

Strategies to Increase Customer Interest by Implementing Digital Marketing at Hello Friends Coffee Shop in South Jakarta

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Abstract: This research was conducted to discover the development of customer interest through social media and find solutions to the obstacles faced. The focus of this research is related to the emergence of a "new culture" originating from an outside culture with a background in cafes or coffee shops and then influencing people's lifestyle which results in the emergence of many coffee shops. This creates competitions which requires these coffee shops to have a good marketing strategy correctly and effectively to increase customer interest. The data was collected from observation and conducting interviews with informants. Based on the results, it is concluded that the strategy of attracting customers through digital marketing has been going well. Digital marketing using social media and other media that are still included in digital marketing can also make it easier for customers and prospective customers interested in using or buying business products. It is also essential to find out the potential information customers need.

Key Words: Strategy Marketing; Digital Marketing; Customers; Customer Attitude Behavior

Abstrak: Penelitian ini dilakukan untuk mengetahui bagaimana perkembangan ketertarikan pelanggan melalui media sosial, dan untuk mengetahui solusi dalam menghadapi kendala yang dihadapi. Fokus penelitian ini terkait dengan munculnya "budaya baru" yang berasal dari budaya luar dengan latar belakang kafe atau kedai kopi kemudian berpengaruh pada gaya hidup masyarakat yang mengakibatkan bermunculan banyak kedai kopi sehingga terjadi persaingan yang membutuhkan kedai kopi-kedai kopi tersebut harus memiliki strategi pemasaran yang benar dan efektif untuk meningkatkan ketertarikan pelanggan. Metode pengambilan data adalah observasi dan wawancara pada informan. Berdasarkan hasil, dapat disimpulkan bahwa strategi menarik pelanggan melalui pemasaran digital yang dilakukan sudah berjalan dengan baik. *Digital marketing* dengan menggunakan media sosial dan media lainnya yang masih termasuk dalam *digital marketing* juga dapat memudahkan pelanggan dan calon pelanggan yang berminat menggunakan atau membeli produk bisnis. *Digital marketing* juga penting untuk mengetahui informasi yang dibutuhkan oleh calon pelanggan.

Kata Kunci: Strategi; Pemasaran; Pemasaran Digital; Pelanggan; Perilaku Ketertarikan Pelanggan

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INTRODUCTION

In economic development, of course, various surrounding factors will also develop. This is inseparable from the lifestyle of the people who also develop and change with the times. The lifestyle that is most prominent today is related to consumption that is accepted by society.

This consumption phenomenon can be seen from the emergence of a "new culture" which is absorbed from foreign scenes, which used to be an example for young people approaching adulthood, and even people who are already at a mature age also follow at this time. The emergence of background scenes such as being in a cafe makes individuals of all ages want to feel the new sensation of relaxing, completing school and office work assignments with a new ambience, which can reduce the pressure received in the office environment, and the need to socialize in the surrounding environment. At this time, there are indeed many terms, such as work from home (WFH). However, with the emergence of this "new culture", a new term has emerged, namely work from the cafe (WFC), which has been started to be used by some employees and students. While Indonesia has one of the fastest-growing digital economies in Southeast Asia, action is needed to ensure that all Indonesians, especially the most vulnerable, can access various digital technologies and services and realize the benefits, according to a new World Bank Report.

Judging from the increasing public interest in this matter, several places such as modern and trendy coffee shops have started to appear. At the industry level, sectors such as transport are likely to be output-constrained by demand shocks. In contrast, manufacturing, mining, and services sectors are more likely to be constrained by supply shocks. Entertainment, restaurants, and tourism face large supply and demand shocks. At the occupation level, we show that high-wage occupations are relatively immune from adverse supply-and demand-side shocks, while low-wage occupations are much more vulnerable. Competition among coffee shops is also getting more challenging. Initially, they only sold food. Now, coffee shops or cafes must have their own characteristics to give a different impression to their customers. A coffee shop is a place that has a design like a restaurant but focuses more on serving coffee as well as snacks and food that can be enjoyed on the spot or brought home (Nasri, 2020)

Not only competing with local brands, coffee shops that stand using their own name must also compete with well-known coffee shop brands that already have many outlets throughout the country. Because there is an increase in interest in the coffee shop business, it must be followed by a good and effective marketing strategy so that they can achieve their sales targets.

Indonesians have embraced digital technology enthusiastically and are among the world's most avid social media users, such as Facebook, Instagram, Line, Twitter, and YouTube. At the same time, Indonesia has a growing digital ecosystem that includes online commerce, ride-sharing services, media distribution, and financial services. In addition to creating significant business opportunities, the rapid development of digital Indonesia is having a substantial impact on Indonesian citizens—in the form of new jobs, improved access to services, and greater connectivity with the global society.

In today's digital and technological era, choosing a marketing strategy must be carried out carefully in its implementation. Currently, the marketing strategy that is widely used is digital marketing. Digital marketing is widely used because it can attract a lot of public attention of various ages, especially young people who are currently very active in using social media to keep abreast of existing lifestyle developments.

Hello Friends is a new coffee shop that was established at the end of 2021 and then launched in early 2022 in South Jakarta, which has customers of various ages, from teenagers to adults. Hello friend is also a coffee shop that makes changes and develops a menu that adapts to the interest they receive from customers who visit the coffee shop. The Hello Friends Coffee Shop also follows the development of the current technological era, namely using a digital marketing strategy using social media that the Hello Friends Coffee Shop already owns.

Every business has a target market, including coffee shops. Millions of Americans reach for their caffeine fix with coffee every day. Coffee drinkers span geographical locations, age groups, genders, and just about every other demographic. Typically, coffee statistics have shown that the demographics of coffee shop customers lean more toward women than men; workers with higher salaries tend to drink more coffee, and more older adults consume the beverage. The target market of coffee shops is anyone who drinks coffee. Still, each subcategory can be broken down and marketed separately, whether with products, innovative technology, locations, or the usual marketing campaigns. The Hello Cofee shop's potential targeted market niches are; The Young, The Old, and The In-Between (It's a sizable market share with a demand across several demographics. Coffee drinkers can span almost any age), The On-The-Go (on their way to school, or heading to pick up the kids, they don't have time to sit and enjoy their caffeine. This is a huge target market of coffee shops), The Social Drinker (A drive-thru doesn't do much for people who want to socialize. A larger location with indoor seating and a menu with a variety of options will draw in the social drinkers), and The Sugar Fiend (Coffee and caffeine can't be sweet enough for these sweets-lovers. They require whipped cream, caramel, chocolate and more to satisfy their sweet lifestyle).

With the explanation and some of the things above, the digital marketing strategy will be very influential with the increasing public interest in the coffee shop that will be visited. So, the writer is interested in describing and presenting the results of the observations that the writer made at the Hello Friend Coffee Shop in the form of a final project report writing using the title "Strategy to Increase Customer Interest by Implementing Digital Marketing at Hello Friends Coffee Shop, South Jakarta."

In relation to the background above, several things are the focus of research: 1) What is the strategy to increase customer interest by implementing digital marketing at the Hello Friends Coffee Shop, South Jakarta? 2) Does implementing digital marketing increase customer interest at the Hello Friends Coffee Shop, South Jakarta? 3) What is the solution used by the South Jakarta Hello Friends Coffee Shop if there are obstacles in implementing digital marketing?

Amid the emerging coffee shop businesses and the increasingly rampant positive and negative impacts of technological advances, mainly social media technology, can the Hello Friends coffee shop compete in this sector? The real problem is that as a new player in the coffee shop sector, Hello Friends still needs an effective and effective strategy, because the brand or name Hello Friends is not widely known. Will the Hello Friends coffee shop be able to penetrate all groups regardless of age, education, economic status, and so on? From temporary data since the beginning of this coffee shop, it can be seen that the profit level has decreased quite a lot.

Table 1. Sales report

Per 6 months (semester)	Profits (net) per 6 months (semester)	Note
July – December 2019	Rp. 15,000,000,-	Before Pandemic
January – June 2020	Rp. 10,500,000,-	Before/during the Pandemic
July 2020 - December 2021	Rp. 7,500,000,-	During Pandemic
January 2022 - June 2022	Rp. 15,500,000,-	During Pandemic
July 2022 – December 2022	Rp. 20,000,000,-	During Pandemic

Source: Hello Friends Coffee Shop, Sales Report, July 2019 to December 2022

Based on interim research results, the first six months' profit reached 15 million rupiahs. It decreased by 30% when the Covid-19 pandemic started because local officials enacted Community Social Restrictions Regulations. Then it again reduced in the following semester by 50%. Profits increased and returned to their original figures, even higher than the initial semester of 20 million, or an increase of 33%. The marketing strategy writer will examine what the Hello Friends coffee shop management has done so that it experienced a reasonably significant increase during the PPKM period in Jakarta. The author identifies the problem as whether the Hello Friends coffee shop can increase the number of visitors who come in person and those who order delivery (delivery). Can digital marketing strategies such as social media bring in many visitors, and can the strategy used be able to attract potential customers, especially during restrictions on community activities due to the Covid-19 pandemic?

The objectives of this research are as follows: 1) Knowing the strategy to increase customer interest by implementing digital marketing at the Hello Friends Coffee Shop, South Jakarta, 2) Knowing if by implementing digital marketing customer interest at the Hello Friends Coffee Shop, South Jakarta is increasing, 3) Knowing the solutions used by the South Jakarta Hello Friends Coffee Shop if there are obstacles in implementing digital marketing.

Marketing is an activity carried out by business people that can attract individuals or groups to maintain the existence and continuity of the business so that it continues to grow and achieve business targets. Meanwhile, digital marketing (digital marketing) is carried out using internet access, social media, and other digital devices that these business people need.

Based on research conducted by the author, the benefits derived from this research are: 1) benefits for Writers, this research is expected to make the author understand more about the strategy of implementing digital marketing and add to the author's experience, 2) Benefits for Academics, this research is expected to contribute to adding insight into learning about digital marketing for students and academics, 3) Benefit for Hello Friends, this research is expected to make the name Hello Friends better known in the community and employees can improve performance in implementing digital marketing strategies at the Hello Friends Coffee Shop.

METHOD

The approach method for research is qualitative. According to Strauss & Corbin (2003) in (Surraya, 2018), the definition of a qualitative approach explains that this research is a study whose findings or results are not obtained through statistical procedures or other forms of calculation. The approach taken by the author is a qualitative approach by going

directly to the field or looking at the situation, namely the Hello friends Coffee Shop to make direct observations with student customers.

The techniques of data collection are observation and informants. Observation that, which is the definition of direct observation or research, is a data collection technique by directly looking at the activities carried out by the user. One of the advantages of using direct research is that this system can recognize the physical environment (Syam, 2018). Another definition of field observation or field research (field research) is an activity carried out at any time, with the completeness of the five senses owned (Setiobudi & Tridharma, 2017). It can be concluded from this study that data collection was carried out using the author's way of observing, asking questions, and recording activities around him using his five senses. This research scope is about marketing strategy in dealing with efforts to increase visitors and income during and after the pandemic. The correspondents in this research are limited to only several informants. Due to this research using the qualitative approach, the writer questioned 4 informants. Two informants are from the Hello Friends Coffee Shop, and 2 more are from the randomly interviewed visitors.

In this case, the writer obtained research data by examining how the implementation of digital marketing works at the Hello Friends Coffee Shop in South Jakarta. Informants are the definition of an informant is a key informant who knows and has various basic information needed in research or an informant who knows in depth the problem being researched (Juita, 2020). It can be concluded that the informants in this study are people from the Hello Friends Coffee Shop by providing several questions to the informants, namely informants from the Hello Friends Coffee Shop, South Jakarta, who understand the situation and conditions or the data and information needed.

RESULT AND DISCUSSION

The company's name is Hello Friends, located on Senayan street, no.9, South Jakarta, with the business type is culinary. Hello Friends Coffee Shop is a type of culinary business in Jakarta that was established in the middle of January 2019 by Gusti Arief, Samuel Zylgwyn, Stefanus Frara, Anthony Xie, Ajun Perwira, and M. Faisal. The initial idea to build a coffee shop was that the owners of the Hello Friends coffee shop themselves liked chatting while relaxing at the coffee shop. Hence, they thought of making their own coffee shop, which is strategically located and is a place to hang out with friends. This coffee shop was also formed to create jobs for those in need.

There are various kinds of menus available at the Hello Friends coffee shop; one of the favorite menus is hello friends coffee, where this coffee is milk coffee. Then the sugar used is natural palm sugar, so the sweetness produced also doesn't bother customers who like it sweet or even those who do not like a sweet taste. Apart from coffee, which has many variants of drinks sold by Hello Friends, there are also various kinds, such as tea, so there are options for customers who cannot drink coffee; there are also choices of fruit-flavored drinks. The drinks listed on this menu also explain what ingredients are in them and how to make them so customers can choose drinks comfortably.

The Hello Friends coffee shop has many menu choices suitable for teenagers or adults who want to relax, such as the much-loved bread and the croissant, which comes from Austria and has a crescent-shaped shape. Croissant bread at Hello Friends has 5 flavors: Butter, Almond, Pain Aux, Nutella, and Korean Garlic. Hello Friends also has a menu with other snack variants such as fries, onion rings, chicken wings, and others. Heavy food menus, such as ingredients made from pasta and rice, as well as menus that are economical packages, are also available so that customers feel satisfied with the menu variants provided

by the Hello Friends coffee shop. The menus owned by the Hello Friends coffee shop are also relatively inexpensive and still suitable for student pockets.

The Hello Friends coffee shop also instils a trending concept in the coffee shop by creating attractive designs in several corners of the room it has. Every corner of the room is given a different picture from other hubs so that customers can choose a place that suits their tastes. There is also an outdoor room which is an option for customers who prefer fresh air over an air-conditioned room; there is also a newly added room which is suitable for school or university students and office employees which is no less attractive than other rooms, so that customers can also meet their daily needs. Since its inception, the owner of the Hello Friends coffee shop has also thought about carrying out promotions with digital marketing for promotions prior to the official opening of the coffee shop so that both close and distant relatives and several followers on the owner's social media can find out information on the opening of a new coffee shop in the South Jakarta area, which has a comfortable place and has a price that is not too expensive or fits in the customer's pocket.

The company's vision is to create or open jobs for the community, with the capital spent being able to achieve profit targets with medium product prices and create a comfortable environment. The company's missions are 1) Create a coffee shop business and open job vacancies for baristas, 2) Open training and learning for those interested in learning to become a barista, 3) Create a comfortable coffee shop environment and have good photo spots to meet social needs, 4) Prioritizing customer satisfaction with a comfortable environment and a menu that has many variants so that customers can choose comfortably. Figure 1 shows the company logo of Hello Friends Coffee Shop.



Figure 1. Hello Friends Coffee Shop Logo

Hello Friends Coffee Shop is adopting three points of corporate culture, they are as follows: 1) Effective communication, business owners have good communication with employees who work at the company or business entity so that misunderstandings do not occur, and it is easier to convey ideas. 2) Team oriented, business owners and employees can help each other to complete tasks or jobs when needed to understand the function of each part. 3) People oriented, business owners prioritize employees by looking at developments, employee efforts, and making employees feel appreciated and comfortable of the work being done.

Results

Hello Friends Coffee Shop Marketing Strategy

a. Digital Marketing Strategy

Digital marketing is the right choice to reach target customers currently. Digital marketing emerged due to the development of information technology in the era of globalization, which is very helpful for business or business activities by an entrepreneur, both old and new to the business world.

Digital marketing can also cover various parts of the archipelago or the world, so there are no limitations on the information and promotions that will be advertised or conveyed to potential customers. Currently, digital marketing is also the key to marketing.

Digital marketing using social media and other media that are still included in digital marketing can also make it easier for customers and prospective customers interested in using or buying business products to find out the information needed by potential customers, both around and outside the scope.

b. Digital Marketing Media

In digital marketing, the marketing media used by business owners is very important to see the business targets being achieved. Business owners must also know the advantages and disadvantages of the marketing media used. Using good and correct media, promotions, or advertisements to attract customers will be very helpful. From this digital marketing media, you can see what potential customers are targeted according to the business.

Digital marketing media also does not use costs that are not too large, such as marketing media that must make banners or other physical media. Because of this, business owners can also reduce current expenses so that they can be used for other distributions. Marketing media used:

- 1) Social Media Marketing
- 2) Google Business
- 3) Go-food
- 4) Desty Menu

c. Benefits of digital marketing

Many of the benefits of digital marketing can be received by users of this digital marketing method. The benefits of marketing received are:

- 1) Transparent service product information
- 2) Convenience for business users to update information
- 3) Comparative analysis of business users is easier to compare products with other people's products.

Discussion

1. Marketing Strategy for Hello Friends Coffee Shop

a. Digital Marketing Strategy by Hello Friends Coffee Shop

A strategy is needed in a business. Choosing the right approach is a task for the business owner. The Hello Friends coffee shop decided to carry out marketing by implementing digital marketing, which is currently widely used by every business owner to carry out promotions or advertising activities so that the products or what is being sold are better known in the community.

The Hello Friends coffee shop chose to use this strategy because social media and other digital marketing media are currently used by people of all ages, especially young people.

This strategy was chosen by business owners so that promotions and advertisements can collaborate with applications and websites, specifically in the field of e-commerce, so that information about coffee shops can be disseminated rapidly.

b. Digital Marketing Media used by the Hello Friends Coffee Shop

The media used by the Hello Friends coffee shop are as follows:

1) Social Media Marketing

One of the media used by the Hello Friends coffee shop is Instagram. Instagram is a social media that is used to upload photos and videos that are widely used by people today.

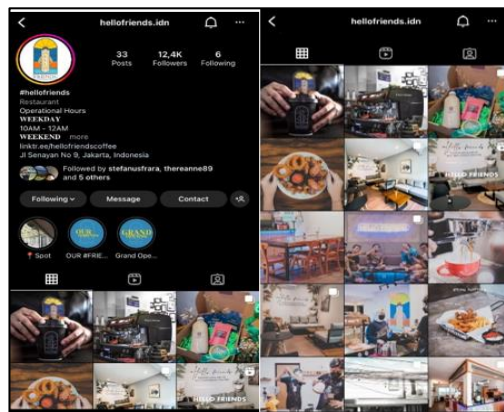


Figure 2. Hello Friends Coffee Shop Instagram Profile

2) Google Business

The Hello Friend coffee shop registers its culinary business on Google Business, which can help and make it easier for customers and potential customers to find menus, and addresses and can access directly the Instagram account owned by the Hello friends coffee shop. From the account created on Google Business, customers can also view experiences and comments from customers who have visited the Hello Friends coffee shop.

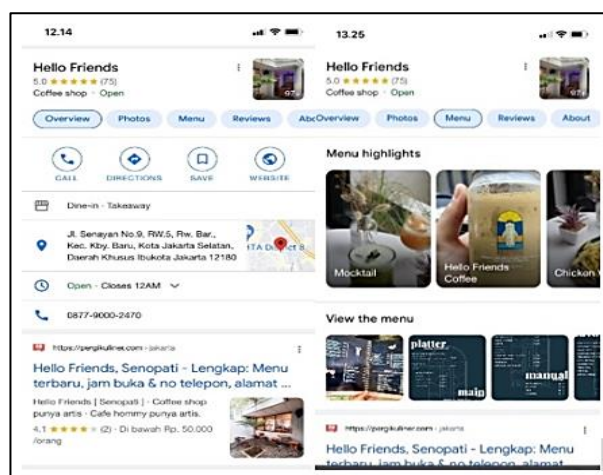


Figure 3. Hello Friends Coffee Shop Google Business Profile

3) Go-Food

Go-Food is a means to buy food online, one of the Gojek application's features. The Hello Friends coffee shop also registered its business efforts on the go-food feature, which aims to help and make it easier for customers who cannot visit coffee shops so they can order food and drinks online. This feature can also

introduce coffee shops to people looking for or wanting to order food online; the Hello Friends coffee shop can be an option.

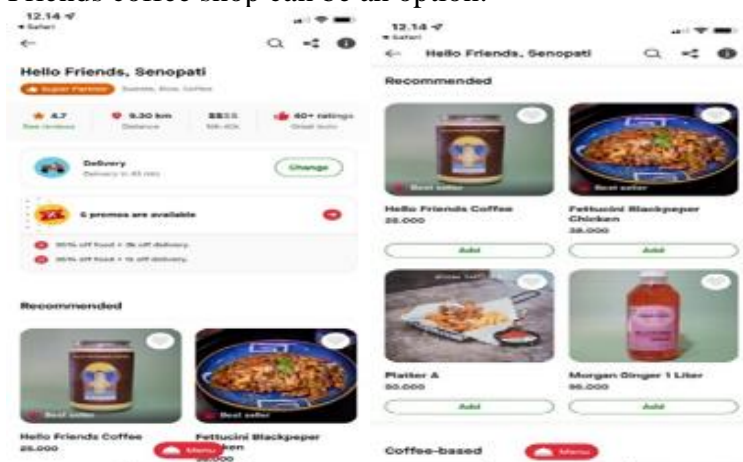


Figure 4. Profile of the Hello Friends Coffee Shop on the Go-Food Gojek application

4) Desty Menu

Desty Menu is a website that makes it easier for people to place orders online and helps restaurants to make restaurants more well-known. The Desty menu uses a bar code or QR code that can be scanned so that it is immediately accessible to the menu at the coffee shop. Then you can directly order and pay using transactions with digital payments as well.

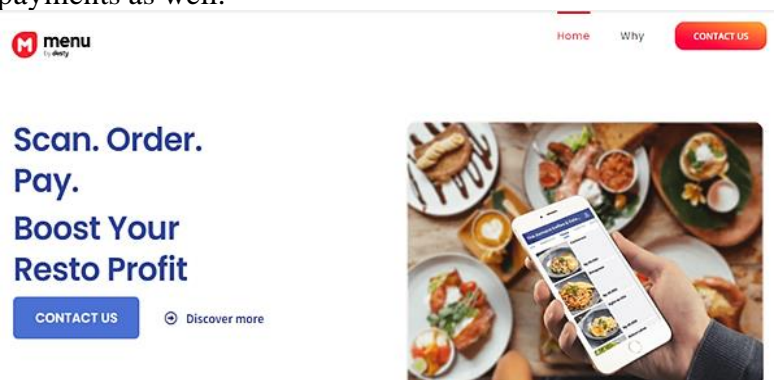


Figure 5. Desty Menu

c. Benefits of Digital Marketing for Hello Friends Coffee Shops

The Hello Friends coffee shop receives many benefits by using digital marketing as a marketing strategy.

- 1) Transparent service product information. From this digital marketing, Hello Friends coffee shops can easily show what services and products are available. Customers can also see the value of the services provided by employees at the Hello Friends coffee shop.
- 2) Convenience for users to update information. Business owners or parties who hold coffee shops' digital marketing media can easily update new information that will be provided to customers so that customers can update.
- 3) Comparative analysis of business users is easier to compare products with other people's products. Business owners can easily monitor and compare how business owners own competitor products and products so they can provide progress on the development.

- 4) Cheaper to do promotions. Ordinary digital marketing doesn't have to cost a lot. By using already available media, owners only need to create an account and register their business, so they don't have to pay and save on marketing costs.

2. Attractive Customer Behavior

a. Behavior showed by customers who visit the Hello Friends Coffee Shop directly.

Customer behaviour from observations made is divided into several levels:

- 1) **Switcher/price sensitive:** Customers at this level are customers who are new to the Hello Friends coffee shop and have yet to feel the difference between the Hello Friends coffee shop and the others.
- 2) **Satisfied/habitual buyer:** Customers at this level are satisfied with the products in the Hello Friends coffee shop, and it is common for customers to come back to visit and buy coffee shop products.
- 3) **Committed buyer:** Customers at this level are those who feel proud or comfortable with the products and facilities provided by the Hello Friends coffee shop and invite colleagues and friends to try the products and facilities.

b. Interest behavior from Hello Friends Coffee Shop social media

The following data shows customer interest behavior through social media:

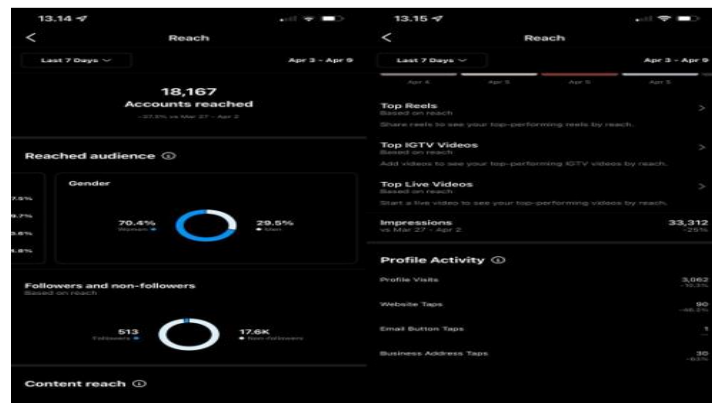


Figure 6. Data showing customer interest through Instagram social media

- 1) The account reached is an account that visited the Hello Friends coffee shop account.
- 2) The reached audience was those who visited the Hello Friends coffee shop account.
- 3) Followers and non-followers show data of followers and non-followers of accounts that view the Hello Friends coffee shop account.
- 4) Impressions are data that show how many accounts have seen and made an impression or left a trace on the Hello Friends coffee shop account.

Table 2. Sales Report

Per 6 months (semester)	Coffee Shop Visitors per 6 months (semester)	Delivery Order & Take-away Visitors per 6 months (semester)	Note
July – December 2019	100 visitors	-	Before pandemic
January – June 2020	50 visitors	20 online orders	Before/during the pandemic
July 2020-December 2021	15 visitors	35 online orders	During pandemic
January 2022-June 2022	25 visitors	75 online orders	During pandemic
July 2022 – December 2022	43 visitors	90 online orders	During pandemic

(Source: Hello Friends Coffee Shop, Sales Report, July 2019 to December 2022)

Based on Table 4 above, the number of visitors per the first 6 months reached 100 visitors and experienced a decrease of 30% when the Covid-19 pandemic began to enter so that local officials enacted Community Social Restrictions Regulations. Then it decreased again in the following semester by 50%. The number of Hello friends coffee enhancers rose and returned to its original figure, even higher than the first semester of 100 people where a larger number ordered via online messaging, or experienced an increase of 33%. By implementing digital marketing through social media, Google Business, Go Food, Desty, the Hello Friends shop menu can increase the number of buyers even though it is online and at the same time increase its net profit.

3. Customer identification

a. Internal Customers

The Hello Friends coffee shop has internal customers who are business owners who provide materials and provide capital for the materials needed by the coffee shop.

These customers are customers who influence the performance of the coffee shop from within, which are given to external customers later.

b. Between Customers

Intermediate customers act and process and make and use product materials so that they become final products that can be enjoyed. Intermediate customers at the Hello Friends coffee shop are employees who work on preparing and managing ingredients to enjoy the final product.

c. External Customers

External customers are real customers or can also be called customers who do not come from within the company or the Hello Friends coffee shop business. These customers are customers who pay to enjoy the final product provided by the Hello Friends coffee shop.

Barriers to Digital Marketing Hello Friends Coffee Shop

Marketers in today's world are constantly inundated with new ideas, new platforms to promote their business, and new technologies to leverage. While these innovations are often beneficial to them, keeping up with changes quickly can overwhelm marketers. Even though they can survive, businesses can no longer rely on traditional marketing tactics alone. Digital marketing has its own challenges, keeping up with technological developments that constantly change.

The obstacles experienced by Hello Friends in carrying out digital marketing strategies include:

1. **Security and Privacy Issues** Privacy and security are the number one concern of online consumers. As more data privacy regulations and guidelines are being implemented by governments, industry, and various security organizations around the world, it is becoming increasingly important for marketers to understand these rules and follow them with or face applicable penalties and fines. Likewise, for example, what happened to the Hello Friends coffee shop, namely the threat of hijacking promotional ideas on social media Instagram? Another security threat from hackers trying to break through the security of data systems.
2. **Intense competition in similar fields** The competition factor in this sector is very tight and crowded. The Hello Friends coffee shop is also in the midst of increasingly mushrooming coffee shop business competitors. Coffee shop businesses compete with each other to provide menus, facilities and other infrastructure that can make visitors comfortable and safe.

3. There were restrictions on community activities, PPKM during the Covid-19 pandemic. This factor significantly affects the Hello Friends coffee shop's level of visits and income. When people are restricted and prohibited from gathering and traveling, of course, the culinary business and coffee shops experience a big shock.

CONCLUSION

Based on the discussion on the strategy of increasing customer interest by implementing digital marketing at the Hello Friends coffee shop, South Jakarta, which has been put forward in previous chapters, the following conclusions can be made:

1. The strategy of increasing customer interest by implementing digital marketing at the Hello Friends coffee shop is going well by using and utilizing the internet effectively and selecting appropriate media, namely social media Instagram, Google Business, Go-Food, and Desty Menu.
2. Customer interest in Hello Friends Jakarta Coffee Shop has increased because many customers know about Kedai Kopi through Instagram social media, and their interest has increased through the social media insight interaction data.
3. The obstacles faced by the Hello Friends coffee shop, such as social media competition, are faced with solutions to create and use attractive brochure designs or uploads on Instagram and Google Business and have a special team to control social media accounts. If someone is unable to upload, they can be replaced.

The author also has several suggestions for the sake of the positive progress of the Hello Friends Coffee Shop after making direct observations at the Hello Friends Coffee Shop, South Jakarta are as follows:

1. Recommends that the social media or digital strategy used to be added to social media, which is currently growing rapidly such as Tiktok and can also be added to different food delivery media, such as Grabfood.
2. Call on regular monitoring of interaction data both from social media and other digital marketing media to see an increase in specific customer interest.
3. Call on social media to be more active and make designs more attractive than previously, which were quite active, so that potential customers and regular customers continue to interact on social media owned by the Hello Friends coffee shop, South Jakarta.

Appendix:

Table 3. Interview with Informant 1 from the Hello Friends Coffee Shop

Informant 1:		
Hello Friends Coffee Shop Parties		
Name : Stephen Frara		
Position : One of the business owners		
Numbers	Questions:	Answers:
1.	What was the inspiration for creating a Hello Friends coffee shop?	<i>The inspiration behind creating the Hello Friends coffee shop is that my friends and I like to get together while enjoying coffee, so we thought about creating our</i>

		<i>own place and also being able to create jobs for other people.</i>
2.	How did the initial idea to implement digital marketing at the Hello Friends Coffee Shop and what implementation was carried out?	<i>The initial idea of implementing it saw Instagram social media which was widely used. The implementation has been trying to create an Instagram account, registering a business on Google Business, Go-Food (Gojek). Marketing also works closely with Desty Menu, customers can place orders with a barcode (bar code) then orders can be taken away (brought to the house). Several owners who are also public figures (artists) upload Hello Friend coffee shops to their social media accounts. Hello Friends also invited several coffee activists, food activists and coffee shop or cafe enthusiasts who have many followers on their Instagram account so that they can provide appropriate and appropriate marketing tools.</i>
3.	What medium does the Hello Friends coffee shop choose for digital marketing?	<i>Social Media instagram, Google Business, Go-food, Desty Menu.</i>
4.	What is the impact of increasing customer interest in the Hello Friends coffee shop after the digital marketing implemented by the Hello Friends coffee shop?	<i>The impact is very large, from this application, people who see from the internet and social media feel interested, seen from the comments on social media accounts, some like services and products so they can return to the coffee shop. Hello friends, some become regular customers and invite friends to come to the Hello Friends coffee shop.</i>
5.	What efforts are used by the Hello Friends coffee shop to overcome problems in implementing digital marketing?	<i>To deal with competition problems, the design of promotional brochures or advertisements is definitely designed to be more attractive on social media, because of the strong competition regarding coffee shops, it must be pursued, especially Instagram, which is busy and famous. If there is a problem of declining sales, Instagram uploads must be made more attractive. Accounts are held by all owners, but there is a special team to edit photos, videos and brochures. If someone is unable or there is an owner who wants</i>

		<i>to upload on an Instagram account, they can coordinate and be replaced.</i>
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Table 4. Interview with 2 Informants from Hello Friends Coffee Shop Customers

Informant 2 :		
Hello Friends Coffee Shop Customers		
Name: Devi		
Numbers	Questions:	Answers:
1	Since when you knew about the Hello Friends coffee shop?	<i>About 2 Months or since March.</i>
2	Is the atmosphere created by the Hello Friends coffee shop comfortable for studying or working?	<i>Very comfortable, plus now there are rooms that are comfortable and instagramable (great spots for taking pictures), especially for studying and working.</i>
3	What is your favorite menu at the Hello Friends coffee shop?	<i>Hello Friends Coffee, which contains palm sugar milk coffee and croissant bread.</i>
4	Does the interest in visiting the Hello Friends coffee shop come from the digital marketing media owned by the Hello Friends coffee shop?	<i>Yes, I knew from Instagram account.</i>
5	What about promotions shared on social media by the Hello Friends coffee shop? Does the promotion appeal to teenagers or adults?	<i>Attractive and many promotions, every month there are different promotions. For teenagers it is interesting and suitable because the prices are also not too expensive for the South Jakarta area, especially in Senopati, it is interesting to visit and become a gathering place.</i>

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