

## **ANALYSIS OF MARKETING COMMUNICATION STRATEGIES IN INCREASING BRAND AWARENESS**

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**Abstract:** Changes in the lifestyle of the millennial generation who now like to drink coffee with friends have an impact on the business economy with the emergence of new coffee shops in Indonesia with a variety of names and products. Marketing communication strategy is important for companies. To survive in the market, companies need to organize effective and appropriate corporate strategies. This research aims to find out the strategy. The locus of this research at Kopi Janji Jiwa Opi Mall Palembang Branch Jl. Governor H. A Bastari, Sungai Kedukan, South Sumatra The sample of this study amounted to 50 respondents. The type of research used in this research is descriptive qualitative using descriptive statistical data analysis techniques and interactive analysis techniques. The results showed that Kopi Janji Jiwa maximizes marketing communication strategies through digital marketing strategies by carrying out the PENCILS concept (Publications, Events, News, Community Involvement, Identity Media, Lobbying, and Social Investment) and digital media strategies. In the brand awareness pyramid level, Kopi Janji Jiwa has not reached the top of mind level but Brand Recall.

**Keywords:** *Brand Awareness, Marketing Communication Strategy.*

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## **INTRODUCTION**

Modernization and globalization are two phenomena as well as inevitable socio-cultural realities, which must be faced by every individual from all generations of people on this earth, including Indonesian society, so that there is a change in the model of hanging out from location culture to modern hangout culture. from consumptive behavior of drinking tea or coffee (Riyantie, Alamsyah, and Pranawukir 2021).

Changes in the lifestyle of the millennial generation who currently like drinking coffee with friends have an impact on the business economy with the emergence of new coffee shops in Indonesia with various names and products. According to (Toffin 2020) The number of coffee shops in Indonesia increased threefold, from 1083 coffee shops in 2016 to 2950 coffee shops in 2019. The increase in the number of coffee shops was accompanied by marketing communication strategies in the form of packaging or products, promotions, discounts or special prices and Communication efforts are carried out in an effort to build a coffee brand. Therefore, every company needs to create a meaning of product differentiation for its brand, this aims to differentiate and provide confirmation of the identity of the brand from brands from competitors of similar companies. (Riyantie et al. 2021).

Kopi Janji Jiwa is a business that works in the coffee sales business. Kopi Janji Jiwa is on the rise and this coffee shop is very popular with young people now. Apart from that, the comfortable coffee shop atmosphere, strategic location, and wifi facilities are also factors behind young people choosing to enjoy coffee in coffee shops. Kopi Janji Jiwa is growing rapidly due to marketing communications to the public via social media. Kopi Janji Jiwa is

very aware that its sales targets are millennials who rely on information via social media. Other moments that Kopi Janji Jiwa maximizes in boosting sales are events via social media. This event, which is held once a month, is none other than the onslaught of information conveyed by Kopi Janji Jiwa via social media and other electronic media. Apart from that, Kopi Janji Jiwa always utilizes smartphones as a medium for placing orders and other promotional media (Azzahra and Soemardjo 2022).

Marketing communication strategy is important for companies. This is because many companies compete in the same segments and markets so that competition becomes increasingly fierce. To survive in the market, companies need to organize effective and appropriate corporate strategies (Hamzah et al. 2021). Strategy is a process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort so that these goals can be achieved. (Hendrayani 2021). Marketing communication is a means by which a company tries to inform, persuade, invite and remind consumers either directly or indirectly about the brand that the company sells. (Kotler and Keller 2009).

Marketing communications can also develop consumer awareness of the products or services offered. Marketing communications places more emphasis on fulfilling knowledge about products or services that consumers need or require. Therefore, marketing communication strategies must be made well so that marketing communications have a positive effect (Jatmiko 2014).

According to (Wardhana 2022) defines brand awareness as the strength of memory for the brand and consumer memory to identify the brand under different conditions. The ability of consumers and customers to recognize and remember the brand of a product varies depending on the level of communication of a brand by the company and the consumer's perception of the brand offered by the company. Based on research conducted by (Endri and Prasetyo 2021) with the research object Kawa Daun Coffee. The results of this research show that marketing communications for Kopi Kawa Daun is to build consumer brand awareness of the product. Public brand awareness is categorized based on public experience, namely at the brand recall and brand recognition stage and based on products, namely at the top of mind stage.

Research conducted by (Resty, Loisa, and Pandrianto 2022) with the research object of Kopi Lain Hati, it shows that the marketing communications that Kopi Lain Hati has carried out to build brand awareness are implementing a basic food & beverage strategy, implementing the 7p marketing mix, creating several campaigns, creating social media content by keeping up with current developments in creating content, maximizing paid or unpaid Instagram platforms. To measure how high the level of the Kopi Lain Hati brand awareness pyramid is, look at the feedback given by customers via social media. At the level of the brand awareness pyramid, Kopi Lain Hati has not yet reached the top of mind level but has brand recall.

This research aims to determine the marketing communication strategy at Kopi Janji Jiwa, Opi Mall Palembang Branch and to determine the marketing communication strategy in increasing brand awareness at Kopi Janji Jiwa, Opi Mall Palembang Branch.

### **Marketing Communications**

According to (Rabbani et al. 2022) Marketing communication represents a combination of all elements in the marketing mix that facilitates exchange by creating a meaning that is disseminated to customers. Communication is the process by which thoughts and understanding are conveyed between individuals, or between companies and individuals. The success of communication can be influenced by several things, including the clarity of the idea to be conveyed, the similarity of perceptions between the sender and recipient of the information, and the right communication channel. (Fawzi et al. 2022).

The following are the elements of the marketing communications mix (Fathihani et al. 2021):

1. Advertisement

2. Sales promotion
3. *Public Relations*
4. *Personal Selling*
5. Direct Marketing (Direct Marketing)

### **Marketing Communication Strategy**

According to (Rabbani et al. 2022) Marketing communication strategy is a tool to achieve goals in providing information, influencing, promoting marketing activities in order to achieve company success. Meanwhile, according to (Widyastuti 2018) Marketing communication strategy is defined as business planning to disseminate product information and develop brand awareness. The following are indicators of marketing communication strategies in making company strategies according to (Doembana, Rahmat, and Farhan 2017) are as follows:

1. *Segmentation*
2. *Targeting*
3. *Objectivites*
4. *Positioning*
5. *Sequence of Tools*
6. *Integrating*
7. *Tools*

### **Brand Awareness**

According to (Kusuma et al. 2020) Brand awareness is the ability of consumers to recognize or remember a brand, including names, images, logos, and also certain slogans that have been used by that brand in promoting their products.

The following are the levels of brand awareness according to (Wardhana et al. 2022):

1. *Unware of Brand*
2. *Brand Recognition*
3. *Brand Recall*
4. *Top of Mind*

## **METHODS**

### **Object of research**

The objects of this research are the customers of Kopi Janji Jiwa, Opi Mall Palembang Branch. The locus of this research is Kopi Janji Jiwa, Opi Mall Palembang Branch, located at Jl. Governor H. A Bastari, Sungai Kedukan, Kec. Rambutan, Kab. Banyuasin, South Sumatra 30257.

### **Population and sample**

The population in this study were all customers of Kopi Janji Jiwa, Opi Mall Palembang Branch. The sampling technique in this research used the Incidental Sampling Technique. In this research, the sample taken was 50 people.

### **Research methods**

This research is qualitative descriptive research, namely a method that begins by collecting data, recording data, classifying data and analyzing data based on problems that have been formulated and then drawing conclusions.

### **Data analysis method**

This research uses several data analysis techniques, including descriptive statistical data analysis techniques, where this research takes the form of tables and percentage calculations which are then interpreted using qualitative sentences. Interactive analysis techniques use several procedures, including data reduction, data display, verification and conclusion drawing.

## RESULTS AND DISCUSSION

The calculation formula in descriptive statistics is simple for calculating the percentage of an answer according to (Arikunto 2010) namely by using the following formula:

$$P = F/N \times 100\%$$

Information:

N : Ideal Score

F : Score obtained

P: Percentage

**Table 1. Percentage of Gender Characteristics**

Gender	Amount	Percentage
Man	31	62%
Woman	19	38%
Total	50	100%

Source: Processed primary data, 2023

Based on table 1 above, it shows that the majority of consumers are male, 31 people (62%) who often buy Kopi Janji Jiwa products at the Opi Mall Palembang branch, compared to 19 people (38%) female.

**Table 2. Percentage of Age Characteristics**

Age	Amount	Percentage
17-22 years old	14	28%
23-28 years old	33	66%
29-34 years old	3	6%
Total	50	100%

Source: Processed primary data, 2023

Based on table 2 above, it shows that respondents aged 23-28 years were 33 people (66%) who dominated because at that age they still really like to spend time relaxing, respondents aged 17-22 years were 14 people (22%), respondents 3 people aged 29-34 years (6%).

**Table 3. Percentage of Educational Characteristics**

Education	Amount	Percentage
SMA/SMK	18	36%
Diploma	7	14%
S1/S2	25	50%
Total	50	100%

Source: Processed primary data, 2023

It can be seen in table 3 above that there are 25 respondents with a Bachelor's/Master's level education (50%), and 7 people with a diploma (14%), while 18

people (36%) have a SMA/SMK education level. This shows that consumers of Kopi Janji Jiwa, Opi Mall Palembang Branch, have a high level of education.

**Table 4. Percentage of Employment Status Characteristics**

Work	Amount	Percentage
Student/Students	19	38%
Private sector employee	17	34%
Self-employed	9	18%
Civil servants	5	10%
Total	50	100%

Source: Processed primary data, 2023

Based on table 4 above, it shows that there were 19 respondents with student employment status (38%), 17 respondents with private employment (34%), 9 respondents with self-employed employment (18%) and 5 respondents with self-employed employment. There are 5 civil servants (10%).

#### **Results of Respondent Questionnaire Data Regarding Marketing Communication Strategies**

1. Respondents' responses regarding the statement "Janji Jiwa Coffee market segmentation is in accordance with the target market" 16 people answered strongly agree (32%), 20 people answered agree (40%) and 14 people answered neutral (28%), which shows that on average respondents agreed with the statement. This shows that the segmentation carried out by Kopi Janji Jiwa is in accordance with consumers' product interests and is also able to compete with other competitors.
2. Respondents' responses regarding the statement "The market target for Kopi Janji Jiwa is in line with the company's objectives" were 13 people (26%) strongly agreed, 25 people agreed (50%), 11 people (22%) were neutral and 1 person disagreed (2%). This shows that the majority of respondents agree with the statement that the target market for Kopi Janji Jiwa is in accordance with the company's goals with a percentage of 50% or as many as 25 people. Based on the results obtained, it can be said that the market target carried out by Kopi Janji Jiwa is in accordance with the intended market target.
3. Respondents' responses regarding the statement "The strategy implemented has met marketing targets" were 18 people (36%) strongly agreed, 17 people agreed (34%), 13 people were neutral (26%) and 2 people disagreed (4%). This shows that consumers agree that the strategy carried out by Kopi Janji Jiwa is in accordance with the aim of meeting these marketing targets.
4. Respondents' responses regarding the statement "Kopi Janji Jiwa products can give an impression to consumers" were 22 people (44%) strongly agreed, 20 people agreed (40%), 7 people were neutral (14%) and 1 person disagreed (2%). This shows that consumers agree that the products offered by Kopi Janji Jiwa give a good impression.
5. Respondents' responses regarding the statement "The marketing tactics implemented can meet marketing targets" were 22 people (44%) strongly agreed, 20 people agreed (40%), 7 people were neutral (14%) and 1 person disagreed (2%). This shows that the respondents agree with this statement and the marketing tactics carried out by Kopi Janji Jiwa have met the targets planned by the company.
6. Respondents responded to the statement "The entire marketing program has been well integrated" with 14 people strongly agreeing (32%), 18 people agreeing (36%), 16 people being neutral (32%) and 1 person disagreeing (2%). which means the



respondent agrees with the statement. This shows that consumers feel that the program carried out by Kopi Janji Jiwa is well integrated.

7. Respondents' responses regarding the statement "The means used in marketing communication strategies are appropriate and appropriate" 11 people (22%) chose the answer strongly agree, 28 people agreed (56%), 10 people (20%) were neutral and 1 person chose to disagree (2%) which shows that respondents agree with the statement above. This can be seen in the percentage of choices of agreeing answers of 56% or as many as 28 people and it can be interpreted that the marketing communication strategy used by Kopi Janji Jiwa is felt by consumers to be appropriate and appropriate.

### **Results of Respondent Questionnaire Data Regarding Brand Awareness**

1. Respondents' responses regarding the statement "I know the Kopi Janji Jiwa brand" were 27 people (54%) strongly agree, 16 people agreed (32%), 6 people were neutral (12%) and 1 person disagreed (2%). It can be seen that most consumers know and are aware of the existence of the Kopi Janji Jiwa brand.
2. Respondents' responses regarding the statement "Jaji Jiwa Coffee Shop is a coffee shop that is easy to find" gave responses of strongly agreeing as many as 21 people (42%), agreeing 18 people (36%), neutral 9 people (18%) and disagreeing 2 people (4%). From these responses it can be interpreted that consumers agree with the statement that the Janji Jiwa Coffee shop is easy to find. This is because the Kopi Janji Jiwa shop has many outlets spread throughout Indonesia and you can be sure that Kopi Janji Jiwa is easy to find anywhere.
3. Respondents' responses regarding the statement "I have knowledge about the products and prices offered by Kopi Janji Jiwa" were 14 people (28%) strongly agree, 11 people (28%) agreed, 17 people (34%) were neutral, no 5 people agreed (10%) and 3 people (6%) strongly disagreed. This shows that some consumers do not yet have knowledge about the products and prices offered by Kopi Janji Jiwa.
4. Respondents' responses regarding the statement "I know "Coffee from the Heart" is the tagline of Kopi Janji Jiwa" which answered strongly agreed as many as 17 people (34%), agreed 13 people (26%), neutral 14 people (28%), disagreed 5 people (10%), strongly disagree 1 person (2%) which means the respondent agrees with the statement. This shows that most consumers know Kopi Janji Jiwa through the tagline, which indirectly means consumers can recognize and remember the brand.
5. Respondents' responses regarding the statement "I recognize Kopi Janji Jiwa products just by looking at the cup used" were 23 people (46%) strongly agree, 20 people agreed (40%), 4 people were neutral (8%), 2 disagreed people (4%), strongly disagree 1 person (2%). From the responses given by respondents, it can be interpreted that consumers agree with this statement. This is because the design of the Kopi Janji Jiwa cup is attractive so that consumers easily recognize and remember the products offered by Kopi Janji Jiwa.
6. Respondents' responses regarding the statement "When I was asked about the coffee shop product category, the brand that first came to my mind was Kopi Janji Jiwa" who chose the answer agree by 34% or as many as 17 people, strongly agree as many as 12 people or by 24% and those who chose 10 people's neutral answer was 20%, which means that most consumers agree with the statement. On the other hand, 7 respondents (14%) chose the answer disagree and 4 people (8%) chose the answer strongly disagree. This shows that some consumers do not agree with the statement of the Kopi Janji Jiwa shop that first appeared in consumers' minds, this is because there are many other competitors so that what appears in consumers' minds is not always Kopi Janji Jiwa.
7. Respondents' responses regarding the statement "Kopi Janji Jiwa products are the coffee products that I buy before other coffee products" of which 9 people (18%)

strongly agreed, 11 people agreed (22%) and 13 people gave neutral responses or as many as 26%, 9 people (18%) disagreed and 8 people (16%) strongly disagreed. This shows that some consumers respond less well due to the large number of similar competitors who might try the products offered by competitors.

Kopi Janji Jiwa is a coffee shop chain that is growing rapidly in Indonesia. Janji Jiwa is a coffee shop with a modern minimalist concept that is often used by young people, especially the millennial generation, to gather with friends, girlfriends, or even to do lectures/homework from school there.

Kopi Janji Jiwa maximizes marketing communication strategies through digital marketing strategies based on the PENCILS concept (Publications, Events, News, Community Involvement, Identity Media, Lobbying and Social Investment) and digital media strategy. Kopi Janji Jiwa is very intense in publishing information through its social media. The events are held consistently once a month with different themes. News or information conveyed by Kopi Janji Jiwa to the mass media is also often seen in digital traces on search engines. The community found for soul promise coffee is often called #Temansejiwa. Identity media is carried out in the form of applying images to each attribute used in the products. Lobbying and social investment are carried out in connection with promotions carried out by Jiwa Promise Coffee and other social activities (Riyantie et al. 2021).

Marketing communications has a very important role for companies in imaging a brand. The marketing communication strategy carried out by Kedai Kopi Janji Jiwa aims to increase consumer awareness of Kedai Kopi Janji Jiwa about the Kedai Kopi Janji Jiwa product brand.

Based on the results of the questionnaire which shows that the Janji Jiwa Coffee Shop has not yet reached the top of mind in the brand awareness pyramid level where some consumers do not agree with the statement that the Janji Jiwa Coffee Shop first appeared in consumers' minds, this is because there are many other competitors that have appeared. In the minds of consumers it is not always Kopi Janji Jiwa. However, most consumers can recognize Kopi Janji Jiwa products just by looking at the cup, this is because the design on the Kopi Janji Jiwa cup is attractive so consumers can easily recognize and remember the products offered by Kedai Kopi Janji Jiwa. So it can be concluded that Kopi Janji Jiwa is already at brand recall level. Brand Recall is the level where consumers not only know about the existence of a brand but consumers will still know and remember the brand spontaneously without using any reminders.

## **CONCLUSION**

Based on the results of the questionnaire filled out by respondents, it was revealed that the marketing communication strategy implemented by Kedai Kopi Janji Jiwa was in accordance with the principles of segmentation, targeting, objectives, positioning, sequence of tools, integrating, and tools. Marketing communication strategy is considered a crucial aspect in achieving the overall marketing mission and determines its success. In this context, companies need to do more than just create customer value; they must also use promotions to clearly and persuasively communicate that value (Hamzah et al., 2021). Furthermore, based on respondents' responses, the level of customer brand awareness at Kedai Kopi Janji Jiwa, Opi Mall Palembang Branch is at the brand recall level. This means that consumers not only know the existence of the brand, but are also able to recognize and remember the brand (Wardhana et al., 2022: 114).

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