

MARKETING COMMUNICATION STRATEGY OF PROMISE SOUL COFFEE THROUGH SOCIAL MEDIA POST PANDEMI COVID-19

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ABSTRACT

This researcher aims to analyze the Marketing Communication Strategy of Janji Jiwa Coffee Through Social Media After the Covid-19 Pandemic. This research was studied using qualitative methods with descriptive research types. Data collection was carried out using a mix method, including interviews, documentation, observation, and strategies. Marketing communications through social media after the Covid pandemic has been proven to have sustainable effectiveness. This can be seen from the use of Social Media such as Instagram, the Janji Jiwa application, and ordering through Shopee, Grab and Gojek which are collaborations with the Kopi Janji Jiwa company which makes it easier for people to consume Kopi Janji Jiwa. because of access such as the selection of types of drinks and food that are easily seen from the media. without any time and time limits. This shows that the Marketing Communication Strategy Through Social Media After the Covid-19 Pandemic is still being used today.

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1. INTRODUCTION

During this period, namely the Post-Covid-19 Pandemic period, there were changes in service for consumers, especially in ordering food or drinks where in the Pandemic era various innovations were carried out by a company in improving the quality and quality of its products and providing convenience and comfort for consumers. so that you can order the product.

At present the government has freed the public to travel anywhere, freely without masks and to hold interactions outside the home as what is commonly known as "Hang-Out". Habits that were carried out during the pandemic became something that continued in the Post-Pandemic period such as the use of Social Media which made it easier for the public to obtain information and to order food or drinks which had also been used previously, but this has not disappeared until now because the community has accustomed to using Social Media as a place to find updated information.

The current phenomenon and reality can be seen that more hangouts are done in cafes which can affect the growth of cafes and will grow rapidly. The changes brought about by globalization and modernization, as well as the increasing needs of society, have caused the primary needs of society not only for clothing, food and shelter, but for secondary and tertiary needs to develop into primary needs. This has changed the people's mindset because of the Modernization and Globalization Phenomena that must be faced by every individual, from all generations of humans on this earth, including the people of Indonesia.

Indicators in assessing the effectiveness of marketing communications can be seen through three aspects of changing consumer behavior, namely the cognitive aspect, an aspect that refers to the belief that a person has (based on knowledge and thinking) about a product, after that is the affective aspect which is an aspect that refers to an attitude someone who influences him to do something on the product, and the last is the conative aspect, which is a person's tendency to take action on the product (Meta Meidina Risanti & Sutisna Riyanto, 2021).

Based on data from the International Coffee Organization for 2018, Indonesia is included in the list of the 10 largest coffee consuming countries in the world from 2016 to 2017. Indonesia is ranked 5th in the world with consumption reaching 4.6 million 60kg/lb packages which is below Russia's position. and the world's largest coffee consumption is currently occupied by the European Union which recorded coffee consumption in 2016/2017 reaching 42.6 million 60kg/lb packages (Febrianti et al., 2022).

Data from the World Bank for 2020 shows that 60% of the world's population has used the internet (World Bank, 2020). Data on cell phone ownership per 100 people shows that 106% of the world's population owns a cell phone. According to Chafney in 2010, social media users in the world reached 93% of total internet users. According to the Association of Indonesian Internet Service Providers, in 2022 this

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world data is in line with data on social media usage in Indonesia. The number of internet users in Indonesia reaches 77.02% and of the total number of internet users, 89.15% use the internet to access social media. Communities in 34 provinces in Indonesia consider that the main use of the internet is for social media (Purnomo et al., 2022)

Public enthusiasm for coffee drinks in Indonesia is still very high, this can be proven by the emergence of Kopi Janji Jiwa as an original Indonesian coffee drink brand which has managed to grow rapidly in recent years. Kopi Janji Jiwa was first established in 2018, and miraculously in 2019 they have succeeded in breaking the MURI record by opening 700 new outlets in 50 different cities. It's really interesting to know about the Janji Jiwa coffee brand, that's why we provide a summary.

Practitioners and academics believe in marketing that consumers can assess service performance compared to expectations before buying or consuming. Equivalence will lead to compatibility, otherwise the gap will cause incompatibility. Expectations and mismatches are influenced by various variables such as perceived value, quality, marketing mix, brand and image (Shaykh-Baygloo, 2020).

By using social media, the public can see ratings and comments from consumers who have consumed coffee at the Janji Jiwa Cafe. The use of Social Media greatly influences consumers in choosing shops and types of food and drinks to be consumed. In addition, marketing communications through social media can be obtained by the public through gadgets that can be accessed anytime and anywhere without any time and place restrictions.

From the above data it can be seen that there is the emergence of new coffee shops in Indonesia at the same time marketing communications in the form of coffee or product packaging, forms of promotions, discounts or special prices, places can be seen through Social Media in terms of building a coffee brand.

There are several coffee shops that already have names that are familiar to the public, such as the "Kopi Soe" coffee shop, the "Janji Jiwa" coffee shop, the "Fore Coffee" coffee shop, the "Kopi Kenangan" coffee shop, the "Kulo" coffee shop and the "Tuku" coffee shop. Each of these coffee brands has long been known by consumers. During the post-Covid-19 pandemic, there were still many consumers who were used to conditions like the Covid-19 pandemic era, which saw everything through social media, so marketing communication strategies via social media are still being used today.

2. LITERATURE REVIEW

Communication Strategy

Marketing communication is one of the main parts in winning the competition or achieving company goals and has a very important role in running a business. Marketing communications are all the promotional elements of the marketing mix which involve communication between organizations and the target audience in all its forms aimed at marketing performance. Marketing communication activities are activities used to support the promotion of a product. Communication Process must be carried out correctly in accordance with the target consumer. Business communication strategy can be seen from the dynamics of the patterns and models. Among them is the pull model, then the push model, followed by the pass. (Riyantie et al., 2021). Communication has a very important role in marketing, namely to inform, remind and as a means of intermediary for the company to the public in the introduction of a product, the main thing is that consumers can recognize and know the product (Hidayah, 2018).

Marketing communication is an effort made to increase consumer loyalty as well as efforts to convey messages to the public about the existence of products in the market that offer various benefits and advantages. Marketing communication will be successful if the company's messages conveyed to consumers can be understood and understood, so that the purpose of the message is right on target, for example the purchase of a product (Purtiwi, 2018).

Marketing strategy

By determining the right strategy, it will certainly influence the public to make purchases so that the company's sales will increase. In the marketing strategy there is one marketing strategy called the marketing mix. According to Asauri in 2013 marketing strategy (marketing mix) is a collection of tactical, controllable marketing tools (product, price, place and promotion) that the company combines to produce the response it wants in the target market. According to research by Hidayah, Ariefianto and Nugrohoyear 2020 shows that the marketing strategy uses the 4P (product, price, place and promotion), namely product, price, place or location and promotion have a significant effect on purchasing decisions (Lie et al., 2021).

Social media

The use of social media as a marketing tool in the world of education in the era of the industrial revolution 4.0 is a very appropriate choice because it is increasingly accessible to various groups. Social media is a new technology that makes us more effective and efficient in building relationships with customers and has great opportunities for profit for marketers. Social media now has an important role in the management of business marketing strategies and has even entered education marketing. Now sharing information with visitors or followers is not the only advantage of using social media for a business, but also makes this recognition process easier than before. With existing support tools, now you can find out in detail about who your consumers are, the language they use, their age range, even their gender from social media. This information can help the process of branding and promotion to the right target consumers (Neneng Nurmalasari & Masitoh, 2020).

Marketers see that social media can be the main target for marketing, because the latest information can be obtained by consumers through social media and consumers' interest in choosing products is not limited by time and place, so that in the post-pandemic Covid-19 era, social media is not a new way of obtaining orders, this has been done in the Pandemic Covid-19 era. There are several social media that are frequently used by consumers, such as the Kopi Janji Jiwa application, Shopeefood, grabfood, and gofood.

3. METHODS

This research is descriptive qualitative in nature because the data obtained from the field are in the form of words, pictures either from interviews, documentation or observation and not in the form of numbers. While the data is qualitative, that is, with consideration of adjusting the qualitative method, it is easier when dealing with multiple realities. So this type of research is included in the category of qualitative descriptive research types. The data collected is in the form of primary data and secondary data.

In this study, there are two types of data collection, namely primary and secondary data sources. According to Sugiyono in 2016 primary data sources are data obtained directly from data collectors, while secondary data are data obtained indirectly, for example through other people or documents and so on. (Febriana & Setyanto, 2019).

Primary data is data obtained directly at the research location from research subjects, namely the Janji Jiwa Coffee Supervisor and Barista as informants. Primary data is obtained directly in the field by way of surveys, observations to obtain an overview of the condition of the Janji Jiwa Café. Secondary data was obtained through literature related to previous research on Coffee Cafes and obtained through social media such as Instagram and the Janji Jiwa application. This type of research is descriptive qualitative research. According to Sugiyono in 2017 the research method is basically a scientific way to obtain data with specific purposes and uses (Dermawansyah & Rizqi, 2019). Qualitative research is the collection of data in a natural setting with the intention of interpreting phenomena that occur where the researcher is a key instrument; sampling of data sources was carried out purposively and snowball, the collection technique was triangulation (combined), data analysis was inductive or qualitative, and the results of qualitative research emphasized meaning rather than generalization (Anggito and Setiawan, 2018).

This research was written based on the real situation after the Covid-19 Pandemic where researchers used primary data, interviews, observations and surveys. Primary data is data that comes from data sources conducted by researchers who are collected specifically through interviews and are directly related to the problems studied. Primary data is the responses of respondents which contain opinions or judgments about Post-Pandemic Marketing Strategies through Social Media. In this study using the triangulation technique as a technique to check the validity of the data. Triangulation can be done using different techniques, namely interviews, observations, and documents. In addition, researchers also used secondary data obtained from previous literature.

Information sources were obtained from the Janji Jiwa Coffee Supervisor who was visited by the four researchers. The informants obtained by Janji Jiwa coffee employees consisted of: outlet managers, cashiers and baristas as well as customers who were at Janji Jiwa Coffee Shop on Jl. Raden Patah, Ciledug, Tangerang City. The reason for this research object was chosen because it is close to the domicile of the four researchers. Coupled with data through official official social media, literature review, documentation and the Janji Jiwa application.

4. RESULTS AND DISCUSSION

Primary data

From the results of interviews with one of the Supervisors, Staff and consumers at the Janji Jiwa Coffee Shop address Jl. Raden Patah Rt.003/RW.006, Parung Serang, Ciledug District, Tangerang City,

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Banten, it was found that the Janji Jiwa Coffee Shop is never empty of orders, it's just that there aren't many visitors who stay at the shop, because many order via social media or use applications. Soul Promise. Each branch of the Janji Jiwa Café is a center, so the Janji Jiwa name cannot be sold to other people unlike other business brand names which can be used by other people who want to have a business. Currently, Kopi Jiwa has its own application called Janji Jiwa, which can be directly uploaded to PlayStore. Apart from that, promised Jiwa has an Instagram account which has 567K in May 2023.

Regarding promos, the shop provides promos in the form of food and beverage packages. The location of the cafe is strategic with public facilities, in front of the main road and there is sufficient parking space to increase orders either coming in person or via social media ordering. The prices offered are relatively affordable and the distinctive taste of food and drinks makes customers want to buy again. With social media, it makes it easier for consumers to see menu variants, promos and an easy way to order as well so that consumers can enjoy products from Kopi Janji Jiwa without having to waste time going to the shop. In a day, the average order turnover is more orders through social media, such as via grab, go or shoppefood.

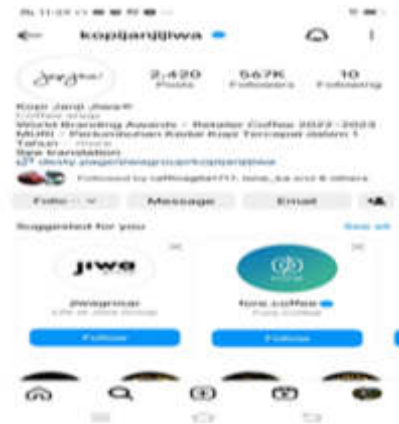


Figure 1. . Coffee Janji Jiwa Instagram followers

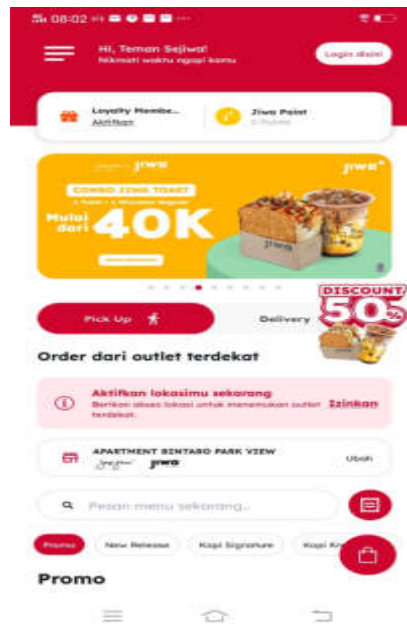


Figure 2. Coffee Promise Application

Secondary Data

In the secondary data the researcher took from several previous studies to be used as a comparison in the discussion later. Here are some of the studies we took:

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The first is a Journal on Digital Marketing Strategies for Coffee Beverage Products during the Pandemic, compiled by Sandy Adithia and Mega Puspita Perwira Jaya. It is said that there are many coffee shops in Indonesia that have promising potential economically, but within the Morfee Coffee Cafe in terms of Marketing Communication Strategy via Social Media post-pandemic Covid-19 still needs to be improved (Adhitia & Jaya, 2021).

The second is a Journal on the Effectiveness of Coffee MSME Marketing Communications in the Era of the Covid-19 Pandemic. In this journal it is said that marketing communication is carried out through 5 marketing communication mixes namely advertising, direct marketing, sales promotion, public relations, and personal selling. With the use of the 5 marketing communication mixes it has been effective in conducting marketing communications (Meta Meidina Risanti & Sutisna Riyanto, 2021).

The third is a Journal on Marketing Communication Strategy for Kopi Janji Jiwa through Digital Marketing Post Pandemic Covid-19, it says that in the digital era, Kopi Janji Jiwa applies the method *PENCIL* (Publications, Events, News, Community Implementation, Identity Media, Lobbying and Social Investment) and Digital media strategy. Kopi Janji Jiwa carries a different concept from Go and Grab. In other words, promised soul coffee already has innovation in maintaining its brand (Riyantie et al., 2021).

The fourth is the Barli Coffee Marketing Public Relations Communication Strategy journal. during the Covid-19 Pandemic. This study uses the three ways theory, namely pull strategy, push strategy, and pass strategy. In this journal it was found that the marketing communication strategy has a concept that is different from other coffee shop concepts. The concept uses a mix of marketing strategies, namely doing live music, the concept of Friday I'm in Love, Podcasts and live concerts. Barli Coffe also uses social media to get wider consumer attention and get positive feedback from social media. Social media is a trend that is still in demand by everyone. Apart from that, there are also obstacles faced by Barli Coffee, namely the lack of employees in the graphic design section and limited operating hours so that income is less (Priyono & Ahmadi, 2021).

This business marketing strategy is carried out based on the 4 P's (Product, Price, Place, Promotion):

1. Product:

The product offered is a type of coffee-based drink. With various flavors such as iced coffee, espresso milk iced coffee, matcha iced milk or hot coffee. The items being sold are not only coffee, those who don't like coffee can buy other foods, namely toast or croissant. The products in Kopi Janji Jiwa can be obtained from the menu listed on the Social Media service or through the Janji Jiwa application.

2. Price :

The price of promised soul coffee is affordable and very friendly according to people's pockets. The price offered is around Rp. 10,000 to Rp. 69,000. There is a discount package when buying a combination of coffee and bread.

3. Place :

Because the main target of this coffee shop with promises of soul is the community, young and old, who are in the school, office / work environment in the Greater Jakarta area, the design of the place is made as attractive as possible while still highlighting the comfort of visitors. Strategic shop locations are located on the side of major highways making it easier for buyers who come in person or online to easily access them.

4. Promotion :

The strategy for how this business can be recognized by the wider community, both young and old consumers, in several ways:

a. *Advertising* (advertising) namely:

Social networking: Facebook, Instagram, Tiktok, Janji Jiwa application Social media: Whatsapp, food delivery services such as gojek, grab or shopee food.

b. *Sales promotion*

By way of word of mouth promotion so that more people know about it. With promotions from Gojek or Grab and Shopee officers.

Sales Plan

Marketing strategies through social media to sell this product are;

1. Providing information regarding new products through the Janji Jiwa application regarding product quality, both food and beverages.

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2. Prioritizing quality (raw materials using ingredients that are always fresh)
3. Utilizing social media (using the internet to reach more customers and make it easier for the public to choose menus and view valid promos), for example, Instagram social media accounts that have hundreds of thousands of followers, evoke pictures of the Kopi Janji Jiwa menu, photos of coffee customers, people who share the moment of drinking coffee is the promise of the soul and other up-to-date information. work with content creators or influencers on social media to reach more customers. Not only increasing brand awareness through uploaded content, but also Jiwa Jiwa creates engagement with customers through the Janji Jiwa application, which has many attractive promos and can be accessed by consumers anywhere and anytime.
4. Offering business franchises, namely franchising so that this technique delivers the promise of a soul to become a coffee shop that won the MURI record as a coffee shop with the fastest growth in the number of shops in Indonesia.
5. Launched the Janji Jiwa application for ordering by presenting a grab and go concept where customers can order products and pay for them online then customers can choose the Janji Jiwa outlet they want to go directly to pick up the order or have it delivered to the location.
6. Marketing products with online motorcycle taxi services. Customers do not need to come to the outlet but their orders can be delivered directly to the house or location they want. The soul promise sales system is also integrated with the e-commerce platform so that customers can place orders anytime and anywhere. Various offers are available in food delivery services and online marketplaces.
 - a. Have a strong branding slogan and logo "eye and ear catching"
 - b. Pay attention to customer service.
 - c. To look after customers using whatsapp, business API, chat commerce.
To attract customers, you can do the following:
 - a. Providing information about food and beverage variants through social media that can be seen anytime and anywhere by consumers.
 - b. Providing discount promos through advertisements or ordering using online motorcycle taxis or online applications with packaged prices for food and drinks.
 - c. Cooperate with online sales services through Social Media by providing affordable prices.
 - d. Give points to the Promise of Soul application every time you order food or drinks.

5. CONCLUSION

Based on the results of the research and discussion above, it can be concluded that the Marketing Communication Strategy Through Social Media Post Pandemic Covid-19 is still being used today, however there are several Coffee Shops that have not improved their strategy for conducting marketing communications through social media. In doing the marketing of the Janji Jiwa Coffee Shop do A business marketing strategy based on the 4 P's (Product, Price, Place, Promotion) , the promise of soul coffee products includes several flavors, besides drinks, food is also provided as a variant for customers who don't like coffee drinks, coffee prices are affordable for various groups and there are promotional prices for regular customers, the place is affordable by grab and go online and free Wifi is provided.

Kopi Janji Jiwa also uses marketing strategies through social media and even develops them by implementing methods *PENCIL* (Publications, Events, News, Community Implementation, Identity Media, Lobbying and Social Investment) and digital media strategies so that many customers still use social media services even though Covid-19 has been declared no longer a pandemic. In the aftermath of the Covid-19 pandemic, the coffee cafe promised to make adjustments to the marketing communication strategy that was carried out. This happened because there were various changes that occurred due to the Covid-19 pandemic, so that companies could still make sales and remain competitive, so adjustments were made. The adjustments made are by focusing on a marketing communication strategy by utilizing social media. This is done as an effort to continue to be able to interact with potential customers to be able to reach a wider market.

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