

SOCIAL MEDIA MARKETING STRATEGY OF INSTAGRAM THE GADE COFFEE AND GOLD (CASE STUDY: @THEGADE.COFFEEGOLD)

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ABSTRACT

The Gade Coffee and Gold is a coffee shop as a form of business owned by PT. Pegadaian (Persero). In a business venture, a marketing effort is needed to improve and develop the business, and also to be able to survive and compete with other competitors. The purpose of this study is to identify and explain the social media marketing strategy of The Gade Coffee and Gold's Instagram. The author uses a qualitative approach and case study method. The data obtained by the author in this study were through in-depth interviews with four informants, non-participant observation, and literature study. This study indicates that the social media marketing strategy carried out through Instagram The Gade Coffee and Gold is to present exciting and interactive content and use the concept of riding the moment in presenting content that follows the trend being hit in the community to attract their attention. This has a good impact on the marketing development of The Gade Coffee and Gold. It is also helpful in increasing its coffee shop business. Until now, The Gade Coffee and Gold continues to try and improve its marketing which is only done through social media, by creating and presenting interesting and informative content. Through this, it also ultimately impacts the excellent relationship between The Gade Coffee and Gold and its consumers, especially being able to establish cooperative or collaborative relationships with several communities.

Keywords: *Social media marketing, instagram, the gade coffee and gold*

1. PREFACE

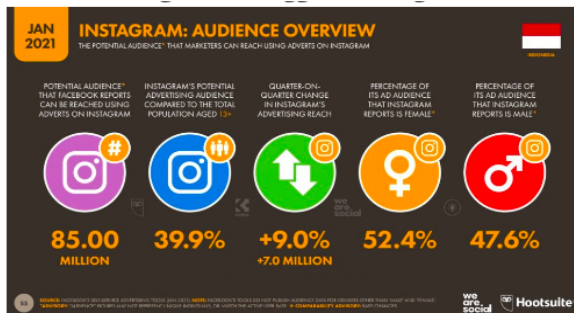
Current technological developments have occurred in various fields. It provides benefits to humans, especially in the process of communicating, receiving and disseminating information both within the network and outside the network can be easily done. Information technology has an important role in communication activities, especially when a business venture wants to communicate its goals and objectives to its customers. One form of information technology development is the internet. The internet is a global communication network that connects all computers in the world even though they have different operating systems and machines [1]. Internet media is one of the new media that has now been used by many people. Most people from institutions and groups have used the internet as a place to communicate, connect and work. On the internet there are social media where we establish communication and relationships. Based on a report from a British media company, namely We Are Social in collaboration with Hootsuite, reported in "Digital 2021: The Latest Insights Into The State of Digital" that in 2021 internet users in Indonesia increased 11 percent from the previous year, namely from 175, 4 million to 202.6 million user [2].

Of the total increase in internet users of 202.6 million, it is stated again that as many as 94.6% of them use the internet which is accessed via smartphones [2]. In an internet there is one other medium, namely social media that allows users to present themselves and interact, collaborate, share, communicate with other users and form virtual social bonds [3]. In the business world, social media is used as a supporting tool for a practical link between business

people and customers, as well as between buyers and sellers. According to report data from We Are Social, the total active users of social media in Indonesia in 2021 will reach up to 170 million people, or equivalent to 61.8% of the total population in Indonesia of 274.9 million people. The use of social media Instagram is one of the most widely used social media. Instagram is one of the most popular social media platforms in the world, especially among young adults. According to report data from We Are Social, the number of Instagram users in Indonesia in 2021 is 85 million people. With the percentage of Instagram users being female: 52.4% and the percentage of Instagram users being male: 47.6 [2].

Figure 1

Increase in Instagram users in Indonesia



Source: *We Are Social, Hootsuite 2021*

Through social media, a business or company can form a marketing strategy. The word strategy is etymologically derived from the Greek word *strategos* which is formed from the word *stratos* or soldiers and the word *ego* or leader [4]. It takes the right strategy to communicate the intended meaning between the seller and the buyer. Activities related to advertising are a marketing activity. However, on the other hand, activities such as promotion, persuasion and publication are also included in marketing. Of course, it is important for every business or business to have the right marketing strategy. An effective marketing communication strategy is needed to achieve marketing goals [5], so that it can also be used to compete with other coffee shop competitors.

Figure 2

The Gade Coffee and Gold



One coffee shop that can use Instagram social media as a marketing effort is The Gade Coffee and Gold which was founded in 2018. The coffee shop is under the ownership of a company,

namely PT Pegadaian. The Gade Coffee and Gold products, of course, are drinks and food. The drink menu provided is a type of coffee-based drink and the food menu served is a snack or snack. The hallmark of The Gade Coffee and Gold is not only buying coffee or food, but also being able to carry out investment activities such as gold savings. The black feel of The Gade Coffee and Gold logo means the coffee products sold by the shop and gold is gold. The Gade Coffee and Gold is well known by Pegadaian customers. However, to achieve a marketing level that is more than today, so that it is increasingly known and in demand by many people.

Currently marketing can be done through social media by forming a social media marketing strategy, it is hoped that a business can develop and increase sales of its products, goods, or services. Social media marketing is a network with people via the internet or online networks that are used as one of the marketing strategies used by business people [6]. Social media marketing is a social channel for communicating with a community much larger than an advertising channel, which is used as a process that empowers individuals and companies to promote their products, websites, or online services, ensuring a much larger scope that is impossible available through traditional advertising channels [6]. Through these various things, the author is interested in conducting research in order to understand more deeply about the social media marketing strategies contained in Instagram The Gade Coffee and Gold. So based on this background the author will take the research title "SOCIAL MEDIA MARKETING STRATEGY OF INSTAGRAM THE GADE COFFEE AND GOLD (CASE STUDY: @thegadecoffee.gold)".

2. RESEARCH METHOD

The research conducted by the author is to find out the social media marketing strategy used by The Gade Coffee and Gold on Instagram. The research method used in this study is a qualitative research method with a literature study approach. Qualitative research is a researcher in the world who places himself in a located activity. A series of representations that include notes, interviews, fieldwork, photographs, recordings, and personal notes.

Qualitative research also involves a realistic interpretive approach to the world, which studies real or natural environments. Realistic interpretive research on the world is also involved in qualitative research, seeking to interpret phenomena from the point of view of the meanings of society [7]. A case study is a study that explores a case in depth. The case can be an activity, event, process, or program. Then the case study can collect complete information using various data collection procedures based on a predetermined time. The advantage of using this qualitative approach is that the method used can find and understand what is implied and even hidden behind phenomena that are difficult to understand [8].

The following are four sources interviewed by the author in this study:

(a) Angga Mulya, as Social Media Marketing Team from The Gade Coffee and Gold Department; (b) Bayu, as a loyal customer of The Gade Coffee and Gold; (c) Omar, as a customer of The Gade Coffee and Gold, who is also a member of the Kustomfest community who joined The Gade Coffee and Gold; (d) Carly Stiana, as a lecturer in Marketing Communication at Pelita Harapan University.

The author uses several ways to collect data, which are:

(a) Deep Interview

The main data mining technique in a study is in-depth interviews which allow the author to obtain as much data as possible, in full, and in more depth. Interview technique is a

technique of extracting data through conversations carried out with a specific purpose, from two or more parties [9].

(b) Non-Participant Observation

Explains that in non-participant observation, the researcher or observer only performs one function, namely making observations [10]. Non-participant observation is a data collection method in which the researcher is only an observer of the object without having to be directly involved. The author will conduct non-participant observations, because the author is not directly involved in the activities carried out by The Gade Coffee and Gold. However, in this study the author only observed and obtained information from The Gade Coffee and Gold.

(c) Documentation

Documentation is one part of the data collection method. Documentation is a series of records of events that have passed, which can be in several forms, namely, works, writings, sketches, and pictures of someone's work. In addition, written documentation includes diaries, life histories, stories, biographies, and policy regulations [11].

Research results obtained through interviews, observations and literature studies will be more appropriate and credible if the source of data from a research is supported by the relevant documents. The author obtained the documentation results, which is also the data and the results of the author's interview with the Social Media Marketing Team of The Gade Coffee and Gold.

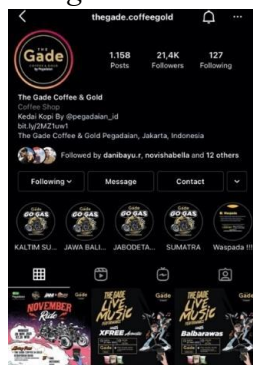
3. RESULTS AND DISCUSSIONS

In this study, the author focuses more on discussing the social media marketing strategy implemented by The Gade Coffee and Gold on Instagram social media. The author found the results based on the findings in this study, positive and negative influences can be present from the current use of social media, which is increasingly widespread for its users. In recent years, many business ventures have used social media to promote their products or merchandise and even services as a very efficient and effective platform for marketing.

The Gade Coffee and Gold chooses Instagram as a marketing medium because Instagram is a media sharing service with the main focus on sharing photo or video content that has an effective increase on its users. This was stated by Angga Mulya, that "In accordance with marketing efforts, well, we use IG because until now Instagram is a social media has a fixed and stable number of active users, even tends to increase".

Figure 3

Instagram The Gade Coffee and Gold (@thegadecoffee.gold)



All groups almost use InstByials with the age segmentation of 18 to 25 years are the main focus because they are actively using social [12]. Promotions can be done very easily through Instagram, making it very easy for them to do promotions as one of the marketing efforts in the social media marketing strategy. Gade Coffee and Gold uses Instagram because social media has active users who tend to increase, this has a good impact on the development of The Gade Coffee and Gold marketing.

The social media marketing strategy implemented by The Gade Coffee and Gold is a strategy formed and used for online marketing efforts through Instagram social media. Social media marketing is a marketing tactic through an online network that mutually empowers marketers to consumers to be able to promote specific products, goods or services through their websites or online services which are much more available than traditional marketing channels [6]. Marketing tactics using social media marketing can build and provide benefits obtained through social media as a forum and means to build a target market for online business [6]. Social media sites used in the marketing activity strategy such as Instagram. This is related to the statement made by Angga Mulya as the social media marketing team of The Gade Coffee and Gold, explaining that since the beginning of the establishment of The Gade Coffee and Gold, these marketing and promotional activities have been carried out through social media, namely Instagram. This marketing is certainly done to increase the business development of The Gade Coffee and Gold coffee shop. The products sold by The Gade Coffee and Gold are food and beverages, the main menu is coffee-based drinks, and the types of food sold are bread, snacks or snacks. These marketing efforts are of course also carried out to market The Gade Coffee and Gold products to the general public with a wider scope through the use of online Instagram. Angga also stated that there is an add-on brochure or only occasionally. The brochure will be displayed at every The Gade Coffee and Gold outlet, it is hoped that promotions or information related to The Gade Coffee and Gold products will be available in the brochure so that later it can be seen by customers who come to The Gade Coffee and Gold outlets.

Social media marketing has several dimensions [6]:

(a) Online Communities

A group that creates loyalty and encourages the development of a business. There is a community that joins in it.

(b) Interaction

The formation of an interaction in social media is like using up-to-date broadcasting so that consumers can easily obtain information.

(c) Sharing of Content

As a medium for exchanging information by distributing an uploaded content, so that audiences on social media get the important meaning of the uploaded content.

(d) Accessibility

To access a site on social media does not require special skills or knowledge. In terms of financing, its use is relatively cheap and it doesn't even cost money to use it.

(e) Credibility

Efforts by business people to form messages and deliver clear messages to consumers in order to build the credibility of a good emotional relationship to be able to motivate and persuade purchases and increase consumer loyalty

There are four elements in the use of social media marketing [13] :

(a) Context

Is a certain format such as grammar, form and framework to convey messages to audiences.

(b) Communication

It is the process of delivering messages directly and indirectly between individuals to inform, change attitudes, opinions, or behavior, so that the meaning to be conveyed is in accordance with what the sender wants. Directly it is by word of mouth, and indirectly it is through the media.

(c) Collaboration

It is an activity between several parties to work together to achieve a goal that is beneficial to all parties involved.

(d) Connection

It is a relationship that exists and is owned between a business business and customers or external (outside) parties that has been established and fostered on an ongoing basis

Figure 4

Instagram content The Gade Coffee and Gold (@thegadecoffee.gold)

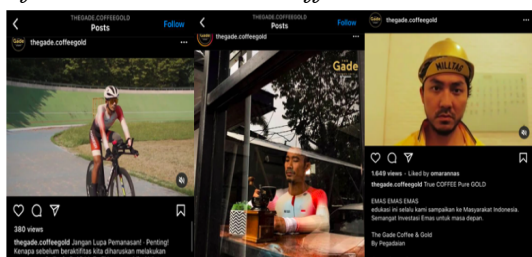


Currently, the existing community uses social media as their medium to communicate, with each other the community can finally relate. The Gade Coffee and Gold has established relationships with several communities that have existed since two years ago from the beginning of The Gade Coffee and Gold's establishment. There is an event held at The Gade Coffee and Gold with one of the communities, for example the Kustomfest motorcycle community. With the concept of riding the moment that was formed by The Gade Coffee and Gold to follow the current trend of something at that time to attract the community to want to join The Gade Coffee and Gold in an event. Instagram is certainly used as a communication medium so that there is interaction in it. The Gade Coffee and Gold certainly uploads content that contains the latest information about existing products or events related to their activities through their Instagram. The need for interactions that are built between sellers and buyers, for example interactions related to uploading content from followers. The Gade Coffee and Gold build real interactions through social media with a podcast program The Gade Coffee and Gold and Live Instagram program "Barista Take Over" The Gade Coffee and Gold through their Instagram social media. In the Live Instagram program "Barista Take Over" The Gade Coffee and Gold invited many influential followers to join in watching the live Instagram, inviting many responses from comments and likes on the program's live Instagram feature. This invites good interaction with the audience, namely the Gade Coffee and Gold followers. This is part of a marketing effort to an audience with a larger medium coverage and increases the marketing development of The Gade Coffee and Gold. Uploading content on Instagram aims to disseminate information to the public so that it is conveyed properly. Social media as a medium for exchanging information by distributing an uploaded content, so that audiences on social media get the important meaning of the uploaded content. The content formation efforts carried out by The Gade Coffee and Gold started from content design that was identical to the content of the content's theme. This was also stated by Angga

Mulya that, "for example, uploading updates about promos or discount prices, we try to make content designs that are as attractive as possible and made identical when uploaded, people already know the content about discount promos, these people can be called very enthusiastic about promos, or discounts, so for our followers on IG, be immediately interested and comment if there is a promo or discount that we update on IG".

Figure 5

Influencer The Gade Coffee and Gold



Influencers are also carried out for content distribution efforts as a form of marketing through Instagram. Promotion through Instagram costs nothing at all except for those who want to use influencers as people to promote the sale of these goods or products [12]. Promotions carried out through Instagram do not cost anything except those who want to use influencers as people to promote these goods or products[12]. The Gade Coffee and Gold has decided to use social media Instagram since the establishment of the coffee shop for their marketing media. The use of social media for the formation of concepts such as riding the moment and being executed in the Instagram content program as a marketing effort makes marketing costs not swell. The financing expenditure for marketing is only for influencer services in distributing content through Instagram. The content presented on Instagram The Gade Coffee and Gold uses the context of semi-formal language style and grammar, with the following intent stated by Angga Mulya, that "Yes, for our grammar or style of language it is semi-formal, because one side of us is still is under the auspices of PT. Pegadaian which is part of the government, then on the one hand we want to attract millennials. Because the semi-formal language or style is acceptable in all circles."

In addition to the use of these grammar and style, the content packaged on Instagram The Gade Coffee and Gold is also two-way by inviting responses and responses from followers on uploading the content.

Figure 6

Instagram Content The Gade Coffee and Gold (@thegadecoffee.gold)



Based on the results of the research described above, it can be concluded that the social media marketing strategy by presenting interesting and interactive content and the use of the concept of riding the moment in presenting content that follows the trend that is being hit in the community to attract their attention, it has an impact good for the marketing development of The Gade Coffee and Gold, also useful in increasing its coffee shop business.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research that researchers have done on social media marketing strategies carried out on Instagram social media The Gade Coffee and Gold, which includes five dimensions and four elements in social media marketing, namely online communities, interaction, sharing of content, accessibility, credibility, context, communication, collaboration, and connection. The social media marketing strategies that have been carried out are stated to be quite effective and are running well. Social media marketing strategy by presenting interesting and interactive content as well as using the concept of riding the moment in presenting content that follows trends that are currently hits in the community to attract their attention, this has a good impact on the marketing development of The Gade Coffee and Gold, is also useful in improve their coffee shop business. Academic advice, it is hoped that this research can explain that marketing through social media can be done by business enterprises and companies. A new strategy can be formed related to the concept of riding the moment in accordance with the times, especially in the world of social media in order to form a social media marketing strategy as one of the marketing efforts, especially in a business. Practical advice, it is hoped that this research can be used by businesses or companies to be able to use social media as a forum and marketing efforts by forming a social media marketing strategy in an effort to improve and develop marketing.

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