiyono, 2016). The purposive sampling technique is a qualitative approach that does not use random sampling, but by determining certain criteria (Mukhsin, Mappigau, & Tenriawaru, 2017). In this study, researchers interviewed 6 resource persons, namely 2 owners, 2 employees and 3 consumers from Sukokopi. The criteria for the informants are as follows:

<b>No.</b>	<b>Informants</b>	<b>Criteria</b>	<b>Profile</b>
1	Owner of Sukokopi	The owner was chosen as a resource person because of all decisions and policies, besides that social media is still held by the two owners	Name : Heriyardi Co Owner  Name : Linggar Co Owner

2	Employee/Barista Sukokopi	Sukokopi employees / Baristas were chosen because of the policies implemented and followed by employees as well as communicating with Sukokopi consumers through Social Media	Name : Iwi Barista
3	Followers and Customers of Sukokopi	Sukokopi's followers and consumers were chosen to be the resource persons because the messages that Sukokopi conveyed will ultimately be judged by their followers	Name : Kiki Aprilia Followers and Customer Name : Steffani Followers and Customer
4	Customer Of Sukokopi	Sukokopi consumers who do not follow Sukokopi's Instagram account, were chosen as resource persons for the purpose of triangulation in this study	Name : Mimi Silvia Cust0mer

#### **Data collection technique**

Primary data: (1) Observation: A method of collecting data by directly observing, viewing and retrieving the data and information needed at the place where the research was conducted. Data collection through observation will be carried out on Sukokopi's Instagram social media with the @sukokopi.jakarta account. (2) Interview: The method of collecting data is through direct face-to-face with the informant or using communication tools such as telephone and G-Meet by means of direct question and answer. Interviews were conducted with Sukokopi, namely the marketing department, owners, employees and customers. Secondary data: (1) Literature Study: Literature study or literature study is a theoretical study, references and other scientific literature. Using previous research and journals related to research. (2) Documentation: Data originating from news, articles, posts on social media and all sources circulating in the form of writing or images related to research.

#### **Data analysis technique**

- (1) Data Reduction: Data reduction is simplifying, classifying, and removing unnecessary ones.
- (2) Data Presentation: Data presentation is a systematic and easy to understand cicada data compilation activity.
- (3) Conclusion: Conclusion is the stage that aims to find the meaning of the data collected by looking for relationships, similarities, or differences to draw conclusions as answers to existing problems.
- (4) Verification: Verification is intended to make the assessment of the suitability of the data with the intent contained in the basic concept of the analysis more precise and objective. Researchers use triangulation to verify the truth of the data

and avoid bias in the study. Triangulation is a technique of combining data from various data collection techniques with existing sources (Sugiyono, 2016).

## **RESEARCH RESULTS AND DISCUSSION**

### **Sukokopi's Profile**

Sukokopi is a local coffee shop that serves Indonesian coffees and is accompanied by Indonesian specialties in the form of Minang specialties. Sukokopi was founded by a husband and wife named Haryadi and Ligar in September 2016 in Jakarta. This Coffee Shop has a productive age segmentation, most of which are in the age group of 18-40 years. In addition to having outlets, Sukokopi products can be found on GoFood, GrabFood, and Tokopedia. Sukokopi is also active in promoting its products on various social media such as Facebook, Twitter, Tiktok and Instagram. Of the various social media owned, Sukokopi is the most active on Instagram with the main account name @Sukokopi which has been active since 2016 and has as many as 29,000 followers and the Sukokopi account in Jakarta @sukokopi.jakarta which currently has 1,220 followers. Currently, Sukokopi already has outlets in the city of South Jakarta, precisely in the Kebagusan area and the city of Padang.

### **Sukokopi's Vision and Mission**

The vision of Sukokopi as stated by Heriyardi is: (1) the vision: to propose to Indonesia and become one of the coffee businesses from West Sumatra that can be known nationally and internationally (The word "prompt to Indonesia" has two meanings, namely the word woo which means to propose in a romantic sense). and also Minang which means tribe from West Sumatra). (2) Mission: To become a big part of the coffee industry in Indonesia and the world, absorb new workers and be nurtured to become intrapreneurs, Build a creative culinary business community, Always make new innovations and become a trendsetter in developing culinary businesses and business management.

### **Sukokopi's Events and Activities**

Sukokopi has various events and activities that can make the consumer experience more interesting online and offline. The events and activities carried out by Sukokopi include: (1) Uploading Instagram stories every day to update the cafe situation and other interesting information. (2) Uploading events held at Sukokopi by Sukokopi or from consumers. (3) Uploading interesting content such as micro blogging, humor, and photo spots on Sukokopi. (4) Holding various events, starting from the Sukokopi Weekend Market, Bamusic (acoustic music), to the Local Parade.

### **Logo**

The logo of Sukokopi has meaning in the color and shape of the container, "The meaning of the Sukokopi logo is like a Sukokopi container that looks like a prayer hand. we use the color yellow with the meaning of continuing to grow taking the meaning of the egg yolk which is the forerunner. which means we want to continue to learn and grow," according to the results of the interview with Heriyardi.



Fig. 3. Sukokopi Logo  
Source: Facebook Sukokopi

### **Segmentation, Targeting and Position**

The segmentation targeted by Sukokopi is the productive age in the Padang city area. Sukokopi consumers generally have an age range of 18-40 years. "The productive age ranges from 18 to 40 years, so we use a universal language, and the main target of consumers today is in Padang because of local pride," explained Ligar.

Coffee shop competition in Padang is increasing because the coffee business is growing. Sukokopi is a coffee shop that raises local pride as a message. That is made Sukokopi unique for market in Jakarta. As for Sukokopi's competitors in Jakarta, there is Anomali and Boutique Coffee where they have a message of local pride, quite the same as Sukokopi.

### **Sukokopi Instagram Account Management**

Sukokopi's Instagram social media account management is carried out by the two owners of Sukokopi, Ligar and Heriyardi. For Instagram, Sukokopi specifically for Jakarta is managed by Ligar, who uses Instagram as a place for information on various Sukokopi products. All products are updated on Instagram because Sukokopi does not have an official website. In addition, information was also conveyed in the form of promotion of Sukokopi products. In making the content, the owner wants to illustrate that Sukokopi is a local brand that can be seen from the type of product. introduce local products, especially coffee from West Sumatra to people throughout Indonesia.

### **Instagram Messages/Content**

On Instagram, Sukokopi creates several types of content ranging from product photos, architecture, micro blogging, offered promos, to consumer photos. Consumers are interested in following Sukokopi's Instagram due to regular promotional content. Based on the results of interviews with two consumers as well as followers of Sukokopi, it is obtained as follows stating that the reason for following Sukokopi's Instagram is because of the attractive discount from Sukokopi. Sukokopi's promotions are the main basis for consumers to follow a Sukokopi account. This is because the promotion given will benefit consumers in buying Sukokopi products. On the other hand, for the owner of the promo is a marketing strategy in order to bring in other consumers.

The content published by Sukokopi is consistent with its tagline. The content in the form of videos, photos and designs describes a group of consumers who are

at the Sukokopi cafe. So that the value of convenience with coffee messages feels like at home to consumers. As stated by Steffani:

"Then the furniture as well as possible is made like the furniture in our house. If I'm not mistaken, the theme is that coffee feels like home, right and it really manages to make the vibes like that."

The message of local brands that want to introduce Minang products and culture throughout Indonesia is still not visible in the messages made in each of their contents. Apart from the content of typical Padang products such as food and the name of the coffee, there is no further education regarding product features and Minang culture.

The use of copywriting on Sukokopi's various Instagram content adjusts to the segmentation of the consumers targeted by Sukokopi ranging from 18-40 years. In an interview with one of the owners of Sukokopi, Ligar stated that the segmentation of Sukokopi is as follows:

"The productive age ranges from 18 to 40 years, so we use a universal language,"

We can see the language style of the message that was conveyed by Sukokopi from the company's and consumer's point of view.

**Table 2 Comparison of Respondents' Statements**

Interviewees	Statement
Owner	The language we use is universal.
consumers and followers	1. Very easy to understand and simple. 2. Those that are not very rigid, good to read.
consumers	Although a bit slang it still looks a bit stiff.

This wide segmentation causes the language style used by Sukokopi not to be too contemporary but also not outdated. There is no obvious advantage in terms of language because of the wide segmentation that requires companies not to focus messages on certain segments.

When viewed from the aspect of interaction, Sukokopi can be judged to be lacking in interaction with consumers on social media.

**Table 3 Sukokopi Instagram Feed Post Data**

No	Month	Number of posts	Number of likes	Number of comments
1.	September	1	55	2
2.	October	0	0	0
3.	November	5	102	0
4.	December	2	66	0

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5.	January	2	120	4
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Posts on Instagram feeds are inconsistent in terms of post count and there are at least less than 5 posts per day on Instagram stories. It can be said that the Instagram account @sukokopi.jakarta is less active than other Sukokopi accounts. As Mimi said:

"I only saw that there was only one IG story. Usually, it is more active to invite customers to communicate, this is not enough to interact with the customer."

In his book, Goodwind (2016) also states that company consistency in delivering messages is an important factor in building a brand on social media. Posting every day is a plus for the company in conveying messages to its consumers. This is done with the aim that consumers always remember the company and the messages conveyed. That way consumers will remember Sukokopi as one of the cafes they want to visit again.

**Followers' Responses to Sukokopi's Messages on Instagram**

Based on the results of observations, when consumers respond to content from Sukokopi, the admin from Sukokopi is not active in answering these responses. Even though the response given by consumers is related to the caption submitted by Sukokopi. In addition, the consumer response was also positive which should give a positive image for Sukokopi.

Fig. 4. Figure 4.6 Sukokopi's post



Source: Instagram Sukokopi

However, consumer loyalty also indirectly helps Sukokopi's marketing by publishing content related to Sukokopi on his personal Instagram.

Table 4 Comparison of Respondents' Statements

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Interviewees	Statement
Barista	Usually when there is a promo, I like to share it on personal social media.

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Consumers and Followers (1)	If I hang out at Sukokopi, I usually tag Sukokopi on Instagram.
Consumers and Followers (2)	at that time used to share stories when they were at Sukokopi.

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The admin of Sukokopi responded positively to the activity by reposting the post. That way indirectly word of mouth is created in the digital world. In observing the place in Sukokopi, the author was also moved to post activities because the packaging and place were really interesting to share.

The opinions of consumers on Sukokopi's Instagram are in table 5 as follows:

Table 5 Comparison of Respondents' Statements

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Interviewees	Statement
Consumers and Followers (1)	They are active, if there are special days, they will also be reported. Yes, I think it's active.
Consumers and Followers (2)	For me, the Instagram is getting better and better, isn't it, because what's going on, it's growing from what I know from Sukokopi when it was founded in 2017 or 2016. At first, it was just like a photo, then captioned it. The photo and captions are just like that, here and there the designs are getting better. The thing is, usually when you see Instagram ads, you just skip and skip, if that's the case, then there's a desire to pause and read for a while. Then the content is rich in balance, from the type of content, there are promotions, photos of customers, photos of places.
Consumers	Yes, I see the standards are the same as other cafe accounts, yes. I just saw that there is only one IG story, right? Usually, it's more active to invite customers to communicate, this is not enough to interact with the customer. The content doesn't invite interaction. It's just that the video and photo designs are pretty good.

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Based on observations, Sukokopi's Instagram has increased in quality in content in the form of interesting photos or videos but lacks interactive content with a strong message about Sukokopi. Although the admin already has a characteristic in the form of color in the post, but there is no characteristic in the caption and content that persuades followers to be interactive in the comment column, the lack of quizzes, and soft marketing content that attracts followers' attention.

From the consumer side expect some types of content that are more interactive and interesting. As stated by Kiki, he hopes that there will be interactive games that are currently viral among young people:

“Maybe there will be more discounted prices, more promotions, or maybe sweepstakes and games like that, like Arief Muhammad’s ikoy.”

Besides Kiki, Steffani also gave suggestions for Sukokopi content on Instagram, namely in the form of interesting motion graphics or micro blogging: "Maybe just write a full one. Actually, it's good that Sukokopi always takes photos, doesn't it. Maybe he can make motion graphics or micro blogging like that. Like the opening "have you had coffee yet today".

From the explanations of these two consumers, it can be concluded that the content produced by Sukokopi has not met consumer expectations, lack of creativity from the admin, marketing strategies that have been carried out so far are still less effective and reach consumers.

## **CONCLUSION**

Based on the results of the study, it can be concluded from the results of the study that Sukokopi uses social media in the form of Instagram as an information center for consumers because Sukokopi does not have an official website. The use of social media is the only alternative for Sukokopi to reach its consumers. Various content that Sukokopi uses on its social media are in the form of videos, photos, and designs. All of this content is posted on the Instagram feed as well as on Sukokopi's Instagram story.

Sukokopi has a humanist message, which is illustrated by its slogan, "basuo bakumpua bakawan" where Sukokopi offers a comfortable place for its consumers to meet, gather and collaborate. In addition to the message that describes a comfortable coffee place, Sukokopi also has a vision to propose to Indonesia where it has two meanings, namely reaching all Indonesian people and introducing Minang culture to all Indonesian people.

In the process of integrating Sukokopi's communication to convey messages to consumers as a local brand, Sukokopi uses Instagram as a media marketing tool. However, the element of Sukokopi's message is still lacking in educating its consumers about Minang culture through the displayed content. Sukokopi does not elaborate on the stories behind the products marketed on social media. In terms of consistency, Sukokopi has routinely used social media, but the content presented tends to be monotonous with repetitive information. The photos that are displayed are already getting creative in the feed posts, but are still lacking in elaboration. Products that are used as content also tend to be repetitive. While the videos presented tend to be funny, they still don't attract consumers to comment on posts. So that the response in the form of the level of interaction between consumers and Sukokopi is relatively low.

In delivering the message, Sukokopi has a language style that is acceptable to consumers, but still seems stiff because of the broad segmentation, namely the productive age (ranging from 18-40 years). In the sender element in the communication integration process, there is a weakness in the Sukokopi admin, namely not having direct interaction with consumers in every post, both on the caption feed and Instagram story. In addition, the admin is less active in answering comments that come in on posts.

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