



Implementation Of Digital Marketing Communication Strategies At Neostation Creative Center, Live Cooking And Coffee Bar

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Keywords

Digital Marketing,
Coffee Shop, Creative
Center, Economy
Creative.

Abstract. We are currently entering an era of digitalization which is becoming a new favorite in the world of business and marketing. As if entering a new era, business actors must be able to adapt to developments in information and technology. We encounter many business actors who cannot adapt and will sink by themselves. In fact, we are often surprised by extraordinary business changes. Anti-mainstream marketing strategies to digital transactions through applications that replace cash transactions. This requires all companies, from small scale to multinational, to compete more fiercely to reach the market. As time goes by, people's lifestyles, especially in the city of Bandung, seem to be evolving. Starting from unlimited creativity with the emergence of many content creators, fulfilling a lifestyle that is not just mere socialization with the proliferation of coffee shops in the city of Bandung. This opportunity was exploited by PT. Sarana Investindo by opening a business in this field. By carrying out a minimalist creative space concept, NeoStation offers coffee shops, clothing districts, content creators, automotive enthusiasts and fashion. Seeing that most of NeoStation's target market is generation Z, namely students and business people, they must apply the Digital Marketing Concept to achieve the target. In this research we will understand how traffic, conversion and engagement work. The internet has changed the way of doing business and marketing. The data collection technique is through in-depth interviews with figures from NeoStation, conducting observations at a location located on Jalan Mutumanikam No. 69 Cijagra, Lengkong District, Bandung City, West Java, and literature review. The targeted output of this research is the accredited national journal Sinta 1-6. The proposed Technology Readiness Level is 3. The objectives of the Technology Readiness Stage that will be produced by this research are at three levels, namely, TKT 1, TKT 2 and TKT 3 with the first process knowing the basic principles of the technology that has been researched; the second is the formulation of technology concepts and their applications; the third is proof of concept in a relevant environment..

1. INTRODUCTION

Digital Marketing is becoming a new favorite in the business world. Business actors not only have ideas to create jobs and new businesses but are often faced with the biggest problem in the business world, namely how to market the business so that it is accepted by consumers. Business actors who cannot adapt to current developments will naturally sink. If we look at the meaning of marketing itself, it is an activity, a series of institutions and processes for creating, communicating, delivering and exchanging offers that have value for customers, clients, partners and society. The main activities that a marketer must master in running his business. The internet is a media that is built digitally. So far, we are familiar with conventional media, namely television, radio, billboards, and so on. However, in this era, conventional media is not as attractive as digital media. By using the internet we can search for the information we want in any part of the world, buy the goods we want, and much more. And what's interesting is that the internet can be accessed anywhere.

The growth of internet users every year increases to 7%, there are around four billion internet users in the world, this is 53% of the total world population. In fact, Indonesia is ranked sixth in the world, from this phenomenon it can be seen that digital marketing opportunities are greater than traditional marketing. According to BPS data from the 2021 Susenas Survey data collection results, 62.10 percent of Indonesia's population has accessed the internet in 2021.

This high internet usage reflects a climate of information openness and public acceptance of technological developments and changes towards an information society. The high number of internet users in Indonesia cannot be separated from the rapid development of cellular telephones. In 2021, 90.54 percent of household in Indonesia will own/control at least one cell phone number. This figure has increased compared to conditions in 2018 which reached 88.46 percent. In just one day, the average Indonesian internet user spends up to 8 hours 52 minutes accessing the internet, streaming 2

hours 50 minutes, hanging out on social media for 3 hours 14 minutes, and can spend 1 hour 38 minutes reading online and offline media.

Seeing the active social media users in Indonesia, in accordance with this, marketing communications has become one of the main parts in winning competition or achieving company goals and has a very important role in running a business. Marketing communications are all promotional elements of the marketing mix which involve communication between organizations and target audiences in all forms aimed at marketing performance (Hakim, 2020). Marketing communication activities are activities used to support promotional activities for a product. The marketing communications process must be carried out correctly according to the target consumer. So it can be concluded that marketing communications allows a business company to connect brands with locations, people, event venues, experiences and other things. So marketing communications must be able to be combined and integrated in an effort to deliver consistent messages and achieve strategic placement.

2. METHOD

The research method used in this research is qualitative with a case study research tradition. The case study approach attempts to approach research problems that are typical or have a high level of novelty and there are not many theoretical explanations for the problems discussed. This is as expressed by Yin: Case studies as empirical investigations that investigate contemporary phenomena in real-life contexts, especially when the boundaries between phenomenon and context are not clearly defined, and these case studies rely on various sources of evidence obtained (Rhee, 2004).

3. RESULTS AND DISCUSSION

Neostation is a business place that operates in the culinary, working space, creative center, fashion and automotive enthusiast sectors. The location in the stone fruit area is an advantage in itself for getting a market. The Buah Batu area is known to local residents and tourists outside the city of Bandung as a shopping and culinary tourism center. This area is also known as a route for tourists, especially from Jakarta, as a gateway to enter and exit the city of Bandung. Access to the Buah Batu toll exit makes it very easy for tourists to go directly to the city center of Bandung (Alun-Alun Bandung) to buy various souvenirs and enjoy culinary delights.

From the results of research in the field regarding digital marketing concepts, namely traffic, engagement, and conversion, many interesting things were found that could improve existing businesses at Neostation. In the digital era, marketing is no longer conventional but everything has shifted to digital. Neostation uses this to carry out massive promotions on digital media. It is proven that marketing in the digital world using digital marketing concepts is cheaper and has more reach.

a. Traffic

Traffic is an important metric in creating content marketing. The higher the traffic the website gets, the better it means for the success of the content marketing. Neostation utilizes the social media platforms Instagram, TikTok, YouTube and websites. The choice of platform is tailored to Neostation's own segments, namely young people, families and workers.

b. Conversion

Conversion is a way to turn visitors into customers or potential customers. This stage makes visitors interested in seeing, learning and buying the products or services offered. This is a very important stage in digital marketing. The most common conversions done online for Business to Business (B2B) companies involve more offers (quotations), while for retail or Business to Customer (B2C) companies more include sales.

There is only one requirement to be able to measure conversion, namely that it can be measured. The biggest difficulty in conversion is when you have a type of conversion that does not have a definite value, such as brand awareness, brand valuation, and the like. This cannot be categorized as a conversion because the assessment is fairly subjective. Conversion must be able to be measured based on data. There are two types of conversion that are most important for a business, namely sales and leads.

Sales or selling is the easiest type of conversion to understand. Can calculate how many sales occur on the website every day, week or month. Leads or potential customers-those who have not yet purchased but are already interested in the business, they have tried to contact or at least ask for more information.

c. Engagement

After distributing advertisements, the next thing that must be maintained is engagement. This aims to reduce the distance between customers and companies, especially at NeoStation. Most products are sold because customers have strong engagement. This cannot be done quickly, it requires the right strategy and tactics, such as creating content on social media, not only hard selling but soft selling. For example, creating content about employee or barista activities. There are three segments that support engagement, namely: repeat customers are said to be repeat customers if they buy more than once. Like the tenants at NeoStation, it can be said that regular customers include M-69 detailing, HIVE, there's collection, Je t'aime aussi parfume, law office, everyn nail airt, and soft skills school. Their role is also very important, namely helping to bring potential customers to NeoStation.

Next, there is the term first buyer who receives more experience when they decide to use a product or service at NeoStation. They will give you the first impression on your visit. This is different from potential customers who need to build relationships with people who are not yet interested in using your product. This is the hardest part because they have to convince their people to buy. One of them is by telling product features, benefits of using the product, and much more. The most important thing is to make potential customers want your product and not need your product.

4. CONCLUSION

Digital Marketing is a new prima donna that does not escape user adjustments. As time goes by, all sectors need appropriate strategies to develop their potential. Especially in the business world which cannot survive with conventional or traditional methods. Everyone has to switch to the digital world. Business actors who cannot keep up with the current digital era will naturally sink. Running a business today is not just about the product you have but the strategy on how to market it so that it can be accepted by the public. Therefore, from this research, it can be concluded that NeoStation has successfully integrated various digital marketing communication approaches and tools to achieve their goals. Some of the success factors that have been identified include the use of relevant and engaging content, active use of social media, collaboration with influencers, and implementation of customer loyalty programs. With this holistic approach, NeoStation was able to improve their brand image, increase customer engagement and increase the number of visitors to their locations. Implementing a digital marketing communication strategy is a crucial step for NeoStation Creative Center, Live Cooking and Coffee Bar to achieve success in the current digital era. By continuously improving and optimizing strategies, as well as innovating marketing approaches, NeoStation can bring added value to customers and achieve sustainable business growth. This research provides a strong basis for NeoStation to formulate strategic steps to face increasingly fierce and ever-changing competition in the world of digital marketing.

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