



Marketing communication of Klinik Kopi using the 7P model to increase consumer buying interest in Yogyakarta

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ABSTRACT

Keywords

7P Model
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The aim of this study is to seek the marketing communication strategy that has been used by Klinik Kopi to increasing their sales. Communication strategy is a communication process that occurs in an effort to win the interests of an agency or company. Aims to influence society so that the main goal can be achieved in accordance with the strategic plan. Communication strategies are also related to participation, which is specifically difficult to determine from the diversity of internal conditions within it as well as the local cultural environment. Methode used in this study is qualitative research methods, the data collection method that researchers will use is by conducting interviews, documentation and observation. In this research, researchers conducted interviews with the owner of the Klinik Kopi, namely Mas Pepeng and the consumers of the Klinik Kopi. The result of this study shows that the simplicity of marketing communication Klink Kopi offers, made Klinik Kopi's strategy of marketing works perfectly and made it different than other's coffeeshop.

1. Introduction

Communication strategy is a communication process that occurs in an effort to win the interests of an agency or company. Aims to influence society so that the main goal can be achieved in accordance with the strategic plan (Cornelissen, 2007). Communication strategies are also related to participation, which is specifically difficult to determine from the diversity of internal conditions within it as well as the local cultural environment (Keke & Trisakti, 2018). Communication strategy can also be said to be the main key whose role is very important in marketing activities (Rachmiatie A., Hasbiansyah O., 2013).

Marketing methods are strategies used by companies to reach their target market and promote their products or services effectively (Prathisara & Masduki, 2023). This marketing method includes a variety of tactics and techniques designed to increase visibility, attract customers and increase sales. Some examples of marketing methods include online advertising, social media marketing, content marketing, event promotion, and others. In today's digital era, marketing methods continue to develop rapidly to reach a wider and more diverse audience (Wenats, 2012).

In an increasingly competitive and diverse business world, the right marketing program is a must for every business, be it small, medium or large, for a number of very important reasons (Wahyudi & Adhani, 2021). The right marketing communication program helps a business to gain wider visibility and exposure in the market (Suswanto & Setiawati, 2020). Given the intense competition, an effective marketing program will allow a company to stand out and attract the attention of potential customers, thereby increasing brand awareness and business attractiveness (Rahayu, 2014).

A good marketing communication program allows businesses to understand their customers better. Through data analysis and market research, companies can identify consumer preferences, needs and behavior (Degeneffe et al., 2009). This allows them to better customize their products or services,

increase customer satisfaction, and build long-term relationships. This too needed in a food and beverages industry, especially in Yogyakarta's tight tight coffeeshop business competition (Knowles, 2000).

The development of coffee in Indonesia currently continues to progress rapidly (Rinawiyanti & Kusumo, 2023). The increasing domestic and global demand for coffee requires investment in the Indonesian coffee sector, which is also balanced by increasing the number of coffee beans (Adaramola & Dada, 2020). Quality must also be improved with innovation. This is because coffee production in Indonesia per hectare is still low compared to other major coffee producing countries (Wahyudi, E., Martini, R., & Suswatiningsih, 2018). The world of coffee is now developing rapidly. Starting from a simple coffee shop to an Instagrammable Coffee Shop. Almost every area has coffee shops, including Yogyakarta, there are many cafes in Yogyakarta. This also applies to the Klinik Kopi. The promotional mix used by the Klinik Kopi is very simple. Only by relying on customer testimonials can a Klinik Kopi stand in the era of the onslaught of instagrammable coffee shops (Indrajati, 2021).

Klinik Kopi adopts a home concept inspired by coffee shops abroad. Previously, Farmansyah was known as Mas Pepeng, who often traveled abroad and domestically because of his work problems (Wono et al., 2023). Pepeng started the Klinik Kopi with simplicity and enthusiasm, with the main goal always being that he wanted to educate coffee drinkers on how to enjoy good coffee and introduce the very diverse range of coffee in Indonesia (Soedarsono et al., 2020). As time goes by, many people are tempted by the aesthetic location of the cafe rather than the quality of the coffee (Dharmayanti & Darma, 2020). However, the Klinik Kopi continues to stick with the image of the taste of coffee. Klinik Kopi are more than just commercial cafes. A Klinik Kopi is a thriving home where human values must live consistently (Siskhawati & Maulana, 2021).

Based on the description above, the researcher intends to describe the Communication Strategy process of Klinik Kopi Shops in Increasing Consumer Buying Interest in Yogyakarta. By raising the research title Communication Strategy for Klinik Kopi Shops in Increasing Consumer Buying Interest in the Special Region of Yogyakarta. So this research will aim to examine how the marketing communications carried out by the Klinik Kopi increase consumer buying interest in Yogyakarta? This research will use the 7P method to examine the efforts that have been used by the Klinik Kopi.

2. Method

The method used in this research is a qualitative descriptive. The method for collecting data needed that will be carried out by researchers is by conducting the interview result, documentation and observation process (Prathisara & Masduki, 2023). In this research, researchers conducted interviews with the owner of the Klinik Kopi, namely Mas Pepeng and the consumers of the Klinik Kopi. Based on the explanation above, it can be concluded that the data taken from these research activities will then be developed systematically based on the facts and theories used (Nurul, 2021).

This research also uses observational measurements and documentation and triangulation of research data, using various sources such as documents, observations, etc. The document data for research is the Communication Strategy of Klinik Kopi Shops in Increasing Consumer Buying Interest in DI Yogyakarta. The interview method process for obtaining information about the data in this research was carried out through a direct question and answer session between the researcher and the informant or respondent. This interview method is expected to provide researchers with information that will help this research and the resulting data is expected to support this research (Sugiyono, 2013).

Documentation method data collection can be done directly in the field and can also be done by looking at the process and data sources from documents that have been collected and then analyzed. The data collection method through observation is carried out by understanding research phenomena in the field directly regarding the research object (Miles & Huberman, 2012). The data analysis process in this research was obtained from the results of observation, documentation, and interviews by organizing data into categories, breaking it down into units, carrying out synthesis, arranging it into patterns, choosing what is important and what will be studied, and producing conclusions so that they are easy for yourself and others to understand (Miles & Huberman, 1992).

The research method employed in this study is qualitative descriptive research, a valuable approach used to investigate, interpret, and understand the intricacies of a particular subject or phenomenon.

This method places a strong emphasis on comprehensively describing the characteristics and qualities of the subject under investigation. To ensure the richness and depth of data collection, this research employed a combination of techniques including interviews, documentation, and observations.

Data collection, a crucial phase in any research endeavor, played a pivotal role in this study. The process of gathering essential information was executed through a meticulously planned strategy. Researchers conducted interviews with key individuals who hold valuable insights into the subject matter, including Mas Pepeng, the owner of Klinik Kopi, and the patrons of the Klinik Kopi establishment. These interviews were instrumental in gaining an understanding of their experiences, perspectives, and insights related to the coffee shop (Ilmy, 2021).

The interview method adopted in this research was a structured, direct question-and-answer session between the researchers and the informants or respondents. This method was selected as it facilitates the collection of firsthand, real-time data and allows for in-depth exploration of the subject matter. Information gleaned from these interviews played a pivotal role in shaping the research and supporting the subsequent analysis (Terchilă, 2014).

The interview data was just one piece of the puzzle; documentation and observation processes were also critical in this research. Documentation, in particular, was used to gather written or recorded material relevant to the study. Researchers obtained data from documents, such as the Communication Strategy of Klinik Kopi Shops in Increasing Consumer Buying Interest in DI Yogyakarta, which proved invaluable in understanding the strategies employed by the coffee shop to attract and retain customers. Observation was another essential method of data collection employed in this research. This involved the researchers directly immersing themselves in the research environment to observe, first-hand, the phenomena associated with the research object. By engaging in this type of field research, the researchers could gain a deeper understanding of the subject matter, its context, and its complexities (Soedarsono et al., 2020).

Triangulation, an important strategy used in this research, involves cross-referencing information obtained from different sources to enhance the credibility and reliability of the findings. The research team employed various sources, including documents and observations, to validate and corroborate the information collected during interviews. Triangulation is a powerful tool that lends robustness to the research process, making the findings more dependable and trustworthy (Salome Vanwoerden, Allison Kalpakci, 2017).

The data collected through these diverse methods were subjected to a rigorous analysis. In the data analysis phase, information gathered from interviews, observations, and documentation was systematically organized into categories. This process involved breaking down the data into manageable units, synthesizing it to identify patterns, selecting the most salient points for study, and ultimately deriving meaningful conclusions.

This methodical approach to data analysis ensured that the findings were not only comprehensive but also readily understandable for both the research team and others interested in the subject matter. The synthesized results provided valuable insights into the research objectives and contributed to the advancement of knowledge in the field (Baxter & Jack, 2015).

In conclusion, this research adopted a qualitative descriptive method, supported by a combination of data collection techniques, including interviews, documentation, and observations. By strategically combining these methods and applying triangulation, the researchers were able to obtain a holistic understanding of the subject matter. The rigorous analysis of the data collected culminated in meaningful conclusions that contribute to the body of knowledge in this area. The research approach outlined here serves as a valuable model for future studies seeking to explore and understand complex phenomena.

3. Result and Discussion

3.1 Presenting the Results

The results of data collection will be described based on the results of research on marketing communications for Klinik Kopi shops using the 7P model to increase consumer buying interest in Yogyakarta. The 7P strategy is used to see the efforts of Klinik Kopi in order to survive amidst the

onslaught of new coffeeshops in Yogyakarta The strategy adopted by the Klinik Kopi is as follows: Product, simply put, a product can be defined as a good or service sold by a company. In terms of the marketing mix, the product is an important aspect or concept that needs to be considered because the product is one aspect that will continue to develop according to society's needs. From the results of the researcher's interview with the Klinik Kopi, the products produced are in the form of drinks, cheesecake, merchandise in accordance with Pepeng's statement as the owner of the Klinik Kopi. Price, Pricing is an important thing. Business actors will do this with full consideration because pricing can affect total costs and income. Price is the main factor determining product positioning and must be decided according to the target market, mix of products and services, as well as competition.

Place is an area for managing trading places that are used to distribute goods and serve target markets, as well as developing distribution systems for shipping and trading a product. Promotion is a basic marketing principle where business actors are required to provide incentives for potential buyers of the products or services offered. These incentives can take the form of price discounts, conveying product knowledge in an interesting way, or showing examples of the products/services being offered. People One of the most important parts of a company is HR. Recruiting the right human resources is the key to advancing the company. With qualified human resources, the company's values and image can also be well maintained.

A company can also develop well with just a few human resources. You don't have to employ a lot of human resources, with sufficient human resources but sufficient capabilities, that is also very good for a company. They will also be effective in their respective fields. Like the Klinik Kopi, they only have three human resources. Physical Evidence is something that can be felt by the human senses through sight, touch and smell. This physical evidence includes office buildings and other supporting elements such as shops, taverns and the like. Buildings must be able to create an atmosphere by paying attention to ambience so as to provide the best experience to visitors, especially for a company with its target market. Process, in every business there will be something called a process, the process here includes the mechanism procedures and flows implemented to use the services created. This made the process is very closely related to the marketing of the products being produced. With a clear and efficient process, consumers will be happier and have more opportunities to buy the product again (Taherimashhadi & Ribas, 2018).

3.2 Create a Discussion

The Klinik Kopi uses the 7P strategy with a discussion of research as follows: At the Klinik Kopi, the manager sells products ranging from coffee beans, brewed coffee, cheesecake, and even merchandise. There are lots of interested visitors here, from the Yogyakarta area, there are even those from outside the city who come to Yogyakarta just to enjoy coffee at the Klinik Kopi. Apart from the coffee, several visitors were also happy with the delivery and service from Mas Pepeng himself.

Based on the comparison between other coffeeshops located in Yogyakarta, the price sets is normal, not too expensive nor too cheap. This price is a good deal compares to their building concept with a theme that is identical to nature, especially bamboo plants with the reason that every consumer who comes can enjoy their coffee in a relaxed and comfortable way to interact with other visitors. Currently, the Klinik Kopi shop has transformed into the shop of choice for Indonesian coffee lovers. Kedai Klinik Kopi continues to improve and innovate, of course, so that its mission can be achieved, namely educating and bringing people closer to the culture and potential of coffee in Indonesia.

The assessment regarding the use of the 7Ps that has been carried out by the Klinik Kopi is as follows: Product, the product is the central point of marketing activities because the product is the result of a company activity that can be offered to the market for purchase, use or consumption with the aim of satisfying needs and consumer desires. A product is defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler & Armstrong, 2017). At the Klinik Kopi, the manager sells products ranging from coffee beans, brewed coffee, cheesecake, and even merchandise. There are lots of interested visitors here, from the Yogyakarta area, there are even those from outside the city who come to Yogyakarta just to enjoy coffee at the Klinik Kopi. Apart from the coffee, several visitors were also happy with the delivery and service from Mas Pepeng himself. This means that the Klinik Kopi has been successful in increasing consumer buying interest. With his friendly, humble and exciting demeanor, Mas Pepeng is able to increase consumer appeal.

Price, the selling price is determined by the seller and makes a profit from that price, while consumers get their needs by paying for the product at a determined price. The definition of price is the relative value of a product. The prices set by the Klinik Kopi are also not too expensive, starting from Rp. 25,000 for local coffee beans and Rp. 35,000 for Outside coffee (Indrajati, 2021). Meanwhile, prices for beans that have not been brewed start from Rp. 135,000 to Rp. 200,000. t-shirts, hats, tumblers, coca dripper merchandise are sold at prices starting from Rp. 100,000 to Rp. 250,000. Mas Pepeng sets the price based on capital costs. This means that prices are cheap and affordable to all groups. Due to the fact that the field is still busy with visitors. This also shows the success of the Klinik Kopi in increasing consumer buying interest.

Place, Place includes important decisions regarding: where? When? and how customers will access the offer, mostly related to distribution channels, perceptions of favorable access will be determined by various variables such as location, service, and method of payment (Sefira Ryalita Primadany, Mardiyono, 2013). Selecting a place or location requires careful consideration of the following factors: Access, visibility, traffic, expansion, environment, and competition, namely the location of competitors. By these factors, the Klinik Kopi current location is already at its best place, because it is accessible, near the main road (Jalan Kaliurang) & easy to find.

Promotion, Promotion is often defined as persuasive communication, and communication strategies include a habit of mixing/mixing advertising, personal selling, sales promotion, public relations and direct marketing (R. E. Hamzah, 2018). At this point, the manager of Klinik Kopi only promotes via Instagram. Klinik Kopi has its own Instagram social media account. However, often the Klinik Kopi is also included in coffee hunter accounts or fnb vlogger. In this way, the promotion becomes more optimal and spreads widely. Then the Instagram account "@klinikkopi" also shows the pictures of the location, informing the ambience, and conversations between the baristas and visitors, thus adding a friendly and humble impression. This promotion was considered successful by the management because many people visited the Klinik Kopi because they found out about it from Instagram (Y. I. Hamzah, 2013).

People, People (people/actors) in services are people who are directly involved in carrying out all company activities, and are a factor that plays an important role for all organizations (Fatihudin & Firmansyah, 2019). In this case, the author identifies who is involved in the people element of the Klinik Kopi marketing mix. Mas Pepeng, as the owner, is the most important in this matter and is also assisted by two people, namely his wife (Viviana) and assistant (Sigit). Consumers are also included in this. This was done because Pepeng felt that there were enough human resources and were able to manage everything. Because having a small but high quality human resource is much better than having a lot of human resources but less qualified. This can be said to be successful because it received quite a positive response from visitors.

Physical Evidence: The meaning of physical evidence is as follows, physical evidence mean is something that also influences consumers' decisions to buy and use products and services offered (Fatihudin & Firmansyah, 2019). Elements included in physical facilities include the physical environment, in this case the physical building, equipment, supplies, logos, colors and other items that are combined with the services provided such as tickets, covers, labels, and so on. From the definition above, it can be concluded that evidence of physical appearance influences decisions to buy and use goods or services.

In this case, the manager is the main driver so that the Klinik Kopi can be easily accessed. According to the author, the road is decent and easy to access and the parking area is large enough to accommodate visitor vehicles, both motorbikes and cars. Meanwhile, other facilities such as seating have also been divided between smoking areas and non-smoking areas. That is good enough for children and mothers alike. Don't forget that there are also toilets which are also quite clean. This is considered complete and can be interpreted as being successful by the management because the transportation and other facilities provided by the management are fairly complete (Kurniawati, 2017).

Process, Processes are all actual procedures, mechanisms and activity flows used to deliver services (Fatihudin & Firmansyah, 2019). This process element means a company's efforts to carry out and carry out activities to meet the needs and desires of its consumers. All work activities are processes, processes involve procedures, tasks, mechanisms, activities and routines by which products (goods or services) are distributed to customers. So the process is all the mechanisms and flows that

can be delivered during product delivery activities, the process of delivering products, both goods and services, is the main factor in the marketing mix where customers will be happy if the product purchasing process is carried out in a friendly manner. Like during the order presentation process, Mas Pepeng always invites consumers to talk about anything and that is one of the management's strategies in this case.

According to the 7P strategy, through the simplicity as a special features Klinik Kopi has, however Klinik Kopi successfully implementing it all. This can be seen from the various of products they serve, price they set, place they built, promotion they did or they get, how they treat the people inside including the customer, and how they manage to make sure each of their physical evidence is at its best to be shown and felt by the customer made Klinik Kopi could stand still and being loved by their loyal customer.

4. Conclusion

The 7P strategy has been implemented well by the Klinik Kopi. This can be seen from how Klinik Kopi think about consumer interests as one of their references in making strategies. At the product point, they don't just sell one type, but there are several things they sell. then on the price point, they also don't set prices that are too expensive so that consumers can still reach the prices they offer. The location choice is also good, close to the main road and "hidden" so it's not too noisy. Then promotions have also been carried out via the Instagram platform. The way the Klinik Kopi owner treats consumers is also a plus because the Klinik Kopi has succeeded in making the atmosphere intimate, thus attracting consumers to come back. The road is decent and easy to access and the parking lot is large enough to accommodate visitors' vehicles, both motorbikes and cars.

The Klinik Kopi's exemplary implementation of the 7P strategy has resulted in remarkable success for the establishment. With a keen focus on customer interests, Klinik Kopi has managed to elevate their strategic approach to a level that truly stands out in the highly competitive coffee shop industry. This in-depth analysis will delve into how each of the seven Ps - product, price, place, promotion, people, process, and physical evidence - has been meticulously executed, culminating in a thriving and beloved coffee shop. At the core of their strategy lies an acute understanding of consumer interests. Klinik Kopi places immense importance on the preferences and needs of their customers, utilizing them as a guiding light in their strategic decision-making. This customer-centric approach has enabled them to consistently deliver a coffee experience that resonates with their target audience.

Starting with the product aspect of the 7P strategy, Klinik Kopi distinguishes itself by offering a diverse range of coffee products. They don't limit themselves to a single type of coffee; instead, they present a comprehensive selection that caters to a wide array of tastes. This flexibility in their product offering ensures that they have something for everyone. Moving on to pricing, Klinik Kopi adopts a consumer-friendly approach. They refrain from setting exorbitant prices, making their products accessible to a broader demographic. This judicious pricing strategy not only attracts cost-conscious consumers but also ensures that the value for money is exceptional. The choice of location is another well-thought-out aspect of their strategy. Klinik Kopi strategically positions itself close to the main road, ensuring easy access for potential customers. Simultaneously, they've managed to maintain a peaceful atmosphere by being somewhat "hidden" from the noise and hustle of the city, creating a serene environment for coffee enthusiasts.

Promotion-wise, Klinik Kopi utilizes the powerful platform of Instagram to reach a wide audience. Their well-crafted social media presence showcases their products, the ambiance, and special promotions. The visuals and content they share on Instagram effectively entice potential customers, contributing to increased footfall. The human element in this equation, the people, plays a significant role in Klinik Kopi's success. The way the owner and staff interact with customers is truly a standout feature. They have succeeded in creating an intimate and welcoming atmosphere that encourages customers to return.

Klinik Kopi has also paid close attention to the physical evidence aspect. The exterior and interior design of the coffee shop is inviting and appealing. The location is easily accessible with a spacious parking area that accommodates various types of vehicles. This attention to physical evidence ensures that customers have a pleasant and hassle-free experience. The process, which encompasses all the mechanisms and flows involved in product delivery, has been optimized to create a friendly and

efficient purchasing process. During the order presentation process, Mas Pepeng engages customers in conversation, going above and beyond in creating a welcoming environment.

The success of Klinik Kopi's marketing communications process is evident in the increased interest of visitors, including those coming from outside the city. The ability to create a personal connection with customers, combined with the other elements of the 7P strategy, has translated into a loyal customer base and a stream of returning visitors. In conclusion, Klinik Kopi's adept execution of the 7P strategy has been a critical factor in its prosperity. By consistently prioritizing consumer interests, offering a diverse product range, adopting reasonable pricing, strategically positioning their location, using Instagram for promotion, delivering an exceptional customer experience, and optimizing the purchasing process, Klinik Kopi has set a benchmark in the coffee shop industry. Their exemplary management strategies have not only garnered local admiration but have also attracted visitors from beyond the city limits. It serves as a testament to the power of a well-executed 7P strategy in the realm of business.

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