



DIGITALIZATION OF INFORMATION SYSTEMS IN CONTENT-BASED MARKETING AT ETNIK COFFEE PURWOKERTO

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Abstract

The internship experience at Etnik Coffee provided insight into the practical application of the marketing discipline, with a focus on content marketing. This internship program covers various aspects of marketing, including marketing strategy and content marketing. The company's strategy mainly utilizes Instagram. The content features visually appealing images and videos that show the atmosphere of the place and the menus and discounts. However, the evaluation identified some shortcomings, such as overpricing, less interesting, not maximizing existing platforms, and less involved in other social media. This internship enhanced the author's understanding of real-world work dynamics, communication, and adaptability.

Keywords: *Etnik Coffee, Social Media, Instagram, Content Marketing*

Abstrak

Pengalaman magang di Etnik Coffee memberikan wawasan tentang penerapan praktis disiplin pemasaran, dengan fokus pada pemasaran berbasis konten. Program magang ini mencakup berbagai aspek pemasaran, termasuk strategi pemasaran dan pemasaran konten. Strategi perusahaan terutama memanfaatkan Instagram. Kontennya menampilkan gambar dan video yang menarik secara visual yang menunjukkan suasana tempat serta menu dan diskonnya. Namun dari evaluasi tersebut ditemukan beberapa kekurangan, seperti penetapan harga yang terlalu mahal, kurang menarik, tidak memaksimalkan platform yang ada, dan kurang terlibat dalam media sosial lainnya. Magang ini meningkatkan pemahaman penulis tentang dinamika kerja, komunikasi, dan kemampuan beradaptasi di dunia nyata.

Kata Kunci: *Etnik Coffee, Media Sosial, Instagram, Pemasaran Berbasis Konten*



A. INTRODUCTION

Content-based marketing has emerged as a successful strategy in the rapidly evolving digital landscape to capture customer attention and foster tighter relationships. Etnik Coffee Purwokerto is encountering challenges in utilizing digital information systems to improve its marketing efficacy. Despite offering high-quality products and an appealing concept, Etnik Coffee continues to face challenges in expanding its audience and enhancing customer connection via digital channels. The situational study indicates that numerous coffee enterprises, including Etnik Coffee, have not properly leveraged digital technology to enhance their marketing efforts. Emerging challenges include a deficiency in comprehending the significance of pertinent and captivating information, alongside constraints in utilizing digital solutions that can augment exposure and client involvement. To maintain market relevance, Etnik Kopi must adapt and develop in response to the intensifying competition within the coffee business. This essay will examine methods that Etnik Coffee Purwokerto can adopt to resolve this issue, specifically by digitizing their information systems via content-based marketing. Etnik Coffee aims to improve its competitiveness, broaden its market presence, and cultivate more consumer loyalty through an appropriate strategy. Utilizing digital technology enables them to more effectively present their products and cultivate a more immersive experience for consumers.

B. IMPLEMENTATION AND METHODS

The internship is a type of lecture which involves working directly in the working world. The purpose of internship is to gain experience that can be used later for

professional development. The author's internship is carried out at Etnik Coffee. The reason why author's doing the internship at Etnik Coffee was to increase the content marketing application used by the company. The internship was carried out from January 20, 2024 to April 27, 2024 with a total of eight working hours, starting at 16.00 WIB until 00.00 WIB. During the internship, author makes a promotional photos and Videos in Instagram. By posting photos and videos with features on Instagram, many viewers see the content and some of them ask about the content.

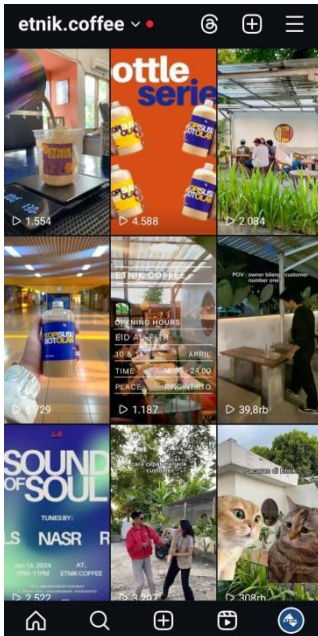
C. RESULT AND DISCUSSION

Content marketing is a strategic marketing approach focused on creating, publishing, and distributing valuable, relevant, and consistent content to attract and engage a clearly defined target audience. The primary goal is to drive profitable customer action by providing content that addresses the audience's needs and interests, rather than directly promoting products or services. This approach aims to build trust, establish authority, and ultimately foster customer loyalty. Robert Rose, a leading authority on content strategy, defines content marketing as "the art and science of creating valuable, relevant, and consistent content to attract and retain a clearly defined audience" (Rose, R. (2016). *Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit*). Rose highlights that successful content marketing is about transforming marketing from a cost center into a profit center through strategic content creation and distribution.

Etnik Coffee uses content marketing as its strategy. When using social media, what is expected is that the strategy used is right on target. In Etnik Coffee, the social media that used is Instagram where Instagram itself is one of the most user platforms around the world.



Picture 1. Instagram of Etnik Coffee



Picture 2. Feeds Instagram



Picture 3. Insight Instagram

In this content, Etnik Coffee uses photos and videos for advertising the place and menus. The photo contain the pic of the menu, price, the criteria of the menu, and the discount. To contact the Etnik Coffee can be via direct message on Instagram, or whatsapp to the number listed in the bio, or by email which is also listed in the bio. The author promotes to people repost the content on instagram to increase potential customers. First, the author conducts research on content that is going viral by advertising the product. Second, the author created a content with the product. Third, the author then posted on Instagram and also promoted using personal Instagram.

D. CONCLUSION AND SUGGESTION

Conclusion

Overall, after four months internship and observing, the author concluded that Etnik Coffee uses a content marketing strategy that mainly focuses on Instagram. The company operates one Instagram accounts, @etnik.coffee. This strategy involves the use of visually appealing photos and videos which showcases the menu, place decorations, funny parody videos, and events held there. Potential customers can contact Etnik Coffee through various channels, including Instagram direct messages, WhatsApp, and email.

The evaluation obtained is the price offered in the menus are still quite expensive, not maximizing the use of other social media such as making a Tiktok account for Etnik Coffee makes it less effective in achieving targets, the lack of information about the discount or event also makes it less than optimal to achieve the targets.

Suggestion

here are some suggestions for further improvement and success:



Reevaluate Pricing Strategy

Perform Market Analysis: Conduct a comprehensive review of rival pricing and customer expectations to ascertain whether modifications are necessary. This can assist in aligning prices with market norms and consumer perceptions.

Implement Value-Based Pricing: Contemplate providing tiered price structures or value bundles that enhance perceived monetary worth. This may encompass exclusive promotions, bundled specials, or time-sensitive reductions.

Establish Loyalty Programs: Establish a loyalty program to incentivize repeat consumers with discounts or exclusive offers. This may promote regular patronage and improve customer engagement.

Augment Social Media Presence

Establish a TikTok Account: Establish an official TikTok account for Etnik Coffee and consistently share captivating content, including behind-the-scenes footage, customer testimonials, coffee preparation techniques, and advertising videos. The viral characteristics of TikTok can substantially enhance brand visibility.

Utilize Influencers: Collaborate with local influencers or micro-influencers to endorse Etnik Coffee across diverse social media platforms. Their endorsements can expand audience reach and increase traffic to the coffee business.

Enhance Social Media Strategy: Formulate an extensive social media strategy encompassing posting schedules, content themes, and engagement methodologies. Employ analytical tools to monitor performance and modify strategy according to audience engagement.

Enhance the Communication of Discounts and Events

Proactively Promote Discounts and Events: Utilize many platforms to notify customers regarding discounts and events, encompassing social media, email newsletters, and in-store signage. Guarantee that promotions are explicitly conveyed and readily accessible to clients.

Develop a Schedule of Activities: Create a marketing calendar detailing forthcoming promotions, events, and exclusive deals. Disseminate this calendar via social media and the coffee shop's website to ensure customers remain informed and involved.

Participate in the Community: Organize events or courses pertaining to coffee culture, such as barista training or coffee tasting sessions, and vigorously promote these activities. Interacting with the community can generate excitement and increase patronage to the store.

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