

Mediating Role of Employee Readiness to Change in the Relationship of Change Leadership with Employees' Affective Commitment to Change

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Abstract

This research is entitled Pramana Coffee Marketing Communication Strategy in Attracting Consumer Interest. The purpose of this study was to determine Pramana Coffee's marketing communication strategy. The research method used in this research is descriptive qualitative research method and in data collection techniques through library research, Internet searching, observation and interviews with informants who have been selected through observation. The theory used in this research is the Marketing Mix Theory by Kotler & Armstrong. The author draws conclusions from the results of research analysis based on the concept of Marketing Mix Theory by Kotler & Armstrong. That Pramana Coffee has implemented 4 (four) marketing mix elements in carrying out its marketing communication strategy. After doing this research, the thing that the researcher wants to suggest to Pramana Coffee is to be able to add products in the future so that Pramana Coffee can optimize the promotion process so that it can attract more consumers.

Keywords

communication strategy;
marketing; attracting consumers



I. Introduction

Coffee Shop has now become a promising business area, with the growth in the number of coffee shops in Indonesia which continues to increase every year. Indonesia is one of the countries with a high number of coffee lovers in the world, thus increasing the demand for coffee drinks. At this time the coffee shop trend is very popular with all people, especially coffee connoisseurs, it is closely related to being a place to enjoy coffee drinks with the best coffee providers which are currently very easy to find in every corner of the city.

Nowadays, there are many coffee connoisseurs who are often in coffee shops or the cool term is Coffee Shop in enjoying a cup of coffee. A coffee shop is a place that provides various types of coffee, coffee drinks and other non-alcoholic drinks, to complementary foods with various types that can be visited by everyone, especially an attraction for coffee connoisseurs to enjoy coffee drinks in a relaxed, comfortable place. , and equipped with music, providing distinctive interior design, friendly service, and some of them provide wireless internet connection or Wi-Fi. The word cafe in (in the sense of a coffee shop, coffee shop) comes from the French, café, which also means coffee. The number of coffee connoisseurs who prefer to drink coffee at a coffee shop is that the taste produced by the coffee shop is different from the taste produced by coffee providers such as other restaurants. (Theresiana & Setyanto, 2018).

The coffee shop or the cool term Coffee Shop today is inseparable from the influence of the lifestyle of a big city that offers a special place for coffee connoisseurs to enjoy coffee drinks typical of the coffee shop itself, but can also be a place to do assignments, meet colleagues, even become an attraction place to take pictures or spend time with friends which is now widespread among teenagers to young adults. (Theresiana & Setyanto, 2018).

Deli Serdang is an area that is quite a lot inhabited by coffee connoisseurs, thus making the existence of a coffee shop the choice of many people to visit. With the increasing number of coffee shops that can be found in every corner of the city, Deli Serdang City is increasingly popular with coffee shops. According to PT. Toffin Indonesia, the development of coffee shops that continue to mushroom will increase by 10% to 15% every year. That coffee has become part of the urban lifestyle has become a trend among teenagers to adults, where now various coffee shops are present serving coffee with various variants and types that are spread in Indonesia today, especially in big cities like Deli Serdang City.

The rise of coffee shops in Indonesia, especially in the city of Deli Serdang, which continues to increase, eventually creates a competitive nature with fierce competition between business people who are competing in developing strategies to continue to innovate, introduce and market quality products that attract consumers. This makes Pramana Coffee, one of the coffee shops that participate in quite tight competition, needs to take a promotional step in introducing and marketing its product sales to be able to win consumer interest.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Pramana Coffee is a coffee shop located in Galang District, Deli Serdang Regency which was founded by Ricdi Pramana. This coffee shop has a quite unique name with the name Pramana whose name at first glance is synonymous with wisdom. The owner chose this unique name by using the hashtag #pramanacoffee which makes it even more iconic with an easy-to-remember name that will surely attract the attention of consumers to come to its place.

The number of competitors that have emerged, does not necessarily make the Pramana Coffee coffee shop take a step by developing a strategy to be able to innovate in introducing and marketing its products, namely by using marketing communication strategies, especially in product promotion. Promotion, in a product is very influential on what they sell to be able to increase consumer interest.

Based on this explanation, researchers are interested in conducting research on Pramana's coffee shop, because Pramana is one of the evidences that the growth of coffee shops in Indonesia, especially Deli Serdang City continues to increase. That way the researcher wants to know and examine how Pramana Coffee's marketing strategy and researchers make two problem formulations, namely first, how is Pramana Coffee's communication strategy in attracting consumer interest? Second, how to increase sales of Pramana Coffee?

II. Review of Literature

2.1 Marketing Communication Strategy

According to Kotler and Keller (2012) marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell.

According to Basu Swastha and Irawan (2001) marketing communication is a communication activity carried out by buyers and sellers, and is an activity that helps in making decisions in the field of marketing and directs the exchange process to make it more satisfying by making all parties aware to do good.

Another opinion according to Tjiptono (1995) that marketing communication is a marketing activity that seeks to disseminate information, influence/refer, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Marketing communication is a company's means of disseminating information, influencing and persuading consumers to know about a company's brand or product. Marketing communication has a very important role in a company, namely it can help companies in forming and building a brand, product or service owned by a company that can be known by its potential customers. So that it can be interpreted that marketing communication is a process of introducing a product or service to consumers who have a specific purpose.

This marketing communication can be done by Pramana Coffee with the intention that the products owned by Pramana Coffee can be known and accepted by consumers. Consumers will know about all the information provided by Pramana Coffee through marketing communications, so that consumers are affected by the marketing offered by Pramana Coffee, so Pramana Coffee will be easy to get to consumers and even Pramana Coffee can be easier to reach other consumers who have not know about Pramana Coffee. Pramana Coffee needs to carry out marketing communications as well as possible so that the products produced can attract consumers.

According to Assael (1997), in the marketing communication process there are four stages that must be passed, including the existence of a source, then encoding, transmission, and finally decoding.

Proses Komunikasi Pemasaran	Sumber	Encoding	Transmisi	Decoding
Implementasi proses Komunikasi Pemasaran	Menentukan Tujuan	Menciptakan pesan untuk mengkomunikasikan manfaat produk	Menyampaikan pesan pada target konsumen	Respon, persepsi dan interpretasi dari pesan yang diterima

Source: Assael (1997)

Figure 1. Marketing Communication Process

Based on the figure, it can be concluded that the most important marketing communication process is the source. Sources can be through various channels such as directly from Pramana Coffee or through advertisements and publicity. Pramana Coffee must have a goal, and what kind of campaign will be carried out, then who is the target market and who is the segmentation and positioning so that the message to be conveyed is interesting and different from the message that has been conveyed by others. Furthermore, marketing needs to translate the goals and target consumers in the form of message formats. The conclusion is to create a message to communicate the benefits of a product,

including in this activity what type of communication will be used by Pramana Coffee. This process is called encoding. The next process is transmission, that is, the process of delivering messages to the target audience through an appropriate medium according to the characteristics of the target market, for example through television, magazines, exhibitions, newspapers, radio, brochures and others. The message conveyed is expected to be well received by consumers. If this message has been received well by the consumer, the recipient will provide a response that can be called decoding. The responses given by these consumers can be good, or bad, and can be neutral. In addition, communication barriers must also be considered by Pramana Coffee in conducting marketing communications (Rangkuti, 2009).

Marketing communication has a purpose, namely, to inform consumers about the existence of a brand, product or service that exists in a company, with the intention that consumers are interested in the brand, product or service offered by a company. The purpose of marketing communication needs to be done as well as possible, because marketing communication if done well will have a positive impact on the image of a business actor, and vice versa if marketing communication is done poorly, it will have a negative impact on a business actor. As for some other purposes of marketing communications, namely: 1.) Connection or network. The existence of a connection or network can facilitate the relationship between business actors and their consumers. It means, business actors must have a wide network, because the wider the network, the wider the consumers who know the existence of the business. 2.) Input. A business actor can ask for input or feedback from consumers. 3.) Education. Education can help a company in educating customers about a company's products and services. 4.) Branding. Kotler (2009) states that branding is the giving of a name, term, sign, symbol, design, or a combination of all of them which aims to identify the product of goods or services or a group of sellers and to differentiate it from the products of goods or services produced by competitors. Branding has a function, namely as a differentiator between the products owned by each company to promote, increase confidence, and guarantees as well as market control media. 5.) Service. Service is an effective marketing communication that can help companies improve the level of service to consumers. 6.) Sales. The ultimate goal of marketing communication goals is to increase sales of a company's products and services. When a business actor maintains good relations with consumers, and treats consumers as valuable assets, then the company is building a good foundation for establishing long-term profitable relationships with consumers.

Sardiman (1990) says that consumer interest can be seen well if the consumer can find the object he likes. This means that consumer interest arises from the interests that exist in each individual according to the needs related to his desires.

Meanwhile, according to Slameto, interest is a feeling of excessive liking and a sense of interest in something or an activity, without anyone telling. Interest is something that is seen in oneself and has a relationship with things outside of oneself. The stronger or closer the relationship, the greater the interest.

From the two definitions of consumer interest, the authors conclude that the emergence of consumer interest is from each individual self which can be caused by several factors, both internal and external factors. Everyone's interests will be different because they are tailored to their individual needs.

2.2 Marketing Mix Theory

According to Kotler & Armstrong (1997) the marketing mix is a set of controllable tactical marketing tools, product, price, distribution, and promotion that the company combines to produce the desired response. The marketing mix has elements that form the basis for consideration and form the marketing model of a business. These elements of the marketing mix are interrelated and the relationships between elements with each other can generally form the company's business model. This element aims to be the basis for the formation of a sales strategy designed to achieve its targets by considering each element in it.

As in facing market competition, this marketing mix strategy can be used as a guideline by Pramana Coffee's marketing communication strategy. Seeing that Indonesia has many people who like and consume coffee as a processed beverage that can be enjoyed anywhere and anytime, this marketing mix can be used as a basic ingredient in carrying out marketing communication strategies by Pramana Coffee.

There are four components of the marketing mix that need to be known, namely: 1.) Product: The product is a very vital object that can affect the company's success in generating a level of profit or profit that will maintain operational activities and the company's financial health. 2.) Price: Price is the amount of money set for a product, service or the amount of value that consumers exchange for benefits or in using them. Price greatly affects sales of a product offered by each company. 3.) Place: The choice of place/distribution in a marketing is one of the important things, with the selection of this strategy it will be able to help the product reach the consumer. 4.) Promotion (Promotion): Promotion is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products they sell. Promotion is one component that is a priority of marketing activities.

III. Research Method

This research approach uses qualitative methods, according to Bogdan (1984) qualitative research methods can be interpreted as research that produces descriptive data about spoken and written words, and observable behavior from the people being studied. Qualitative research which is rooted in the interpretive paradigm initially arises from dissatisfaction or reaction from the positivist paradigm which is the root of quantitative research.

Sources of data in this study are divided into two, namely: 1.) Primary Data. According to Ruslan (2004) primary data is data collected directly from the source and processed directly by researchers for use. Primary data can be formed subject opinion individually or in groups and the results of observations of the characteristics of objects (physical), events, activities and results of a particular test. In this research, the primary data is the owner of Pramana Coffee, namely Ricdi Pramana, workers and customers. 2.) Secondary Data. Meanwhile, secondary data according to Ruslan (2004) is research that is obtained indirectly through intermediary media (generated by other parties) or used by other institutions which are not processing, but can be utilized in a particular research. Secondary data is generally in the form of records or reports of documented data by certain institutions that are published. The secondary data in this study were obtained from the literature, the internet and supporting thesis.

There were 5 informants in this study, namely Ricdi Pramana as the owner of Pramana Coffee, Muhammad Agung as a barista, Melati Putri Jaya as a barista, Roni Adi Putera as a customer and Aji Santoso as a customer.

The subject in this study is the owner of Pramana Coffee, namely Ricdi Pramana and the object of this research is how Pramana Coffee's marketing strategy is to attract consumer interest and how to increase Pramana Coffee's sales.

Data collection techniques in this study there are three ways, namely interviews, observation and documentation. According to Farouk (2005), in general, what is meant by interviews is a way of collecting informational materials which is carried out by asking questions orally, one-sidedly, face to face and with a predetermined direction. This study conducted direct or face-to-face interviews with the owner of Pramana Coffee to obtain information along with the required data. Meanwhile, observation is a way of collecting information which is carried out by conducting systematic observations and recordings of the phenomena that are the object of observation. Observation as a data collection method is widely used to observe individual behavior or the process of occurrence of an activity that can be observed. Meanwhile, documentation is a data collection method used in social research methodology. Documentary is used to browse historical data. The data are mostly in the form of letters, diaries, souvenirs, reports and so on.

IV. Results and Discussion

Pramana Coffee is a coffee shop that was founded in 2020. Pramana Coffee is located in a very strategic location, which is on the main road of Nogo Rejo Village, Hamlet VII, Galang District. This location is the main road for residents from several villages, namely Nogo Rejo Village, Paya Itik Village, Bandar Dolok Village. In addition to having a strategic location, Pramana Coffe also makes consumers comfortable because it is located in a lot of green trees so that it creates its own beauty, for the chairs used are slightly different from coffee shops in general, Pramana Coffe uses office chairs with foam pads so as to make it comfortable for consumers. In addition, it has very complete facilities such as wifi and music equipped with television.

In doing marketing Pramana Coffee applies the Marketing Mix system, namely there are four components in marketing (product, price, location and promotion).Based on the results of the study, it was found that Pramana Coffee had implemented a marketing mix in accordance with the theory of Kotler & Armstrong, stating that the marketing mix is a business marketing tool to achieve marketing goals.

The first component is the product. Product is one of the most important factors in the marketing mix which has a major role in determining the activities of a business. The results of the statements obtained above obtained from direct field research are in accordance with the existing theory. These results were obtained from direct interviews with the owner of Pramana Coffee. Based on the existing theory, Pramana Coffee has applied the marketing mix theory to the product strategy. This can be proven by the various products ranging from price and taste. The results obtained from interviews with the owner of Pramana Coffee stated:

“Pramana Coffee's product strategy in marketing is to consider product quality, starting with the selection of quality coffee beans, then continuing with the coffee roasting process and then the packaging stage. At this stage, packaging greatly influences purchasing decisions. Attractive packaging can influence consumer decisions to buy our products.” (Results of interview answer Ricdi Pramana, Owner of Pramana Coffee)

The second component is price. Price is the most important element that must be considered to attract consumers. Based on the theory above, the researcher conducted direct research into the field showing that the price strategy set was in accordance with the

existing theory. These results were obtained from direct interviews with Pramana Coffee customers who had repeatedly visited Pramana Coffee.

"The prices here are quite affordable and fairly cheap, because with only 10 thousand we can enjoy quality coffee and of course this is very different from other coffees." (Results of interview answer Roni Adi Putera, Pramana Coffee customer)

The third component is place. Place is the most important element that must or location has an important role in building a business both in terms of goods or services. Strategic location is one of the determinants of business success. The results of research conducted directly in the field can be found that it is appropriate and directly proportional to the theory of the marketing mix. These results were obtained directly from Aji Santoso who is a regular customer of Pramana Coffee.

"The place at Prama Coffee is very comfortable, especially around it there are many lush trees and beautiful flowers, from noon to late afternoon it is definitely very cool here and really makes us calm." (Results of interview answer Aji Santoso, Pramana Coffee customer).

The fourth component is promotion. Promotion is a marketing activity carried out by a company to disseminate information about the products produced through the use of promotional mix elements. Based on the results of direct research conducted in the field in accordance with and directly proportional to the existing theory. These results were obtained from direct interviews with Muhammad Agung, the barista of Pramana Coffee. This is evidenced by carrying out product development through promotional strategies that will lead to increased sales.

"The promotional activities that we do are very influential, namely promotion through social media, we know that in the current digital era, the most efficient promotion is through social media. Pramana Coffee is currently focusing on promotions on social media Instagram and Whatsapp. Pramana Coffee's Instagram, namely pramana_coffee, regularly posts developments ranging from facilities and menus." (The answer of Muhammad Agung, Barista Pramana Coffee).

The increase in sales of Pramana Coffee was very good because after the researchers found that Pramana Coffee had followed all the aspects mentioned by the marketing mix theory, it can be seen in the table below:

Table 1. Pramana Coffe Sales Data for the Period March-May 2022

Period	Sale
March 2022	375 Cup
April 2022	443 Cup
May 2022	498 Cups

Pramana Coffee in its product sales there is an increase in every month where in the period March-May 2022 the increase in sales increased drastically. In March 2022 sales of Pramana Coffee were 375 cups/cup, April 2022 were 443 cups/cup and May 2022 was 498 cups/cup.

V. Conclusion

Based on the results of the research described in the previous chapter, it can be concluded that Pramana Coffee has implemented a marketing mix strategy that uses the 4P variables, namely product, price, place and promotion which can increase profits and sales of Pramana Coffee products. Based on each variable from the marketing mix, it can be concluded that Pramana Coffee's products are of very high quality and have distinctive characteristics, the prices given by Pramana Coffee are very affordable, the places that Pramana Coffee chooses are very strategic and the promotions that Pramana Coffee does are very good and routine. The increase in sales was very significant when Pramana Coffee implemented a marketing mix strategy. The sales in March reached 375 cups, April 443 cups and May as many as 498 cups.

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