

## INTEGRATED MARKETING COMMUNICATION PREFERENCES COFFEE SHOP IN SURABAYA

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### ABSTRACT

In modern era, technological developments affect people's lifestyles, especially in consumption behaviour which switched to be a consumptive one, we can barely see drinking coffee which now becoming a lifestyle. "coffee shop" comes up as a new coffee shop in Surabaya in November 2018. Some innovations in Integrated Marketing Communication activities or known as IMC have been carried out by companies. Ever since the company stood they did IMC activities, covering advertising, public relations, sales promotion, sponsorship, and digital marketing. This research aims to find out the consumer preferences of some of the IMC activities and it's most effective aspect for the company. This research is a quantitative descriptive study by conducting surveys from 96 people as a sample. The respondents were coffee shop consumers who had bought more than once and were aware of the IMC activities by coffee shop. The survey results were processed by weighting which obtained the coffee shop consumer preference sequence regarding IMC activities that had been carried out. The results of this study indicate consumer preferences in the form of using Instagram as a digital media in first place, sponsorship at the Indie Kopi event in second place, use of the Ladies Day banner as a print advertising medium in third place, Riding activities with the Surabaya motorcycle community in fourth place, and the presence of discounted prices (Ladies Day, Univ Day, Valentine Day) took fifth place.

**Keywords:** Coffee Business, Lifestyle, Integrated Marketing Communication, Preferences.

### ABSTRAK

*Pada era modern saat ini, perkembangan teknologi mempengaruhi gaya hidup masyarakat, terutama pada perilaku konsumsi yang berubah menjadi perilaku konsumtif. Contoh dari perilaku konsumtif tersebut adalah minum kopi yang hanya sekedar melepas dahaga tetapi sekarang menjadi gaya hidup. coffee shop muncul sebagai kedai kopi baru di Surabaya pada bulan November 2018. Beberapa inovasi kegiatan Integrated Marketing Communication atau biasa disebut IMC telah dilakukan oleh perusahaan. IMC merupakan suatu usaha untuk menyampaikan pesan kepada konsumen mengenai keberadaan produk di pasar. Selama perusahaan berdiri telah melakukan kegiatan IMC, yaitu advertising, public relations, sales promotion, sponsorship, digital marketing. Penelitian ini bertujuan untuk mengetahui preferensi konsumen dari beberapa kegiatan IMC tersebut. Hasil dari penelitian ini diharapkan dapat berguna bagi perusahaan untuk bisa mengetahui kegiatan IMC apa yang paling efektif bagi perusahaan. Penelitian ini merupakan penelitian deskriptif kuantitatif dengan melakukan survei dan pengambilan sampel. Teknik pengambilan sampel pada penelitian ini adalah non-probability sampling, dengan metode purposive sampling dan mengambil sampel sebanyak 96 orang. Responden dalam penelitian ini adalah konsumen coffee shop yang telah membeli produk lebih dari satu kali dan mengetahui kegiatan IMC yang dilakukan oleh coffee shop. Dalam penelitian ini juga dilakukan wawancara singkat dengan narasumber konsumen coffee shop. Seluruh jawaban hasil survei pada penelitian ini diolah dengan cara pembobotan yang mendapatkan urutan preferensi konsumen coffee shop mengenai kegiatan IMC yang telah dilakukan. Hasil dari penelitian ini menunjukkan preferensi konsumen berupa penggunaan Instagram sebagai media digital menempati posisi pertama, sponsorship pada acara Indie Kopi menempati posisi kedua, penggunaan banner Ladies Day sebagai media iklan cetak menempati posisi ketiga, kegiatan Riding bersama komunitas motor Surabaya menempati posisi keempat, dan adanya potongan harga (Ladies Day, Univ Day, Valentine Day) menempati posisi kelima.*

**Kata kunci:** Bisnis Kopi, Gaya Hidup, Integrated Marketing Communication, Preferensi.

### 1. INTRODUCTION

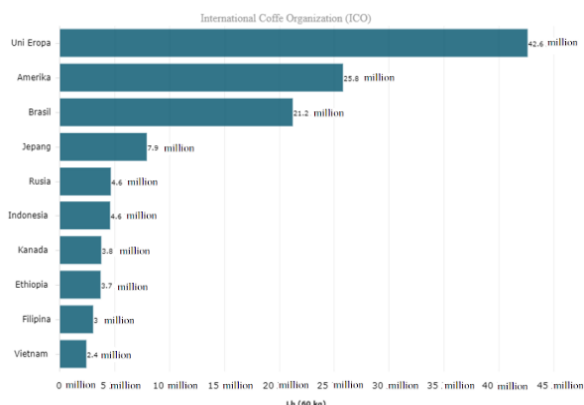
Solikatun, Drajat Tri Kartono and Argyo Demartolo (2015) said, in the modern era, technological develop-

ments experienced rapid progress which resulted in consumptive behavior with a clear example of drinking coffee that used to be just to release thirst now turned into a lifestyle. Formerly, consumption

behavior was only to meet primary needs, but now it also has increased to fulfill the secondary necessity. It makes consumption behavior turn into behavior called consumptive behavior. Trying to meet consumption is not just a necessity; but also a consequence of more desire called immoderate behavior.

A concrete example of such consumptive behavior is the purpose for drinking coffee that used to be due to release thirst now turned into a lifestyle today. Reinforced by the opinion of Filani Olyvia (2017), that drinking coffee now shifts meaning into an experience associated with social life and needs. Coffee drinks are not only a thirst release as the modern-style coffee shop develops, by drinking coffee is a lifestyle for certain people. It can be seen in Table 1.

**Table 1.** 10 Country with the World’s Largest Coffee Consumption 2016/2017 Source: Katadata Databooks, 2018



In the book, *Peluang Usaha Industri Kecil Menengah Kopi* (2017) obtained from the International Coffee Organization (ICO) which states that Indonesia as a coffee producer rank is fourth and entered into 10 Countries with the World's Largest Coffee Consumption 2016/2017 which will grow an average of around 8.22% per year in the 2016-2021 period. The growing coffee consumption in Indonesia is a profitable coffee shop business opportunity for several large cities.

One of the largest cities in Indonesia is Surabaya. From the delivery by Nabila Luthfa and Kartika (2018), Surabaya alone became one of the big cities that had the advantage of doing coffee shop business because it included cities that always followed the development of the present era. It is supported with Ranges Umara (2017) that states that most of the Surabaya suburb has been fond of coffee shops in 2-3 years the growth of coffee shops in Surabaya will increase rapidly. The following is a table of developments in the number of coffee shops in Surabaya in 2006-2010 with data obtained from Bobby Budiono (2015).

**Table 2.** Development of the Number of Coffee Shops in Surabaya (2006-2010)

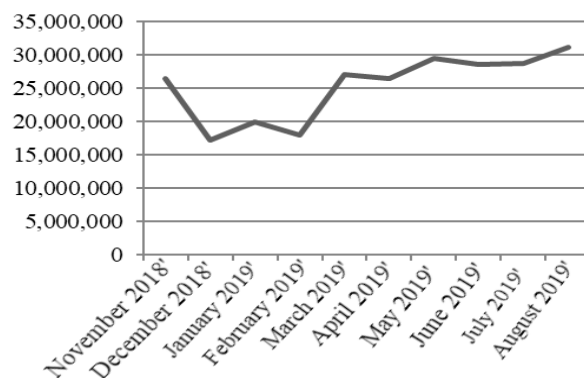
| Year | Number of Shop developments |
|------|-----------------------------|
| 2006 | 84                          |
| 2007 | 78                          |
| 2008 | 80                          |
| 2009 | 90                          |
| 2010 | 110                         |

Source: Bobby, 2015

Based on the table above, it shows that the growth of coffee shops in Surabaya in 2006-2010 experienced significant growth, was 30.95%. The latest data submitted by Peni Widarti (2019); that the production of coffee-based cafes continues to increase by 16-18%. From the data, many entrepreneurs in Surabaya also want to compete with the coffee shop business.

Kevin Yosi Farandy, Ignatius Sangaji, and Andre Irfansyah are some of the business groups that founded coffee shop on October 19, 2018, located on Jalan Opak no 60, Darmo, Surabaya, with sharing a place with Akshara Hostel. Even though this coffee shop is less than one year old, visitors continue to arrive every day to enliven the shop so that there is an increase in turnover. This is the reason the author chose coffee shop as the object of study. It can be identified in the following sales turnover image:

**Table 3.** Coffee shop Sales Profit



Source: Internal data of coffee shop sales profit, 2019

The data above shows that the most significant sales turnover occurred in March 2019 because in February 2019 the company conducted Integrated Marketing Communication or is commonly referred to as IMC, i.e. Valentine's Day. The company also conducts IMC activities in other months, but the turnover obtained does not rise or fall significantly at a substantial cost. Whereas the marketing costs incurred are relatively large. With the expenditure of substantial marketing; but not experiencing a significant increase, the preference for IMC activities is has been produced.

By finding the highest priority, following the coffee shop IMC activities will be focused more on the other activities that can be re-considered.

IMC delivered by Terence a Shimp (2014) is a communication process that has the aim of influencing consumer behavior directly or indirectly that is the target of marketing communications using all communication methods related to consumers that can determine whether or not a purchase will occur that is affected by consumer preferences and marketing from the company itself.

According to Cintia Veronica Eka Prabela, Srikandi Kumadji, and M. Kholid Mawardi (2016), the purchase choice is the most preferred buying brand, but the two factors influence the deep and decision. Consumers will buy what they only like, but other things can be done anywhere and decide to buy the product alone. Another thing related to marketing is what you get where you can use it until the consumer knows and decides to buy it. At the coffee shop several IMC activities have been carried out, namely:

**Table 4.** Activities of the coffee shop IMC (2018-2019)

| IMC               | IMC Activities  |
|-------------------|---|
| Advertising       | • Banner during Ladies Day  |
| Sales Promotion   | • Ladies Day, every Friday gets a discount (20%++)<br>• Univ Day, every Monday; get a20% discount for students who carry student cards<br>• Valentine Day get a 50% discount on Valentine's Day |
| Public Relations  | • Riding as an activity to gather, meet and decipher the Independence Day with several Surabaya motor communities   |
| Sponsorship       | • Become a sponsor on a coffee event, namely Indie Calling Coffee   |
| Digital Marketing | • Have Instagram social media to give consumers interest through content consisting of notification of a discount or discounted promotion   |

Source: Internal data of coffee shop sales profit, 2019

Some examples of IMC activities have been made by coffee shop, one of which is sales promotion:

- 1) Ladies Day  
This promo applies to all women who buy products at coffee shop will get a discount (20%++) every Friday.
- 2) Univ Day  
This promo is valid every Monday for all students who buy products at coffee shop to get a 20% discount by showing KTM (Student Sign Card).

- 3) Valentine Day  
This promo applies to all people who do not have a partner will get a 50% discount on coffee shop on February 14.

The IMC activity is undertaken by coffee shop, the Ladies Day promo that applies to all women who buy products at coffee shop will get a discount (20%++) every Friday, Univ Day promos that apply every Monday to all students who buy products at coffee shop will get a 20% discount by showing KTM (Student Sign Card) This promo Valentine Day applies to all people who do not have a partner will get a 50% discount at coffee shop on the day of affection on February 14, conduct riding activities as an activity to color Independence Day with several Surabaya motor communities, became a sponsor on the Indie Calling Coffee event, and have Instagram social media to give consumers interest through content and notice of discounts.

The various IMC activities that have been carried out require hefty costs so that the target profit set has not been achieved. This study just wants to know the preferences of Integrated Marketing Communication coffee shop; so that it can provide what IMC activities are most effective for the company.

Based on the background of the problem raised above, the formulation of the problem that the researcher took, namely "How to Preference Integrated Marketing Communication in coffee shop?"

Based on the problem that has been raised then this study aims to find out the activities of integrated marketing communication which is the consumer's preference in buying products at coffee shop.

The benefits that shall be obtained from this study are as follows: (1) Theoretical Benefits: This research proposed an information material or reference about integrated marketing communication that is the consumer's preference for future research. For researchers themselves, the benefit is to get more insight into the IMC and become a consumer preference for a company in knowing or choosing a product and (2) Practical Benefits: This research proposed to provide information and help coffee shop to show the order of IMC activities that consumers like most in making products inherited so that they know about IMC activities that are effective for companies and can achieve sales profit targets.

Based on the above exposure, researchers will limit this consumer-focused study at coffee shop from

March 2019 to October 2019; because IMC activities only began in February 2019. The speakers in this study were consumers who had bought the product more than once and were aware of the IMC activities carried out by coffee shop.

### 1.1 Literature Review

This research uses several studies that have been carried out to provide information and can be used as a reference in the analysis had been being done. Previous research conducted by Indika and Cindy (2017) on "Instagram Social Media As a Promotional Means to Increase Consumer Purchasing Interest", which discusses how Instagram as a social media can influence consumer purchasing intentions towards tourist destinations. This study uses a descriptive approach to the quantitative method of taking samples such as primary data used for questionnaires related to Instagram use. The number of samples in this study was 100 with an error value of 10%. The measurement scale used is the Likert scale. The variable in this study is the influence of Instagram social media (x) on the buying interest (y) of Floating Market consumers. The results of this study show a strong influence between Instagram and consumer buying interest and it is explained that creatively packaged photos make it a good form of communication that can attract consumers' attention. This research is used by researchers as a reference to conduct discussions about Instagram social media that affect consumers to make purchases of a brand or product.

The second study conducted by Prisgunanto (2018) titled "Implementation of Promotion of Credit Card Marketing Communication in Indonesia" aims to find out how the marketing mix is carried out by banks and is considered the most powerful for selling products to customers with interviews to the Independent Bank, HSBC Bank, BCA Bank, Citibank, and BNI Bank. The results of this study show that of the five banks studied all have brands or names that are already trusted by the community so that the strategies and tactics they use can maintain the segmentation of their respective markets. In the practice of promotion through marketing communication, the most powerful and visible thing is to sell products namely, ad sharing, television programs, print media, and below-the-line models. This research is used by researchers as one of the references to conducting the most powerful promotional discussions in selling products and which marketing communications most attract consumers' attention.

The third study conducted by Anggraeni, et.al (2014) is entitled "Public Relations Strategy in Supporting the Marketing of National Power Plants" which aims to find out strategies for public relations activities to support marketing at national power plants. This type of research is qualitative using data collection techniques with in-depth interviews, library studies, and observations. In-depth interviews were conducted with the public relations officer and which included the service and administration section of the PT PLN APJ Cirebon City, this data is used as the main data. The variables studied were taken based on a public relations strategy that supported the marketing of PT PLN APJ City of Cirebon which was revealed to be a question in the interview. The results of this study highlight public relations strategy planning in supporting marketing, namely explaining communicator background criteria, standardizing communicator expertise, clarifying the attractiveness of marketing types, determining marketing, processing the attractiveness of message content, determining the media used, changing opinions, changing attitudes, changing behavior, supporting factors for marketing activities. Similarity to the research that will be conducted by public relations discussions conducted by the company. This research is used by researchers as one of the cornerstones of thinking that discusses carrying out public relations activities properly.

According to Bambang Supriadi and Nanny Roedjindari (2017), preference is a behavior that exists in a person showing something that tends to be one thing only, that is, there must be something preferred and priority in making decisions. Preference itself is always associated with consumer purchasing decisions in choosing a product. Supported by the delivery by Hilda Yunita Wono (2018) which states that preference arises from one's perception of a product that is preferred to each individual must make a ranking arrangement for a situation, from the start of the approval to the unwelcome. Preference itself is always associated with consumer purchasing decisions in choosing a product. This makes each person or consumer have a tendency when faced with several product choices to choose from. The impact of these product trends makes for more satisfaction on consumers.

Integrated marketing communication or IMC consists of planning, creation, integration, and implementation is a communication process aimed at influencing consumer behavior directly or indirectly that is the target of marketing communication. (Shimp, 2014).

With seven activities that will be the consumer's preference in making purchases at coffee shop, namely:

### 1.1.1 Advertising

The advertising activity that coffee shop has done is to print a banner at the time of the promotion of ladies' day.

### 1.1.2 Direct marketing

The coffee shop has not done direct marketing activities because it still wants to add information on how to plan the activities to fit its purpose.

### 1.1.3 Personal Selling

The coffee shop has never done personal selling because now the purchase transaction made is to directly come to the coffee shop or use an online application

### 1.1.4 Public relations

The coffee shop itself has carried out riding activities to commemorate independence day with the Surabaya motor community.

### 1.1.5 Sales promotion

Sales Promotion conducted by coffee shop is a promo on certain days.

### 1.1.6 Sponsorship

At present, Sponsorship activities by coffee shop are sponsors at the time of the indie coffee event.

### 1.1.7 Digital marketing

Digital marketing that applied by coffee shop, which runs Instagram social media as a medium for promotion.

## 2. METHOD

The method used in this study is a quantitative descriptive method which is a type of research that describes a phenomenon that occurs systematically to be able to obtain broader or in-depth research results that use several stages of research with quantitative approaches such as using surveys (Yusuf, 2017). This research uses quantitative descriptive methods because the data research method used is by distributing questionnaires and short interviews.

Data collection carried out in the research is to distribute questionnaires and short interviews. The

source used is primary data which is first-hand data collected from the actual situation and is a group of respondents in statistical data (Silalahi, 2015). Data in this research through the distribution of questionnaires to respondents. The type of questionnaire used is closed or closed-ended questions and uses a format for ordinal scale with response categories sorted in detail using the Likert scale. The variable used in this study is a scale of 1-5, which explains 1 for strongly disagree and 5 for strongly agree.

Secondary data is second-hand data that is already available and comes from sources previously obtained from a brief interview about variables about integrated marketing communication to deepen the preferences to make in this study and sources from journals or books and coffee shop company databases.

## 3. RESULT AND DISCUSSION

The subject of this study is the coffee shop, a coffee founded on October 19, 2018, and is located on Jalan Opak no 60, Darmo, Surabaya, sharing a place with Akshara Hostel. The shop has operating hours from 15:00 to 24:00 Monday to Thursday and 8:00 to 24:00 on Friday to Sunday. coffee shop was founded by three owners, namely Kevin Yosi, Ignatius Sangaji, Andre Irfansyah, and three shareholders (2 active investors and one passive investor); coffee shop has as many as three employees who have their jobs. The name 70s comes from the owner's hobby of one of the shoe products the owner uses for his love of coffee, which inspired him to name this coffee shop according to the type of converse shoes.



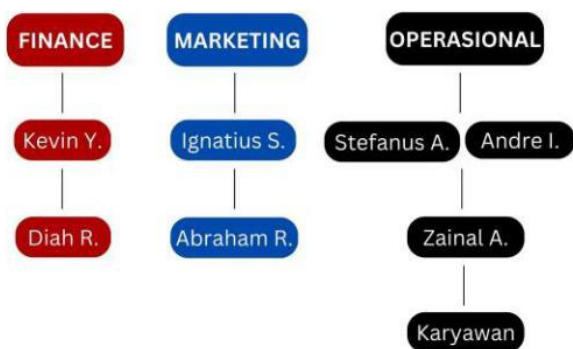
Source: Internal data of coffee shop, 2019

**Figure 1.** Research subject coffee shop

Coffee shop has a vision, namely, Dedicate and Appreciate amidst a mission that can support the establishment for forthcoming. The following is an explanation of the company's vision and mission. Their visions are: (1) Become a cozy and unique shop by serving coffee with the best taste accompanied by the best quality and naturalness, (2) Provide education and increase appreciation for the world of coffee that consists of coffee farmers and all those who have meritorious in the process of making coffee, (3) The coffee shop become a container for creative people who want to work.

Their missions are: (1) Prioritizing National coffee beans to further introduce coffee quality in Indonesia, (2) Establish a shop that fits the 70's theme (the 70s' here in the art of the 1970s concept), (3) Always prioritize and maintain the quality of our products at affordable prices, (4) Helping local farmers to introduce aerospace coffees.

The company chose that vision to be the container for people with a career in all kinds of things. The target is young and student Kaula. coffee shop has its uniqueness in the wreath of coffee customers not just as a hat but a customer gets his own experience of the work he has made. Here is the organizational structure of coffee shop:



Source: Internal data of coffee shop, 2019

**Figure 2.** Coffee shop Organizational Structure

This coffee shop sells a variety of aerospace coffees that will be served as well as possible so people will feel comfortable drinking them. Some people prefer instant coffee because it tastes relatively comfortable and tasty. coffee shop makes one switch from instant coffee to native archipelago coffee and makes it as good as possible, with the right taste and dose. Product sales from coffee shop are business to customer or direct sales to consumers.

Respondents in this study were coffee shop consumers who bought the product more than once and

learned about the IMC activities carried out by coffee shop. The following are the results of the analysis of the overall and characteristics of respondents in this study:

**Table 5.** Gender Respondents

| No.          | Gender | Quantity  | Percentage  |
|--------------|--------|-----------|-------------|
| 1.           | Man    | 64        | 66,7%       |
| 2.           | Woman  | 32        | 33,3%       |
| <b>Total</b> |        | <b>96</b> | <b>100%</b> |

Source: Researcher's processed data, 2019

Based on the table above it can be seen that out of a total of 96 respondents, as many as 64 or 66.67% were male and as many as 32 or 33.33% were female. This shows that the majority of coffee shop consumers are men.

**Table 6.** Respondent Based from Where to Know coffee shop

| No.          | Know from                | Quantity  | Percentage  |
|--------------|--------------------------|-----------|-------------|
| 1            | Social Media (Instagram) | 42        | 43,75%      |
| 2            | Friends/family           | 33        | 34,375%     |
| 3            | See/pass by coffee shop  | 18        | 18,75%      |
| 4            | Event                    | 3         | 3,125%      |
| 5            | Others                   | 0         | 0           |
| <b>Total</b> |                          | <b>96</b> | <b>100%</b> |

Source: Researcher's processed data, 2019

Based on the table above it can be seen that out of a total of 96 respondents, as many as 42 or as 43.75% know coffee shop from social media or Instagram, as many as 33 or as 34.375% know from friends or relatives, as many as 18 or as 18.75% know from seeing or passing coffee shop, and as many as 3 or as 3.125% know from the event.

**Table 7.** Respondent Data by Frequency of Purchasing coffee shop

| No.          | Amount | Quantity  | Percentage  |
|--------------|--------|-----------|-------------|
| Purchase     |        |           |             |
| 1.           | 2x     | 12        | 12,5%       |
| 2.           | 3x     | 21        | 21,875%     |
| More than    |        |           |             |
| 3.           | 3x     | 63        | 65,625%     |
| <b>Total</b> |        | <b>96</b> | <b>100%</b> |

Source: Researcher's processed data, 2019

Based on the table above it can be seen that out of a total of 96 respondents, as many as 12 or 12.5% bought coffee shop twice, as many as 21 or 21.875% bought three times equal 63 or 65.625% bought more than three times.

From this data obtained the results of consumers' first preference regarding the five activities of the IMC

coffee shop are digital marketing (social media feedback). From the average weighting results entered in table above, ranking results were found for each IMC activity carried out by the company, where the activities with the smallest average value will have the highest rank and the activities with the largest average value will have the lowest rank. The results of consumer preferences can be seen in Table 8 above, the first rank is owned by indicator X5, namely digital marketing with the use of Instagram media social which has a weighting value of 0.180, the second rank is owned by indicator X3 sponsorship activities with a weighting value of 0.194, the third rank is owned by the X1 advertising indicator with the use of the Ladies Day banner with a weighting value of 0.199, the fourth rank is owned by the public relations X4 indicator with riding activities with the Surabaya motor community with a weighting value of 0.211, the fifth rank is owned by the X2 sales promotion indicator which makes a discounted price with a weighting value of 0.213.

**Table 8.** Consumer Preference Results

| Variable | Ranking | Weight | IMC Activities                            |
|----------|---------|--------|---|
| X5       | 1       | 0.180  | Digital marketing using Instagram         |
| X3       | 2       | 0.194  | Sponsorship                               |
| X1       | 3       | 0.199  | Ladies Day Banner                         |
| X4       | 4       | 0.211  | Riding activity with motorcycle community |
| X2       | 5       | 0.213  | Discounted price                          |

Source: Researcher's processed data, 2019

First, Instagram's social media was used from the start and became the essential media in carrying out promotional activities and filling in daily content in a company. The concept of photos on coffee shop made with as many photos that reflect the young people in the shop. The use of language intentionally using non-raw language to be easily understood by young people, especially students and students. In activities on social media, Instagram is set targets for one post feeds and a minimum of five times post stories. Instagram coffee shop became the first marketing media with digital technology and has survived to date. The selection of social media is used as the first marketing tool because it is easy, practical, does not require massive costs, and makes it easy for consumers to search for information about coffee shop. Following the digital marketing theory presented by Bill Chitty, Edwina Luck, Nigel Barker, Michael Valos, and Terrence A. Shimp (2012), digital marketing is a digital media that is cheaper, less messy, and potentially more effective than traditional media. This

preference corresponds to the highest result from which consumers know coffee shop, which is as many as 42 people or 43.75% through Instagram social media.

The researcher also conducted a brief interview with one of coffee shop's customers about the IMC activities carried out (Appendix E). A resource named Claudia Angelina added about digital media used by companies as one of the marketing tools, namely Instagram. According to the resource person, Instagram provides a lot of information about the company, indirectly almost all IMC activities carried out are known through Instagram because companies always update snapgrams and post photos or videos. The upload of photos by the company made it interesting and he also said it made the coffee shop followers interested in coming. This is consistent with the results of previous studies conducted by Deru R. Indika and Cindy Jovita (2017) discussing social media Instagram is used as a promotional tool to increase consumer buying interest, which shows that creatively packaged photos make it a good form of communication that can attract consumers' attention.

Furthermore, the second consumer preference is sponsorship activities at the Indie Calling Coffee event. This event was held at the end of March 2019 in the PTC Surabaya atrium. The company's goal in sponsoring this coffee event is to introduce coffee shop's brand or products to the public. This is in line with the intent of the sponsorship activities delivered by Bill Chitty, Edwina Luck, Nigel Barker, Michael Valos, and Terrence A. Shimp (2012) which is an activity involving investment in events to achieve various company objectives, especially those involving increasing brand awareness, brand image enhancement, and increased sales volume.

Sponsorship activities turned out to benefit the company because it was seen from the results of the study that sponsorship activities followed in the indie calling coffee event became the second preference after the use of digital media. This activity can be used as a company as a further strategy to be able to further introduce products. This is consistent with previous research by Ilham Prisgunanto (2018) which discusses the implementation of promotions regarding the marketing communication mix on credit cards in Indonesia and provides the conclusion that a brand or name that is well known to the public will be able to maintain the segmentation of each market.

The third consumer preference is advertising, which is the yellowing of the banner as a print advertising

medium on the Ladies Day promo. This banner is in front of the coffee shop which has been installed since the Ladies Day promo, which is in December 2018. This activity is carried out by the company to provide information as well as communication tools that channel from the digital media of coffee shop. For an example of the Ladies Day promo, this aims so that consumers who do not know through digital media can find out directly while in the shop and finally make a product purchase. This is by the intent of advertising delivered by Philip Kotler and Kevin Lane Keller (2016) are all forms of nonpersonal promotion carried out by a company to attract consumers to make purchases, usually in the form of print media (newspapers, magazines, brochures) and media broadcast (television and radio).

The advantage of using this banner turned out to be that it could make consumers make purchasing decisions, although it was not a major preference in research into five coffee shop IMC activities. This is consistent with research conducted by Galu Khotimatul Khusna and Farah Oktafani (2017) on the effect of the promotion mix on purchasing decisions with Dunkin'Donuts research subjects in Bandung City, which have an advertising variable and state that there is a good influence between the promotion mix on purchasing decisions.

Moreover, the fourth consumer preference is public relations, namely riding activities with the Surabaya motor community. This activity was carried out on Indonesian Independence Day on August 17, 2019. The company held this activity to be able to establish relations, a container for gathering to meet and color the Independence Day which took the motor community in Surabaya by visiting historic monuments in Surabaya. This is in line with the theory of public relations delivered by A.G Eka Wenats, Kurniawaty Yusuf, Leonita K.Syarief, Putut Widjanarko, Rini Sudarmanti, Suraya, Tri Wahyuti, Wahyutama, Ratno Suprpto (2010) public relations is one management function that helps to build, maintain good communication and evaluate the public.

The public relations activities carried out by the company was the first time and were only done a few months ago. The purpose of this activity is correct following the theory described, but the strategy has not been arranged in detail and detail because it is the first public relations activity. This is not following the theory conveyed by Novi Anggraeni, Mukarto Siswoyo and Farida Nurfalah (2014) regarding public relations activities to be carried out must have an appropriate plan framework, prepared strategies must be able to achieve a goal, such as planning and

management right. The strategy used is not just a direction but must be able to test how operational tactics are. So that the activities in this study of the company's public relations activities go into fourth place in coffee shop's consumer preferences.

In fifth place is sales promotion. The activity carried out by coffee shop is to hold several discounts, namely Ladies Day promos that apply to all women who buy products at coffee shop will get a discount (20%++) every Friday, Univ Day promos that apply every Monday to all students who buy products at coffee shop will get a 20% discount by showing KTM (Student Sign Card) and this promo Valentine Day applies to everyone who does not have a partner will get a 50% discount at coffee shop on the day of affection on February 14.

The results of a brief interview conducted by a researcher with one of coffee shop's customers talked about the role of Instagram social media used to provide complete information about the company and one of them was a Ladies Day promo that often existed at Instastory. The resource person also said that the existing discount made him come to buy. Hal ini sesuai dengan teori yang disampaikan oleh Phillip Kotler dan Gary Amstrong (2012) sales promotions terdiri dari insentif jangka pendek untuk mendorong konsumen melakukan pembelian atau kepentingan suatu produk atau layanan.

The results show this activity turned out not to be a consumer preference for coffee shop. This can be due to the results of a study consisting of 96 respondents of which as many as 64 or 66.67% were male and as many as 32 or 33.33% were female, which meant the majority of coffee shop consumers were men. Whereas the brief interview conducted was with customers who gave good value to the IMC activities carried out by coffee shop.

The sequence of the five IMC activities in this study was obtained from the results of the spread of the questionnaire to coffee shop consumers of 96 respondents, who were then weighted and sorted into consumer preferences. The results of sorting consumer preferences based on the weight values in each IMC activity, where the activities with the smallest average value will have the highest rank and the activities with the largest average value will have the lowest rank.

#### 4. CONCLUSION

From the results of the above research and discussion, several conclusions can be drawn researchers are the



five IMC activities carried out by coffee shop, placed Digital marketing, use of Instagram media social as the first rank (0.180), then Indie Coffee Sponsorship as the second rank (0.194), Banner ladies day as the third rank (0.199), Surabaya motor community riding activities as the fourth rank (0.211), and discounted price as the fifth rank (0.213).

Based of the five IMC activities for coffee shop that already researched, empowerment of Instagram social media has the bigger and the most effective impact for the first preference of coffee shop consumer and had a preference weight of 0.180. The selection of social media is used as the first marketing media because it benefits the company, which is easy, practical, does not require large costs, and makes it easy for consumers to search for information about coffee shop. The results of the study also showed as many as 42 people or 43.75% through Instagram social media.

Digital marketing activity by using social media Instagram is the first preference marketing media of coffee shop. This media has used since beginning until now, because it has lot of benefits. The selection of social media is used as the first marketing media because it benefits the company, which is easy, practical, does not require huge costs, and makes it easy for consumers to search for information about coffee shop. The research also showed many as 42 people, 43.75% used Instagram social media.

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