



Marketing communication strategy of brother house Café Wonosobo in attract the interest through Instagram account @brotherhouse.lounge in 2023

Hanna Tsaqifa Fairuza^{1*}, Sovia Sitta Sari²

^{1,2}Department of Communication, Muhammadiyah Yogyakarta University, 55183, Indonesia

Email: *Hanna.Tsaqifa.isip19@mail.umy.ac.id, Soviasittasari@umy.ac.id

ABSTRACT

Keywords

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Business development in the culinary field increases every year. Business owner are competing to show uniqueness in order to attract attention and be able to compete in the market so that their business can grow, one of which is the Brother house café Wonosobo. The emergence of new cafes that \encourage Brother house café must create a marketing communication strategy, one of which uses social media Instagram to attract consumers. The research objective is to describe Brother house's marketing communication strategy in attracting interest through Instagram. This research in its analysis will use Integrated Marketing Communication (IMC) theory to find out the implementation of the strategy, besides that AISAS is used to see consumer behavior. This research uses descriptive qualitative research methods using interviews and documentation and analyzes qualitative data, namely data reduction, data presentation and conclusion drawing. The results of this study are expected to show how the marketing communication strategy carried out by Brother house cafe through Instagram.

1. Introduction

Coffee is a drink that can be enjoyed by all people, even nowadays coffee is being a daily consumption for the lovers. Coffee was originally only serve on the roadside and served simply, and now coffee has expanded to a larger market and has a more attractive appearance so that many coffee shops have sprung up that serve unique menus to attract customers. people's lifestyles has changed the development of the coffee shop industry, Cafe or coffee shop is a place to eat and drink fast food and presents a relaxed or informal atmosphere, besides that it is also a type of restaurant that usually provides seating inside and outside the restaurant (Ropiah, 2018). coffee shops that have different characteristics that make the growth and development of coffee shops soar along with increasing customer interest. even today many coffeshops not only serve coffee menus but other supporting menus.

Nowadays, the phenomenon of cafes and coffee shops has also begun to be found in many regions and small towns, including the city of Wonosobo, Central Java. Wonosobo is located in a mountainous area making the normal temperature in Wonosobo Regency is cold so drinking coffee is considered suitable to overcome the cold. This of course makes the coffee shop business grow in Wonosobo. One of the coffee shops in Wonosobo is Brother House Café. Brother house café is a café that was established in 2016 and became one of the pioneers of cafes in wonosobo. This café is located in the center of wonosobo city but after the pandemic hit brother house experienced a decrease in the number of visitors. In addition, the emergence of many competitors who were born in the pandemic era is also one of the challenges for Brother house.

With the developments that occur, competition arises to market products in order to be able to maintain and compete with other competitors. This of course requires an efficient marketing communication strategy, marketing strategy is very important in all fields related to business. This is because the intense competition in the business sector requires all business people to think creatively and innovatively to attract the attention of many consumers (Bukhori, 2021). Coffee Shop business entrepreneurs take advantage of the development of information and communication technology that has faced internet advances to market business ventures including through Instagram as social media.

Brother house itself opened an Instagram account in 2016 and currently has more than 8000 followers with around 3500 posts containing food menus, cafe atmosphere and other exciting content to attract followers:

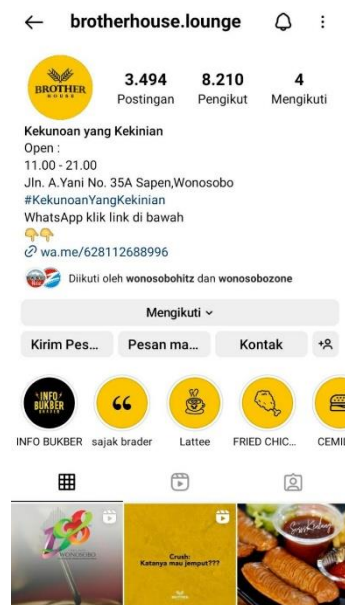


Fig 1. Brotherhouse

But the development of coffee shops in Wonosobo is one of the obstacles for brother house which has led to a decrease in the number of visitors, besides that the atmosphere has not returned after the pandemic is also one of the reasons Brother house has experienced a decrease in the number of visitors. This was revealed directly by the admin of the Brother house Fajar Setyanto that the number of competitors appearing during the pandemic was one of the factors for the decline in the visitors. In addition, the Brother house is also trying to restore the atmosphere like before the pandemic.

Previous research that has been conducted shows a considerable impact of using Instagram social media as a medium for digital marketing communication. From research conducted by (Anugrah et al., 2023) entitled Grande Garden Café's digital marketing communication strategy in increasing visitor interest through Instagram, it shows that after utilizing Instagram as a marketing communication medium by creating interesting post content to interact with consumers, Grande Garden Café is visited by many people so that the potential for increasing visitors is even greater. Through its Instagram account @Grande_gardencafe uploads photos, short videos, and reposts from buyers only to attract consumer attention to increase the number of sales. For this reason, this research aims to find out the planning and implementation strategies of Instagram as a digital marketing communication media carried out by Grande Garden Café.

2. Method

This research uses descriptive qualitative research which aims to find out the marketing communication strategy of brother house café in attracting interest through Instagram. According to Moleong (2005: 4) a descriptive qualitative approach is a research approach where the data collected are in the form of words, pictures and not numbers. These data can be obtained from interviews, field notes, photos, videos, tapes, personal documentation, notes, or memos and other documentation

The author collects data by means of in-depth interviews and documentation. According to Sugiyono (2005: 62), "Data collection techniques are the most strategic step in research, because the main purpose of research is to get data". selection of informants in this study using purposive sampling, namely data source sampling techniques with certain considerations. In this case, the selection of data sources or people who are considered to know best about what is expected. Therefore, the researcher chose Fajar Setyanto as an informant because he is the admin and marketing of Instagram brother house café, namely @Brotherhouse.lounge.

Furthermore, the data analysis technique used by the author is data reduction which includes data preparation activities so that it can help and facilitate researchers in further analysis. Presentation of data is an effort that researchers use to get an overview and interpretation of the data that has been obtained and its relationship with the focus of the research carried out by the conclusion matrix where researchers formulate research conclusions. Then after the data analysis is complete, the last stage is the data validity test. In this study the authors used source triangulation, namely getting data from different sources with the same technique to check the credibility of the data.

3. Result and Discussion

A marketing communication strategy is a strategy used by a company or individual to reach the market target through various types of communication, and advertising is a tool to achieve goals in providing information, influencing, promoting a marketing activity in order to achieve the targets set by the company (Sari & Lani, 2022). Brother house itself uses Instagram as a media for promotion and delivery of its messages. The concept commonly used to convey messages is the promotional mix. (Kotler, 2013) reveals that there are 5 main sets of elements of the promotion mix, namely: Advertising, Sales promotion, Public relations and publicity, Personal selling and Direct marketing. Based on the results of the study, it is known that the marketing communication strategy carried out by brother house café through Instagram media is as follows:

1. Advertising

Advertising is all non-personal presentation, promotion of ideas, promotion of products or services by certain paid sponsors. Advertising has a function to provide information, persuade, make an impression, satisfy desires and as a communication tool. A company that applies advertising in marketing its products certainly expects positive implications or impacts on the sales of its products. Based on the research results, it is known that for advertising, Brother house advertises its products through the Instagram account @brotherhouse.lounge. products are marketed through posts on Instagram in the form of photos and videos that can attract the attention of Instagram users and the more often they are posted and viewed, the more interest they will eventually attract about a product. Fajar setyanto as admin and marketing brother house said that:

"Brother house uses Instagram as the online promotional media because of its easy and cheap use, besides that Instagram can reach many targets in the market so that Instagram is relevant to use today"

According to the results of research on marketing communication activities through Instagram carried out by @brotherhouse.lounge, including Photo Upload Features (Feed), Video Upload Features (Reels), Instagram Stories.

2. Sales Promotion

Sales promotion is an activity carried out by a company to persuasively influence consumers to immediately buy the products / services offered at that time (Yasin, 2021). The purpose of sales promotion is to increase sales, create brand awareness, attract consumer attention, motivate immediate purchases and generate profits for the company. Sales promotion can involve various methods and strategies such as price discounts, coupons, contests or sweepstakes, purchase bonuses, free gifts and so on. Based on the results of the interview, Fajar setyanto as admin and marketing Brother house reveals:

"We usually give promos on certain days or if there are celebrations such as Ramadan promos, New Year promos, Eid promos and even on ordinary days sometimes we give interesting promos that we update via Instagram stories or posts which are expected so that many people will visit our Instagram to know the ongoing promos and finally come to visit."

It can be seen that Brother house's sales promotion is carried out through Instastory and posts on the @brotherhouse.lounge Instagram account page. Brother house conveys information about discounts, purchase bonuses, free gifts, and special offers through Instagram posts and then turns these posts into Instagram Stories (Instastory) so that with these activities, it is hoped that people will be able to find out about what promotions are being provided by Brother house. This is in line with the opinion (Lovelock, 2012) which explains that sales promotions have the aim of accelerating buying decisions or motivating customers to use certain services. In addition, it is known that Brother house uses several features owned by Instagram to conduct sales promotions so that they can attract customers to come and make purchases at Brother house.

3. Public relation and Publicity

Public relations and publicity are related to programs to promote and protect the company's criteria or individual products. (Martin, 2017) reveals that in its implementation, marketing communications should not be limited to customers and potential customers, but also vendors, employees, related industries and the external environment that is directly or indirectly involved in it. Based on the results of the study, it is known that public relations and publicity activities are carried out by answering all questions and complaints from consumers through Instagram social media either through comments or DM (Direct Message), besides that Brother house has also collaborated several times with content creators in the Wonosobo area to make Brother house their review place.

"To connect with followers, we always answer questions sent via dm or comments, besides that we also often open interesting QnA sessions through instastory so that followers are interested in answering and finally connecting with us, besides that we can say endorse several times or collaborate with several content creators in wonosobo by sending products to them to be reviewed."

According to interviews that have been conducted, it is known that Brother house always tries to provide friendly service by answering all questions from consumers. This aims to make consumers and potential customers feel interested in coming and always feel an emotional connection with Brother house, besides that working with content creators in wonosobo is expected to attract the attention of the content creator's followers. Sometimes Brother house also marks or lists the names of customers who become followers and reposts photos of posts from customers to maintain emotional closeness between customers and Brother house.

4. Personal Selling

According to (Morrison 2012) personal selling is a form of direct communication between sellers and buyers. Brother house ensures that its employees provide the best service for its customers. Personal selling is important to increase the company's brand equity and the equity of each product brand. Direct or face-to-face sales are presentations by oral means in talks with potential customers to introduce the products being sold and also provide an understanding of the products being sold so that potential customers are interested in buying them.

"kami memastikan karyawan kami melakukan pelayanan yang terbaik dan ramah selain itu mereka juga melakukan penjualan secara lisan dengan menawarkan promo-promo yang sedang berlangsung dan merekomendasikan menu yang favorit disini sebagai salah satu bentuk promosi dan penjualan"

This shows that Brother house always provides the best service and makes verbal sales by offering promos and favorite menus from Brother house as personal selling.

5. Direct Marketing

Direct marketing is a marketing activity through the use of telephone, fax, e-mail, and other non-personal contact tools to communicate directly with certain customers and prospective customers (Kotler, 2013) in conducting direct marketing, brother house includes information in the form of telephone numbers and addresses on the homepage and Instagram bio so that customers who contact brother house via telephone number can get messages in the form of promotions or ongoing discount info. this method is used to build and improve relationships with consumers.

"Of course, in our Instagram bio we have included a telephone number for contact persons and addresses as information so that followers and even people who visit our Instagram know this information and customers or potential customers who contact us via telephone numbers usually send messages in the form of promos or discounts that are currently at Brotherhouse so they can make

purchases *directly*".
Brother house uses direct marketing methods that are modified or applied in their own way but do not leave the main goal of marketing what Brother house sells.

A marketing communication strategy will not be said to be successful or achieved if it has not received a good response or feedback from consumers. A positive response indicates that the communication strategy has been successful and vice versa, a negative response indicates that the marketing communication strategy has not been successful. Consumer response using the application of AISAS.

Prospective consumers realize the existence of the product or menu offered by @brotherhouse.lounge through posts and insta stories from the account.

The emergence of interest in potential customers by seeing visual forms such as images and photos posted on @brotherhouse.lounge insta stories.

That potential customers begin to search for information about a product or menu that has caught the attention of these consumers, such as how the taste and price of the product that these consumers want to know.

The action stage, after searching for information and feeling as expected, consumers take action by visiting the brother house to find out firsthand the taste of the product.

Consumers spontaneously carry out the process of sharing or providing information again by providing recommendations to people through their personal social media accounts, such as Instagram, in these posts containing the satisfaction of consumers with the products or menus offered and tried by these consumers.

Based on the research findings, the series of consumer response processes that the researchers have described above explain that @Brotherhouse.lounge receives a positive response in conducting sales transactions with consumers. The success of a marketing communication strategy can be seen from the audience or consumer response to the product or menu offered. A positive response indicates that the product or menu @Brotherhouse.lounge is well received by consumers and vice versa, a negative response indicates that the product @Brotherhouse.lounge is not acceptable or does not suit consumers.

4. Conclusion

Based on the results of research conducted by interviewing sources to find out the marketing communication strategy carried out by the @brotherhouse.lounge account through Instagram media, the researcher draws the conclusion that the marketing communication strategy through advertising carried out by brother house through the @brotherhouse.lounge account is by using Instagram features such as feeds, reels and Instagram stories, and creating captions that can influence consumers, displaying best seller products or menus and other interesting menus, using visual communication as a strategy to attract and influence consumers and provide information about a product. In addition, the marketing communication strategy through sales promotion carried out by the @brotherhouse.lounge account is to show the promo menu that will be offered, provide discounts, provide vouchers through games uploaded through Instagram reels.

The response from consumers to a menu or product is very meaningful for business actors, and the response obtained by the @brotherhouse.lounge account is a positive response where the positive response is in the form of interaction via Instagram shown by consumers and of course the behavior of consumers who go directly to and buy the products offered by @brotherhouse.lounge after seeing promotions on Instagram media.

Based on the research results that the marketing communication strategy carried out by Brother house is considered appropriate. The marketing communication strategy carried out by Brother house is through Instagram social media by posting photos of food and beverage products with an interesting and funny caption, by marketing through Instagram social media everyone can access and know the location of Brother house quickly, therefore Brother house utilizes Instagram social media as a promotional tool in order to create the desired target and high buying interest. From

the explanation that the researchers have revealed above, it can be concluded that Brother house's marketing communication strategy through Instagram @Brotherhouse.lounge has an impact on increasing enthusiasts by carrying out activities such as creating promos and interesting content to interacting directly with consumers through Instagram to increase consumer response which has the potential to increase enthusiasts who come to Brother house.

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