

Kedai Kopi Bersahaja's Digital Marketing Strategy in Increasing Customer Purchase Interest

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Article Information		Abstract
Submission date	December 31, 2024	<p>Research Objective: Analyzing the implementation of Kedai Kopi Bersahaja's digital marketing strategy through social media in increasing customer buying interest.</p> <p>Design/Methods/Approach: Using a qualitative phenomenological approach, this study involved in-depth interviews with three informants who were selected based on the criteria of relevance, recommendation, rapport, readiness, and reassurance. Data analysis was conducted through a process of data collection, data reduction, data presentation, and data verification. Data validity was tested using time triangulation.</p> <p>Research Findings: The results show that Instagram is the main platform that supports Kedai Kopi Bersahaja's digital marketing strategy. Features such as feeds, stories, and reels have proven effective in facilitating promotion and direct interaction with customers. Meanwhile, TikTok also plays a role in reaching younger audiences with creative and entertainment content. The most popular type of content is videos with audio-visual elements, which not only attract attention but also provide more information to customers. Aesthetic and authentic visual content can create a stronger emotional connection with customers, increase engagement, and drive purchase decisions.</p> <p>Theoretical Contribution/Originality: This research makes a theoretical contribution by showing how social media, especially Instagram, can be used strategically in digital marketing to increase customer buying interest in the MSME sector, especially in the coffee shop industry.</p> <p>Practical/Policy Implications: The results of the study provide recommendations for MSME players to make more optimal use of social media features, improve consistency and variety of content, and use a more creative and interactive approach to reach a wider audience.</p> <p>Research Limitations: Research limitations include the limited number of informants and focus on certain social media platforms, so it is recommended for further research to cover other platforms and involve more informants.</p> <p>Keywords: Digital marketing strategy, Social media, Customer buying interest, Kedai Kopi Bersahaja.</p>
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1. Introduction

The rapid development of digital technology has brought significant changes in the way companies interact with customers and market their products. Through the use of advanced digital technologies, companies can optimize their reach and attract the attention of larger and more segmented customers [1]. Digital marketing has become one of the most effective and relevant approaches. Digital marketing is defined as promotional activities that utilize various digital platforms to effectively reach, engage and influence customer decisions [2]. These platforms include social media, email marketing, websites and online advertising, all designed to provide an integrated customer experience. Through digital marketing strategies companies can create attractive visual content, utilize interactive promotions, and build emotional connections with consumers, thereby increasing customer buying interest [3].

Social media is currently a platform that many people are interested in. Popular social media is currently used to market products, including Instagram, Facebook, TikTok, and various other types of social media. The use of digital marketing not only allows companies to reach a wider audience but also helps reduce marketing costs. In addition, social media provides time and space flexibility without geographical restrictions, making it a highly effective marketing tool [4]. In a highly competitive industry such as coffee shops, the ability to strategically utilize social media is key to attracting consumer attention and creating a personalized experience.

In the coffee shop industry, the implementation of digital marketing strategies has an important role due to intense competition and changes in consumer behavior. Nowadays, consumers tend to actively seek information and use digital media to assess products before deciding to buy. Digital marketing also supports coffee shops in strengthening a solid online presence while providing a relevant and personalized experience for each customer. Previous research shows that digital marketing has a significant influence on customer purchase intention. Banuwa revealed that direct interaction between business owners or business managers and customers through social media can strengthen customer trust and loyalty to the brand. This study shows that coffee shops that provide quick responses, share the story behind the product, and display customer testimonials on social media are able to create stronger bonds with consumers [5].

The growth of coffee shops in Indonesia continues to increase, especially among the younger generation. Coffee shops are no longer just a place to enjoy a drink, but also a space to socialize, work, and express lifestyle [5]. Consumers often choose coffee shops based on popularity on social media, such as visual appearance, or friend recommendations. Coffee shops that successfully utilize digital marketing effectively have a competitive advantage in attracting new customers while maintaining the loyalty of existing customers.

Kedai Kopi Bersahaja is one of the businesses that has used digital marketing to market its business. Kedai Kopi Bersahaja utilizes social media, especially Instagram with the id @kedai.bersahaja to conduct promotions in attracting customer buying interest. Although digital marketing offers significant potential, its implementation requires a strategic and measurable approach. Chaffey & Smith state that the success of digital marketing is strongly influenced by the company's ability to understand customer needs and preferences, and optimize the use of data effectively [6]. In the context of Kedai Kopi Bersahaja, it is important to assess the extent to which digital marketing strategies are able to increase customer buying

interest, which can be measured through growth in the number of visits, sales, or interactions on online platforms.

The research conducted by Chaffey & Smith generally discusses digital marketing in general without focusing on specific social media as the main focus. Instead, research conducted by Adhiesa & Putra is more focused on the use of Instagram social media as the main platform in implementing sales promotion programs [7]. In the study, promotions were carried out through the Instagram story feature and feeds, which were designed by considering several important aspects. One of the main aspects is how the message delivered must be informative and persuasive in order to attract the attention of consumers while making them feel actively involved in promotional activities. This research also highlights the effectiveness of Instagram as a medium that can not only disseminate information quickly but also has the ability to reach a wide and diverse audience. Furthermore, this research seeks to evaluate the various marketing strategies that have been implemented with a focus on the use of social media. It shows that digital marketing through platforms such as Instagram has great potential to increase consumer engagement and expand the scope of promotions.

This research aims to evaluate the digital marketing strategies implemented by Kedai Kopi Bersahaja in attracting customer buying interest as well as increasing customer engagement with their brand. In this study, the focus is directed at analyzing the elements of digital marketing, including promotion through visual content that is able to attract attention and build emotional connections with customers, creative promotional strategies designed to increase the appeal of the shop's products and services, as well as strategic measures to drive increased sales. In addition, this research will also consider how Kedai Kopi Bersahaja utilizes digital platforms to expand its market reach and create a more personalized and relevant customer experience, so as to strengthen their position in the midst of increasingly dynamic industry competition.

From the description above, it can be concluded that digital marketing plays an important role in increasing customer buying interest in Kedai Kopi Bersahaja. By using the right digital marketing strategy, Kedai Kopi Bersahaja can strengthen brand image, increase customer interaction, and ultimately increase sales. This article is expected to provide an in-depth understanding of the effectiveness of digital marketing strategies in increasing customer purchase intention at Kedai Kopi Bersahaja, which is relevant in an effort to face business challenges in an increasingly competitive market.

1.1 Statement of Problem

This research focuses on several main questions related to the implementation of digital marketing strategies at Kedai Kopi Bersahaja:

1. How can digital marketing strategies implemented through social media platforms attract customer attention?
2. How effective is the strategy in increasing customer buying interest in Kedai Kopi Bersahaja?
3. How does Kedai Kopi Bersahaja utilize Instagram social media to expand market reach and create more personalized engagement with customers?

1.2 Research Objectives

The purpose of this research is to:

1. Analyze the implementation of digital marketing strategies carried out by Kedai Kopi

- Bersahaja through social media.
2. Evaluate the effectiveness of these digital marketing strategies in increasing customer buying interest.
 3. Assess how Kedai Kopi Bersahaja utilizes social media to expand market reach and create deeper engagement with customers.

2. Method

This research uses a qualitative method with a phenomenological approach to analyze the digital marketing strategy implemented by Kedai Kopi Bersahaja through social media. Sugiyono (2019) states that qualitative interviews are data collection techniques designed to gain an in-depth understanding of the research subject [8]. In this method, researchers interact directly with informants to explore relevant information.

This research uses a qualitative approach that aims to understand phenomena in depth by using data collection techniques that combine triangulation [9]. In this study, in-depth interviews were applied to obtain information directly from informants. The interviews were conducted in a structured manner with a guide containing pre-prepared questions. This approach allows the conversation to focus on key issues relevant to the phenomenon under study, thereby helping the researcher gain in-depth and targeted insights.

In addition, the selection of informants in qualitative research is a very important aspect. To ensure the accuracy of the information provided, informant selection is based on criteria such as relevance, recommendation, rapport, readiness and reassurance [10]:

- a. Relevance: The informants selected should have a connection and understanding of the issues discussed in this research.
- b. Recommendation: Informants must have connections and understandings that can be trusted based on recommendations.
- c. Rapport: To get more in-depth information, researchers need to establish a good relationship with informants through frequent interactions.
- d. Readiness: The informant must be fully prepared to undergo the interview.
- e. Reassurance: The selected informant must provide accurate information that is in line with reality.

Based on these criteria, it was decided to interview 3 informants, including Devi (D), Fanesha (F), Mira (M) who are customers at Bersahaja coffee shop.

According to Sugiyono (2019), qualitative data analysis is carried out interactively and continues until the data reaches saturation. The stages in this data analysis include:

- a. Data Collection
In qualitative research, data is collected through observation, in-depth interviews, documentation, or a combination of the three called triangulation.
- b. Data Reduction
Data reduction is the process of summarizing, selecting, and focusing on important information with the aim of finding relevant themes and patterns.
- c. Presentation of Data

Data that has been summarized can be presented in the form of brief descriptions, charts, or relationships between categories to facilitate understanding.

d. Data Verification

The conclusions obtained need to be verified continuously during the research process so that the data produced is valid, objective, and can be accounted for. With this approach, qualitative data analysis becomes a continuous process that is interrelated between data reduction, data presentation, and conclusion making.

According to Moleong (2019), data validity in qualitative research can be obtained through triangulation [13]. Triangulation is a method to check data validity by comparing and verifying data using different sources or times. In this study, time triangulation is used, which compares data and information from various informants at different times to ensure credibility.

3. Results and Discussion

The interview results are presented in the table below:

Table 1. Interview results about branding Kedai Kopi Bersahaja

Question	Informant	Answer	Interpretation
How do you know about Kedai Kopi Bersahaja?	D	I found out from Instagram when I was looking for a reference place for coffee	Branding Kedai Kopi Bersahaja on social media is considered appropriate because it can make many people know the existence or existence of Kedai Kopi Bersahaja.
	F	I found out about it from TikTok while scrolling through a video about local coffee recommendations.	
	M	I learned about Kedai Kopi Bersahaja from a friend who posted a photo on Instagram.	
Do you follow Kedai Kopi Bersahaja's social	D	Yes, I follow their instagram account.	Instagram still dominates as a

media accounts? If yes, what platforms do you use?	F	I follow them on TikTok. I use TikTok more often to find information about new places.	social media platform that is often used by the public to find information about something.
	M	Yes, I follow their accounts on Instagram and TikTok.	
What first caught your attention to this coffee shop through digital media?	D	The photos of the coffee menu and the cozy atmosphere of the shop caught my attention.	Social media is proven to be able to hypnotize potential customers to find out the condition of Kedai Kopi Bersahaja. The existence of digital media makes potential customers curious, so they come to Kedai Kopi Bersahaja.
	F	The photos of customers enjoying coffee there made me interested in trying it.	
	M	The interesting photos of coffee and the cozy atmosphere of the shop attracted me to visit	
How often do you see Kedai Kopi Bersahaja content on social media?	D	Not very often, maybe 2-3 times a week.	Followers are proven to not always see Kedai Kopi Bersahaja posts frequently, so the consistency of making and uploading shop content must be improved so that more people see it more often.
	F	A few times I saw the content in unpretentious coffee shops.	
	M	Not very often, maybe 1-2 times a week.	
What type of digital content do you find most effective in attracting purchase interest?	D	I especially like the photos and short videos on Instagram Reels that show the atmosphere of the shop.	Videos that display visualizations and audio are able to attract potential customers, so they are moved to come to Kedai Kopi Bersahaja.
	F	The interesting thing in my opinion is to make	

		aesthetic videos and photos.	
	M	Attractive product photos and videos showcasing the place or shop.	
Does the content uploaded by Kedai Kopi Bersahaja influence your decision to purchase the product? If yes, how?	D	Yes, I'm more interested in trying their menus that often appear on my feed.	Content is proven to be effective in attracting consumer interest. Especially with creative video content creation and regular broadcast consistency.
	F	Yes, it affects because the content is interesting so that I am interested in trying to come to this coffee shop.	
	M	Yes, their content, especially videos featuring the place, has its own uniqueness.	

Source: Processed Researcher 2024

Table 2.Results of digital marketing interviews at Kedai Kopi Bersahaja

Question	Informant	Answer	Interpretation
What do you think can be improved in Kedai Kopi Bersahaja's digital marketing strategy?	D	In my opinion, they can often make videos and promotions to attract buyers.	The majority of followers prefer content with an audio-visual display as a way of digital marketing.
	F	They can increase the variety of content, such as creating short vlogs about the shop's atmosphere.	
	M	They can be more consistent in posting content and take advantage of the latest features on the platform like Instagram Reels or TikTok.	

Have you ever recommended Kedai Kopi Bersahaja through your social media? If yes, what social media and using what features on social media?	D	Yes, I have shared stories on Instagram using the tag feature and mentioning the Kedai Kopi Bersahaja account.	Most followers visit, view and share Kedai Kopi Bersahaja posts via Instagram, so Instagram is a suitable platform for digital marketing.
	F	Yes, I have recommended them on my Instagram Stories by tagging their account and adding a photo of the menu I ordered.	
	M	Yes, I have shared their posts on my Instagram story.	
What are your suggestions for Kedai Kopi Bersahaja to make its digital marketing more engaging and effective?	D	Create interesting content following what's booming and always updated at any time on social media.	Followers prefer digital marketing to keep up with the times and attract more attention. It can be ascertained that followers and potential customers are those gen Z who like to play social media. So that social media is considered appropriate as a place for digital marketing of a product.
	F	Creating interactive content like polls in Instagram Stories can help attract more customers.	
	M	Perhaps they can often create video content that shows the atmosphere of the shop or create other varied content.	

Source: Processed Researcher 2024

Discussion

Branding Efforts of Bersahaja Coffee Shop

Branding is an important step in building a positive image and increasing brand awareness. Kedai Kopi Bersahaja implements a branding strategy through social media, especially Instagram, because the majority of its target market is teenagers and young adults who are active on the platform. Features such as feeds, stories, and reels are used to introduce products and build interaction with the audience.

This approach can be analyzed using the AIDA (*Attention, Interest, Desire, Action*) theory, which describes the process of consumers receiving marketing messages. Engaging visual content uploaded through feeds and reels is intended to attract attention. Then, the promotion of the latest products, *behind-the-scenes* content, and the organization of events are able to grow *consumer interest*. Participation through user likes, comments, and uploads reflects a desire for the product, which can ultimately encourage *action* in the form of visits or product orders.

According to Kotler & Keller, effective marketing communication must go through four stages: attracting attention, creating interest, generating desire, and encouraging action [11]. Keller also emphasized the importance of strategic communication to increase brand awareness, especially through social media that is able to build an emotional connection with consumers [12]. Therefore, Kedai Kopi Bersahaja's social media strategy is in line with the concept of AIDA and brand equity theory.

Digital Marketing Strategy as a Branding Effort for Bersahaja Coffee Shop

Kedai Kopi Bersahaja optimizes its digital marketing strategy by utilizing audio-visual content, especially videos, to attract consumers' attention. Video content is considered effective because it is able to convey a complete marketing message through a combination of visual and audio elements, providing a more immersive and emotional experience. This strategy is in line with the AIDA model, where attractive videos are able to attract attention, build interest and desire through highlighting product excellence, testimonials, and store atmosphere, and encourage action through invitations such as promos or discounts.

According to Chaffey & Ellis-Chadwick, successful digital marketing requires planning relevant, engaging, and interactive content [2]. Social media plays a role not only as a communication tool, but also as a strategic platform to shape brand image and influence purchasing decisions. Thus, Kedai Kopi Bersahaja's digital marketing strategy not only increases brand awareness, but also effectively directs consumer behavior according to the AIDA concept.

Data Validation

The validity of the data in this study was tested using the time triangulation method. This test was carried out by comparing the results of the first and second interviews from the same informant.

Table 3. Time of interview

No.	Informant	Pre research	Interview 1	Interview 2
1	Informant 1	1 December 2024	2 December 2024	7 December 2024
2	Informant 2	1 December 2024	2 December 2024	7 December 2024
3	Informant 3	2 December 2024	3 December 2024	8 December 2024

Source : Processed by researchers (2024)

In the first interview, the data collected focused on the digital marketing strategy implemented by Kedai Kopi Bersahaja. The information was then classified into several main categories, namely branding and digital marketing, to facilitate further analysis. In the second interview, the research continued by exploring more in-depth information related to both themes. The results of the second interview not only showed conformity with the initial findings, but also provided additional data that strengthened and clarified the understanding of the marketing strategy being implemented.

The interview process was conducted in three stages: pre-research, first interview and second interview, which took place between December 1 and 8, 2024. Throughout the three stages, the answers given by the informants remained consistent, which indicates the reliability and validity of the data obtained in this study. This consistency also strengthens the researcher's confidence in the veracity of the information and supports the use of time triangulation as a data validation method.

4. Conclusion

Based on the research results, the digital marketing strategy implemented by Kedai Kopi Bersahaja has a positive impact on increasing consumer buying interest, especially through social media Instagram and TikTok which are in accordance with the target market profile of teenagers and young adults.

1. In its implementation, Kedai Kopi Bersahaja routinely utilizes Instagram features such as feeds, stories, and reels to introduce products, convey promotions, and build interactive communication with the audience, thereby strengthening branding and increasing brand awareness.
2. The use of engaging visual and audiovisual content has been shown to be effective in increasing customer interaction, such as comments, likes, and participation in promotions, which in turn encourages more potential buyers to be interested in the product.
3. Social media also plays an important role in expanding the market and building an emotional connection between brands and consumers through engaging and communicative content, making brands closer and more relevant to everyday audiences.

Thus, Kedai Kopi Bersahaja's digital marketing strategy has proven to be effective in building brand awareness, increasing buying interest, and strengthening long-term relationships with consumers through a communicative and interactive approach.

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