THE ATTRIBUTES OF MANAGING DIGITAL AND CONVENTIONAL MARKETING BY LOCAL COFFEE BRAND AS ANTECEDENT TO CONSUMER SATISFACTION

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ABSTRAK

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This article discusses the strategies for overseeing the marketing communication of a Local Coffee Brand, utilizing both digital and conventional methods. In conventional marketing, Local Coffee Brand use media promotion tools such as banners and word of mouth in their stores. However, there is a limited number of target markets in stores, and Local Coffee Brand uses other digital tools in the promotion. As such, this article aims to shed light on the challenges concerning the use of digital marketing and traditional methods in the Local Coffee Brand industry. To achieve this, content analysis and semi-structured interviews have been utilized to glean comprehensive insights from both the owner and the brand marketing team, all of whom possess significant experience in steering the digital marketing communication strategy. In digital marketing, Local Coffee Brand leverages its application, social media platforms, and website to gain significant advantages. These channels serve as swift and cost-effective tools for marketing communication, particularly in product promotion, advertisement dissemination, and brand awareness. It's emphasized that managing marketing communication through digital platforms is a strategic approach to inform, persuade, and remind consumers about the offerings of Local Coffee Brand. The study's findings indicate that digital marketing, along with conventional methods, has emerged as an effective communication tool for swiftly and cost-efficiently disseminating promotional messages to consumers compared to traditional media.

INTRODUCTION

Many companies utilize the advancement in communication technology during the digital age to conduct a variety of promotional activities aimed at attracting consumers. Businesses employ both digital and traditional marketing strategies as tools to increase their profits. Marketing communication encompasses various external communication methods designed to achieve the marketing objectives of a product or service (Jin et al., 2019). One method is product packaging modification, where the design and appearance of packaging are altered to attract consumer attention or create a perception of higher value.

In today's context, communication surpasses conventional means such as banners and spoken interactions; it encompasses the utilization of applications and social media platforms to implement marketing strategies. Currently, almost every company or individual involved in business utilizes social media for tasks ranging from information dissemination and persuasion to presenting product offers to consumers. Presently, business people employ diverse methods to move away from traditional media platforms. Before engaging in marketing communication, there exist interrelated strategies aimed at achieving success in line with the desired target market (Reinikainen et al., 2020).

Many companies in Indonesia implement this way. One of them is this Local Coffee Brand which is from Indonesia and routinely uses digital and conventional marketing methods as a tool for marketing communication. As a coffee establishment that adheres to technology in marketing communication, Local Coffee Brand uses several offline and online media as a form of communication in advertising or marketing their items to consumers. This study will explore the correlation between communication instruments in digital and traditional mediums concerning their marketing endeavors. Therefore, this article will investigate the

planning of Local Coffee Brand marketing communication strategies through digital marketing and conventional which includes the message to be conveyed to customers.

METHODS

The study's objective is to develop a comprehensive grasp functioning of digital and conventional marketing communication managed as an antecedent to consumer satisfaction at Local Coffee Brand. In line with constructivism, we employ a research approach to collect data in a case study. The constructivism paradigm of this research is an approach to understanding that knowledge is not only passively received, but also actively constructed by a personal through engagement with their surroundings. In this context, knowledge is viewed as a mental construction shaped by an individual's experience, perception, and understanding (Singh et al., 2019). The article adopts a constructive perspective and employs a qualitative methodology. This research focuses solely on one case study without analyzing other units (Taylor, 2020). The researcher's goal is to acquire a more profound comprehension of a subject, issue, or phenomenon, especially when information about the topic is limited or not well-known. The research constitutes a single-case investigation primarily relying on interviews with employees engaged in marketing communication to gather data. To analyze the collected data, thematic analysis is used.

The initial aspect of research philosophy concerns the perspective on the nature of reality, termed ontology. At the ontological level, there are two viewpoints regarding reality, namely objectivism and constructionism. In this article, the authors embrace a constructionist approach, suggesting that social phenomena are contingent upon individual perceptions and vary depending on the context. When investigating a topic, assumptions emerge throughout each phase of the process. These assumptions are entirely shaped by the researchers' research philosophies, facilitating intersections of viewpoints on the subject under examination. Research philosophy, in essence, comprises a set of assumptions aimed at understanding the functioning of the world and its practical application. The pivotal rationale behind pinpointing research philosophy assumes its profound impact on the selection of research strategies, methods, interpretations of findings, and research outcomes stemming from each philosophical stance (Taylor, 2020). Therefore, when investigating transfer pricing within the case organization, it is essential to take into account a unique set of circumstances surrounding the organization to fully grasp the phenomenon. Examining the subject of transfer pricing qualitatively appears to be appropriate, as it enables a deeper understanding of how individuals may interpret marketing communication phenomena (Watkins, 2021).

Thus, the researcher can form assumptions based on interpretive and theoretical issues. In particular, the focus of the research is on the Local Coffee Brand, selected as the subject for investigating its marketing communication strategies across digital and conventional channels. The author examines the marketing communication strategies of Local Coffee Brand, delving into the distinct approaches employed by each branch. The unit analytical research is the promotion communication strategies of Local Coffee Brand in both digital and conventional realms. It aims to give meaning and interpret meanings derived from individual experiences (Watkins, 2021).

The researcher can understand the forms of emotional marketing generated in line with the raised topic. We contacted the owner as the CEO of Local Coffee Brand approved for our research to ensure we adhere to requirements in conducting research with human subjects. Furthermore, we utilized non-probability sampling with the premise suggesting that researchers with a mission and objective to obtain, comprehend, and uncover insights, while also delving into the core of the matter, should option for samples that offer the greatest learning potential and align with their requirements (Gordon et al., 2020). We developed a comprehensive interview containing exploratory questions to enable the informant to elaborate on the Local Coffee Brand's marketing strategies. A compact recorder was used to record responses, and transcripts of all interview data were made (Singh et al., 2019). A total of one informant, serving as the owner and CEO, was interviewed. The interview duration was 55 minutes. In this phase, we employed a content analysis method to ensure comprehensive coverage of Local Coffee Brand's digital marketing strategies across digital platforms. To be precise, the content analysis consisted of examining the content posted on Local Coffee Brand's Instagram account, encompassing both images and captions.

RESULTS AND DISCUSSION

In this segment, we offer our research outcomes, primarily focusing on the outcomes derived from semi-stuctured interviews that were used in conjunction with content analysis. From the findings, it is evident that the marketing strategies and concepts used by Local Coffee Brand successfully attract customers. However, an informant expresses mixed feelings. Here are the interview results obtained by the researchers. In this study, the implementation of digital marketing by Local Coffee Brand resulted in each customer visiting the store purchasing a minimum of 2 product items in a single transaction, according to the information

provided by the Local Coffee Brand marketing team. As a result, the Local Coffee Brand's application has been downloaded by more than 10,000 active customers making product purchases. Informants believe that this is due to the increased buying interest from consumers following the implementation of digital marketing practices such as product bundling and the launch of new menus.

The communication strategy in both digital and conventional marketing attributes, which has been implemented, reaps substantial revenue. Currently, Local Coffee Brand has successfully established 800 outlets within 5 years. The attributes of digital and conventional marketing management by Local Coffee Brand have proven to be antecedents (factors) in customer satisfaction. They will continue to enhance the quality of their marketing strategies to increase consumers and achieve competitive advantages.

The Relevance in Strategy of Digital and Conventional Marketing Communication

Defining the characteristics and structure of marketing communication, and convincing customers' thoughts and actions in a certain way has evolved. In the current digital era, marketing at Local Coffee Brand has integrated the utilization of social media to promote products or services. An informant shares their viewpoint:

"Currently, almost all companies or businesspeople use social media and then build an application, starting from conveying information, persuading, to offering their products to consumers. Social media is widely used by businesspeople as one of their marketing communication channels." (Informant)

Before execute into marketing communication, there exist cohesive strategies that collaborate harmoniously to effectively synchronize with the intended audience. Corresponding to an inquiry regarding Local Coffee Brand's marketing strategy, an informant describes:

"The planning of Local Coffee Brand's marketing communication strategy through Instagram social media includes message strategies and media strategies. In marketing a product, our organization plans strategies that can be dynamic in change." (Informant)

Every company or organization greatly needs marketing strategies and plans to achieve their goals. Through interviews conducted by the author with informants, key answers are provided regarding matters related to the communication strategy implemented, including information content and the creative form of Local Coffee Brand's Instagram messages. The informant strongly supports other entrepreneurs to continually strive for innovation in both product and digital marketing aspects.

Activity Effect of Digital and Conventional Marketing Communication

In the conducted interviews, key informants conveyed the message they aimed to convey to consumers through Instagram regarding Local Coffee Brand was about positioning the coffee shop as having a service model that is customer-centric and accessible.

"Another piece of information you want to convey about Local Coffee Brand is the selection of a unique place because, choosing an uncommon location, and utilizing a different place concept, serves as a strategy implemented by Local Coffee Brand. Additionally, increasing the number of stores can help facilitate consumer access to the products. It is important to choose a strategic location with a demographic that matches the target market." (Informant)

Perspective on marketing communication revolves around an expression that can be considered as an activity in communicating with the target market, which has specific objectives to communicate particular information to transmit information to consumers via multiple channels, with the expectation that this communication will bring about significant alterations in thoughts and actions under desires (Wasik et al., 2023). Consistent with this statement, informants suggest that:

"Local Coffee Brand needs to ensure that the performance of all content on social media and in-store remains sustainable to determine the level of consumer attention achieved for a specific marketing strategy. However, we believe that besides social media, it's also important to have a dedicated application to help enhance Local Coffee Brand's marketing strategy. The application serves as our appreciation to the customers." (Informant)

Marketing communication according to Kanani and Glavee Geo (2021), Marketing communication is a type of marketing endeavor aimed at spreading information, influencing, and persuading. Thus, it can remind the target market about the products available for trade, communicate, and continually make consumers devoted to products provided by associated businesses. Marketing aims to enhance customer loyalty through various strategies and tactics to develop interactions with a company and its products. Communication activities use various media and channels with the hope of achieving changes in the thinking, attitudes, and behaviors of consumers, which are used as strategies to achieve the company's goals of increasing revenue. Throughout the interview, the informant mentioned that:

"With Local Coffee Brand, the coffee shop designs a marketing communication strategy so that information can be conveyed to the target audience of Local Coffee Brand, utilizing social media, especially Instagram, as the communication medium for marketing to consumers to directly purchase products and direct consumers to come directly to the store. Because consumers who are willing to come to the store are potential loyal customers that we should maintain." (Informant)

Based on the research findings from the collected data, the following is the researcher's analysis regarding Local Coffee Brand's communication tactics across both social media platforms and traditional channels The benefit of utilizing social media for marketing communication lies in the ability of consumers to access product information tailored to their preferences and requirements. Additionally, Social media facilitates the connection between businesses and customers, simplifying customer interaction with the company. Consumers can also more easily access up-to-date information about the company's products. Furthermore, the company can more easily guide consumers to visit the store, allowing customers to experience direct engagement facilitated by the conventional communication available in the store. Conventional communication can emotionally assist consumers in directly viewing the products offered by the company. From this, a situation is created where consumers are assisted in making decisions about products that align with their needs, guided by the communication atmosphere in the related store.

Antecedent of Consumer Satisfaction

The researcher analyzed to examine whether the utilization of both digital and conventional communication by Local Coffee Brand serves as an effective marketing communication medium in enhancing marketing influence through the utilization of visual imagery and language. This is supported by explanations about the achievements of Local Coffee Brand itself, which has so far expanded its outlets throughout Indonesia and created a special application for its customers. Additionally, media also has a significant impact in reaching communication to the entire target market.

The utilization of social media is deemed effective and capable of effectively conveying marketing communication. This is because currently, the majority of audiences tend to first look at visual forms when they want to find something. In supporting businesses, especially targeting the youth segment, social media, particularly Instagram, is often utilized because nowadays when we want to experience something, we typically look at its visual form first before visiting the place. With a significant increase in impressions from social media, companies tend to embark on digital development towards specific applications. The development of digital media into applications aims to engage consumers' attention more effectively. According to Haryanti, Warih Risma, and Aflit Nuryulia Praswati (2023) in message strategy, there are details of content and creative message formats. aimed at attracting consumer attention. However, before crafting the content and messaging forms themselves, it is important to determine the target market segment that should be aligned with the product being offered. The target market is chosen because it has background characteristics that lead to similarity in the process behavior. The marketers need to develop message strategies that align with the preferences and characteristics of the target audience.

In digital message delivery, it's not always about creating interactions solely in the digital realm but also about enticing the audience to visit the store directly. This is reinforced by the opinion of the informant:

"The core of the content on our social media is to convey that Local Coffee Brand is a coffee shop with a service model that is close and familiar to consumers. Therefore, through digital communication, it will lead the audience to visit our store." (informant)

This statement strengthens the impact of digital communication influencing the audience. Once the audience is motivated to visit the store, they will directly experience the essence of conventional communication there. This is further enhanced by the effective communication of Local Coffee Brand baristas. When customers visit the coffee store, they visit not only for coffee but also to engage in communication with the baristas about the available coffee menu and the types of coffee recommended directly by the baristas.

Moreover, the use of everyday language in photo captions makes social media appear less formal and monotonous, used as a strategy for Local Coffee Brand's social media to be more interactive with the target audience. This statement is supported by what was stated by the owner and CEO of Local Coffee Brand during the interview when the author was at Local Coffee Brand, that the highest interaction through Local Coffee Brand's Instagram occurs during giveaways. Local Coffee Brand employs an interactive strategy on Instagram by asking questions related to the posted photos and creating captions that encourage the audience to interact by leaving comments and likes. This fosters engagement with Local Coffee Brand's Instagram account, backed by the assertion that the brand excels in fostering online interaction with its audience. Embracing two-way communication, Local Coffee Brand highlights that when captions and photos are ordinary, audience interest tends to be moderate. However, unique photos paired with captivating captions, akin to Local Coffee Brand's approach, attract consumers to engage by commenting on the posts.

Communication strategies that intertwine digital and conventional elements involve creatively packaging messages by Local Coffee Brand through digital marketing media, comprising content of photos and captions that are relaxed and unique, thereby instilling the audience's desire to come and see firsthand the appearance and ambiance there. According to Haryanti, Warih Risma, and Aflit Nuryulia Praswati (2023), communication has two sides of information to engage customers: first, rational or informational, and second, transformational or emotional.

Informational communication efforts aim to inform product consumers, catering to the rational purchasing process. Submission of the information can be found in captions written for photos related to the

ambiance at Local Coffee Brand, coffee prices, and even the baristas working at Local Coffee Brand, conveyed in a more casual and informal language.

The utilization of emotional or transformative appeal aims to sway the perceptions or reactions of the audience intending to patronize the products provided by Local Coffee Brand, utilizing distinct communication styles and content compared to other coffee establishments. Where product photos, and various types of products available at Local Coffee Brand, are packaged with a unique touch compared to other product contents, thereby attracting consumers who come to the store or make purchases online. By employing creative messaging formats, Local Coffee Brand can entice the audience to visit their establishment. In terms of the media plan, there exist two distinct approaches to effectively communicate messages to a target audience. Firstly, there's the careful selection of media channels for message dissemination. Secondly, there's the segmentation of target audiences based on time and location, enabling entrepreneurs to maximize their product marketing efforts and reach a broader consumer base (Utami, 2021).

These media strategies highlight two key elements utilized in disseminating information to the target audience. Firstly, there's the medium, which serves as the platform for message delivery. Secondly, there's consumer engagement, which plays a vital role in ensuring messages expand their reach to a broader audience (Breves et al., 2019). Social media platforms have also proven to be effective in facilitating marketing communication due to their adeptness in leveraging visual elements, thereby enhancing message resonance and audience engagement.

CONCLUSION

Overall, in both digital and conventional marketing efforts, Local Coffee Brand designs marketing communication strategies to convey information about Local Coffee Brand to the right target audience using persuasive and unique language styles. Local Coffee Brand heavily leverages technological advancements, especially in social media and applications, which are utilized as one of its digital marketing communication channels due to their perceived marketing strength in this era. Targeting the young demographic segment, Local Coffee Brand tends to prioritize social media platforms, as this segment highly values product visuals and the aesthetic of places before deciding to visit and make purchases at the coffee shop. This is reflected in the content of Local Coffee Brand's social media platforms, which employ creative message strategies through photos and invite the audience to engage with the content through comments and likes. Moreover, Local Coffee Brand stores are often bustling with curious audiences, contributing to the creation of a two-way communication integration conducted by Local Coffee Brand. For conventional marketing, the informative appeal is evident through banners displaying the atmosphere, products, and baristas at Local Coffee Brand. This is conveyed in a more relaxed and informal language, fostering direct interaction between the barista and consumers. Baristas assist customers in choosing the menu, and menu offerings are accompanied by attractive promotional prices. Interior design and banner placement inside the outlet support marketing interaction with consumers indirectly. The displayed banners are not only eye-catching but also contain competition to encourage consumers to promote on their respective social media. The main driving force for consumers to repeatedly choose Local Coffee Brand's products is its transformative appeal. This is because fostering consumer loyalty requires establishing emotional connections through communication and ambiance, regardless of the consumer's location. Therefore, Local Coffee Brand needs to ensure consumer convenience by expanding its presence with multiple branches across Indonesia, each offering the same products but with unique atmospheres. Additionally, Local Coffee Brand demonstrates its gratitude to customers by developing a specialized application to enhance loyalty, providing easier access to products and additional perks. To attract new audiences, Local Coffee Brand creatively promotes its ambiance through social media platforms, encouraging customers to capture moments and share them, with rewards offered in return. The information conveyed about Local Coffee Brand, both digitally and conventionally, emphasizes its customer-centric service model, inviting atmosphere, and cozy café concept, crucial for maintaining brand quality. Furthermore, the creative content posted on Local Coffee Brand's social media platforms, including photos and captions, highlights its distinct and relaxed character. This content covers product features, ambiance, and customer experiences. Local Coffee Brand's media strategy involves carefully selecting channels and target demographics, with Instagram chosen due to its impactful visual language, fostering consumer loyalty. The target audience is aligned with social media usage patterns, as they often seek recommendations and attractive offers online.

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