

DIGITAL MARKETING STRATEGY TO INCREASE SALES IN WARKOP GELAS BATU 5 AHMAD YANI RANTAUPRAPAT



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Abstract

This research aims to find out how digital Warkop business marketing strategies via social media increase sales, the obstacles and challenges, and an economic review of Warkop marketing using social media. The location of this research is the Warkop Gelas Batu 5 Ahmad Yani Rantauprapat. The research method used is qualitative, using data collection techniques through observation, interviews, and documentation. From the results of this research, it can be concluded that to increase sales results, the businessman of Warkop Gelas Batu 5 Ahmad Yani Rantauprapat uses 10 social media marketing strategies for small-scale businesses using WhatsApp, Instagram, and Facebook, namely: social media marketing strategies by building credibility, attracting potential customers, build relationships on social media, share accurate content, create valuable content, use good and interesting images, crowdsource for interesting and authentic content, participate in online groups and communities, use social media as a space to hold interesting and limited conversations social media platforms.

Keywords: Marketing Strategy, Social Media, Increased Sales

INTRODUCTION

The era of digital marketing has entered the practice of modern society. New markets and new producers have been created using the internet. The use of the internet creates a network of world communities united in what is called one global village. With increasingly widespread and global users covering various nations throughout the world, every community has become a market object for producers as well as market players themselves (Rohim et al, 2021).

People's lifestyles, on average, work from early morning until evening, as well as developments in technology and the internet, have encouraged lifestyle changes to become instantaneous (fast). Thus, Indonesian people currently tend to prefer and fulfill their food needs by consuming food purchased from abroad. This change in lifestyle patterns and lifestyles has become a business opportunity for business people in Indonesia.

Based on the facts above, many companies are interested in opening a culinary business to meet these needs. Apart from the investment value which tends to be smaller, there is also a large market potential. This is one of the triggers for the development of culinary tourism, which increases every year. One type of culinary business that is expected to experience an increase is the coffee shop. A coffee shop is a beverage industry that is quite interesting to be used as a culinary tourist attraction because it has the advantage of being a place to eat and drink with a modern nuance and can be used as a place to relax or gather with family and relatives.

The marketing mix is a set of marketing tools that a company uses to continuously achieve its marketing goals in the target market (Kotler & Keller, 2016). The marketing mix consists of a product, which is everything that can be offered to the market to satisfy a consumer's want or need, price is an amount of money that has an exchange value to obtain a profit from owning or using a product, place /distribution are various activities carried out by companies to make their products easy to obtain and available to target consumers. Distribution has a very important role in helping companies ensure their products. This is because distribution aims to provide goods and services that consumers need and want at the right time and place, promotion is all activities carried out by the company to communicate and promote its products to the target market. The promotional mix consists

of advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, social media marketing, mobile marketing, word-of-mouth marketing, and personal selling, people are human resources, and processes are the way of delivering services to consumers and Physical Evidence is the physical elements that support the creation of services to consumers.

Digital marketing is a marketing activity so that products or services are better known to potential consumers and at the same time influence potential buyers to be able to buy and consume company products and services via the Internet (Oktaviani & Rustandi, 2018). This shows that digital marketing not only focuses on marketing communications but can also describe marketing channels. Currently, digital marketing is the main choice for marketers because it has several advantages such as wide reach, interactive, the information provided is current and up-to-date, and is easy and useful in the purchasing process. Digital marketing is also an option for young entrepreneurs because it is cheap but has a significant marketing impact.

According to (Siagian, 2004), strategy is a series of fundamental decisions and actions by top management, formulated by senior management and implemented by all levels of the organization to achieve goals (Hananda & Nirawati, 2021).

The research findings of Hendrawan et al. (2019) show that digital marketing has a positive and significant effect on increasing sales performance. Digital marketing that is user-friendly and can reach consumers widely will be the main platform in marketing and offline stores will be a complement. Coffee shops are one of the business ventures that utilize the advantages of digital marketing through the application of social media-based marketing communications in communicating coffee drink products. Utilizing social media, especially Instagram, in marketing coffee drink products has proven effective in spreading promotional messages to customers in a fast and cost-effective way compared to traditional media. The marketing strategy recommends that the strategy can be implemented to maintain product quality and carry out product innovation while maintaining affordable product prices as well as promotions on Gofood and Grabfood, expanding parking lots, maintaining good relations with employees so that employees feel comfortable working and maintaining good relations with suppliers of raw materials for coffee products so that they

continue to get good product raw materials at affordable prices. relatively affordable, so that customers still feel comfortable and safe when enjoying coffee.

Digital technology also allows the coffee shop business to change form from a conventional coffee shop (providing dine-in services) to a digital coffee shop (only providing online ordering services). This digital coffee shop is interesting to study because it can be an innovative marketing strategy to survive. Therefore, this research aims to determine digital marketing strategies for increasing sales at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat.

REVIEW OF LITERATURE

Marketing

Marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through the creation and reciprocal exchange of products and value with others. The definition above implies that each individual must first formulate new needs and desires and then enter into relationships with other parties so that those needs and desires are satisfied.

According to The American Marketing Association (AMA) quoted by Kotler and Keller (2016), marketing is an organizational function and a set of processes for creating, communicating, and managing consumer relationships in a way that benefits the organization and its stakeholders. So, the marketing function is aimed at providing understanding to consumers regarding the products and services being marketed or offered. In this sense, marketing is the most fundamental activity in marketing products and services to a company.

Marketing is so basic that it cannot be considered a separate function. Marketing is the entire business itself from the point of view of the result, namely from the customer's point of view. From the definitions above, it can be concluded that marketing must contain the meaning of human desires and needs that must be satisfied by other human activities that provide means of satisfying these needs, whether in the form of goods or services. So marketing is an important factor in a cycle that begins and ends with consumer needs.

Therefore, marketers must be able to adapt to consumers by interpreting consumer needs and combining them with market data.

Digital Marketing

Currently, information technology has entered the mainstream market and is being developed as a new-wave technology. According to Kotler, new-wave technology is the technology that enables connectivity and interactivity between individuals and groups. Digital marketing is a marketing practice that applies "digital distribution" channels to reach consumers in an effective, personal, and cost-effective way (Satyo, 2012). Marketing activities are carried out intensively using computer media, both through product offers, payment, and delivery.

Understanding digital marketing is a marketing or promotional activity for a brand or product using digital media or the internet. The goal of digital marketing is to attract consumers and potential consumers quickly. As we know, the acceptance of technology and the internet in society is very broad so it is not surprising that digital marketing activities are the main choice for companies. As a result, companies compete with each other to create interesting content to display in their marketing in cyberspace. Some examples of marketing techniques included in digital marketing are SEO (Search Engine Optimization), online advertising such as FB ads and Google Ads, print media promotions, television and radio advertisements, electronic billboards, email marketing, mobile marketing, and others.

Marketing Strategy

In general, the definition of strategy is a way to achieve long-term goals. Strategies in business can include geographic needs, diversification, acquisitions, product development, market penetration, employee rationalization, divestment, liquidation, and joint ventures. According to Dafit, strategy is an action plan that describes the allocation of resources and activities to respond to the environment and help achieve organizational goals or objectives. Marketing is more "an art of selling products", so marketing is a sales process that starts from product planning until after the product is sold. This is different from sales which only revolves around the occurrence of sales transactions for goods or services.

Marketing strategy is a form of a company's plan in the field of marketing to obtain optimal results. The scope of marketing strategy is quite broad, including strategies for facing competition, product strategies, price strategies, place strategies, and promotional strategies. According to Tull and Kahle, marketing strategy is a fundamental tool that is planned to achieve company goals by developing sustainable competitiveness through the markets entered. So, marketing strategy is a dynamic and innovative process of company planning in marketing and introducing products and services offered to consumers to achieve certain goals with all the risks involved. Both through traditional and modern methods such as digital marketing.

A marketing strategy is a comprehensive, integrated and integrated plan in the field of marketing that provides guidelines for activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs, and distribution. According to Buchari Alma, marketing strategy is selecting and analyzing the target market which is a group of people that the company or business wants to reach, and creating a marketing mix that is suitable and can satisfy the target market. Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's business and marketing from time to time, at each level and reference and location, especially as the company responds to ever-changing changes.

There are two words in "marketing strategy", namely the word strategy and the word marketing. The definition of strategy according to Glueck as quoted again in RA Supriyono (2011) is a constant/continuous and adaptive response to external opportunities and threats as well as internal strengths and weaknesses that can influence the company. Meanwhile, the meaning of marketing is a social process and through that process, individuals and groups get something they need and want (Philip Kotler, 2015). From the explanation of the definition above, marketing strategy is a necessary process and must continuously update its methods and strategies following existing social demands. Without adapting to new environments appropriately and effectively, other companies will be disrupted, especially those with similar production activities (Adithia & Jaya, 2021).

Innovations in Marketing

Social and cultural changes change value systems, lifestyles, methods of production and consumption, and other changes. Every change always starts from an idea that moves in an evolutionary or even revolutionary manner. Innovations in the field of technology are always accompanied by innovations in other fields, including in the field of marketing. Therefore, conventional methods will always be victims and will subsequently experience collapse. This is what Christensen, quoted by Rheinald Kasali, calls disruption or attack (Rheinald Kasali, 2017). Disruption or "attacks" are new ways for people or companies to discover innovations in the form of ideas or technology. These are new methods or discoveries that will shake up or overthrow the entire old system in new ways. Disruption can threaten established incumbents and those in the pyramid of success by new entrants. Disruption replaces old, physical technology with digital technology that produces something completely new and more efficient, more relevant, and more precise. In this context, companies and/or commercial institutions (both companies, individuals, and government institutions) are required to always innovate, and reshape ways of doing business with new, more innovative ways (Rheinald Kasali, 2015).

In general, product innovation means a functional advancement of a product that can make the product better than competitors' products. At least the newest product is better than the previous product. If a product has an advantage, it will be seen as added value for consumers. Every innovation carried out on a product has different risks. Even though this idea aims to provide added value to a product, this cannot guarantee its success. Because some think that if the idea doesn't make a difference, they will lose money.

SWOT Analysis

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in your business. This can determine the goals of a business venture and identify internal and external factors that are good and profitable to achieve those goals. Definition of SWOT Analysis in the book (Rangkuti, 2015) "SWOT analysis is identifying various factors systematically to formulate company strategy. The analysis is based on the logic of maximizing strengths

and opportunities while minimizing weaknesses and threats. (Hananda & Nirawati, 2021)

1. Strengths

- a. The beverage and food products offered are quite diverse.
- b. Prioritize good and friendly service. Warkop's service prioritizes consumers, serving by explaining the product they want to order, making it easier for consumers to order drinks and food.
- c. The prices of the products offered are relatively easily affordable for all groups. For price, around Rp. 10,000 to Rp. 30,000, - is very suitable for young people such as students, or workers.
- d. The environmental cleanliness at Warkop Gelas Batu 5 is very good and always paid attention to. Because cleaning duties have become an employee's obligation during working hours from the beginning of opening until just before closing.
- e. Warkop's location is strategic and easy to find.

2. Weaknesses

- a. Gelas Batu 5 is considered a new business compared to several other similar businesses.
- b. Parking space is not large enough, especially for consumers who drive cars.
- c. There is no delivery service on GoFood/GrabFood.
- d. It is felt that supporting facilities for consumers are still lacking. Such as electrical plugs for cellphone/laptop chargers, especially those located outside.

3. Opportunities

- a. Innovate products according to developments.
- b. A positive image from consumers can create trust in Warkop Gelas Batu 5.
- c. The current lifestyle of people who like to gather or hang out prefer to spend their time outside the home.

- d. The products offered by Warkop can be consumed by various age groups.
 - e. Because the location is easy to find, it can be an opportunity to collaborate with the community to hold interesting events.
 - f. Open branches in other areas.
4. Threats
- a. The current virus pandemic has caused sales levels to decline.
 - b. Competition with other similar businesses is very high.
 - c. Consumers who complain do not go directly to Gelas Batu 5 but instead complain via social media. This is a threat to Gelas Batu 5 because it can change the point of view of consumers and potential consumers.

Conceptual Framework

To understand digital marketing strategies in increasing sales at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat:

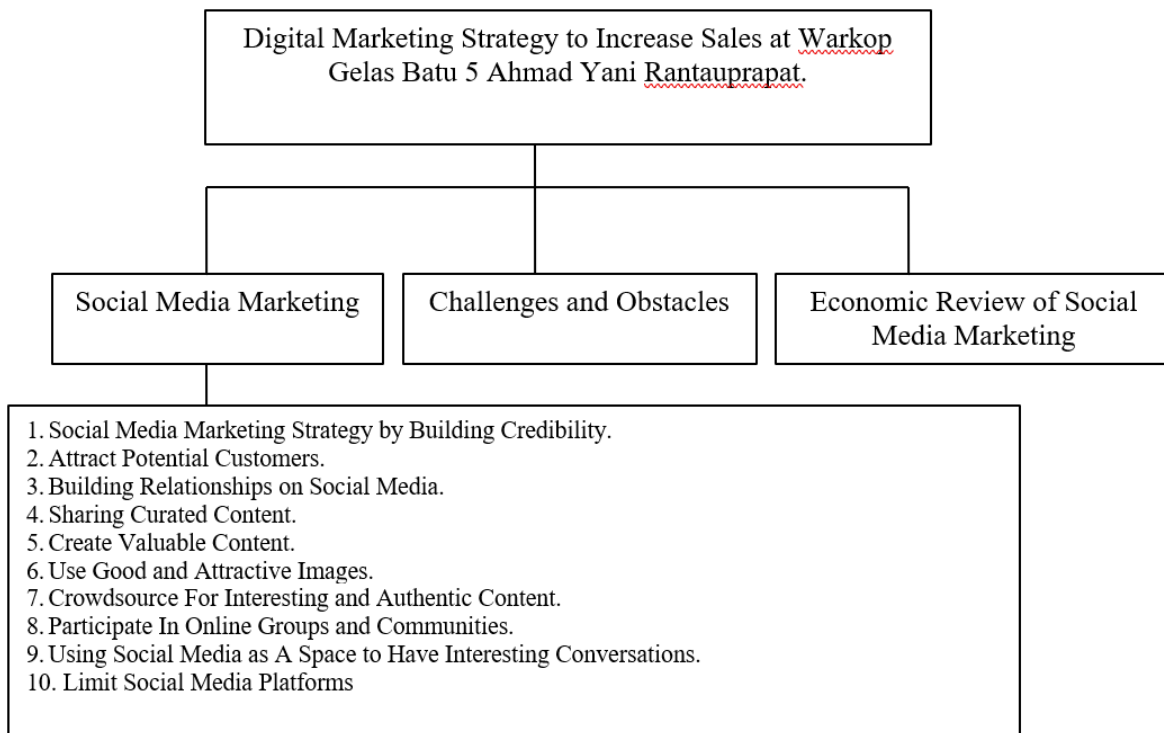


Figure 1
Conceptual Framework

RESEARCH METHOD

This type of research is a causal research design and uses a quantitative approach. It is said to be causal research because this research aims to obtain evidence of a cause-and-effect relationship or the influence of the research variables. "Causal research is research that aims to analyze the relationships between one variable and other variables or how one variable relates to other variables or how one variable influences other variables" (Umar, 2012).

This type of causal research is used in this research to determine and analyze digital marketing strategies for increasing sales at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat. The approach used in the research is the "quantitative approach" which is a research approach that emphasizes breadth of information (not depth) so that this method is suitable for use with large populations with limited variables so that the data or research results are considered to be representative of the entire population (Sugiono, 2015).

Population and Research Sample

The population in this study was coffee shop visitors, both female and male, totaling 254 people counted in the last 2 months. The sampling technique used was purposive sampling, namely by determining certain conditions/criteria. The number of samples obtained was 72 respondents.

Research Data

Data used Data collection used in this research was by distributing questionnaires to visitors who met the requirements.

RESULTS AND DISCUSSION

Warkop Gelas Batu 5 Ahmad Yani, in carrying out a marketing strategy is to determine the target market by applying several elements, namely: segmentation, targeting, and positioning, and also with a marketing mix to persuade consumers and maintain the number of existing customers.

Warkop Gelas Batu 5 Ahmad Yani, to social changes in society due to modernization in all fields, has made a series of changes in the fields of human resource procurement, drink variety, food variety, and marketing strategies.

Digital marketing carried out by Warkop Gelas Batu 5 Ahmad Yani includes using social media which is familiar to millennials and city residents. Social media is Facebook, Instagram, blogs, and other social networks. In this way, virtual digital markets are increasingly expanding and reaching almost no borders in every corner of the world. As a result of modernization in all fields, digital marketing has become the right choice for Warkop Gelas Batu 5 Ahmad Yani.

From the weakness of the SWOT analysis, it is explained that Warkop Gelas Batu 5 Ahmad Yani does not provide grabfood services because there are no grabfood services in the Rantauprapat area, but they provide services through the marketplace and orders can be made via chat messenger, making it easier for consumers to place orders.

CONCLUSION

Warkop Gelas Batu 5 Ahmad Yani has been practicing digital marketing strategies online through social media such as Facebook, Instagram, and other internet networks connected to a wider range of consumers since 2021. The application of digital marketing carried out by Warkop Gelas Batu 5 Ahmad Yani can increase sales. This happens because consumers are wider and closer, can check product quality and reputation, and can make transactions online.

Warkop Gelas Batu 5 Ahmad Yani needs to continue to innovate in developing digital marketing applications so that they can be easily accessed. Also increasing collaboration with various other available marketplaces. This research, with all its weaknesses, needs further action, to find the right solution to solve digital challenges. For this researcher, there is not enough time to explore digital marketing strategies from the perspective of consumers spread across various regions via social media, so it is still possible to develop further from a different point of view.

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