

Creativity Process of Naming the Coffee Menu as a Part of Marketing Communications

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ABSTRACT

Coffee is one of the easiest drinks found in various places in Indonesia. Nowadays, drinking coffee has become a culture inherent to most people. Bersama Disini coffee shop as the subject of research chosen because researchers see that the coffee shop has just stood up and already has a good rate of sales. Researchers want to analyze the creative process of naming the Bersama Disini coffee shop and what is the implementation in the Marketing communication section. In this research, researchers use several theories such as creativity theory, creative process theory, communication theory, and marketing communication theory. It is written using a descriptive qualitative research approach with case study methods. The collection of data is done by interviewing the owner of the Bersama Disini coffee shop, creative practitioners, and marketing communication practitioners to know the response of the creative process of naming that is made to how to apply the name of the shared coffee shop menu here in the marketing communication section. The results of this study showed that the creative process in the naming of the coffee menu as part of the marketing communication conducted by the Bersama Disini coffee shop shows a different creative process for each of the coffee menu naming found.

Keyword: *Coffee, creativity, marketing communication*

1. INTRODUCTION

Coffee is one of the easiest drinks found in various places in Indonesia. Nowadays, drinking coffee has become a culture inherent to most people. Almost every place in Indonesia, the community presents coffee as a complement to the activity. Starting from early in the morning, in the middle of the work, to the time of gathering with friends [1]. As the times grew, this drink became one of the crazes for adolescent adults. Often we find coffee shops that are a place to socialize adult youth who offer a unique concept of presentation. This suggests that coffee shops have evolved from a simple presentation concept. Many people make coffee activities as a lifestyle and as a means of demonstrating their existence [2]. Many coffee connoisseurs from year to year have different characteristics to make the development of the coffee business divided into three waves that have different marketing concepts based on the development of the era.

In the first wave, the coffee industry focuses on packaging innovations. This was driven by the proliferation of coffee drinkers, not considering the quality of coffee beans used. In the second wave of coffee, drinkers want a delicious coffee and their desire to know the origins of the coffee they drink. Then the third wave is marked by starting to appeal to the coffee drinkers against the coffee itself. Be it the origin of the seeds. The process is up to the presentation before the coffee reached to sip. In this era, the enjoyment

of coffee is more than just taste, not only drinks, but its a long process. In this wave appears the term specialty coffee [3]. Specialty Coffee is a coffee presentation that has good quality. Flavors and aromas are processed with special conditions and still maintain the quality of the coffee presentation by regulating each composition according to the brewing level that optimizes the character of the flavor and aroma [4].

Like a Bersama Disini coffee shop, this coffee shop became part of the third wave era. The coffee shop focuses on the quality of coffee presentation (specialty coffee) and unique shop that uses the naming in the coffee menu as a part of marketing communication such as coffee menu "Ice Coffee Bersama" and "Ice Coffee Teman Dekat". Bersama Disini coffee shop is a coffee shop that stood on September 13 in 2019. Researchers took the Bersama Disini coffee shop as a research subject because researchers saw that the coffee shop was not long-established but has attracted many visitors, especially the millennials. Coffee shops Bersama Disini, according to Theo Vrasandyka, derived from the idea and research lifestyle of millennials who love to chat, argue, enjoy the leisure time, just enjoy a cup of coffee or others in a coffee shop.

One of the main traits of millennials is seen from the increased use and familiarity with communication, media, and digital technology, as the generation is raised by technological advances, which have creative, informative, passionate, and productive features [5]. This store appeals

to visitors due to several factors such as a unique spatial concept, warm service to an affordable price with a unique and quality presentation.

In the face of competition, the Bersama Disini coffee shop should pay attention to the marketing communication used to increase the interest of millennials. Marketing communication relates to symbols that are close and acceptable to consumers. For the meaning of the message to be effectively understood and received, the symbols used must correspond to the character and behavior of the consumer. For that reason, marketing communications closely relate to consumer behavior [6]. One part of the marketing communication done by the Bersama Disini coffee shop is through a unique naming of several variants of the coffee menu presented to attract the interest of consumers.

Unique menu naming closely related to the creativity of the coffee shop business. Based on the concept according to Rhodes [7] creativity is divided into four models of perspective, namely person, product, press, and process. The definition of creativity in a person's perspective is created that focuses on individuals. The product perspective is the creativity that focuses on the product the individual produces either something new or an innovative improvement. In a press perspective, creativity is encouragement in individuals or the environment to desire and desire to create something creative. From the perspective of process, creativity focuses on the process of thinking in finding a unique idea [8].

Based on the background exposed above, the problem in which the focus of the research is:

1. How is the creative naming variant coffee menu in the Bersama Disini coffee shop?
2. How is the creativity naming variant coffee menu associated with marketing communication?

The purpose of this research is to describe the creative process conducted by the coffee shop businesses Bersama Disini in the naming variant coffee menu.

1.1 Related Work

Earlier research that would be presented would be a reference to this writing; what was written is something similar but not the same. Written in previous research was made as a source that could sustain this writing.

1.1.1 Caffeine, space, and creativity

The collection of data done is to interview those who are creative and about the love of caffeine in the coffee as well to those who have stopped in a space to create creativity in their minds as well by observing one's behavior toward caffeine in a space. The results of this study show that caffeine and space are correlated information, and the process creates creativity [9].

1.1.2 Coffee and marketing Mix (the study of the phenomenology of 9 Cups Coffee and Roastery)

To find out the strategy of marketing communication conducted by shop 9 Cups Coffee and Roastery, the author focuses on digging in the marketing mix theory that includes 4P (price, place, product, promotion) and more specifically in exploring marketing communications conducted by 9 Cups Coffee stores. This study was conducted with a qualitative approach with phenomenological methods. Key Informant In this study is the owner of the shop 9 Cups Coffee and Roastery and the barista working in the shop. Inferred from this research, the most effective marketing mix used by 9 Cups Coffee and Roastery is a word of mouth marketing communication due to a large number of consumers of 9 Cups Coffee and Roastery products that recommend their products by posting on social media [10].

1.1.3 Creativity Process of communication in the basic movement of Kungfu Wing Chun (Siu Lim Tao movement)

The author uses qualitative methods with a descriptive approach. In the collection of data, authors conduct interviews, observations, and support literature review. Kungfu Wing Chun Martial arts can provide a psychological advantage to the practitioners ' self-concept, then executed in the form of verbal and non-verbal creative communication in the form of the work they have created in the category of entertainment [11].

1.2 Theories and Assumptions

1.2.1 Creativity

In a research report by Gregorius Genep Sukendro titled Indonesian Creativity (Indonesian Tourism Advertising Analysis "Pesona Indonesia"): Creativity is the ability to create something new to give creative ideas in solving problems or as an ability to see new relationships between preexisting elements [12].

Based on Rhodes's thought, creativity is divided into four models of perspective: person, product, press, and Process [7]. The definition of creativity in an individual perspective is the creativity that focuses on the individual. Guilford defines creativity to be the ability or intelligence that a person has. Meanwhile, according to Holbeck, creativity emerges from the overall interaction between the individual and his environment. The definition of creativity by the two figures focuses on individual terms [8].

From a product perspective (product), creativity plays a role when individuals or groups produce a new concept or a

preexisting concept to become an innovative concept. Based on the Baron's revealed definition that creativity is the ability to create or produce something new. Then according to Haefele stated that creativity is an activity to create new mergers that have social significance. Based on the definition of these two figures creativity not only produces something new but creativity can be found through a combination of something that has existed before [8].

A press perspective, creativity is a boost in individuals or the social environment to create something creative. According to Robert Franken, three promptings cause people to be creative, that is, the need to have something new, varied, and better, the urge to communicate the values and ideas and the desire to solve the problem [13].

In the process perspective, creativity focuses on the thought process of discovering unique ideas. Torrence defines creativity as a process of becoming sensitive to problems, shortcomings, and emptiness in knowledge. Look for missing elements, identify problem, and look for solutions. Hypothesized about the problem, experimenting with the hypothesis, and evaluating the results of the experiment to make improvements to the experiment results then repeat the experiment until it can finally explain the results found [14].

1.2.2 Creative process

Based on the perspective module that Rodes has found in the above definition shows that creativity can be analyzed through its creative process. According to Wallas, mankind passed four different stages when doing the creative thinking process [15], namely:

1. Preparation phase

This stage refers to the initial period of searching the data in various sources using logic and reasoning. If the solution is found at this stage, the remaining stages are not required. However, if the problem is unclear or complex, the preparation stage is unlikely to produce a satisfactory solution. When a deadlock is encountered, the problem-solving process stops to attempt to resolve the issue, which marks the beginning of the incubation phase.

2. Incubation phase

This stage can last from a few minutes to many years. The incubation stage is when a person involves a subconscious thought process that imposes conscious thought to calm so that it can find more to consider.

3. Illumination phase (Insight)

In this stage, every solution and the problem begins to be visible. At this stage, it often comes to creative ideas suddenly or often called "aha moment" and brings up a variety of new solutions so that individuals are likely to return at the incubation stage. If the solution already matches this stage can be resumed.

4. Verification phase

This stage is used to ensure the correctness of the troubleshooting solutions already collected. The verification phase has similarities to the preparation phase

because it involves the use of deliberative thought processes (with logic and reasoning). If at this point the troubleshooter solution doesn't normally fit back to the initial stage of the thinking process, and this process is repeated.

1.2.3 Marketing Communication

To know the implementation of the menu name of the Bersama Disini coffee shop in marketing communications conducted, please be aware of the definition of marketing communication. According to Kotler, marketing communications how the company seeks to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Marketing communication represents the "voice" of the company and its brand and is a suggestion that the company can make dialogue and build relationships with consumers [10]. The sense of marketing communication is all the promotional elements of a marketing mix involving inter-organizational communication and the target audience in all its forms aimed at marketing performance [14]. Marketing communication can be expressed as a communication activity aimed at delivering messages to consumers using various media, in hopes that communication can result in changes in knowledge, change in attitudes, and change of action desired [16].

1.3 Our Contribution

The author believes that each menu naming coffee should be through the process of creativity by going through several stages, such as the stages of the creative process that is defined according to Wallas, the preparation stage, the incubation stage, the illumination stage, and verification phase [15]. Authors hope this writing becomes a reference to the creative process of naming the coffee menu.

2. BACKGROUND

2.1 Overview of coffee shops Bersama Disini

Bersama Disini coffee shop is one of the coffee shops that move in the third wave coffee industry is a coffee presentation that highly considers the quality of taste and coffee presentation (specialty coffee). Shared coffee shop located at Jamboree street, Villa Cibubur Indah, Kavling VI No. 6, East Jakarta. Bersama Disini coffee shop was founded by Theo Vrasandyka on September 13, 2019, as a place where children of millennials to adulthood gathered together. As an owner, Theo Vrasandyka also serves as a barista in the coffee shop. Bersama Disini coffee shops, according to Theo Vrasandyka, derived from the idea and research lifestyle of millennials who love to chat, argue,

unwind, just enjoy a cup of coffee or others in a coffee shop. According to the concept, Bersama Disini coffee shops target the millennials as the target marketing to be achieved. Millennials are young to adulthood in the Cibubur area, who love to gather to enjoy coffee with their friends or simply to sit down to enjoy some free time. Bersama Disini coffee shops stand based on the experience Theo Vrasandyka who had been a barista in several coffee shops and saw that there are still many shortcomings in the coffee presentation to decide to have the ideals to serve coffee better and also see many young people today who often make coffee shops for the gathering place.

The name of the Bersama Disini coffee shop is inspired by the owner's desire for everyone to gather, chat, and close the day together here. Based on this, there is a sentence that becomes one of the store's identities, namely: "Together here is a close friend, which is the place for you to pour out your heart" [17]. Bersama Disini Coffee Shop presents several variants of a coffee menu with a variety of manufacturing techniques with very good attention to the quality of coffee beans and flavors to the presentation. Shared Bersama Disini coffee shop uses several means of marketing communication that aims to inform the products of their coffee to prospective buyers. Marketing communication techniques applied include word-of-mouth marketing, through personal selling, where sellers introduced the product and established the product to prospective buyers. Then by doing a publication technique in the form of writing, drawing, or video about coffee products Bersama Disini through Instagram social media.

2.2 Creative process naming coffee menu

Results gained from in-depth interviews and directional discussions, researchers can conclude that from all the names of the coffee menu served only *Ice Coffee Bersama* and *Ice Coffee Teman Dekat* who is a favorite for consumers who visit the coffee shop. Based on the interview with the owner of the coffee shop along with the creative process of naming the coffee menu is said to "*all the name of the coffee menu from the deliberate, all from the results of the creative research*" [17]. Based on Wallas's theory, mankind passed four different stages when doing the creative thinking process [15], namely the preparation stage, incubation stage, illumination stage, and verification phase. The Creative process that has been done the owner of Bersama Disini coffee shop in the naming coffee menu, preceded by the preparation stage, "*not too much preparation, only Ice Coffee Teman Dekat, because there are several candidates name, and that I share with friends closest friend, family, then from sharing it finally I decided to Ice Coffee Teman Dekat. Then, Ice Coffee Bersama, because it corresponds to the name of our shop Bersama Disini, it to add to the brand identity shop*" [17]. Then proceed to incubation stage "*Certainly not until weeks, the process is also fast, between 2-3 days from the names of the coffee that has been, I have discussed, then again I think about the similarity between the quality of taste and the name of the menu. Let can relate*

between the taste and the name of the consumer is called" [17]. Then in the creative process done, the process does not go through the illumination stage (Insight) "*All the names of the coffee menu from the intentional, all of the results of the creative research*" [17] and can be concluded that the creative process done completed at the incubation stage and directly forwarded at the verification stage verification "*So far can be concluded, customers can enjoy and like our coffee products as expected*" [17].

Based on an interview with Putri as a creative practitioner, it is argued that the creative process of the Bersama Disini coffee shop is unique and different so that the naming of the menu cannot be owned by other coffee shop brands. Then the creative process of marketing communication Bersama Disini there is good interaction between the consumer and the coffee shop. Starting in terms of techniques used in promotional media, also the name of planting in the minds of consumers about the coffee menu Bersama Disini. "*I was somewhat interested in the way the owner is got his name. Moreover, I think this is a millennial target if according to the naming is very strong to the target of the millennial is relevancy. Relevancy is one of the most effective ways to attract consumers of millennials because when consumers relate, they will feel their products close to themselves*" [18].

Based on the interview above mentioned also that the naming of "*Ice Coffee Bersama*" is a derivative of the brand name (brand) of coffee shop namely Bersama here that aims to increase the branding identity of Bersama Disini coffee shops in the eyes of customers. It is according to Tjiptono's opinion on the brand, which is one of the things that play an important role in marketing. There are some differences between products with brands. The product is something produced by the factory and easily imitated by competitors. While the brand is something purchased by the consumer, it has a certain value and identity or feature that is legally protected so it cannot be imitated by competitors. Brand affects consumer perception of products to be purchased then competition between companies is competition perception not product [19].

2.3 Creative process implementation of coffee menu name as a part of marketing communication

In this section, the author wants to know about implementing the creative process of naming coffee shop menu Bersama Disini in the communication of their adjustments, as well as knowing what the marketing communication practitioners respond to the implementation of menu names in marketing communications conducted coffee shops Bersama Disini.

Based on the interview excerpt done with the owner of the Bersama Disini coffee shop about the marketing communication done. "Of course the first word of mouth, then use micro-influencers that we invite to view our coffee shop that will be shared through social media influencer to

inform about both names of the coffee. Then, there is direct interaction with the consumer, which is where the procedure of our barista greets, and afterward, there is the process of marketing Ice Coffee Bersama and Ice Coffee Teman Dekat" [17].

Based on the results of the interview with Novaldi Kristanto as a marketing communications practitioner argues that *Ice Coffee Bersama* and *Ice Coffee Teman Dekat* must be developed with a unique style of communication when delivered to consumers through the media marketing communication that coffee shops are applied Bersama Disini.

The interviews also mentioned that the implementation of the Unique Selling Proposition. According to Suyanto, USP is a creative strategy that is very important to do on the current marketing strategy. Lately, topics about USP are warmly spoken by everyone, as USP becomes an easy thing for the company while competing. To avoid this increasingly competitive market competition, a creative strategy is USP. USP is oriented towards excellence or advantage of a product that is not owned by a competitor product. The advantages of the product are something that sought or used as a reason for consumers to use a particular product because it is distinguished by the specific character [20].

Based on this it appears that the creative process in the naming of coffee menus as part of the marketing communication conducted by the Bersama Disini coffee shop shows a different creative process for each of the coffee menu naming found. For *Ice Coffee Bersama* is found only through a simple process using a derivative of the name of the store, then *Ice Coffee Teman Dekat* is found through a short process with attention to the environmental situation. Then, if seen from the response of creative practitioners, the creative process is also unique and impressive, because through a relevance approach that is directly taken from the consumer habits that are the target of the store. Response from marketing communication practitioners to the use of names in marketing communications conducted by Bersama Disini coffee shops is also quite positive because the use of a unique menu name in the marketing communication done, is an effective way to attract prospective customers.

In terms of theory, the creative process of marketing communication Bersama Disini there is good interaction between the consumer and the coffee shop. Starting in terms of techniques used in promotional media, also the name of planting in the minds of consumers about the coffee menu Bersama Disini. Later, from an interview with Novaldi Kristanto as a marketing communications practitioner argues that *Ice Coffee Bersama* and *Ice Coffee Teman Dekat* must be developed with a unique communication style when delivered to consumers through the media marketing communications that coffee shops apply Bersama Disini.

3. CONCLUSION

Based on the analysis of the creative process in the naming of the menu as a part of marketing communication in Bersama Disini coffee shop that researchers have done,

researchers can conclude that the creative process performed coffee shops Bersama Disini in finding the name of the menu has a uniqueness in the process, Insight of course, not all creative process should be in accordance There is a different creative process for each naming of the coffee menu found. *Ice Coffee Bersama* is found only through a simple process using a derivative of the name of the store, then *Ice Coffee Teman Dekat* is found through a short process with attention to the environmental situation. The role of marketing communication is very important for every coffee shop, especially the Bersama Disini coffee shop because the coffee shop is trying to inform consumers about the products sold, either directly or indirectly. The use of names in marketing communication conducted by the Bersama Disini coffee shop is also quite positive. Due to the use of unique menu names in marketing communications, it is an effective way to attract prospective customers.

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