



# Implementation of Marketing Communication Strategy at Moju Moju Caffe & Tea by Utilizing Instagram as a Promotional Media

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**Abstract:** The development of coffee shops is trending and mushrooming, giving rise to tight business competition, therefore it is necessary to implement marketing communication strategies in developing and expanding market share. A marketing communication strategy is very necessary so that communication can be delivered accurately and effectively and can form awareness of customers or the general public in accordance with the goals to be achieved. The aim of this research is to find out how to implement marketing communication strategies on the Instagram account @mojumojuid in order to attract potential customers by utilizing the features available on Instagram application to promote their products. This research uses descriptive qualitative methods through structured interview methods in collecting research data. There were eight respondents including one quality control, two baristas, and five customers around the Surakarta City area to obtain information and data in this research. The variable or theory used in the title of this research is an online marketing communication strategy with a communication mix approach based on advertising, sales promotion, events & experiences, public relations and publicity. ), direct marketing, interactive marketing, word of mouth promotion, personal selling and this theory can influence consumer decisions in using products.

**Keywords:** Marketing Communication Strategy, Instagram, Moju Moju Coffee & Tea

## 1. Introduction

The culinary business is a promising business. Actors, business people or culinary companies cannot be separated from what is called a marketing communication strategy, the purpose of which is to introduce and promote their products to the market and the wider community, which requires quite a lot of funds. To introduce culinary products through various media and of course with today's developments there is a need for change and developing the attractiveness or characteristics of the product by keeping up with the times. The development of promoting products in question is promoting culinary products via the internet and using social media such as the use of social media in introducing and offering products to the Millennial generation or generation Z. (Nasution A, 2021).

In Indonesia alone, 73.7% have used the internet, and 61.8% of the Indonesian population actively uses social media in their daily lives. The number of Indonesian residents who use the internet to make daily life easier as well as for entertainment and to fill their free time, which they use via smartphone, to play online games, buy goods or rent services, and actively use social media to search for various sources of information they need. (Ramadan, 2023).

Social media is a forum for carrying out various communication activities such as sharing information and marketing and marketing the products offered so that people are interested in buying the products. (Nufus and Handayani, 2022). Realizing that with the existence of social media, business people or companies can facilitate and increase advertising or promotion of services and products through media platforms in a way that is attractive to the public. (Bragg et al., 2021)

Social media platforms are important for customers, whether they use them for en-

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tainment activities, interaction, or to search for desired services or products. Social media has a role that can influence consumers in making decisions, considerations, evaluations, and buying or re-buying the products and services offered. For this reason, entrepreneurs or entrepreneurs invest in improving social media strategies aimed at acquiring, retaining and expanding their customer base. (Vinerean and Opreana, 2019)

Instagram is a social media application that can upload videos, captions, photos, stories, hashtags, etc. which has made Instagram an application downloaded and used by many people around the world, including companies and business people who market their products or services. via the Instagram account he created. Instagram can also widely promote the products or services it markets, and can be accessed universally by anyone. This event can make company brands not hesitate to use Instagram as the main tool in implementing branding strategies so that the product can be known by the wider community (Ramadhan and Gartanti, 2022). Moju Moju Caffee & Tea markets its products in 2 ways, namely coming directly to the store if you want to enjoy the culinary delights and atmosphere at Cafe Moju-Moju, and with the development of technology, the internet as a medium for introduction and various information about Moju-Moju products online store through media and Instagram bio. and there is also a special link in the bio to view the product menu and to order culinary moju-moju online. Marketing communications is a tool applied by companies or business people to offer or promote products or services through various innovations in order to reach target markets. With marketing communications, it can create and grow customer awareness of the products and services offered by businesses/companies, so that customers can find out about the products or services offered which can lead to sales activity. (Kuswandy and Aulia, 2022).

The strategy carried out by the manager of the Moju Moju Caffee & Tea Coffee Shop which makes his coffee shop have a different value from similar businesses is not only through social media, but the Moju Moju coffee shop has other strategies that are not found in similar coffee shops. So that consumers of the Moju-Moju coffee shop feel interested in what is in the Moju Moju coffee shop, the shop owner has created a member coffee card, a comfortable place, a community that often holds UMS campus stand up comedy events once a week, and attracts running community too.

The type of marketing communication strategy communication model used in this research is the marketing mix. Promotion mix or what can be called a communication mix is a type of marketing variable that can be regulated by the company and used to find the target market. Among the strategies that can be used is using a marketing mix. This strategy can provide full benefits for business people/sellers and provide satisfaction value for customers. The marketing mix can have an impact on consumer decisions regarding services and purchasing products that can provide consumer satisfaction (Afriani, 2023). The strategy implemented by the Moju-Moju cafe by implementing a marketing mix is very appropriate to use as a theory in this research.

In the explanation explained above, this research was created because there is an interesting objective to research in order to increase insight into the implementation of marketing communication strategies via Instagram social media which is often used by the public in Indonesia and there is a problem formulation of knowing "How to implement marketing communication strategies on accounts Instagram moju moju in order to attract potential customers by utilizing the features available on the Instagram application to promote their products?"

## 2. Materials and Methods

The research method model that will be used in this research is the qualitative descriptive method. This research model aims to describe an event or phenomenon in as much depth as possible. The subjects of a study are selected based on the estimates of people who are

competent and connected through online media marketing communication strategies and whose sources are trusted because they are consistent when looking for information related to the research to be conducted. (Sarastuti, 2017). The reason researchers use this method is so that they can better explain the reality of communication to consumers and managers of Moju Moju Caffe & Tea.

The types of primary and secondary data that will be used are primary data through the results of research interviews and secondary data obtained through existing research journals, documents and books. Thus, the method that will be chosen and used by this researcher is to present reality and systematically explain the marketing mix communication strategy through the use of Instagram media on the @mojumojuid account.

The sampling technique that will be used in this research is purposive sampling technique. Purposive sampling is a technique for determining data or sampling through considerations of certain criteria (Lenaini, 2021)

There are 8 informant qualifications involved, namely quality control, two moju-moju baristas who understand marketing on moju-moju Instagram media, and moju moju consumers in the age range of 20-24 years who visit the cafe more than once with student or student status. is a customer of Moju Moju Caffee & Tea. Based on the informant's qualifications, the researcher will interview around 8 informants consisting of the owner and employees (barista) of Moju Moju Caffee & Tea and students who are customers of the cafe.

**Table 1.** List of Research Informants

No	Research Informant	Amount
1.	Quality Control	1
2.	Baristas	2
3.	Customers	5

The type of paradigm used in this research is the Positivism paradigm. Positivism is used in this research because it is to reveal the truth or social facts in a research that will be researched where this type of paradigm will be carried out empirically, systematically and objectively. (Delliana, 2023). Researchers will struggle to uncover the truth or reality that exists, and how that truth actually works.

In this research, researchers will use the Miles and Huberman model of interactive data analysis. The data analysis techniques used are: a). stage of collecting data or information, 2). Reducing data, 3). Presenting information data, 4). Techniques for concluding and verifying data (Kurniati et al., 2019). This analysis is used by collecting primary data that has been obtained through interviews with informants. The type of interview used is a semi-structured interview, even though the researcher has designed questions for the informant, there will be random questions generated for the informant's answers. Researchers focus on the use of Instagram media as a medium to promote business on the Instagram account @mojumojuid.

This research uses data triangulation validity techniques, namely linking the same data through several different data sources (Wasyik and Hamid, 2020). In proving that the data obtained through interviews, observation, documentation, and whether it has been analyzed is valid or not, researchers match the sources' answers with those posted on the Instagram media account @mojuojuid.

### 3. Results and Discussion

#### 3.1 Results

Each element of marketing communications has its own role in the use of marketing communications. In the process of improving online marketing, Moju Moju is working on various things that can support buying and selling transactions in improving marketing, one of which is through Instagram media. As we know, the internet revolution has entered various aspects of life, including the world of marketing. Armed with com-

puters and smartphones, virtual market activities are open twenty-four hours, seven days a week and provide almost all the necessities needed for everyone.

"The purpose of using Instagram is of course efficient branding, now everyone has a cellphone and the platform that is frequently used and frequently scrolled is Instagram" (Dewa, QC Moju-Moju, 2024)

Instagram is a social networking platform that can be used for direct marketing (Denniz Yuniar, 2020). By using Instagram, products can be advertised by uploading photos or short videos so that potential customers can see the merchandise.

"Usually many people come to Moju Moju because of promotional advertisements posted on Instagram, after arriving at the café they ask whether the menu matches what is promoted on the Moju Moju Instagram account" (Muhammad Al, Barista, 2024)

Moju Moju Caffee & Tea has implemented or utilized several Instagram media features on the @mojumojuid account. Instagram has features that can support the product marketing process, including Photo & Video Feeds, Instagram Stories, IGTV, Instagram Shop, also Instagram Live, and others. In utilizing Instagram features, the Moju Moju team has only used some of the available features.



Figure 1. Instagram profile @mojumojuid

The results of this research were obtained through an interview process with quality control, baristas and customers. The results of the interviews that have been obtained will conclude regarding the implementation of Marketing communication strategies on the Moju Moju Instagram account by utilizing the features available on the Instagram application to promote its products.

#### a. Advertising (Advertising)

It is a form of non-personal communication of ideas, goods or services funded by the company or sponsor (Mulitawati and Retnasary, 2020). This is done by creating a strategy or planning advertising objectives so that you can display more targeted advertisements, where the advertising media is via Instagram. The aim of advertising for Moju Moju Caffee & Tea via Instagram itself is to increase achievements such as expanding market share and income from product sales as well as assessing whether it can add consumers through advertisements shared on Instagram. In its advertising execution, Moju Moju determines the budget which is divided into each sector, such as budgeting for promos and social media.

"For the strategy itself, of course we have a content plan every month. So to monitor there is a data feature on Instagram, now the data is discussed to discuss future content and for the content plan itself we discuss, for example, post feeds, reels, what stories will be like when there is a new Moju-Moju product that will be released and existing events.

"At Moju-Moju we create content and for the starting week we will definitely have a meeting to select/create content that is trending and suitable on Instagram so that followers and people who see our content are interested in coming to Moju-Moju." (Dewa, QC Moju-Moju, 2024)

@mojumojuid's efforts in advertising content on Instagram have the aim of making their products popular with consumers. In order to maximize this, a plan or strategy is needed to share interesting content on Instagram so that many consumers are interested in the posts and come to Moju Moju Caffee & Tea.

"I found out about Moju Moju Cafe from campus friends, sometimes also from advertisements on Instagram, before going there I already knew about it from Instagram, with promotional advertisements or events from Instagram @mojumojuid, I was interested in coming there." (Ezra, Customer, 2024)

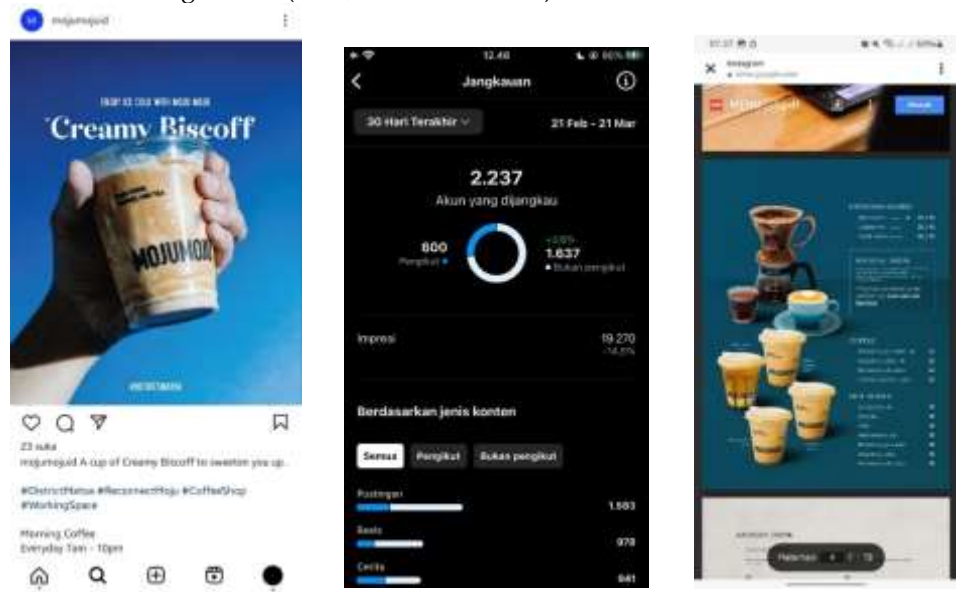


Image of one of the Creamy Biscoff drink products, Instagram insight @mojumojuid and the Moju Moju Caffee & Tea product menu which can be seen and accessed on Instagram  
Source: Instagram @mojumojuid

b. Sales Promotion (Sales Promotion)

Moju Moju Caffee & Tea carries out sales promotion activities such as new product promotions, price discounts, food bundling packages, and buy one get one. Moju Moju always participates in and organizes various events, one of which is Stand Up Comedy which is held every Thursday and a morning running event from the PRFL runner community in Solo. The purpose of sales promotion is to modify consumer behavior, inform consumers about the product, persuade and motivate consumers to want to buy the product being offered, and remind consumers not to switch to another product.

"Moju-moju is active in promoting branding, one of which is District Matoa, which is the new moctail special tea menu. To direct this product menu, we promote the product along with the baristas and attract the community through the content we create on Instagram. "So we introduce these moju-moju baristas, if they all have a hand in the new menu, then we launch it so that lots of people and our followers on Instagram are interested in coming here to taste our special tea coffee" (Dewa, QC moju- moju, 2024)

"Always advise consumers to follow Instagram @mojumojuid if they want to see events or promos for products from Moju-Moju Cafe, such as 20% promos, stand up comedy events every Thursday, and Instagram is always more updated" (Widya, Barista, 2024).

The success of the marketing process using social media Instagram can often be measured by the attitudes and purchases of brands that consumers choose and are interested in. Therefore, it is very important to see how various types of advertisements

displayed on social media such as Instagram influence individuals, consumers, and target markets.

"What I have experienced is when there are promos, if you look at Instagram, sometimes there are promos and sometimes there are product updates on mainstay menus and new menus" (Dedi, Customer, 2024)

"At that time, I often invited my friends to hang out together at the moju-moju cafe after college classes finished because the prices were right for the student budget and the drinks tasted delicious" (Muhammad, Customer, 2024)

Posts uploaded to the @mojumojuid account are always updated and have the impression of inviting consumers to be interested in what we offer on Instagram social media. Not only that, Moju Moju and the @mojumojuid account often report that there are events such as stand up comedy which are held every Thursday.



Image of one of the food & beverage promotional packages as well as promos for Moju Moju Caffee & Tea member card users  
Source: Instagram @mojumojuid

From the interview above, it can be seen that the Moju Moju advertising uploaded on Instagram @mojumojuid is proven by the promotions that are posted attracting customers to come to Moju Moju.

### c. Personal Selling (direct marketing)

Direct marketing or personal selling is a promotional strategy with a more personal approach, such as sharing experiences, both introducing and attracting potential customers or customers in offering the products or services offered. (Octora, et al., 2022). In the implementation of direct marketing carried out by cafe moju moju by offering its mainstay menu first or the customer has already chosen the menu of products to be purchased through the menu provided on Instagram and the cafe moju-moju store.

"For the offer, we first go to the signature, after that we give them a menu book and then ask them which product they want. There are also customers who are interested and come to the Moju-Moju cafe from seeing the products offered on Instagram, customers come directly and order the products they want like the social menu." (Al, Barista, 2024)

The implementation of the marketing mix through direct marketing used by Moju Moju is in marketing its products, namely by first offering quality products first or flagship drinks and new products that have just been released, with the aim that consumers can choose products with their favorite choices and suggest order options. drinks & food according to their wishes.

"When the barista offers a product, he usually offers the first product, the favorite product, and then asks what the customer wants. "The products that are the best sellers

and are ordered by customers are coffee milk, hazelnut, signature. If you rarely eat heavy food, snacks such as French fries and toast are rare" (Widya, Barista, 2024)

"Usually after finishing college classes and when I take my girlfriend to campus, I take the time to go to Moju-Moju Cafe with my girlfriend to enjoy the snacks & drinks that are often ordered. "Sometimes we also try new menu variants that are currently on promotion." (Fikri, Customer, 2024)

From the interview above, the products offered by Moju Moju have succeeded in attracting consumers with the taste that matches the offerings from the barista.

#### d. Events & Experiences

Moju Moju Caffee & Tea has its own charm, such as the events they hold so that customers are more comfortable and customers can visit again. Events or events at moju-moju are also published via Instagram media so that those who see the content and follow them Instagram cafe moju moju to come directly to the location. Of course, moju-moju often holds events that are more lively and scheduled.

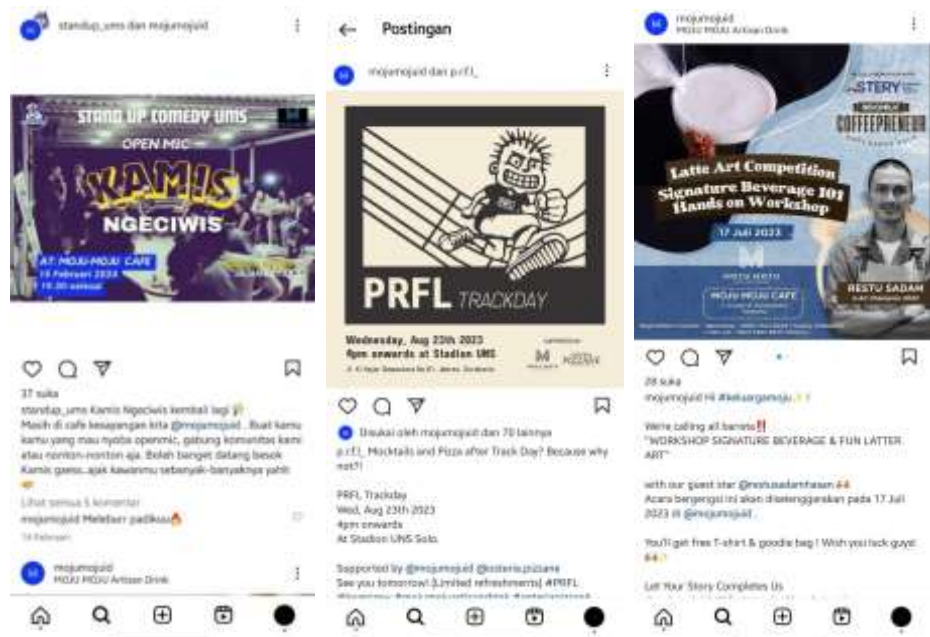
"We invite several communities such as the PRFL runner community which is a running community in Solo. So we attract them every time they have a morning running event, we invite them to start the running track in Moju-Moju and finish in Moju-Moju too and for the community Secondly, we invited the UMS stand up comedy community, which is held every Thursday at the Moju-Moju Cafe on the 2nd floor. We have also held classes and competitions, one of which was Latte Art Barista, at that time we invited one of our guests to collaborate with Indomilk, we invite the blessing of Sadam Hasan who is Indonesia's representative at the word latte art championship. "From the event, we put content on our Instagram so that many people are interested in visiting and monitoring the promos on our Instagram" (Dewa, QC moju-moju, 2024)

Through this information, it can be concluded that Moju-Moju Cafe uses different strategies to attract customers, such as inviting local communities and classes or competitions that are provided at Moju-Moju Cafe and then content and spread via social media so that they can enliven and attract customers.

"I sometimes look at Moju-Moju's Instagram because there are events that I think are interesting, like the UMS campus stand-up comedy event every Thursday." (Iza, Consumer, 2024)

The strategy used by the manager of the Moju Moju coffee shop which makes the coffee shop have its own value is by frequently holding stand ups from @standup\_ums. By holding this, the Moju Moju coffee shop can attract the attention of customers so that when customers come to the shop when there is a stand up, the customers will feel at home continuing to stay in the shop because they get free entertainment. Apart from holding stand up comedy, as a strategy for the Moju Moju coffee shop, there is also joining community running and there are additional classes or competitions which can have different value from businesses like the Moju Moju coffee shop. With the running community, the owner of the Moju Moju coffee shop will gain more relationships and this can have an impact such as increasing potential visitors or potential customers to come to the Moju Moju Caffee & Tea store.





Images of the UMS Stand up Comedy Community Event, PRFL Running Community, and Latte Art Workshop & Competition held by Moju Moju Caffee & Tea  
 Source: Instagram @mojumojuid

e. Public Relations and Publicity

Moju Moju Caffee & Tea is also needed to build bonds with customers, where Moju-Moju accepts all criticism and input from customers and following on Instagram media and directly in the store related to Moju-Moju Cafe, both in terms of beverage and food products, events, services provided, product prices, places, promotions, and content uploaded on Instagram. This is necessary so that criticism and input provided by customers can make better changes in the future so that customers like, are comfortable and happy with the improvements and changes provided by Caffee Moju-Moju.

"On Instagram itself we receive reviews, not just comments on content and they sometimes DM. Sometimes there are no customers commenting directly or on Instagram social media about moju-moju, we use this as input for us to evaluate the service and taste at our moju-moju cafe shop. "With the QC team now in handling operational problems we can minimize them" (Dewa, QC moju-moju, 2024)

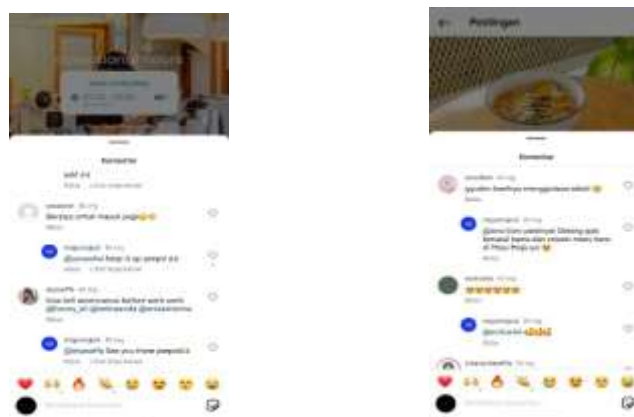


Image of operational review and one of the gyudon beef food products from Moju Moju Caffee & Tea  
 Source: Instagram @mojumojuid

3.2 Discussion

Moju Moju Caffee & Tea is a cafe located in the Solo City area, more details on Jl. Duwet 12, Karangasem, District. Laweyan, Surakarta City. The café uses all marketing



strategies to increase and disseminate potential customers through social media connected to the internet network. The aim is not only to increase potential customers but also to get responses or communication on social media. Together with potential customers, regular customers and the solo community who are connected to Moju Moju Caffee & Tea, especially on Instagram media, by implementing marketing communication strategies on Instagram so that they are interested and want to If you return to a cafe that is not yet very popular, a marketing communication strategy must be implemented. This research focuses on how to implement marketing communication strategies on the Moju Moju Instagram account to attract potential customers by utilizing the features available on the Instagram application to promote its products. There are several informants who have been recognized through structured interviews as members of the Company's management.

If cafe shops in the Solo area want to develop and expand their market share, they must compete through various strategies and creative ideas which also use their own uniqueness in the Solo area. Like the Moju-Moju cafe, this cafe has its own uniqueness compared to other cafes, such as the unique shape of the building, the facilities are capable and modern following the times, the strategic location is close to the Muhammadiyah University of Surakarta, where of course the majority of customers are students and female students on the campus, and various characteristics that differentiate local cafes in the Solo City Area. However, Moju Moju Caffee & Tea is not as popular as other cafes in the Solo City area. Therefore, an efficient marketing communication strategy is needed and implemented in order to increase more potential customers so that they can increase sales of the products offered in the future. The marketing function is very important in managing relationships with customers through important elements of the Company. This function has a positive influence on the sustainability of customer relationships and sales of products or services by the Company (Moorman and Rust, 1999). The purpose of the marketing strategy itself is to be able to attract potential customers to the products or services they need, promote products or services to meet market needs and have the potential to lead to the development of new market segments (Harris, et al., 2022). In order to realize success in marketing communications, it must be planned, integrated and implemented in all components or strategies of marketing communications to the maximum so that it can provide and be useful for people involved in finding out about and purchasing the product or service being communicated or offered to potential customers and subscribers. but this is known as integrated marketing communication (Octora, et al., 2022).

Integrated marketing communications based on various opinions is a marketing strategy, tactic and activity where a company begins to focus its various channels to convey a single, effective message through various tools in the promotional mix. This message is a message that is able to attract the attention of the segment and target market it is aimed at. The marketing communication strategy via Instagram media carried out by the @mojumojuid account contains five main components of an integrated marketing communication strategy, namely advertising, sales promotion, Personal Selling (direct marketing), Event & Experience, and Public Relations and Publicity . Researchers are of the opinion that Moju Moju Caffee & Tea, in promoting its products through advertising, aims to provide information to the public and attract potential customers through various social media, especially on Instagram media, where the advertising is to provide information in a creative way regarding the product and the lively event being presented. by cafe moju moju.

In carrying out sales promotions, Moju Moju Caffee & Tea also participates in and invites communities around the Surakarta City area such as the UMS Campus Stand Up Comedy community, and the running community from PRFL, latte art competitions, as well as the participation of baristas who take part in supporting promotional activities for cafe moju-moju products at every event held at the cafe or around the city of Solo. By

using this strategy, the management of Moju Moju Caffee & Tea can respond and monitor directly so that community members, baristas and consumers can interact with each other, get interesting experiences and be able to return to the moju-moju cafe. However, direct sales also benefit from the use of social media which can increase brand value, trust and relationships with consumers (Hendershott, et al., 2006).

Public relations & publicity or what can be called public relations is one of the strategies needed in an organization or company because it is related to public opinion. The aim of public relations in the Company is to be smart in looking at conditions in analyzing or monitoring conditions in the area around the Company and in the community so that the strategies implemented can influence the public in providing positive information and responses. Apart from that, the task of public relations is also to publish company information in mass media and online media (Indah Sari, et al., 2021). Moju Moju cafe managers use social media to publish and disseminate information. The use of social media in public relations is also so that companies can communicate with the public or customers and it is possible for customers to interact directly, where managers must shape consumer discussions and influence consumer conversations so that the mission and performance goals of the company or organization can be aligned (Mangold, et al., 2009). In this research, the public relations management, especially the marketing team, uses the official Instagram social media belonging to Moju-Moju Cafe to provide information, promotions and events held at the cafe to customers and the public. Because with social media, especially Instagram, Moju Moju Caffee & Tea can provide the latest information, such as product promotions, community events and competitions which are shared on the official Instagram account @mojumojuid, and customers can provide input in the comments column of information posts on Instagram. If you want to provide comments, suggestions, or ask about products or events at Moju Moju Caffee & Tea.

One of the keys to enlivening things and making customers come back is also because there are events. In supporting the marketing of products because it can really help increase and make customers continue to choose Moju-Moju Caffee, by holding events such as the UMS campus stand up comedy event which is routinely held on Thursday nights, as well as running events and competitions which are held at various times, the audience will be interested in and marketing the moju-moju event. With the existence of events from communities that join Moju Moju Caffee & Tea, this is where promotion and advertising play a role to promote the newest products such as the Matoa district, every event held does not include new product drinks which are then documented and uploaded to social media @mojumojuid for the public and potential customers are not only interested in the community events being held, but are also interested and want to try products from the Moju Moju cafe which are often drunk by the community who are holding events at Moju Moju Caffee & Tea.

The success of a marketing communication strategy can be seen from these five components, because an activity is effective if carried out through social media such as Instagram. The success of this integrated marketing communications strategy can be seen from brand equity, one of which is through consumer responses to the brands/products promoted and offered by @mojumojuid.

#### **4. Conclusion**

After this research was carried out, researchers revealed that cafe moju-moju implemented integrated marketing communications using five components of a marketing communications strategy and combining several online marketing mixes. This strategy consists of advertising, sales promotion, Personal Selling (direct marketing), Event & Experience, Public Relations and Publicity, Direct Marketing, Direct Marketing, Interactive Marketing, Word of Mouth (WOM). In developing and maintaining its business, Moju-Moju Café effectively uses an online marketing strategy that combines eight mar-

keting mix components. Apart from that, the most important thing is to be sensitive and take advantage of the situation as an opportunity to promote products and be able to sell more products to consumers. Based on research findings, researchers recommend Moju Moju Caffee & Tea in the public relations & publicity division to improve relationships with customers, such as being able to provide feedback and responses through various mass media and social media so that consumers can more easily access and ask for information about products and events. cafe moju-moju is provided and also develops interactive barista services, both remembering names, products that consumers like and often order, providing encouragement or positive expressions, and increasing a sense of empathy so that consumers feel cared for so that a feeling of being at home and comfortable arises so that consumers can come back and be regular customer at cafe moju-moju. Then, develop human resources, both creative and innovative, in promoting products, especially in the marketing division and parties directly involved in selling the products. The final input from researchers, namely Moju Moju Caffee & Tea, is expected to be more sensitive to the latest developments and trends in the world of Food & Beverage, including changes in taste, concoctions of coffee and non-coffee drinks with toppings, and product menus for trendy snacks and cakes. Because this research is still far from perfect, for further research in the future, hopefully in the future it can provide better research and research results. The input and suggestions for this research are that in the future with this research, it is hoped that Moju Moju Caffee & Tea can maintain a marketing communication strategy structure so that it can develop its business and increase sales of the products it offers through implementing this strategy.

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