

COFFEE SHOP BRANDING WITH ISLAMIC VALUES AS A MARKETING COMMUNICATION STRATEGY ON THE SOCIAL MEDIA PLATFORM

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Abstract. Business in the food and beverage industry in Indonesia is growing every year. The sector also makes a significant contribution so that it can increase economic growth in Indonesia. Apart from cafes, coffee shops are one of the most desirable parts of the culinary industry today. Very significant business development is currently happening in the coffee shop industry, which appears in big cities. Al'Cal Coffee is a business engaged in the F&B industry, especially coffee shops. Al'Cal is an Islamic coffee shop founded in 2018 and successfully opened a second branch in Serpong in September 2020. In running its business, each coffee shop must have different marketing communication strategies and activities. This study aims to identify the marketing communication activities carried out by Al'Cal Coffee on Instagram, how Al'Cal Coffee implements the integrated marketing communication strategy, and the Islamic elements contained in Al'Cal Coffee's marketing communication strategy Instagram. This study uses a qualitative descriptive method with primary data from interviews, observations, and documentation. The study results illustrate that there is a match and relationship between the theory of Integrated Marketing Communication Strategy with those in the field. The strategy is carried out starting from the planning, implementation, and evaluation stages.

Keywords: branding; coffee shop; Islamic values; strategy; communication; marketing.

INTRODUCTION

Business is an activity carried out by an individual or group to get results and profits by selling a product, goods, or service. Today, the business world in Indonesia is growing up. It can be seen that people are now making some goods and services as part of their business and are starting to enliven the business world in Indonesia ([Abubakar & Handayani](#), 2018). The Global Agricultural Information Network released Annual Data on Indonesian Domestic Coffee Consumption in 2019/2020, which is predicted to touch 294,000 tons, an increase of 13.9% compared to consumption in 2018/2019 258,000 tons.

Very significant business development is currently happening in the coffee shop industry, which appears in big cities ([Lukitaningsih & Juliani](#), n.d.). This makes the development of the coffee industry in Indonesia is increasing. With various types of coffee shops located in big cities, there is a competitive competition. This makes every coffee shop have an attractive and distinctive marketing communication strategy to attract the audience's attention ([Triani](#), 2018).

In this modern era, every company experiences very tight competition. With increasingly fierce competition, business actors, individuals, and companies must highlight the uniqueness or characteristics of their products starting from price competition, product quality, distribution, and promotion. All this is done to keep the company in the competition. In addition, the marketing communication strategy applied must be reviewed and developed

according to market developments ([Mirandani & Fitria](#), 2019). Thus, the marketing communication strategy must provide a clear and focused picture of business owners taking advantage of every opportunity or opportunity in several target markets ([Entaresmen & Pertiwi](#), 2017). Marketing communication strategies allow business people to implement the right marketing strategies to maintain or even expand the masses in their market.

Brand image has long been recognized as an essential concept in marketing ([Alhaddad](#), 2014). Brand image is a consumer's perception of a brand, as reflected by brand associations stored in consumer memory ([Del Rio et al.](#), 2001). In other words, a brand association is a node of information associated with a particular brand in consumers' memory. Associations come in many forms and can reflect product characteristics or aspects that are independent of the product. ([Keller et al.](#), 2011)

The rapid trend of the coffee business in Indonesia requires creative business strategies, including forming a brand image with a unique side embedded in consumers' memories. The brand image is communicated to the public through various stages of marketing communication ([Madhavaram et al.](#), 2005). For the message to be understood by the target consumer as expected by the seller, the message content must be patterned and adapted to the audience's frame of mind. The audience is the target of the message, which consists of two groups. The first group, those who actively seek information. The second group, those who

passively receive information. ([Harsono, 2017](#))

Social media also contributes to business activities in the digital era. Social media is part of e-marketing that functions as a medium for business promotion. It is pretty effective because it can be accessed by anyone, making it easier for us to promote our products in the market ([Ghoshal, 2019](#)). The many uses of social media in Indonesian society are starting to be used by business owners or companies to market their products or services through social media. The use of social media as a means of marketing strategy has begun to penetrate the coffee shop business world, which has recently been quite busy around us ([Shaputri & Abdurrahman, 2019](#)). Al'Cal Coffee is a coffee shop that was founded in 2019. Al'Cal Coffee is a coffee shop that carries the concept of an Islamic touch in service and also its tagline. In running its business, Al'Cal Coffee has a similar competitor, not far from Al'Cal Coffee's location. Al'Cal Coffee's closest competitors are Dua Coffee and Tuku Kopi. In addition, the marketing media used by Al'Cal is the same as that used by similar competitors. Namely, they both use social media as their product marketing media. But every coffee shop must have its uniqueness and characteristics ([Rasmikayati et al., 2020](#)).

From the explanation above, this study aims to find out how the marketing communication strategy used by Al'Cal Coffee in Branding #DoaFirst ThenCoffee on Instagram.

METHODS

This study is the result of research that uses a qualitative approach. The research aims to understand what the research subjects understand, such as behavior, perception, motivation, action, holistically, and by way of description in the form of words and language, In a particular context that is natural and by utilizing various scientific methods ([Moleong, 2017](#)).

The object of this research is an integrated marketing communication strategy with Islamic values contained in Al'Cal Coffee's marketing communication strategy. The research data comes from the researcher's interview with the Founder & Chief Marketing Officer of Al'Cal Coffee, namely Brother Bramagi Abi. In addition, interview sources as primary data were obtained from the Head of the Al'Cal Coffee Branch Office, who completed the statements from the baristas and Al'Cal Coffee consumers as field notes. In addition, secondary data was collected from photos, videotapes, letters or memos, and supporting documents originating from Al'Cal Coffee's Instagram social media content.

RESULTS AND DISCUSSION

In doing a company branding, the first thing that must be formed is an identity. The identity that Al'Cal built from the start is a Coffee Shop with Islamic nuances, and Mas Bramagi Abi stated this as the founder and CMO of Al'Cal Coffee. In contrast to other coffee shops, Al'Cal uses the tagline #DoaFirstThenCoffee to strengthen the branding and characteristics of an Islamic

coffee shop that Al'Cal appointed.

"Initially, we saw that there were a lot of taglines from other coffee shops, such as 'but first coffee, which seemed to forget that everything we do must be prioritized by praying to Allah SWT. 'Pray First Then Coffee' Bismillah first, then enjoy the coffee." Abi, Founder of Al'Cal Coffee.

The tagline is also used by Al'Cal on Instagram, in decorating Al'Cal outlets, and in product packaging that Al'Cal sells. Not only the motto but in the SOP, there is also a stipulation that every time there is a customer, the Baristas are required to greet the customers who come by saying "Assalamualaikum please sis," of course accompanied by a smiling facial expression. This habit is carried out both for Muslim and non-Muslim customers. The religious atmosphere that tries to display Al'Cal Coffee has a significant impact on social media which is managed by increasing the number of followers on Al'Cal's Instagram (@alcal_coffee), which has reached 12.3 thousand followers.

However, the location of the coffee shop in a metropolitan city forced Al'Cal Coffee to make some adjustments. Al'Cal's target market initially was the Muslim community and the Muslim community. Still, over time, Al'Cal evaluated to change its target market considering the surrounding environment, and most of the customers who visited were non-Muslim foreigners. This is done with the aim of mutual respect and tolerance with different beliefs.

"...about the use of 'Assalamualaikum,' we reduce it a bit. Because Serpong's environment is

predominantly non-Muslim, I'm afraid they will feel uncomfortable or something like that. But we still remind you not to forget to pray before enjoying the coffee. There is still an element of first then coffee prayer."

Arwa, Branch Head Al'Cal Coffee, 2020

"It still applies because we usually see first whether he is Muslim or non-Muslim. For example, a hijab woman is a Muslim. According to the SOP, we must say hello, which is to use 'Assalamualaikum.' We are just trying to respect each other and practice tolerance. For identity, Al'Cal is still a coffee shop with Islamic nuance."

Arwa, Branch Head Al'Cal Coffee, 2020

Al'Cal Coffee's marketing communication activities are carried out through social media, namely Instagram and e-commerce. Al'Cal Coffee uses these two media as a means to promote its products. Al'Cal Coffee's marketing communication strategy starts from determining target consumers, choosing communication channels, conducting personal branding, establishing good interactions and relationships with customers, using social media as a promotional tool, participating in several events, building brand awareness, and collaborating with many companies e-commerce.

On Al'Cal Coffee's social media, the election used to share status or wall messages often contains Islam, such as quotes from the Qur'an, hadith, or aphorisms from Islamic figures.

Based on the observations made by the author through Al'Cal's Instagram social media, the number of uploads of Al'Cal Coffee on Instagram is 844 posts. Al'Cal Coffee's Instagram uploads contain 20% or 170 posts about preaching, containing several hadiths and Islamic information. The aim is to strengthen the Islamic identity of the coffee shop. Some examples are as follows:



Figure. 1 Screenshot of Al'Cal Coffee's Instagram Content

There are 40% or about 338 uploads about coffee. The upload consists of information about coffee, the types of coffee products that Al'Cal sells, and coffee bean processing techniques. In addition to preaching and coffee-related content, Al'Cal's Instagram also contains uploads regarding Al'Cal's activities or activities at outlets or outside. Outside activities such as when Al'Cal conducts events, sell during CFDs, and so on. Of the 844 photo uploads on Instagram, uploads regarding Al'Cal's actions and activities are 15%. Instagram is Al'Cal Coffee's marketing communication media, so all marketing communication activities are carried out on social media, for example, promotions. Al'Cal Coffee promotes its products and informs them

through uploads on Instagram. Of the 884 uploads, there were 25% or around 224 uploads regarding promotions. (Varey, 2002)

Marketing communication with a religious approach as practiced by Al'Cal Coffee can be linked to other developments in marketing, where marketing moves through evolutionary and revolutionary phases of meaning and practice. However, the success of the pattern still requires more analysis and research by considering consumer demographic factors.

CONCLUSIONS

As one of the coffee shops in the metropolitan city, Al'Cal Coffee carries Islamic values as a marketing attraction communicated to consumers through the branding #DoaFirstThenCoffee on its social media. In addition, Islamic values are very clearly written in the Standard Operating Procedure document for employees.

Al'Cal Coffee's marketing communication strategy starts from determining target consumers, choosing communication channels, conducting personal branding, establishing good interactions and relationships with customers, using social media as a promotional tool, participating in several events, building brand awareness, and collaborating with several startups.

It can conclude that branding coffee shop products with specific values by Al'Cal Coffee will ultimately follow market demand dynamics. To survive with a business with particular characteristics, it is necessary to consider market sentiment

and make various adjustments.

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