Educational Training on the Use Of Social Media as Digital Marketing at Selesa Coffee and Eatery

Abigail Yoka Ivana [1*], Nuning Indah Pratiwi [2], Wahyu Indra Satria [3]
[12] Universitas Pendidikan Nasional
Jl. Bedugul No.39, Sidakarya, Denpasar Selatan, Kota Denpasar, Bali 80224, Indonesia
[3] Institut Bisnis dan Informatika Kesatuan
Jl. Rangga Gading No.01, Gudang, Kecamatan Bogor Tengah, Kota Bogor, Jawa Barat 16123, Indonesia

Article Info	ABSTRACT
	Selesa Coffee & Eatery, a café located at Jl. Tukad Batanghari No.12, Denpasar Selatan, Bali, faces significant challenges in optimizing their digital marketing strategy, particularly on social media platforms like Instagram. Despite offering a diverse menu and a comfortable atmosphere, their use of Instagram is suboptimal, with issues related to content quality and consistency. Unprofessional content and irregular posting frequency result in decreased engagement, limiting their potential to attract new customers and retain existing ones. Additionally, Instagram features such as Stories, IGTV, and Instagram Live are underutilized, and the lack of a well-planned strategy impedes their digital marketing effectiveness. To address these issues, it is crucial to enhance digital marketing education and training for employees. Research indicates that content consistency and quality are key to capturing audience attention and increasing brand awareness. By improving visual content quality, implementing a regular posting schedule, and effectively utilizing Instagram features, Selesa Coffee & Eatery can boost engagement and strengthen customer relationships. Furthermore, adopting a solid digital marketing strategy and leveraging analytics to measure campaign performance will aid in making more accurate and effective adjustments. Comprehensive digital marketing education and relevant practical experience are expected to enhance employee competence and support the café's growth in a competitive market. *This is an open access article under the CC BY-SA license.*

Corresponding Author:

Abigail Yoka Ivana
Universitas Pendidikan Nasional
Email: abigailvna29@gmail.com

INTRODUCTION

Indonesia has experienced significant growth in the food industry over the past two decades (Yazid et al, 2022). This growth is characterized by the increasing number of restaurants, cafes, and other food businesses that offer a wide variety of cuisines, both local and international. This is inseparable from the increase in people's purchasing power and changes in lifestyles that are more modern and dynamic. In addition, the increasing number of domestic and international tourists also contributes to the growth of the food business in Indonesia (Abdullah, 2017).

Increasing food and beverage consumption in Indonesia is also a major driver in the growth of this industry (Subianto, 2019). Based on data from the Central Bureau of Statistics (BPS), there is a significant increase in household spending on food and beverages every year. Changes in people's consumption patterns

that are increasingly open to international food, as well as healthy lifestyle trends, have also contributed to this increase (Saputri et al, 2024). This is reflected in the growing popularity of cafes and restaurants that serve healthy and diverse menus. Along with the increase in consumption, the number of cafes in Indonesia has also increased rapidly (Nurdianah, 2019). This phenomenon can be seen in various big cities such as Jakarta, Bandung, Surabaya, and tourist areas such as Bali. Micro, small and medium enterprises (UMKM) is a general term in the world of economics that refers to productive economic enterprises owned by individuals or business entities in accordance with the criteria stipulated by Law no. 20 of 2008 (Pratiwi, 2023). Cafes are not only a place to enjoy food and drinks, but also a place to socialize, work, and gather with friends or family (Krisnaya, 2020). The growth in the number of cafes is also supported by the increasing coffee and hangout culture among urban communities.

The increasing number of cafés automatically creates intense competition in this industry. Cafés must have an effective marketing strategy to survive and attract customers (Hadiwidjaja, 2014). Without the right strategy, it is difficult for cafés to stand out among the many options available. Therefore, it is important for every café to understand the market, create product differentiation, and develop creative and innovative marketing strategies (Kim, 2016). In recent years, technological developments have changed the way businesses operate, including in terms of marketing (Erwin et al, 2023). Digital marketing has become one of the most effective strategies in reaching consumers (Melandi et al, 2023). The use of social media, websites, and mobile applications allows food businesses to interact directly with customers, promote products, and build brand awareness (Lubis & Fauzi, 2016). In addition, online review platforms and influencer marketing also play an important role in digital marketing.

One example of a café that is trying to utilize technological developments in marketing is Selesa Coffee & Eatery in Bali. Located in one of Indonesia's most popular tourist destinations, Selesa Coffee & Eatery offers a unique dining experience with a diverse menu and a cozy atmosphere. However, despite its great potential, Selesa Coffee & Eatery has yet to fully utilize digital marketing strategies. The café still has minimal use of social media and has not optimally utilized local influencers and digital events to attract visitors.

This limitation in utilizing digital marketing shows the need for education and training for cafe owners and managers such as Selesa Coffee & Eatery. With adequate knowledge and skills in digital marketing, cafes can increase their visibility and appeal in a highly competitive market. Therefore, a Field Work Practice (PKL) program that focuses on digital marketing education is very relevant and needed. The purpose of this Field Work Practice program is to provide education and training on the use of social media as a digital marketing tool for Selesa Coffee & Eatery to increase their visibility and appeal in a competitive market.

METHOD

The method used to optimize digital marketing at Selesa Coffee & Eatery starts with educating employees about digital marketing strategies, especially through Instagram. This education includes teaching the basics of using Instagram, techniques to increase engagement, and how to utilize features such as Stories and IGTV. The training program was designed to enhance employees' understanding of creating engaging content and effective digital marketing strategies. During the training, materials included creating aesthetically pleasing photos and videos as well as designing content consistent with the café's branding to increase visibility and interaction with the audience.

To measure the effectiveness of the educational program, a post-test was conducted after the training to assess the extent to which employees were able to apply the concepts learned. The results of the post-test were used to evaluate achievements and identify areas for improvement. Visual documentation of activities such as product photography and videos were also conducted to strengthen Instagram content. In addition, the planning and implementation of new marketing strategies, such as the use of online vouchers, was done to increase sales and the café's presence on digital platforms. With this approach, it is expected to make a positive contribution to Selesa Coffee & Eatery's digital marketing strategy in facing market competition.

RESULTS

Company Overview

Selesa Coffee & Eatery, located at Jl. Tukad Batanghari No.12, South Denpasar, Bali, is a cafe that was established in October 2021 under the management of PT Alvedharma Sinar Abadi. Founded by Mr. Krisna and Mr. Adit, the cafe brings a Kintamani-style atmosphere to the city of Denpasar and has recently launched the Selesa Backyard concept. This concept provides a large space for social activities and community interaction, supporting the social development of young people in Denpasar by creating a comfortable and supportive environment.

The company's vision is to create a comfortable place that supports the community activities and community development of Denpasar, with the mission of creating a relaxed, friendly atmosphere, and maintaining the environmental footprint with eco-friendly practices. The company's core values include a commitment to hospitality, inclusivity, support for local communities, and celebrating creativity and collaboration for long-term impact and social change.

Selesa Coffee & Eatery faced significant challenges in optimizing their digital marketing strategy, particularly through the Instagram platform. Although the cafe is strategically located in Denpasar and offers a pleasant dining experience, it was on the verge of bankruptcy due to poor managerial practices. After being taken over by a PT experienced in managing food and beverage businesses, Selesa Coffee & Eatery was still struggling with their digital marketing strategy. Their Instagram account often lacked consistency in the frequency and quality of posts, which negatively impacted engagement and their ability to attract and retain customers.

The main issue faced was the quality of content uploaded on Instagram, which often lacked professionalism and did not reflect the uniqueness of the cafe. The photos and videos uploaded were uninteresting and lacked the ability to differentiate Selesa Coffee & Eatery from other competitors on the same platform. In digital marketing, attractive and professional visuals are key to attracting the attention of potential customers. Poor content quality reduces the attractiveness of the Instagram account and affects the effectiveness of the cafe's overall marketing efforts.

In addition, Selesa Coffee & Eatery has also not optimally utilized Instagram features such as Stories, IGTV, and Instagram Live. These features can increase interaction and engagement with customers, but their use is still rare. The lack of a clear and planned digital marketing strategy hinders the cafe's ability to reach its desired audience and utilize the full potential of social media. Education and training on social media account management, content strategizing, and utilization of Instagram features are needed to address these issues and improve Selesa Coffee & Eatery's digital marketing effectiveness.

Digital Marketing

Digital marketing has become a key element in modern business strategies, especially for the food and beverage industry like Selesa Coffee & Eatery. Digital marketing offers various advantages, including the ability to reach a wider audience, more efficient costs compared to traditional marketing methods, and the ability to measure and analyze results in real-time. With the growth in the number of internet and social media users, having a strong digital presence is essential to stay competitive and relevant in an increasingly evolving market.

Figure 1. Pamflet Product

The influence of digital marketing extends to various aspects of business, one of which is increasing visibility and brand awareness. An effective digital marketing strategy allows Selesa Coffee & Eatery to attract the attention of more potential customers through platforms such as Instagram. In addition, digital marketing also facilitates direct interaction with customers, building closer relationships and increasing loyalty. The success of digital marketing depends on several factors, including the quality of content, consistency in posting, an understanding of the target audience, and the use of the right tools and technology. Interesting and relevant content can increase engagement, while consistency in posting helps maintain audience attention. Understanding the target audience allows customization of messages and campaigns for more effective results, while analytics tools help measure performance and make necessary adjustments.

Digital marketing education for Selesa Coffee & Eatery employees is essential to improve their ability to manage effective digital campaigns. Without an adequate understanding of digital marketing, opportunities to increase visibility and attract new customers can be missed. Field Work Practices (PKL) in digital marketing provide great benefits by bringing the latest knowledge and innovative strategies into the business. In the context of Selesa Coffee & Eatery, the internship focusing on Instagram management and digital marketing strategies allowed employees to learn first-hand from best practices and real-world implementations, enhancing their ability to run successful digital campaigns.

Some of the key factors in digital marketing include quality content, use of social media, SEO (Search Engine Optimization), and data analytics. Interesting and relevant content is important to capture audience attention and maintain engagement. Social media such as Instagram, Facebook, and Twitter play an important role in building a brand and reaching a wider audience. SEO helps improve a website's visibility in search results, while analytics and data enable strategy adjustments based on understanding customer behavior. Managing and utilizing all these elements effectively is key to digital marketing success.

Social Media Training Education

Selesa Coffee & Eatery optimizes digital marketing by educating employees on digital marketing strategies, especially through the Instagram platform. This educational program aims to provide an in-depth understanding of the use of Instagram, from basic to advanced techniques to increase engagement and visibility. The materials taught included quality content creation, the use of Instagram features such as Stories and IGTV, and effective content strategies. To evaluate the success of this program, a post-test was conducted for employees after the education session. The post-test serves to assess how well the employees understand and can apply the material that has been taught. The results of this post-test not only measure the effectiveness of the training, but also help identify areas that require further improvement, so that Selesa Coffee & Eatery's digital marketing strategy can be continuously improved.

Figure 2. Digital Marketing Training

The implementation of Instagram content involved developing a content plan that included regular posts, interactive Stories, and creative content that matched the cafe's brand identity. Product photography and videos were shot using engaging techniques to accentuate visual aesthetics and increase consumer trust. In addition, Instagram Story templates designed for cafe promotions and events aim to increase interaction and expand audience reach.

During the PKL program, the author was actively involved in taking photos and videos, as well as designing templates for Instagram Story. The author also played a role in planning and implementing new digital marketing strategies, including the use of online vouchers. This activity helped in applying digital marketing concepts practically and made a significant contribution to the development of the café's marketing strategy. Overall, this PKL activity provided hands-on experience in the application of digital marketing and had a positive impact on Selesa Coffee & Eatery's marketing strategy. Through more effective Instagram management and an integrated digital marketing strategy, it is expected that the cafe can face increasingly fierce market competition and increase its visibility and attractiveness in the digital era.

CONCLUSION

The Field Work Practice (PKL) program at Selesa Coffee & Eatery successfully contributed significantly to the optimization of the cafe's digital marketing strategy. Through in-depth education on the use of Instagram, employees gained a better understanding of digital marketing strategies, from basic to advanced techniques. The program covered quality content creation, utilization of Instagram features such as Stories and IGTV, and effective content strategies to increase engagement and visibility of the café's Instagram account. Evaluation through a post-test showed that employees were able to understand and apply the material taught, with the results providing guidance for continuous improvement. Creative product photography and video and Instagram Story template design also successfully reinforced the café's brand identity and increased interaction with the audience.

REFERENCES

[1]   Abdullah, v. A. (2017). Sosial media sebagai pasar bagi masyarakat modern (sebuah kritik terhadap budaya populer). Jurnal dakwah tabligh, 18(1), 116-130.

[2]   Chakti, g. (2019). The book of digital marketing: buku pemasaran digital (vol. 1). Celebes media perkasa.

[3]   Erwin, e., subagja, a. D., masliardi, a., hansopaheluwakan, s., kurniawan, s. D., darmanto, e. B., & muksin, n. N. (2023). Bisnis digital: strategi dan teknik pemasaran terkini. Pt. Green pustaka indonesia.

[4]   Hadiwidjaja, r. S. (2014). Analisa hubungan experiential marketing, kepuasan pelanggan, loyalitas pelanggan starbucks coffee di surabaya town square. Jurnal strategi pemasaran, 2(2), 1-11.

[5]   Himawan, a. F. I. (2019). Digital marketing: peningkatan kapasitas dan brand awareness usaha kecil menengah. Jurnal analisis bisnis ekonomi, 17(2), 85-103

[6]   Kim, w. C. (2016). Blue ocean strategy: menciptakan ruang pasar tanpa pesaing dan menjadikan persaingan tidak lagi relevan. Noura books.

[7]   Krisnayana, r. (2020). Realitas budaya ngopi di cafe pada remaja. Dialektika, 7(1), 51-64.

[8]   Lubis, e. E., & fauzi, v. P. (2016). Pemanfaatan instagram sebagai social media marketing er-corner boutique dalam membangun brand awareness di kota pekanbaru (doctoral dissertation, riau university).

[9]   Melandi, i. K., budiman, a., & yusuf, i. (2023). Analisis strategi pemasaran digital pada travelxism menggunakan digital marketing canvas. Jurnal ilmiah manajemen, ekonomi, & akuntansi (mea), 7(2), 1107-1122.

[10]   Nurdianah, i., & mudiantono, m. (2019). Analisis pengaruh orientasi pasar, inovasi produk, dan orientasi kewirausahaan terhadap keunggulan bersaing dan kinerja pemasaran (studi pada cafe di semarang) (doctoral dissertation, fakultas ekonomika dan bisnis).

[11]   Pratiwi, N. I., Putri, A. A., Sutrisni, K. E., & Satria, W. I. (2023). Training for MSME in Riang Gede Village, Tabanan, Bali in Developing Business Places Through Registration on Google Maps. ABDIMAS: Jurnal Pengabdian Masyarakat, 6(2), 3723-3726.

[12]   Qorib, f., rinata, a. R., & fianto, l. (2021). Analisis customer engagement pada akun instagram@ oksigen_cafe menggunakan the circular model of some. Avant garde: jurnal ilmu komunikasi, 9(2), 183-197.

[13]   Rizky, m. F., & majid, n. (2024). Pengaruh live streamer terhadap peningkatan penjualan di perusahaan. Jurnal ekonomi manajemen dan bisnis (jemb), 1(6), 323-333.

[14]   Sandy, d. C. (2020). Strategi kreatif dalam promosi "sekutu kopi" melalui media sosial instagram (doctoral dissertation, insitut seni indonesia (isi) surakarta).

[15]   Saputri, y. W., rhodinia, s., & setiawan, b. (2024). Dampak globalisasi terhadap perubahan gaya hidup di indonesia. Maximal journal: jurnal ilmiah bidang sosial, ekonomi, budaya dan pendidikan, 1(5), 208-217.

[16]   Subianto, p. (2019). Rantai nilai dan perspektif kesadaran masyarakat muslim akan makanan halal. In proceeding of conference on islamic management, accounting, and economics (pp. 141-146).

[17]   Yazid, a. A., rofiq, a., & ismail, m. (2022). Transformasi digital dan industri halal pada umkm kabupaten banyuwangi. Jurnal istiqro, 8(2), 215-224..