

## Utilization of Social Media Instagram the Gade Coffee and Gold Samarinda as an Online Marketing Communication

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### Abstract

*Currently, the field of entrepreneurship is proliferating, which results in increasing fierce business competition. A business aims to provide products and services to consumers and must strengthen personal branding so that the managed business can be well received in the community. In the era of digitalization, social media has developed as a tool used as a powerful weapon to interact with consumers, either as a means of communication, promotion, or buying and selling media. For this reason, this study aims to find out how the role and use of Instagram social media as a communication and online marketing tool at one of the cafes, namely The Gade Coffee and Gold Samarinda. The method used is a case study as part of qualitative research with data collection techniques in interviews. The results obtained are that the use of Instagram social media used by The Gade Coffee and Gold Samarinda can show an increase in sales. It means that Instagram as a social media can become a means of online marketing communication to reach more consumers.*

### Keywords

cafe; instagram;  
communication; online  
marketing



## I. Introduction

Faucets of progress and development of the times flowed profusely in recent decades. Information technology permeates quickly into various sectors of life. With the increasingly rapid technology and information, a new era is called the digital era. The digital era can be interpreted as a condition where all activities can be quickly supported by technological developments with various innovations and sophistication. According to literature, the digital era is when technology and information develop much more rapidly so that access to multiple things becomes more accessible and faster (Rumondang, Sudirman, Effendy, & Agustin, 2019).

This digital era provides many positive impacts, such as more accessible and faster access to various digital technologies to speed up work. In addition, this digital era supports the development of digital-based mass media that can be accessed through information technology; this also applies to learning books or other knowledge books that can be accessed more efficiently through technology. In the world of education, this is quite helpful, especially in online-based learning. Even human resources have shown a significant increase in quality due to information technology (Zamzam & Yustini, 2021). Innovation and creativity have become higher since the advent of this digitalization era.

The Internet as a form of information technology development is said to accelerate the rapid progress of digitalization in the world. With the Internet, distance and time are unlimited. The Internet offers various conveniences for humans in their activities, looking for news, gaining knowledge, and interacting with many people in different parts of the world (Rizky & Setiawati, 2020). The emergence of the Internet then created a new world

called the virtual world. The virtual world is created through the relationship between the Internet, use, and technology used with systems integrated into computer systems. This virtual world has been created stronger since the spread of social media as a component that is identical to technological developments.

Social media has taken real human life as an implication of technological progress (Zein, 2019). Social media users continue to increase from time to time. According to Mulawarman and Nurfitri (2017), today, it is almost certain that everyone has a smartphone and social media accounts such as Facebook, Twitter, Path, Instagram, and Tiktok. In this social media, a virtual world appears where it seems as if the world no longer has boundaries (borderless) so that no confidentiality can be covered. With social media, we can find out the activities of other people, both known and unknown, by using internet access. Social media is also used as a communication tool users use in social processes (Mulawarman & Nurfitri, 2017).

Instagram can be said as one of the social media that is quite popular with the public. People of all ages almost own Instagram. Based on the source of e-marketer.com (2017), the number of active Instagram users reaches 22 million people and continues to develop from time to time (Indika & Jovita, 2017). From there, Instagram grew as one of the online marketing communication methods because it is considered to reach potential consumers more closely. From there, many use Instagram as a means to promote their business and increase sales turnover.

Business is one of the efforts that many people are targeting as a tool to make money. Business is defined as exchanging goods, services, or money that is mutually beneficial or provides mutual benefits (Fauzia, 2013). In this era of globalization, business growth is accelerating, so that it triggers intense competition between one business and another. Every person in business or entrepreneur is competing to create innovations and implement various strategies to get attention in the community. One of the strategies that are intensified in achieving business success is marketing techniques.

Marketing is a fundamental element in a business or business. Marketing can be considered a tool to disseminate products or services so that the wider community can reach them. This must be supported by marketing management so that the marketing efforts carried out can obtain maximum results. A marketing manager must have a good attitude, be creative, qualified, and have the ability to communicate well so that the products marketed can be accepted by consumers or the wider community (Hanum, 2014). In doing marketing, marketing management can do it in two ways, namely directly and indirectly.

Marketing communication is a way of indirectly informing, inviting, and reminding consumers about a product or service *brand* being sold can be done with online marketing. With marketing communications, the company can interact with various parties to increase sales and maintain the company's image. A new form of promotion that is often used today is social media. Social media is a marketing communication activity using electronic media to attract consumers to increase awareness, improve company image, and increase sales (Indika & Jovita, 2017). Dhalsim Saladin also mentioned that marketing communication through social media could persuade the target market to accept the products offered and be loyal to the products and services of the company concerned (Saladin, 2001).

With the background above, Instagram social media has an important communication and marketing tool opportunity. With quite a lot of social media users, a marketing strategy has better prospects for consumer affordability. For this reason, in this study, we will discuss further the use of social media in one of the cafe businesses, namely The Gade Caffe and Gold Samarinda, as a means of online marketing communication.

The Gade Caffe and Gold itself is a coffee shop managed by Pegadaian and is currently a large cafe that is quite famous and has succeeded in establishing many branches in various regions of the country. This Cafe was established as an innovation by PT Pegadaian (Persero) to create a millennial-target cafe. Founded in 2018, The Gade Coffee and Gold quickly spread throughout the archipelago. This rapid growth made a curiosity regarding the marketing strategy used by the Cafe so that it could break into success. Instagram social media is predicted as one of the aspects that can increase the sales turnover of The Gade Coffee and Gold and reach more target markets.

## **II. Review of Literature**

### **2.1 Marketing strategy**

Marketing strategy is a comprehensive and integrated plan in the field of marketing goods and services. In other words, a marketing strategy is a set of goals and objectives of policies and rules to obtain maximum results (Untari & Fajarina, 2018).

One of the marketing strategies that a company often carries out is marketing or marketing mix distribution. The marketing mix is a strategy used by the company by preparing plans to satisfy the market segment so that it becomes the proper market so that the products offered can attract consumers so that purchases occur (Untari & Fajarina, 2018)

### **2.2 Marketing Communication**

Marketing communication can be interpreted as a way for a company to interact with internal parties and external parties to increase sales turnover and product image (Indika & Jovita, 2017). Meanwhile, according to Rizky and Setiawati (2020), marketing communication is defined as a communication activity carried out by a company to convey a message to its consumers. The purpose of this marketing communication is to achieve product results and so that the marketing strategy used can be by what is desired (Rizky & Setiawati, 2020). The purpose of marketing communication through social media is also used to increase consumer buying interest (Indika & Jovita, 2017).

According to Kotler, there are aspects of marketing communication strategy, namely (1) advertising is an effective way to reach consumers, (2) sales promotion as an invitation to make a purchase transaction, (3) publicity and public relations with particular characteristics and high credibility, and sales. A personality is an effective tool for establishing preferences, reinforcing buyer action, and enlarging confidence (Kotler, 2000).

### **2.3 Social Media**

Social media is defined as a technology network used to create news through internet access. Social media users can convey information, share social activities, and communicate with many people through telecommunications. The use of social media for marketing is a type of online marketing model that is used with the aim that marketing can participate in the scope of social media networks (Maoyan, 2014). Social media is a marketing communication activity that uses electronic media (online) to attract consumers or companies in various forms (images and writings) to increase awareness, corporate image and to increase sales (Indika & Jovita, 2017).

Social media is known to have become one of the things favoured by various circles of society. Social media with millions of users are Facebook, Twitter, Instagram, Youtube, Blogs, and Tiktok. However, the dominant social media as a means of marketing

promotion are Facebook and Instagram. Therefore, many marketing managers take advantage of this opportunity to do marketing through social media so that the process of delivering information, advertising, or promotions can be done more efficiently (Untari & Fajarina, 2018).

Puntoadi (2011) states that social media plays a vital role in delivering a communication message. Media can send messages to recipients of messages in a communication process (Puntoadi, 2011). Instagram social media, which is used as a communication and marketing tool, increases consumer buying interest. With promotion through Instagram social media, the product or service offered by the company can be more closely known by the target market.

### **III. Research Methods**

The research method in this study uses a qualitative approach. According to Sugiyono (2012), qualitative research is a series of research methods used to examine the condition of natural objects where the researcher is a crucial instrument. Sampling and data sources are carried out purposively, with the research results being qualitative, namely emphasizing meaning rather than generalization (Sugiyono, 2012).

Research with This qualitative approach emphasizes a process rather than research results. The method used is a case study which is the correct method to answer the problem formulation in this study. Creswell (2010) states that a case study is a research strategy carried out by carefully investigating a program, activity, process, or group of individuals. This case study is very suitable for qualitative research used by observing various methods to determine the effect of objects on each other (Creswell, 2010).

In this study, the case study focuses on The Gade Coffee and Gold Samarinda with data collection techniques through interviews. With this interview technique, the authors as much as possible to dig up various information from the Cafe to be studied to obtain comprehensive, sharp, and credible data to meet the objectives of the research conducted. This interview was conducted by asking questions to the manager of The Gade Coffee and Gold Samarinda to find out in detail the use of Instagram social media as a means of online marketing communication in increasing sales at the Cafe. In addition to interviews, researchers also used observation and documentation techniques to validate research data.

In this study, data collection was carried out in the period August-September with primary and secondary data. Primary data is data obtained directly from the source, while secondary data is data obtained from the research results or retrieval of information by others. The preliminary data from this research results from a report conducted by interview technique, Insight on The Gade Coffee and Gold Instagram account, and the Cafe's financial data. Then, secondary data obtained from various kinds of literature and sources can be processed as data such as through literature studies from books and journals and information obtained through The Gade Coffee and Gold Instagram account.

The data analysis technique used in this study is an interactive analysis model with the stages of analysis in data collection, data reduction, data presentation, conclusion drawing, and verification (Rohindi, 2002). This research was conducted at The Gade Coffee and Gold Samarinda, which is located on Jl. Basuki Rahmat, Sungai Pinang Luar, Kec. Samarinda City, Samarinda City, East Kalimantan 75242.

## IV. Results and Discussion

### 4.1 Overview of Cafe the Gade Coffee and Gold

Gade Coffee and Gold is a cafe developed by PT Pegadaian (Persero) to reach the millennial market and collaborate with two subsidiaries. These two subsidiaries are Pesonna Indonesia Jasa, which manages the coffee shop, and PT Pegadaian Galeri 24, which provides gold jewellery and precious gold. In this case, Pegadaian, as the parent company, tries to innovate to meet the lifestyle needs of the millennial generation, which is currently dominating the community. The lifestyle of hanging out and the proliferation of cafes in Indonesia make Cafe business opportunities even more promising. The main target of The Gade Coffee and Gold is to reach young, productive-age customers in Indonesia.

The establishment of The Gade Coffee and Gold aims to make profits and is in line with the company's central vision and mission, which is to increase the number of customers among the productive millennial age by increasing the number of customers—using a contemporary cafe outlet approach. The Gade Coffee and Gold itself has spread to various regions in Indonesia, with branches reaching 34 outlets. In this study, The Gade Coffee and Gold observed were The Gade Coffee and Gold Samarinda, located on Jl. Basuki Rahmat, Sungai Pinang Luar, Kec. Samarinda Kota, Kota Samarinda, East Kalimantan 75242. Gade Coffee and Gold provides a variety of food and beverage menus, especially coffee, and provides services related to pawn transactions more efficiently. In other words, the establishment of this Cafe also aims to communicate pawnshop products. For that, The Cafe is frequented by thousands of millennials, millennials whose efforts are trying to make a financial run so that the Cafe becomes an attraction that has led to a significant increase in sales.

Unlike the primary purpose of The Gade Coffee and Gold cafe in general, which wants to reach young people, The Gade Coffee and Gold Samarinda is mainly dominated by productive adults aged 25 years and over. Several visitors often communicate investment transactions and services for Pegadaian products at this Cafe to get an agreement. Although adults of productive age dominated, The Gade Coffee and Gold Samarinda are never empty of visitors. This is caused by a perfect cafe marketing strategy so that it can attract buyers to keep coming.

### 4.2 Cafe Marketing Strategy

A promotional strategy is defined as an activity carried out by the company to increase sales through direct communication that can convince buyers to make a purchase (Herina, Baharta, & Taufik, 2021). The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). In the Cafe's marketing efforts, The Gade Coffee and Gold uses several strategies to compete and survive during the pandemic.

#### a. Promotion on Social Media

As a cafe branch that has been organized from the central parent, Gade Coffee and Gold Samarinda in managing Instagram by directions from the centre, for advertising posters, it has been made from the centre so that the manager of The Gade Coffee and Gold Samarinda uploads the sign on Instagram feeds or Instagram stories. Therefore, the management of social media in each The Gade Coffee and Gold account has almost uniform feeds due to regulation from the centre of The Gade Coffe and Gold Jakarta.



### **b. Delivery Service**

The Gade Coffee and Gold tried to survive the pandemic by adapting a Go Gas Delivery delivery service. This strategy is used, so that cafe sales continue to gain market share where during the pandemic period, people spend much time at home. For this reason, this delivery service is a suitable alternative to minimize social contact at the Cafe, but consumers can still enjoy The Gade Coffee and Gold menu from home.

Apart from Go Gas Delivery, Gade Coffee and Gold Samarinda partnered with Grab Food to help cafes distribute consumer orders to their homes. By being available at Grabfood, the products offered by The Gade Coffee and Gold can reach more consumers, especially users of the Grab application.

### **c. Gold Bazaar**

The gold bazaar is also one strategy that attracts many visitors to The Gade Coffee and Gold. The Cafe will be crowded at certain moments because a gold bazaar event auctions gold at competitive prices. According to the rules from the centre, gold auctions are held every Friday. This is what causes more visitors to come to The Gade Coffee and Gold.

### **d. Community Gathering**

Gade Coffee and Gold is often used to hold events to improve the quality and quantity of active communities. Some communities that often have events to contribute positively to Balikpapan are the Bikers and Photography communities. With a comfortable place, The Gade Coffee and Gold is often used as a means for meetings, gatherings, and events with a capacity of 50 people.

### **e. Event Procurement**

Gade Coffee and Gold actively interact with consumers through the provision of events both online and offline. In September 2021, there will be one event, Pegadaian Virtual Gowes Wisata, a cycling event to tourist points and respective cities with various provisions to determine the winner of the race.

### **f. Giving a Discount on the Gade Coffee and Gold to Gold Investors**

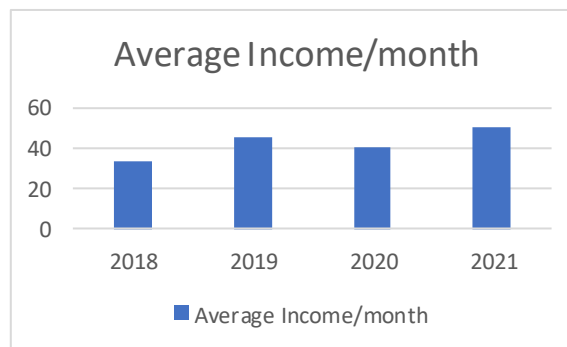
Discounts, bonuses, and cashback are tools that are often used as strategies to attract visitors' attention. In carrying out its goal of increasing customers and attracting investors, Gade Coffee and Gold try to lure by providing discounts on Gade Coffee and Gold menus. For opening an account at Pegadaian, customers can get a 1 cup coffee bonus, make a transaction to save IDR 50,000 for gold to get a 10% discount, a trade to save gold for IDR 100,000 get a discount of 25%, and save gold > IDR 500,000 get a 50% discount and save gold > 5 million get a free 1 litre Van Leening. With the abundance of discounts and bonuses, it is not surprising that many visitors are interested in transacting pawn services at The Gade Coffee and Gold.

At certain moments such as September 4 & 6, The Gade Coffee and Gold also provides an attractive offer, providing thousands of free coffees for Pegadaian customers. This is done in commemoration of National Customer Day. At certain moments of celebration, The Gade Coffee and Gold also provides various attractive offers that attract many visitors to come to The Gade Coffee and Gold, such as giving discounts, giving giveaways, and many more.

### 4.3 Analysis of Instagram Social Media Usage

Gade Coffee and Gold states that one factor that supports its marketing success is social media Instagram as an online marketing communication tool. This is evident from the results of insight visits that are adjusted to the Cafe's financial statements. The use of social media on Instagram is the right choice for constructing a cafe that has the main target of the younger generation. Gade Coffee and Gold itself aims to reach customers to invest in Pegadaian through a modern cafe approach. Rizky and Setyawati's (2020) literature states that Instagram is the primary approach tool for stakeholders in the younger generation.

The study results found that the Cafe's income turnover increased by 32,3% since using Instagram social media. The results of a similar study were also shown by Nurjanah & Tri (2021), where Rumah Donut's Cafe also experienced an increase in turnover of 3.8% after using Instagram social media as a promotional tool which was then followed by an increasing number of visitors and cafes that were better known by the surrounding community. The Gade Coffee and Gold was established in 2018 with an unstructured operating system and still adapting manual work in financial settings. However, in 2019 The Gade Coffee and Gold began to develop a cafe by improving marketing strategies by using the Instagram application. The following is a table of The Gade Coffee and Gold's average monthly net income per year.



*Figure 1. Annual Income Chart*

**Table 1. Cafe Income**

Year	Average income/month
2018	IDR 34,000,000
2019	IDR 45,000,000
2020	IDR 40,000,000
2021	IDR 50,000,000

From the graphs and tables, it can be seen that there was a significant increase after The Gade Coffee and Gold used the Instagram application. This happens because Instagram can reach the target market very broadly so that many consumers visit the Cafe.

On Instagram Insights August 4 – September 2 obtained the following data:

- Accounts were reached by 587 people with a percentage increase of +66.2% compared to the previous month. The report went followed by 318 followers and 269 non-

followers, so that Instagram was able to get +163 unfollowed accounts compared to last month.

- b. One hundred thirteen content interactions with a percentage increase of +653% compared to the previous month. Details of content types based on reach are 483 viewers, stories 255 viewers, reels 244 viewers, and IGTV videos 25 viewers. This distribution is known not only to be seen by followers of The Gade Coffee and Gold Samarinda, but non-followers also show interest in the content offered on Instagram. The Gade Coffee and Gold Samarinda.
- c. Post interaction was 84 with an increase of +2.7 %, which consisted of 79 likes, one frequency was saved, and four frequency was shared on August 4 – September 2. This Insight may be lower than in previous months due to privacy regulations and the implementation of PPKM in several parts of Indonesia.
- d. Total followers to 869 people with a percentage increase of 1% compared to the previous month
- e. Insight Instagram data shows that The Gade Coffee and Gold Samarinda has quite a lot of visitors, namely 59.5%, beating other branches such as Balikpapan 5.1%, Jakarta 3.3%, Tenggarong 1.8%, and Semarang 1.0 %
- f. The age range of visitors to Gade Coffee and Gold Samarinda is dominated by adults with details of the age of 13-17 years as much as 1.0%, 18-24 years 23.4%, 25-34 years as much as 50.7%, 35-44 years as many as 18.3%, 45-54 years as much as 5.1%. From the number of visits, it can be seen that the people who are interested in visiting The Gade Coffee and Gold are adults.
- g. Based on gender, data obtained that visitors to The Gade Coffee and Gold Samarinda were visited by 52.0% male and 48.0% female visitors.

From this data, it can be seen that Gade Coffee and Gold conducts online marketing communications with Instagram social media actively. The communication strategy used on Instagram social media provides interactive content with consumers through uploading feeds, reels, stories, and IGTV. The content uploaded by The Gade Coffee and Gold Instagram account is expected to reach more buyers. This online marketing communication has a positive impact: fostering good relationships between The Gade Coffee and Gold and consumers, providing benefits related to sales turnover, and providing help for consumers in terms of ease of service and transactions to become Pegadaian customers. The content uploaded on Instagram is indeed proven to be an online marketing communication medium. This is supported by research conducted by Kusuma and Sugandi (2018). In this study, it was found that Dino Donuts utilizes Instagram by uploading photos and videos to provide information about the products being sold so that it can be a means of communication regarding messages to be conveyed in a post (Kusuma & Sugandi, 2018). In this case, information related to products and events in the business can be adequately communicated. The difference in this study is that Dino Donat emphasizes two-way interactions; besides providing posts related to information and promotions, he also reposts consumer posts and uploads entertainment posts.

The application of marketing communications on social media aims to build a company brand in customers' hearts so that they can survive in today's increasingly fierce business competition (Kartikasari, 2014). With a well-known brand, the development of The Gade Coffee and Gold will be maximized so that it can achieve the company's goal of providing outlets that can increase customers, especially millennials. Therefore, The Gade Coffee and Gold strives to maximize Instagram social media as marketing communication.

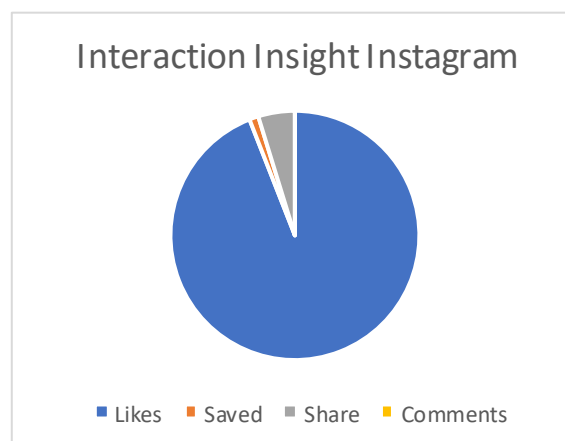


The success of this marketing communication can be seen from the results of the Insight analysis provided by Instagram on business accounts.

The following are the results of Insight Instagram The Gade Coffee and Gold Samarinda analysis :

*Activities* are one of the activity features found in Instagram insights. The interaction of this post is an Activity feature where there are two analyzes, namely exchange and discovery. This feature shows a recording of visitor interactions that provide feedback. In this feature, all interaction data on Instagram can be known, such as likes, comments, shares, and saved accumulated (Alfajri, Adhiazni, & Aini, 2019). The results show that the interaction on Instagram is quite good even though there has not been maximum interaction on social media. However, it is known that content on Instagram is an essential attraction in marketing to attract visitors.

The same thing was also shown in the research conducted by Rizky and Setiawati (2020) on the Haloa Cafe Instagram account, where the engagement process did not get maximum results because the content creation was not intensive. Hence, the number of likes and comments was still relatively small. However, the uploaded content is beneficial for communicating various information about products in cafes and events held. Thus, uploading Instagram content is indeed the main element to attract the attention of buyers.



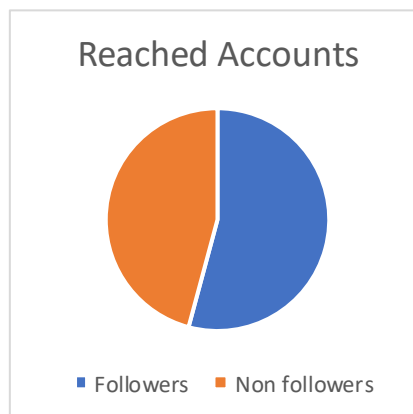
**Figure 2.** *Interaction Diagram on Instagram*

From the diagram, it can be seen that the proportion of likes shows the most dominant part where preferences are given by customers mostly show the feedbacks obtained from interactions with customers on Instagram. The comment data itself only has a small amount, so that in its implementation, customers are less interactive in responding to the content uploaded by The Gade Coffee and Gold. Although it received little response, this feature can be used as a basis for consumers' interest in the presented content (Alfajri, Adhiazni, & Aini, 2019). Meanwhile, the shared and save data shows that the shared content generates interest. Plans arise for Instagram followers and non-followers to visit or participate in The Gade Coffee and Gold Samarinda events. For this reason, business people always expect Insights in the save and share sections to get great feedback because it means that the content created can attract the attention of buyers, either for themselves or be shared with more people.

Efforts to maximize Instagram as an online promotional communication medium can also be made optimally utilizing various features. Apart from taking advantage of the photo and video uploads, likes, and comments, The Gade Coffee and Gold can also use other features. These features such as hashtags, location, captions, tagging, and Instagram Ads,

which, when moved simultaneously, can encourage interaction in the marketing of a cafe through Instagram social media (Kusuma & Sugandi, 2018).

Reach, namely, Instagram Insights, which is used to find out how many accounts can reach a business account, in other words, are interested (Alfajri, Adhiazni, & Aini, 2019). With this Insight, business people can determine how many audiences are visiting the business account. It is known that Insight The Gade Coffee and Gold Samarinda got a +66.2% increase in the percentage of visits compared to the previous month.

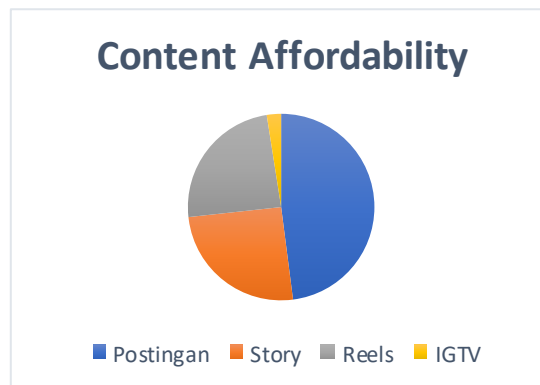


**Figure 3.** Reached Accounts

From these data, it can be seen that Instagram The Gade Coffee and Gold reaches more followers than non-followers. However, the large number of non-followers, namely 269 respondents, means that many people are paying attention and are interested in viewing The Gade Coffee and Gold Instagram accounts. This is the first step where the marketing communication strategy is successful because it can reach more Instagram users, followers, and non-followers.

Content visits which is the level of content served when reached by Instagram users. Several contents can be presented in the Instagram feature, namely posts, stories, reels, and IGTV. This content is maximized by The Gade Coffee and Gold as a means of marketing communication to increase Instagram users' interest in The Gade Coffee and Gold. From 113 various kinds of the content presented, there was an increase in the percentage of visits by +653%. This shows that the content presented can reach more Instagram users. Although the uploaded content can get a broader range of customers, this content upload has not been done routinely.

Based on research conducted by Saputri and Hanifa (2021), regularly uploading content can increase customer interest in visiting cafes and joining events. Regular content creation through scheduling is also said to be an effective effort. On Instagram Telkomsadangserang itself, the content presentation can make Insight results better where many consumers and Instagram users visit Instagram profiles or view uploaded content. (Saputri & Hanifa, 2021). This is then beneficial in online marketing promotion and communication efforts for a cafe that will develop.



**Figure 1.** *Content Affordability Chart*

Based on these results, it can be seen that content in the form of posts has more dominant affordability than others. Followed by content in the form of stories and reels and finally IGTV with the lowest fans. From this large number of viewers, it can be concluded that marketing communication through Instagram conducted by The Gade Coffee and Gold Samarinda is quite successful as a marketing tool because it can reach many Instagram users, thereby increasing the opportunity to become consumers at the Cafe and make purchase transactions. This is also supported by previous research stating that digital promotions using photos, videos, and posted designs can reach new customers from the targeted market or different target markets. (Nurjanah & Tri, 2021). Thus, the use of Instagram as an online marketing communication is quite reliable. This can be further optimized if the Instagram of a cafe is managed actively with strong interactions with social media users, thereby generating interest.

## V. Conclusion

The Gade Coffee and Gold is a cafe that aims to gain profits while increasing the number of Pegadaian customers targeting millennials of productive age by using a contemporary cafe outlet approach. The marketing strategies used by The Gade Coffee and Gold are promotions on social media, delivery services, gold bazaars, community gatherings, event procurement, and attractive discounts. One of the social media used as online marketing communication is Instagram. Instagram is the primary promotional tool that is very suitable to be used as a promotion targeting the younger generation.

## Suggestion

Based on research, The Gade Coffee and Gold is still not intensive in interaction on social media. This can be seen from the minimal number of likes and comments. For that future, The Gade Coffee and Gold will be better if it provides content and posts regularly that involve interaction with Instagram users so that Instagram accounts can look lively. This can be done by going live to greet Instagram followers and non-followers, utilizing the Instagram Ads feature to reach consumers, and displaying content that involves interest to maximize feedback.

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