

## Digital Marketing Strategies For Smes In Lintas Coffee Shop.

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ARTICLE INFO	ABSTRACT
<p>Aricle History ..... Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p><b>Keywords:</b> Digital Marketing, Smes, Coffee Shop, Implementation, Instagram</p>	<p>This community research aim of this study is to analyze the implementation of Digital Marketing strategies in enhancing the performance of small and medium enterprises (SMEs) in the coffee shop sector. The main issue faced by SMEs is the underutilization of online platforms to expand market reach and increase sales. The community service's team method of study employed is a case study focusing on Lintas coffee shop as the research object. Data was collected through interviews with business owners and social media content analysis. The findings of the community service activities indicate that the implementation of Digital Marketing strategies, particularly through Instagram platform, can enhance customer interaction, increase brand awareness, and boost sales.</p>

### INTRODUCTION

The increasing number of coffee enthusiasts in Indonesia has led to significant growth in the coffee industry in recent years. This has resulted in the proliferation of cafes not only in the capital city but also in suburban areas. This growth presents opportunities for new businesses and serves as a catalyst for the development of the coffee and food and beverage industries [1].

Currently, there is a shift in trends and perceptions towards coffee. It is no longer just a beverage for coffee lovers, but has become top of mind for the general population, especially among the Gen Z generation, when it comes to recreation or meeting their productivity needs [2]. Coffee shops are now seen as places that provide a comfortable atmosphere, internet access, and quality coffee, making them an attractive choice for enhancing productivity outside of home or office. In this regard, drinking coffee for Gen Z is not just a way to combat sleepiness, but also an expression of identity and lifestyle [3].

Undoubtedly, this development is also supported by technological factors, namely social media, which plays a crucial role for coffee shop owners in easily promoting their establishments [4]. With the rapid dissemination of information through technology, it can reach all segments of society, resulting in widespread information dissemination [5].

The growing penetration of the internet serves as a catalyst for the intensive use of smartphones. According to data, internet penetration has been consistently increasing every year. In 2023, it is predicted that smartphone user penetration will reach 83.6%, a 3% increase from the previous year. By 2025, it is estimated to reach 89% of smartphone users. Therefore, optimizing the use of social media can create new dynamics in the coffee industry [6].

Digital marketing is the core of a digital business, as it allows companies to connect more closely with consumers and gain a better understanding of their needs. It also helps to increase traffic for a product and expand distribution networks, ultimately leading to increased profits through digital marketing activities [7].

Through social media, business owners can easily build brand identity and make information about the products offered more appealing [8]. By maintaining consistency in message appearance, customer interactions, and engaging communication style, brand image and customer relationships can be strengthened [9].

In this community service, we chose Lintas Coffee Shop as the UMKM whose problems we will analyze and provide solutions, one of which is product marketing. Lintas Coffee Shop, owned by Razieq Alif and established on October 8, 2021, is located at Jalan Ibn Armah No. 1, Depok. Specializing in food and beverage offerings, Lintas Coffee Shop provides a cozy ambiance for patrons to enjoy a variety of



delicacies and drinks. Stay updated with their latest offerings and promotions by following them on Instagram at [lintaskopi\\_](https://www.instagram.com/lintaskopi_).

**Figure 1. Cafe Lintas coffee logo**

1. Problem Analysis

a. There is a similar business at the business location

The presence of a similar business in front of the coffee shop, which is a larger-scale cafe compared to the coffee shop, will result in a tighter competition between the two businesses. Our group analysis suggests that the cafe being located in front of the coffee shop will offer similar products and services, which may potentially lead to a decrease in sales volume for the coffee shop. Additionally, the presence of a similar business in front of the location can result in changes in consumer behavior and preferences. Customers may choose a location they perceive as comfortable for hanging out and working, or they may prefer a business with a strategic location, whether it's close to their homes or has convenient parking spaces. Therefore, it is necessary for the business owner to develop strategies to maintain the attractiveness of their business.

b. There is still potential for optimization in digital marketing strategies.

In order to increase market interest and boost sales of a coffee shop, maximizing digital or social media marketing is necessary. To maximize social media or digital marketing, a thorough analysis of market interest and the content to be created to reach relevant customers who are in line with the owner's desires is needed. Subsequently, through the maximization or optimization of digital marketing, various benefits can be provided to the coffee shop, one of which is the ability to cover or reach a wider target market through various platforms such as social media, websites, and online advertisements. By utilizing digital marketing, businesses can also save costs or use costs more efficiently compared to traditional marketing methods.

c. Lack of long-term vision and mission

Vision and mission in the long term are crucial aspects in a business as they provide a clear direction for the business to follow. Without a long-term vision and mission, a business will face negative impacts on its sustainability and future growth. Furthermore, the absence of long-term vision and mission will make it difficult to develop long-term strategies that are essential in helping the business navigate future challenges and changes. Businesses without long-term vision and mission tend to focus only on short-term goals aimed at achieving immediate results. Consequently, this approach will limit opportunities to foresee and sustainably develop the business in the future.

2. Solution

Based on the results of several interviews and meetings with Mr. Razieq as the owner of the business, he feels and acknowledges that Lintas Kopi's coffee shop is not maximizing the use of Instagram. After further zooming in, we explained several ways to optimize Instagram and it was approved by Mr. Razieq himself. Subsequently, he requested further guidance in the future.

Here is the progress we have made together with Mr. Razieq as the owner of Lintas Kopi:

- a. Discussing with the owner regarding the content that they want to post regarding Instagram optimization.
- b. Explaining and providing options to the owner for the next steps after optimizing Instagram.
- c. Explaining the creation of campaigns and Instagram ads aimed at increasing Instagram traffic.
- d. Evaluating the suggestions and guidance given to the Lintas Kopi SME.

**METHOD**

This research method involves Lintas coffee shop as the research object, a small and medium-sized enterprise (SME) operating in the culinary sector. The coffee shop is located in an urban area with a diverse customer population, including students, office workers, and the general public. Stakeholders involved in this service initiative include the shop owner, baristas, service staff, and operational managers. They play a role in implementing Digital Marketing strategies to enhance the visibility and attractiveness of the coffee shop. The implementation method involves market analysis, determining digital marketing strategies, creating creative content for social media, and implementing online promotional campaigns. The tools and equipment used include social media platforms.

Data collection techniques involve direct observation, customer interviews, and statistical analysis of online interactions [10]. The evaluation criteria for the success of this community service initiative include increased sales, customer base growth, and online engagement levels. The data analysis approach involves monitoring digital performance metrics, analyzing sales trends, and customer feedback for continuous improvement [11].

**RESULTS AND DISCUSSIONS**

**Implementation**

1. Content Type

Our team's approach to maximizing Instagram for the coffee shop is outlined in the following content:

Content Type	Material of Content	Target	Progeress	Caption
Bio Ins...	Linktree	Brand Awareness	Queue	#sobatlintas
Story	Menu	Brand Awareness	Queue	#sobatlintas
Story	Pemesanan (Grab & Gojek)	Brand Awareness	Queue	We are available now on : 1. Gojek 2. Grab
Story	Suasana Lintas Kopi	Brand Awareness	Queue	#sobatlintas

**Figure 2. Lintas Coffee Content Optimization**

2. Recommended Solution

- a. Participate/join the community

Joining or participating in a community undoubtedly provides various benefits for a coffee shop. By joining a community, it offers opportunities to expand networks and meet new people who share the same interest and goal, which is to have a coffee business or improve an existing one. Within a community, we can acquire knowledge, share experiences, and exchange tips on coffee making with fellow members. Unbeknownst to us, these benefits have a positive impact on our personal lives.

Joining a community also allows us to obtain information about workshops or training programs that enhance the quality of our food, beverages, and services. By participating in workshops or training organized by a community, we can deepen our knowledge and techniques in the world of coffee.

Lastly, based on analysis and our understanding, joining a community provides assistance and support for our business or endeavors. This support makes it easier for our coffee shop to attract more customers, as recommendations from friends and relatives are likely to increase due to the support received.

b. Maximize/optimize instagram

By maximizing the Instagram account owned by the coffee shop, various benefits can be obtained. Firstly, by maximizing the coffee shop's Instagram account, there will be an increase in exposure of the content created by the coffee shop. With this increase in exposure, the coffee shop has the opportunity to attract or expand its reach to a wider range of consumers. Furthermore, by maximizing the coffee shop's Instagram account, it can build a positive image for its business. Establishing a good image will in turn increase sales opportunities. To build a positive image for a business, attractive content with better brand delivery can be used to create a good image in the eyes of consumers. Lastly, by maximizing Instagram, we can start promoting the products or services offered. This is because when we market through Instagram ads, we must first maximize our Instagram account. Therefore, when customers visit our business Instagram page, they will be interested in purchasing the products or services offered by the coffee shop.

Prior to that, it is necessary to make an effort to conduct analysis and develop a good, high-quality, consistent, and beneficial strategy for the community. With the numerous benefits that can be obtained by maximizing Instagram, we must also be cautious in maximizing a social media platform. This is because the competition on Instagram is becoming increasingly fierce, given its popularity with millions of users. Businesses that overly focus on Instagram tend to prioritize the visuals presented on the platform without considering or prioritizing the quality of the products or services offered.

c. Develop a long-term vision and mission

The benefits of an effort in formulating long-term vision and mission are numerous. An endeavor that has a long-term vision and mission will receive the guidance, motivation, and focus needed to achieve the vision and mission set by the business. With a strong long-term vision and mission, it can help improve the business and prepare strategies to face challenges. Long-term vision and mission also reflect the business towards the goals to be achieved. Vision itself is a description or form of the ideal future shape that a business wants to achieve in the long term, while the mission is a statement of the stages or steps taken to achieve the desired vision.

There are various benefits of having long-term vision and mission. With long-term vision and mission, a business can determine which focus and priorities should be prioritized. With the help of long-term vision and mission, a company can identify priorities of issues or what needs to be prioritized first, thus having a significant impact on its business growth rate. Furthermore, with long-term vision and mission, the business can motivate its employees and teams, which in turn can influence the performance of its services and products as they have the spirit to achieve the business's vision and mission. Lastly, with long-term vision and mission, the direction of the business will be clearly outlined, and what the business aims to achieve will be visible, providing guidance on what they will do in the future.

3. Analysis Before and After Recommendation

a. Reasons for Using Instagram

Our reason for using Instagram as a digital marketing tool is because Lintas Kopi already had an Instagram account and had shared many photos regarding information about Lintas Kopi itself. Therefore, the owner realized that the potential of this Instagram account from Lintas Kopi could still be maximized. As a result, the owner agreed and requested guidance on how to maximize it and what content should be included in Lintas Kopi's Instagram.

In addition, based on our team's analysis, Instagram itself is a social media platform with many features that support businesses and explore creative ideas. For example, users can create a business-specific Instagram account to track traffic to their business. Furthermore, with Instagram, one can

advertise products and services offered at various prices and objectives. Therefore, we believe that maximizing Instagram can enhance.



Figure 5. Insight Lintas Kopi 1 Week

The above image demonstrates a 50% increase in the number of accounts reached in the first week following the optimization of the Lintas Kopi Instagram account, despite experiencing a decline in the past two weeks. However, the number of interacting accounts remains constant, with only three accounts interacting over a 30-day period. Nonetheless, it is anticipated that the optimization of the Lintas Kopi Instagram account will attract new followers in the long term. The optimization of Instagram for the relevant MSMEs can be observed in the subsequent discussion.

- b. Social Media Layout
  - 1) Before Optimization



Figure 6. Instagram Lintas Kopi Before Optimization

The above image shows that Lintas Kopi's Instagram account appears to be lacking vitality and interaction with consumers. Furthermore, it lacks informative content for customers who are interested in visiting and purchasing products offered by Lintas Kopi. Prior to maximizing and optimizing its potential, Lintas Kopi's Instagram account needs improvement in terms of liveliness, interactivity, and providing relevant information to its customers.

2) After Optimization

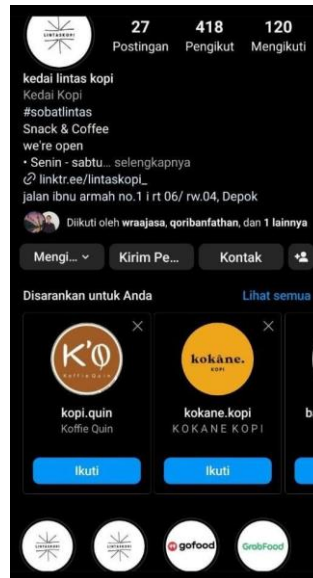


Figure 7. Instagram Lintas Kopi After Optimization

Following discussions and approval with Mr. Raziq, the owner of this Lintas-coffee business, our team has optimized the Instagram account of Lintas Kopi. We have included highlights with ordering guides for GoFood and GrabFood, as well as a menu to facilitate customers in deciding what to order before visiting Lintas Kopi. Moreover, we have incorporated highlights showcasing the nightly ambiance at Lintas Kopi, along with interactive content like Q&A sessions for customer engagement.

3) Lintas Coffee Linktree

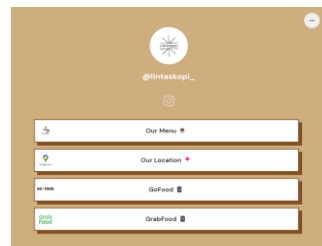


Figure 8. Lintas Coffee Linktree

The optimization of our Lintas Kopi Instagram is achieved by our team creating a linktree that includes the menu of Lintas Kopi, a direct link to the ordering page on GoFood, a direct link to the ordering page of Lintas Kopi products on Grab, and a location link that directs users to the map of where Lintas Kopi is located.

## CONCLUSIONS

Based on the above discussion, we can conclude that the optimization of Instagram for Lintas Kopi's SMEs has a moderate influence. In this project, we aim to enhance brand awareness for Lintas Kopi, which includes knowledge of the products, the ambiance of Lintas Kopi, the location of Lintas Kopi, and

ordering through Gofood and Grabfood. Consequently, it is expected that new customers will be able to discover the menu offered by Lintas Kopi.

Although the solution recommendations we have implemented may not have a significant impact, in the long run, they are expected to be influential. This is because an optimized Instagram account will facilitate business owners if they intend to advertise on Instagram in the future.

As a relatively new business venture, UMKM Lintas Kopi needs to enhance its brand awareness in order to reach a wider audience. Therefore, it is essential to implement effective marketing strategies to increase the value of Lintas Kopi's business. Hence, we recommend the owners of Lintas Kopi cafe to adopt the digital marketing plan that we have developed and consistently implement it.

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