

## **SOCIAL MEDIA STRATEGY: UTILIZING INSTAGRAM TO SHAPE LOCAL, WISDOM-BASED SALES MESSAGES IN A COFFEE SHOP**

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### **Abstract**

Micro, Small and Medium Enterprises (MSMEs) possess an extraordinary potential to cultivate. One of the MSMEs that are commonly found is coffee shops. Kedai Kopi 1956 is one from many coffee shops that are currently flourishing, which is located in Kampung Batik Laweyan, Solo. Based on the local wisdom of Kampung Batik Laweyan, Solo, Kedai Kopi 1956 builds sales messages through social media strategies on Instagram. The aim of this research was to identify Kedai Kopi 1956's Instagram social media strategy in building sales messages and utilizing local wisdom as its core. The theory used in analyzing this research was the social media strategy theory by Quesenberry. This research resorts to a descriptive qualitative approach. Data collection techniques includes interview with key informant and observations on the Instagram account @1956.mor. Results revealed that the Instagram social media strategy for building sales messages based on local wisdom was carried out by Kedai Kopi 1956 using three different approaches as expressed by Quesenberry: 1) Determining objectives, target audience and social analysis; 2) Determining the message: creating a big idea, namely Kedai Kopi 1956 always promotes simplicity, attempting to be humble and provides deeper meaning to others, which are then conveyed in the form of major ideas into inspirational stories; and 3) Integrating Social Media with Marketing in the form of selling merchandise, Advertising by uploading inspirational stories to attract visitors and Public Relations by supporting current hot issues such as independence and peace in Palestine as well as collaborating with third parties, the Surakarta City Tourism and Culture Office to create video profiles.

*Keywords: Coffee shop, Instagram, local wisdom, sales messages, social media strategy*

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### **BACKGROUND**

Internet technology has changed the way of communicating today, both for how individuals connect with each other, as well as the how producers communicate with consumers. Social media allows two-way communication between producers and consumers more quickly without being constrained by distance and time. This opportunity provides a high potential to be utilized, especially for MSME brands. This is what many local coffee shop brands do, which are now spread across various cities in Indonesia. In the city of Solo, many coffee

shops have also sprung up. Some of them are in Laweyan Batik Village.

Laweyan is identical with the existence of cultural heritage buildings from the Pajang Palace era (14th century AD) until the heyday of the batik industry around 1900 - 1960s. The prime era of Laweyan was accompanied by the legend of Mbok Mase and Mas Nganten, the name for a batik master who was highly respected thanks to his achievements in the batik trade. Laweyan is the historic location where the spread of Islamic preaching was started by Kyai Ageng Henis (a student of Sunan Kalijaga). This preaching message has continued from time to time, marked by the

establishment of mosques around Laweyan which still exist today. The religious lifestyle can be seen in the daily lives of the Laweyan people. Laweyan is a "green" area that gave birth to Muslim figures who were successful in their time (Laweyan, n.d.).

The local wisdom that exists in Laweyan Batik Village is reflected in the batik crafts and noble Islamic values that its residents continue to uphold. In connection with the emergence of various coffee shops, there are five local coffee shops in Kampung Batik Laweyan, namely Esensi, Saudagar, Ruang Janji, Kopi Puspa, and Kedai Kopi 1956. Of the

five coffee shops, there is one coffee shop that is quite unique in using Instagram social media to build sales messages. This coffee shop is 1956, which is located right next to the Ma'moer Mosque, one of the ancient mosques in Kampung Batik Laweyan. As a result of the researchers' initial observations, Kedai Kopi 1956 uses a building that is quite simple, but can still be considered aesthetic. The way of communicating on Instagram also prioritizes the local wisdom values of Kampung Batik Laweyan. The following is a comparison table of the Instagram accounts of the five coffee shops in Kampung Batik Laweyan:

**Table 1. Comparison of Coffee Shop Instagram Accounts in Kampung Batik Laweyan Solo**

No.	Brand Name	Instagram Account	Followers	Post	Last Upload
1	Esensi	@es.en.si	1,843	53	2 weeks ago
2	Sauda-gar	@saudagar.laweyan	5,786	219	2 weeks ago
3	Ruang Janji	@ruangjanjicafe	408	186	22 weeks ago
4	Kopi Puspa	@kopipuspa	903	81	5 weeks ago
5	1956	@1956.mor	5,658	780	3 hours ago

Source: Processed by researchers (data up to 5 May 2023 at 20:11)

From the table above it can be seen that Kedai Kopi 1956 is the coffee shop that is most active in uploading messages on Instagram with 780 uploads, and every day it always uploads. Even though the number of followers is below that of Saudagar, it is still quite a lot compared to other coffee shops, namely 5,658. Several uploads that prioritize local wisdom values can be seen in the following picture, for example during the Fasting Month which is close to the sound of

*tadarusan*. *Tadarus* is an activity to read, study, and understand Al Qur'an together.

Apart from uploading on the timeline, Kedai Kopi 1956 is also actively uploading Insta stories. Some of the Insta story uploads are re-posts from consumers who have stopped by Kedai Kopi 1956 or re-posts from food blogger accounts. Some of them also showed messages based on the local wisdom of Kampung Batik Laweyan as in the following picture:



Source: Instagram @1956.mor

**Figure 1. One of the Insta Story uploads of Kedai Kopi 1956**

The post above is quite interesting because it showed the side of the 1956 Coffee Shop which is located right next to the Al Ma'moer Mosque. The fence of the mosque looks a bit small, with the writing on it "*Kuat Dilakoni Ra Kuat Sholawati*" which translates to 'thrive forward, if you do not possess the strength, then recite sholawat'. Sholawat itself is a praise for Prophet Muhammad, peace be upon him. Sholawat has become strong tradition in Kampung Batik Laweyan, where the majority are Muslims, where the Al Ma'moer Mosque is often used as a place for doing sholawat and tadarus, besides five times praying.

From the explanation above, it is interesting to study social media strategies through Instagram in developing messages based on local wisdom. Talking about Social Media Strategies, it cannot be separated with

the emergence of internet technology which has finally developed as a mean to build two-way communication between producers and consumers. Before the advent of the internet, marketers would only communicate in one direction to consumers through mass media to convey sales messages, usually through advertising. The emergence of social media, especially Facebook, Instagram, YouTube, Twitter and now Tiktok, has changed this condition. The presence of social media has made it possible for two-way communication to occur quickly without the constraints of distance and time between marketers and consumers.

According to Quesenberry (2019), it is now very important for organizations or companies to use social media. In order to achieve success in using social media,

marketers need to start with a consumer-centric marketing strategy. Still according to him, in using social media to carry out marketing activities, it is important for companies to carry out a strategy by prioritizing the following three things (Quesenberry, 2019):

**1. Determine Objectives, Target Audience, and Social Analysis**

Objective: is a social media goal that aims to directly increase product or service sales, or it could be an increase in donations or volunteers for a non-profit organization. The objective of a social media strategy can also be to increase awareness or create a new product image. To determine objectives, organizations must conduct a SWOT analysis or Strengths, Weaknesses, Opportunities, Threats. SWOT analysis is a process for identifying an organization's strengths, weaknesses, opportunities and threats to analyze the internal and external factors that influence success. SWOT is used to analyze brands, products, services, individuals, non-profits, in order to make the goals into ones measurable, achievable, relevant and timely.

Target Audience: Organizations should also identify the target audience or target audiences for social media communications efforts. According to Quesenberry, the target market or target market is different from the target audience. The target audience is a group of people who are targeted as the target market. Meanwhile, the target market is the target group of consumers who use the products and services offered.

Social Analysis: Carrying out social analysis on social media is done by looking at netizens' comments on content posted on social media. This is done when conducting a social media

audit. By looking at their comments, you can change the organization's target audience and business goals.

**2. Defining the Message: Creating Big Ideas and Determining Inspirational Stories**

Creating Big Ideas: The big ideas in traditional advertising are not necessarily the same as the big ideas in social media. Big ideas in social media should create personal and organizational communications. According to Quesenberry, big ideas must also have 'legs'. Having 'legs' means that the campaign theme can be run, or created to be applied in many different media over a long period of time. Having 'legs' also refers to ideas that are big enough to take advantage of current events.

Determining an Inspirational Story: The big idea that a company has is not just a tagline created by an advertising company. However, major ideas must be expressed in inspiring stories, namely stories about the company brand. This inspiring story is highly encouraged to include contents that are trending and favored by consumers, for example the story of an organization that initiated from zero and continued to grow. Telling a story or telling an inspiring story is of course interesting to consumers. By creating an inspiring story, it becomes the driving and unifying force behind a brand's marketing efforts.

**3. Integrate Social Media with Marketing, Advertising and Public Relations**

In the past, advertising campaigns were separate from Public Relations and digital marketing. Each of them came with their own major idea which was not designed as a whole from the beginning. This because in the past,

internet was still unavailable so traditional media was still used, especially television and print media. Then the presence of internet came along, which opens the path into digital marketing, enabling two-way communication between producers and consumers. Hence, it is important to integrate Social Media with Marketing, Advertising and Public Relations.

### **Local Wisdom**

Etymologically, local wisdom consists of two words, namely local and wisdom. Other names for local wisdom include local policy (local wisdom), local knowledge (local knowledge) and local intelligence (local genius). Local wisdom is a view of life and knowledge, as well as various life strategies in the form of activities carried out by local communities in responding to various problems in meeting their needs.

So, local wisdom can be understood as local ideas and knowledge that are wise, full of wisdom, good value and virtuous, which are owned, used as guidance and implemented by all members of society. Local wisdom is considered highly valuable and has its own benefits in people's lives. This system was developed from the needs to appreciate, maintain and preserve life in accordance with the situation, conditions, abilities and values lived in the society concerned. In other words, this local wisdom then becomes part of their wise way of life to solve all the life problems they face. Thanks to local wisdom, they can continue their lives, and can even develop sustainably (Efendi, 2021).

Nowadays, social media is not merely used for networking and socializing, but also as a strategy for marketing brands. Despite being cheap and effective, handling social media is not an easy feat, and requires a strategy that can be applied to MSMEs. MSMEs that are currently developing in many cities in Indonesia, including the city of Solo, are coffee

shops. Research related to the use of Instagram social media as a promotional strategy for coffee shops in the city of Solo includes research on Allied Coffee. The research results show that creative strategy and the creative process have a big influence on the success of an advertisement so that it can be structured and developed well. Message delivery methods also provide mixed customer feedback. Allied Coffee can convey messages to its consumers in a unique way on Instagram. Not only can customer satisfaction be reflected through interactions with Allied Coffee, but also criticism and suggestions can be conveyed well by customers to Allied Coffee (Sandy, 2020).

The next research is about Brain Coffee's marketing communication strategy via Instagram social media. The research results show that the marketing communication strategy carried out by Brain Coffee uses the communication mix concept, namely advertising, sales promotion, public relations, personal sales, direct sales, and interactive marketing, and utilizes Instagram features consistently (Sandy & Prasetyo, 2022).

Other research related to coffee shops is Analysis of Coffee Shop Marketing Communications in Building Brand Awareness through Social Media in Kopi Lain Hati. The results of this research showed that the marketing communications that Kopi Lain was implementing the 7P marketing mix, creating several campaigns, producing social media content by keeping up with current developments in content making, maximizing the Instagram platform, paid or unpaid (Resty et al., 2023). Next is research on marketing communications for Lima Detik Coffee in building a brand image, which also uses the social media platforms Instagram and TikTok (Wangko & Purnamasari, 2023). Another study regarding the use of Instagram accounts for coffee shop marketing communications revealed that Instagram application has become a powerful marketing communication tool for sending promotions to customers quickly and

cost-effectively as compared to traditional media (Soedarsono et al., 2020). On the other side, the study of Instagram features' effect on Jakarta's coffee shop customer engagement showed that Instagram application has become a powerful marketing tool for sending promotions to customers quickly and cost-effectively as compared to traditional media (Natasya & Luthfia, 2022). Another study said that social media marketing strategy carried out through Instagram presenting interactive and exciting content, and also using concept of riding the moment in providing content had a major impact on the marketing development of coffee shop in Indonesia (Devina & Aulia, 2023).

In Vietnam a study about coffee shop was conducted for unravelling customers experience. This study reveals that the supply and demand sides have different preferences when it comes to the physical layout of the coffee shop, the caliber and diversity of the products offered, the performance and characteristics of the service staff, and the availability of parking or not. The study suggests the "supplier and consumer coffee shop experience" paradigm as a way to build on these findings (Vu et al., 2023). Another study about Instagram for promoting restaurants and food businesses conducted in Italia. This study aimed to analyze one of the famous influencers promoting Italian food and tourist destinations. The results showed that the influencer's managerial and persuasive abilities were the most effective communication characteristics. Furthermore, followers play an important part in enhancing the financial value of food and restaurant businesses by boosting customer buy intentions, common behavioral goals, and desire to experience. Additionally, businesses can reach new possible clients by using their clients' interactions, endorsements, and storytelling through websites, blogs, and social network profiles (Ingrassia et al., 2022).

Meanwhile, a study conducted in Seoul focused on the rise of speciality coffee shops,

their offline expansion, and the influence of Instagram's "clickable aesthetics" on the internet. Coffee shops are known for their "photo zones," where patrons take pictures of themselves in symbolic poses that serve as a reminder of their successful visit. Furthermore, the growing gentrification of commercial streets in Seoul neighborhoods is fueled by the speciality coffee shop' combined online and offline popularity (Chang & Spierings, 2023).

Based on the previous research above, there were quite a lot of researches related to coffee shop social media strategies in utilizing Instagram, but social media strategies using Instagram to build sales messages based on local wisdom are still rare. Thus, this study has the potential to be developed further to produce new findings. So, the aim of this research was to identify Kedai Kopi 1956's Instagram social media strategy in building sales messages based on local wisdom.

## **METHOD**

This research used descriptive qualitative approach. Data collection techniques include interviews with key informants who understand social media strategies at Kedai Kopi 1956 MOR and observations on the Instagram account @1956.mor. The research stage began with observing messages uploaded to the Instagram account @1956.mor and followed with interviews with key informants. Next, the interview results were analyzed and data reduced and presented in the form of research results.

## **RESULTS AND DISCUSSION**

### **1. Instagram Social Media Strategy for Kedai Kopi 1956 in Building Sales Messages Based on Local Wisdom**

Based on the results of interviews with key informants and observations of Instagram accounts, Kedai Kopi 1956 MOR's Instagram social media strategy uses three

important points proposed by Quesenberry (2018), namely:

**a. Determine Goals, Target Audience, and Social Analysis**

When built Kedai Kopi 1956, the founder's goal was to open a coffee shop business to continue the coffee shop that had previously been started in Sukoharjo City. Then, he decides to move his business and start a coffee shop in Solo, which is a bigger city compared to Sukoharjo. In Solo, the founder of Kedai Kopi 1956 carried out a social analysis by surveying areas that were suitable to build a business, while skimming for a cheaper rent in the area. Initially, he had conducted a survey in the Kauman area, which is the batik center in Solo, but had not found a suitable location and price. Then he continued his journey to Laweyan until he finally found suitable location in Laweyan Batik Village which is also a batik center in Solo. According to the owner, the target audience to Kedai Kopi 1956 are directed to all groups, not just young people, ranging

from families to adults. However, based on researchers' observations, most of the visitors to Kedai Kopi 1956 were young people. Some come from faraway cities such as Jakarta, Yogyakarta, Semarang and various other cities. Often, visitors from out of town return to Kedai Kopi 1956 when visiting Solo.

Related to the SWOT analysis, the strengths of Kedai Kopi 1956 are being different both in terms of service and principles. The service strives to always provide the best to consumers in presenting the best quality Arabica coffee taste. Meanwhile, the principle that is firmly adhered to is respecting local wisdom, such as when entering a shop everyone are obligated to take off their shoes, be polite and respect each other. Another is the rule regarding the closing time of coffee shops is around 17.00 in the afternoon so that if guests come after closing time they will not be served, as well as other unwritten rules such as no smoking indoors.



Source: Instagram @1956.mor October 8, 2023

**Figure 2. The atmosphere in front of the Kedai Kopi 1956, due to limited space, many visitors are chatting outside.**

The weakness of Kedai Kopi 1956 lies in the place itself, which tends to be cramped, but at the same time this is an opportunity. Due to limited space, guests tend to socialize more intimately with each other and can chat warmly with the coffee shop owner and the barista. Furthermore, related to opportunity, the presence of Kedai Kopi 1956 has the potential to create a new public space because the limited space in the coffee shop makes visitors look for places to sit around the shop location, interact with the surrounding community, and witness the local wisdom that exists in Kampung Batik Laweyan, Solo. Because the 1956 Coffee Shop does not sell side dishes or snacks for drinking coffee, many visitors buy snacks from traveling traders or from grocery stalls around the shop. This makes the presence of Kedai Kopi 1956 a magnet that can help revive Kampung Batik Laweyan.

The threat of Kedai Kopi 1956 is that the image of the local wisdom of Kampung Batik Laweyan is attached, so that if one day the coffee shop moves or ceases to exist, the branding that has been formed could be endangered. This will result in the owner having to start over from the beginning and carry out new branding. On the other hand, regarding social analysis, Kedai Kopi 1956 specifically carried out product analysis by choosing Solo to introduce the taste of Arabica coffee which tends to be sour, amidst other coffee shops which introduce many sweet coffee flavors. This is as expressed by the owner of Kedai Kopi 1956:

“The analysis is more about the product. Why am I sure that I will open in Solo because I am sure that I will

present different products. It's like looking like this. People's perspective is more focused on sweet, I prefer sour. So I serve all Arabica, no Robusta.”

**b. Defining the Message: Creating a Big Idea and Determining an Inspirational Story**

The big idea that Kedai Kopi 1956 is trying to convey is that they have principles and differentiation in building coffee shops. The big idea to be conveyed is that Kedai Kopi 1956 always promotes simplicity, tries to be oneself and can provide meaning for others.

Starting from uploads on Instagram accounts which often use a storytelling approach about the local wisdom of Kampung Batik Laweyan Solo, which is where the shop resides. Posts about children who play football every afternoon in front of the shop, quotes created by the shop owner which are full of kindness and wisdom. The owner and manager of the Kedai Kopi 1956 Instagram account even admits that he rarely writes about coffee or the coffee menu in his shop. This is different from the average other coffee shop Instagram account which usually uploads delicious coffee drinks and complementary foods for sale.

According to Quesenberry (2018), inspirational stories related to big ideas must be expressed, namely stories about the company brand. On Instagram @1956.mor, the stories presented relate to stories of simplicity which sometimes seem trivial but are full of meaning. Like an upload in the form of a video that presents a visual of when it rains in front of the 1956 Coffee Shop. You can see the shop's nameplate which is also written as Studio, where the shop owner releases his worries regarding what happens



every day in the community, by creating arts such as writings and paintings on the top floor of the coffee shop. This post tells the story of how guests who come often feel comfortable at Kedai Kopi 1956 so they feel like they are at home. A house is not merely interpreted as a place to stay, but also a space for discussing, sharing stories and expressing various things including art, hence why the shop owner refers to it as 'studio'.

Another inspiring record is about the second story of the shop, the so-called studio. It is mainly a space for works in the form of written words and paintings. Uniquely, these words have deep meaning for those who read them. The room itself is not open for visitors, only those permitted by the owner can enter this room, as to why it was referred as the Secret Room in the following post:



Source: Instagram @1956.mor October 29, 2023

### **Figure 3. The inspiring story of Kedai Kopi 1956 in his upload: a secret space for creating**

The next inspiring story is related to the Cultural Center category chosen by Kedai Kopi 1956. In the upload on November 9, 2023, it is explained that Kedai Kopi 1956 is a brand that uses a local cultural approach in conveying its messages. This surrounding culture is an embodiment of local wisdom that Kedai Kopi 1956 continues to build and use in its sales messages on Instagram.

Apart from inspirational stories, Kedai Kopi 1956's uploads are often based on local

wisdom which captures the daily activities of the residents of Kampung Batik Laweyan. Everyday life is like a group of elementary school children lining up with their teachers every morning through the street in front of the shop. Until every Sunday of the second week, the village residents do healthy exercise together. This can be seen in the uploads in Figure 4.



Source: Instagram @1956.mor July 18, 2023

Figure 4. Uploads of local wisdom from students who line up every morning

### c. Integrating Social Media with Marketing, Advertising and Public Relations

Regarding the integration of social media with marketing, advertising and public relations, Kedai Kopi 1956 uses Instagram to market the merchandise they produce. These merchandise include t-shirts and tote bags. The designs sold always change

periodically, for example in July 2023 a merchandise design was released with the theme "Circulator" then in October 2023 a design was created with the theme "Contemporary Studio". Selling this merchandise is a marketing integration, where usually consumers who are loyal or frequently buy also want to buy Kedai Kopi 1956 merchandise.



Source: Instagram @1956.mor July 4, 2023

Figure 5. Upload "Circulator" merchandise as marketing integration

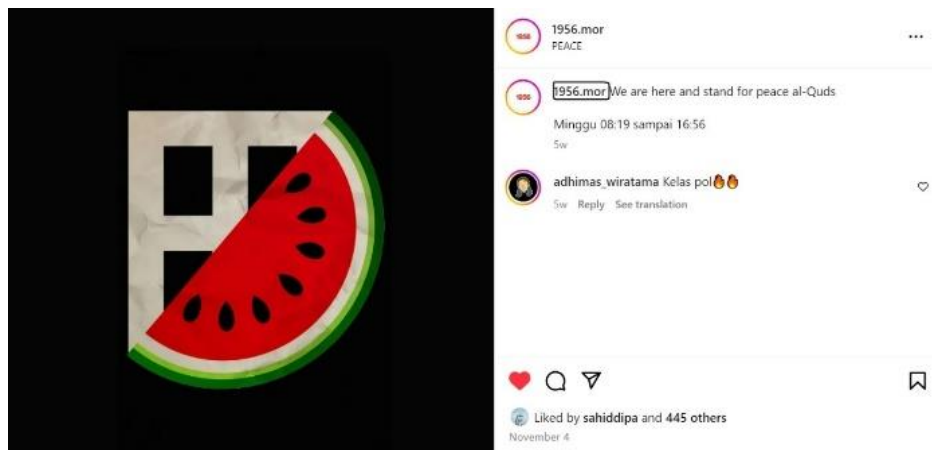
In connection with the integration of Advertising, the Kedai Kopi 1956 Instagram account with posts that tell stories or storytelling by offering inspirational stories has succeeded in making guests interested in coming to visit to taste coffee, even these guests come from outside the city,

as well as abroad such as Malaysia. Thus, Instagram accounts have become a convenient tool for advertising to attract visitors to come and buy.

Meanwhile, related to the integration of Public Relations, Kedai Kopi 1956 currently supports peace in Palestine, with a quite interesting visual

upload, namely the Kedai Kopi 1956 logo in the form of a square window, part of which is a picture of a watermelon whose color is identical to the Palestinian flag, as a symbol of Palestinian resistance to the colonialists. Israel. This can strengthen the image and brand image of Kedai

Kopi 1956 as a coffee shop that cares about humanity and supports the eradication of colonialism from the face of the earth as advocated by the Government of the Republic of Indonesia.



Source: Instagram @1956.mor November 4, 2023

**Figure 6. Post supporting Palestine as part of Public Relations integration**

Apart from that, integration in the form of Public Relations is also carried out by Kedai Kopi 1956 through the willingness to collaborate with third parties to make documentary videos as part of the video profile of the Surakarta City Culture and Tourism Office.

## **2. Supporting and inhibiting factors for Kedai Kopi 1956 MOR in building sales messages based on local wisdom**

Based on the results of interviews with informants, the factors that support Kedai Kopi 1956 in building sales messages based on local wisdom are as follows:

a. Inspirations that are closely related to local wisdom are often found in Kampung Batik Laweyan, so this has become an idea for posting

inspirational posts framed in inspirational stories.

- b. Positive response from visitors regarding uploads based on local wisdom posted on the Instagram account @1956.mor
- c. Branding efforts carried out by Kedai Kopi 1956 by conveying a message of simplicity and providing meaning for other people are in line with messages based on local wisdom.

Meanwhile, inhibiting factors include:

- a. The use of social media is only based on Instagram and does not use other social media accounts, so that the spread of messages that should be wider has not been achieved
- b. Interaction on Instagram in the form of comments from followers is still relatively small, other efforts are needed besides story-based uploads

(storytelling) to attract engagement with followers, for example with quizzes or other methods.

## CONCLUSION

From the results of the research above, it can be concluded that:

1. The Instagram social media strategy for building sales messages based on local wisdom was carried out by Kedai Kopi 1956 using three approaches as stated by Quesenberry, namely 1) Determining objectives, target audience and social analysis 2) Determining the message: creating a big idea, namely Kedai Kopi 1956 always promote simplicity, try to be yourself and be able to provide meaning for others, which then translates big ideas into inspirational stories 3) Integrating Social Media with Marketing in the form of selling merchandise, Advertising by uploading inspirational stories to attract visitors and Public Relations by supporting current hot issues such as independence and peace in Palestine as well as collaborating with third parties, namely the Surakarta City Tourism and Culture Office to create video profiles.
2. There are supporting and inhibiting factors in building sales messages based on local wisdom, but there are still more supporting factors than inhibiting factors, so that Kedai Kopi 1956 is expected to be able to continue to provide benefits to the immediate environment, namely Kampung Batik Laweyan, Solo in introducing local cultural wisdom as well as being a magnet that brings life to the batik village area.

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