

Implementation Of Monokrom Cafe Marketing Strategies On Social Media Instagram And Facebook

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Article Info	ABSTRACT
Keywords: Implementation, Marketing Strategy, Cafe, Social Media	This research aims to determine the implementation of the Monochrome Cafe marketing strategy on social media Instagram and Facebook. This research applies qualitative methods with a descriptive approach. From this research it was found that due to the limited ability of business people to evaluate the effectiveness of implementing media marketing on Instagram and Facebook, the proposed strategy includes implementing appropriate analytical tools and metrics to track and evaluate social media marketing performance. With this approach, businesses can better understand the effectiveness of marketing strategies and make necessary adjustments to improve results. In this way, Monokrom Cafe can continue to develop and strengthen its position as an attractive culinary destination in the city of Ampana.
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INTRODUCTION

The food or culinary business is currently one of the fields with the fastest and highest growth in the world (Mandasari et al, 2019). The level of consumption of Indonesian people, especially in culinary matters, can be said to be quite significant. In the midst of intense competition, the culinary business remains attractive on the condition that entrepreneurs must continue to innovate and be creative to survive in a competitive market. Apart from that, the culinary business is able to reach various target markets, not only from the upper class but also from various levels of society, including young people who like to try new, innovative products. Therefore, it is not surprising that more and more entrepreneurs are choosing to enter the culinary world (Yunus, 2021).

As time goes by, food comes in various types, variations and stages of consumption. The influx of western culture into Indonesia increasingly supports the development of the food business. One of the culinary businesses that is currently developing is the cafe business. The development of businesses, both luxury restaurants and cafes, all contribute to meeting people's food and drink needs. Not just a place to eat, restaurants and cafes are gathering places for family, friends and co-workers to share precious moments.

A cafe is a place that not only sells food and drinks, but a cafe provides many benefits for its visitors, such as a place to relieve consumer boredom and fatigue, as well as creating a calm and pleasant atmosphere for consumers (Bahari and Anshoer, 2018). Most cafes offer

more food than drinks. There are snacks as main dishes and desserts as dessert. But now, with the development of times and trends, as well as the influence of foreign culture increasingly permeating Indonesian society, the cafe trend in Indonesia no longer only includes coffee and tea, but rather specifies certain products, especially desserts, which have become the standard of western food culture.

The term "dessert" appeared in the 17th century from the French verb "desservir", which in English means "to clear the table". Before the final dish comes out, their custom dictates that the napkins and tablecloths must be replaced. The dish served at that time was soft fruit. Although in court circles the dish was known as "le fruit," the middle class changed the name to "dessert." After the French revolution, aristocratic "fruit" was completely replaced by "dessert". At the end of the 19th century, desserts were served in the form of almond cake, cream cake, and fruit tart which were not only consumed by the upper class, but became a special dish available to the lower class (Tebben, 2015).

Dessert may not be directly known to Indonesian people. However, the ease of accessing the latest information about desserts has become one of the triggers for the popularity of this dessert in Indonesia (Soemantri, 2023). The ever-increasing dessert trend is also accompanied by an increase in income among young people, especially in Jakarta as the capital city (Kevin, 2023). This increase in income directly influences the increase in dessert trends from year to year, which then influences the dynamics of demand and supply (Kevin, 2023). As a result, various cafes began to emerge offering various desserts to meet market demand.

In line with the development of dessert products in Indonesia, the role of dessert is no longer used as a dessert, now dessert has also become a popular snack choice. This phenomenon can be seen from the many cafes that offer dessert as a complementary menu. In the town of Ampana, Tojo Una-Una, the cafe industry has experienced significant progress. Based on data on Gross Regional Domestic Product (GRDP) Growth at Constant Prices 2010, Tojo Una-Una in the period 2019 to 2023, there was an increase of 8.28 percent in the Accommodation and Food and Drink Provision category. This growth is consistent every year, even after the impact of the COVID-19 pandemic in 2020. It is noted that in 2023, the number of tourists, both foreign and domestic, will increase significantly, having a positive impact on the growing food and beverage supply industry (BPS, 2024).

In the midst of the dominant cafe business in the city of Ampana, the main focus on coffee beverage products has become an undeniable trend. However, the presence of a cafe that exclusively serves desserts is still a gap that needs to be filled. Moreover, with the support of technological developments, people's lifestyles have also changed, especially in seeking information and meeting their daily needs. Platforms such as DRAIV and MAXIM are trusted solutions, with separate features to meet various needs. DRAIV FOOD, for example, provides a service for ordering food and drinks without having to visit the seller's location, with couriers ready to deliver orders directly to the customer's desired location. Meanwhile, the MAXIM feature, called MAXIM FOOD, provides a similar experience to meet users' culinary needs. With this innovation, the balance between needs and comfort is increasingly being met in a modern lifestyle.

In response to opportunities and changes in people's lifestyles who view this activity as an essential need, the author is increasingly interested in the cafe industry. The existence of cafes is seen as the most appropriate solution to meet the lifestyle needs that are currently trending among urban communities. Therefore, the author was inspired to open a dessert cafe business that offers various variants and flavors of its products and creates new innovations for people as culinary lovers and becomes a place with a comfortable and relaxed atmosphere, so that visitors can enjoy memorable dishes without feeling bored. The article is intended to find out the implementation of the Monochrome Cafe marketing strategy on social media Instagram and Facebook.

METHODS

A researcher is required to be able to choose and determine a method that is appropriate and possible to implement in order to achieve the research objectives (Azwar, 2012). Research methods are the methods used to conduct research that are adapted to the research paradigm. Research methods in other terms have the meaning of specific action steps that need to be carried out in a certain order. In research methods, there are several methods according to the scientific disciplines taught by experts for various research paradigms (Kumar, 2014).

This research applies qualitative methods with a descriptive approach. According to Bogdan and Taylor, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. The location of the research was at Monokrom Cafe Jalan Delima, Ratolindo District, Tojo Una-Una, Central Sulawesi.

RESULTS AND DISCUSSION

Identification And Solving Problems

Every company or business will experience challenges when starting its operational activities. Monochrome cafe has faced several internal problems since its inception. This chapter will discuss the problems faced by the cafe and how business owners overcome some of these challenges, as well as a review of relevant theories to reveal the right solutions to deal with the various problems faced.

Identification of Problems

In this section the author will explain various problems related to management functions as follows:

Table 1. Identification of Problems and Priority Scale in Resolving Problems at Monokrom Cafe

No	Aspects	Problems	Priority Scale (1 - 4)
1.	Operation	- Whipped cream suppliers who are located far from the place of business and do not provide delivery services, this is an obstacle in obtaining raw materials efficiently.	4

	- Additional equipment is required to support increasing production capacity.	3
2. Marketing	- Marketing activities on social media Instagram and Facebook. Monochrome cafe is still less active in interacting and reaching customers.	4
	- Business people are still limited in evaluating the effectiveness of implementing social media marketing on Instagram and Facebook.	3
3. Finance	- When the business is running, it is still necessary to purchase additional equipment which must be financed by the business actor's personal funds	3
4. Human Resources	- Instagram and Facebook accounts are only managed by 1 person, namely the business owner.	1

Theory Review

In this section, the author will explain the theory that is appropriate to the problem that has been identified and will be presented in a structured manner according to the order listed in Table 1.

Operation

One of the main problems that arises is the distance of the whipped cream supplier who is located far from the place of business and does not provide delivery services. When planning a business, business owners do not consider this distance issue, but distance constraints are often a challenge faced by businesses during their operations. One of the impacts is less time efficiency because travel takes a long time.

According to Susandi and Anita (2019), supplier selection is an important step in the purchasing process because it has a direct impact on the quality and availability of raw materials. The main focus of this process is to identify suppliers who are able to consistently meet business needs while reducing risks in material procurement. By choosing the right supplier, companies can not only save a lot of costs but also reduce potential risks that arise.

Another problem is the lack of accuracy in identifying equipment and supplies that will be used for business operations. Therefore, it is necessary to add a number of equipment to increase production capacity and existing facilities. In running a business, operational aspects have an important role. Previously, business people had planned and identified the equipment and tools needed for business operational processes. This is because of the importance of equipment and supplies in supporting the smooth production process.

According to research explained by Assauri (2008), the production process is a series of activities that utilize equipment to process input into output in the form of goods or services that are ready to be marketed to customers, with the aim of achieving profits. This process occurs in an integrated system, where processing or transformation is carried out using available equipment.

Finance

As business operations progress, it is sometimes necessary to purchase new equipment financed from the business actor's personal capital. This requires business actors to withdraw

additional funds from personal accounts. However, as time went by, the need arose for new, never-before-purchased equipment and tools, which were deemed essential to improving operational efficiency.

In considering financial management, according to Sofyan (2023), a wealth asset management expert, emphasizes the importance of having sufficient emergency funds. According to him, emergency funds should come from personal savings that have been specially prepared or from capital assistance that can be provided by other parties. It is better to avoid using loans from banks because they generally require collateral, and applications can usually only be made after the business has been running for two years. As for business capital funds, it is best not to use them completely at the start of the business to prepare for unexpected needs.

Human Resources

Business people face the challenge of lack of employee resources in managing Instagram accounts. Lack of personnel skilled in social media strategy. This causes social media activities to still be handled by business people themselves. In fact, human resource potential has a crucial role in achieving organizational goals. Even though technology continues to develop, information is easily accessible, capital is sufficient, and materials are available, without adequate human resource support, achieving organizational goals will be difficult (Sutrisno, 2011).

Marketing (Social media marketing; interaction; customer engagement)

- a. Problem 1: Marketing activities on social media Instagram and Facebook. Monochrome cafe is still less active in interacting and reaching customers.

In exploring related issues, attention is primarily focused on increasing interactions within social media platforms. As outlined by (Sheth, 2018), social media has a strong influence on the way marketers interact with consumers, which in turn influences cultural consumption patterns. Simple actions such as liking or commenting on a company's social media page are considered a form of user engagement with the brand. (Hollebeek, 2011) explains that engagement with a brand involves cognitive, emotional and behavioral activities that are directly related to direct interactions with the company. Additionally, (Barger et al, 2016) have developed the concept of consumer engagement as a set of measurable actions taken by social media users in response to brand content, including rating, commenting, sharing and creating user content such as reviews.

- b. Problem 2: Business people are still limited in evaluating the effectiveness of implementing media marketing on Instagram and Facebook.

According to (Paramitha, 2015), effectiveness is a measure that describes the extent to which target achievement has occurred. The greater the percentage of targets achieved, the higher the level of effectiveness. Measuring effectiveness is very important because without it, it is difficult to know whether the company's goals can be achieved or not. (Cannon et al, 2009), also states that effectiveness depends greatly on the extent to which the media matches the marketing strategy, such as promotional objectives, target market, as well as the characteristics of the media itself, including audience, frequency of broadcast, impact and

cost. Ease of understanding the message is also a key indicator in assessing overall effectiveness.

Solution to problem

In this section, we will outline the priority scale for resolving the problem. Each problem will be analyzed in depth, referring to the theories discussed previously. This aims to provide a better understanding of how the Monochrome cafe overcomes the challenges it faces.

Operation

Due to the problem of distance between whipped cream suppliers who are located far from the place of business and do not provide delivery services, business people have decided to overcome this problem by looking for whipped cream suppliers who are closer to the place of business. After one week of conducting a survey, a supplier was found that offered free delivery services, even though the location was still too far away. The theoretical analysis carried out according to Susandi and Anita (2019), supplier selection is an important step in the purchasing process because it has a direct impact on the quality and availability of raw materials. The main focus of this process is to identify suppliers who are able to consistently meet business needs while reducing risks in material procurement. By choosing the right supplier, companies can not only save a lot of costs but also reduce potential risks that arise.

Furthermore, the problem of identifying equipment and supplies that will be used for business operations, business actors overcome this by purchasing a number of additional equipment and supplies with additional funds from the business actor's personal sources. Thus, this decision was made based on careful consideration to ensure the smooth production process and business continuity of Monochrome Cafe. The theoretical analysis carried out according to Assauri (2008), the production process is a series of activities that utilize equipment to process input into output in the form of goods or services that are ready to be marketed to customers, with the aim of achieving profits. This process occurs in an integrated system, where processing or transformation is carried out using available equipment.

Marketing

Due to the problem of being less active in interacting and reaching customers, business people have taken the decision to create interesting and relevant content consistently by using a variety of content such as images, videos, and using interactive features such as Q&A and other features to increase follower engagement. Then create a posting schedule strategically to reach a diverse audience.

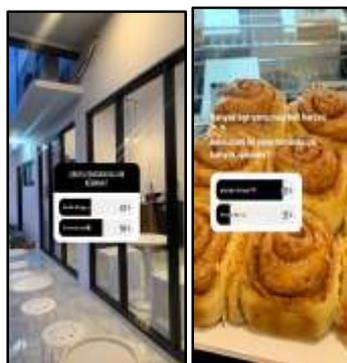


Figure 1. Interactive Q&A (Short Questions) feature on Instagram

Based on the image above, using the question sticker in Stories allows followers to provide input or experiences, which can increase interaction and provide valuable insight for the business. The theoretical analysis carried out according to (Sheth, 2018), social media has a strong influence on the way marketers interact with consumers, which in turn influences cultural consumption patterns. Simple actions such as liking or commenting on a company's social media page are considered a form of user engagement with the brand. (Hollebeek, 2011) explains that engagement with a brand involves cognitive, emotional and behavioral activities that are directly related to direct interactions with the company. Additionally, (Barger et al, 2016) have developed the concept of consumer engagement as a set of measurable actions taken by social media users in response to brand content, including rating, commenting, sharing and creating user content such as reviews.

The next problem is that business people are still limited in evaluating the effectiveness of implementing media marketing on Instagram and Facebook, so business people make a decision to be able to implement several effective strategies. One way is to use the right analytical tools and metrics to track marketing performance on both platforms. Starting from utilizing Facebook Insights and Instagram Insights to monitor statistics and trends, to conducting surveys or studies to understand consumer responses to the marketing strategies implemented.



Figure 2. User Engagement on Facebook

The image above shows the concept of user interaction involvement with related content, such as likes, comments and shares. This helps assess how interesting the content is to the audience. With this approach, businesses can gain a better understanding of marketing performance and make the necessary adjustments to achieve optimal results.

The theoretical analysis carried out according to (Cannon et al, 2009), effectiveness is very dependent on the extent to which the media matches the marketing strategy, such as promotional objectives, target market, as well as the characteristics of the media itself, including audience, viewing frequency, impact and costs . Ease of understanding the message is also a key indicator in assessing overall effectiveness.

Finance

In financial problems, this is when business people spend their money back from personal funding sources, from this problem business people make the decision to create a special reserve fund or emergency cash which is used specifically for the need to purchase additional equipment or other emergency needs. In this way, there is no longer a need to use personal funds, and business actors can plan better use of money.

According to Sofyan (2023), a wealth asset management expert, the theoretical analysis carried out emphasizes the importance of having sufficient emergency funds. According to him, emergency funds should come from personal savings that have been specially prepared or from capital assistance that can be provided by other parties. It is better to avoid using loans from banks because they generally require collateral, and applications can usually only be made after the business has been running for two years. As for business capital funds, it is best not to use them completely at the start of the business to prepare for unexpected needs

Human Resources

With careful consideration of cost factors and work effectiveness, Monochrome Cafe has decided to postpone adding additional employees at this time. Even though business people feel that taking care of everything themselves may be less efficient in terms of time, business people are still able to complete tasks well. Even so, opportunities to recruit new human resources remain open in the future.

CONCLUSION

Monokrom Cafe, located in Tojo Una-Una Regency, is known for the wide selection of desserts and drinks it offers. With a focus on sweet and delicious dishes, this cafe creates a different culinary experience for its visitors. Through a combination of distinctive interior and exterior elements, Monochrome Cafe succeeds in creating an attractive and elegant impression for customers. However, this cafe still has shortcomings, especially in several operational aspects. In carrying out business, several problems arise, such as the long distance from the whipped cream supplier and a lack of accuracy in identifying the equipment and supplies needed. To overcome the first problem, the decision was taken to look for a whipped cream supplier that was closer and offered a free delivery service. Meanwhile, for the second problem, a decision was taken to purchase additional equipment with additional funds from the business actor's personal sources, as well as creating a special reserve fund for emergency needs. In addition, due to the limited ability of business actors to evaluate the effectiveness of implementing media marketing on Instagram and Facebook, the proposed strategy includes implementing appropriate analytical tools and metrics to track and evaluate social media marketing performance. With this approach, businesses can better understand

the effectiveness of marketing strategies and make necessary adjustments to improve results. In this way, Monokrom Cafe can continue to develop and strengthen its position as an attractive culinary destination in the city of Ampana.

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