

Branding Strategy of Contemporary Coffee Shops in Indonesia

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Abstract. The popular lifestyle of consuming coffee has spread in major cities of Indonesia, especially in the category of milk coffee. The existence of these contemporary coffee shop brands today has become a lifestyle as opposed to the big café brands because it has an affordable value and indulged by youthful people. Likewise, the visual and verbal styles of these brands have become distinguishing visual styles. Some brands of coffee use vocabulary related to feelings as their brand name, for instance *Kopi Kenangan, Kopi Janji Jiwa, Kopi Lain Hati, Kopi Bersahaja, Kata Kopi, Kopi Sejiwa, Kopi Ruang Hati* and *Kopi Bahagia*. The phenomenon of the performance of verbal brands represented through logos makes contemporary coffee shop brands have formulated visual homogeneity in their marketing strategies. This study aims to describe how the branding and marketing strategies of these brands. The method used is a content analysis and online marketing analysis through Instagram targeting markets, especially adolescent people in big cities in Indonesia. Content analysis is applied to determine how many visual and verbal elements in the coffee brand activity, whereas online marketing analysis to map the market and illustrate how the role of marketing media, especially social media. However, the result of this research has revealed that the homogeneity of branding has become a paradox of branding: creating brand blur as well as consumer disloyalty.

Keywords: branding strategy, contemporary coffee shops, marketing.

1. INTRODUCTION

The contemporary lifestyle of drinking coffee has dragged Indonesia's young market, one of which is with an attractive brand name and visual identity. Some brands compete with brand names that use verbal expression related to feelings as brand names such as *Kopi Kenangan, Kopi Janji Jiwa, Kopi Lain Hati, Kopi Bersahaja, Kata Kopi, Kopi Sejiwa, Kopi Ruang Hati dan Kopi Bahagia*. Inevitably, these manifestations have created visual homogeneity in their marketing strategies. The term contemporary coffee itself is a type of coffee that uses a mixture of espresso coffee and fresh milk mixed with palm sugar that has priced below Rp. 25,000 and specifically targeting the younger market who do not like bitter coffee. [1] Previous coffee consumption discourses such as Caffe Latte and Capuccino which were dominated by fresh milk and espresso has been encouraging the development of similar product by local

brands which are mostly built by young entrepreneurs with small funds so that they can have an affordable price compared to prominent brands by using plastic glass packaging. [2]

1.1. Related Work

There is some research work done in the area of the visual brand and the power of online marketing for local coffee shops brand in Indonesia. The existing research which is conducted by Ulita [3] has found that in 2015-2018 there was an increasing number of local coffee shops from 27 to 94 local coffee shops. Besides, there were shifting trends that previously the local name brand used foreign languages has transformed to local names in the necessity to be closer to the local consumer. Another research result is the tendency of visual branding using a simple logo; vector style with eligible typeface; by only using three dominant colors black, white and red; as well as they use local terms that are easily

pronounced by local people; promoting the local identity of Indonesia. The benefits of color are considered to strength the brand and could enhance consumer memory to the brand. Besides, these contemporary coffee marketing models often use social media to promote their products, especially Instagram so they could maintain the relationships with their customers in addition to increasing brand awareness. Rachmanda [4] has performed that the importance of a viral marketing role in Jokopi. The result shows there are four stages of viral strategy, by utilizing important events; the second stage is the right momentum to promote videos by using Instagram facilities such as a story, #wargajokopi to confirm the customer's identity and @tagged to discount; the third stage is the collaboration with the community and the last stage is evaluating the customers feedback from direct message. [4]

1.2. Contribution

This research will answer two questions: 1) What are the identity format and visual style (logo, packaging design, coffee shop design) of contemporary coffee brands that use brands with vocabulary related to feelings? 2) What is the marketing strategy in promoting it through social media, especially Instagram? To answer this question, the content analysis method will be used to determine how many visual and verbal elements are involved in coffee brand marketing activities. The power of brand identity through similar visuals is a fascinating marketing strategy phenomenon to be studied. Instead of creating brand differences, contemporary coffee celebrates its similarity. Furthermore, this research also aims to understand the influence of social media on approaching young people's market segmentation.

1.3. Paper Structure

The rest of the paper is organized as follows. Section 2. presents the investigation and analysis of visual brand identity from logo, packaging design, Instagram, and coffee shop design. Section 3. concludes the paper and direction for future research.

2. ANALYSIS

2.1. The Investigation of Visual Elements in Brand Identity

Before advancing further, it is necessary to present a conceptual understanding of the terms related to this paper. According to Brooking [5]: "A brand is also far more than the name, logo, symbol or trademark that highlights its origin; it is imbued with a set of unique values that defines its character and works as an unwritten contract, promising to deliver satisfaction by providing consistent quality each time it is bought, used or experienced. Brands also seek to connect emotionally with their consumers, to ensure that they are always the first and only choice, creating lifelong relationships."

Consequently, the brand is not just a visual form but also non-visual form, specifically the idea of quality and

experience of taste and feelings. It cannot be denied that the visual identity is the entrance of a brand imaged by consumers. Therefore, the first thing that needs to be investigated is to analyze the contents of contemporary coffee brand visual elements.

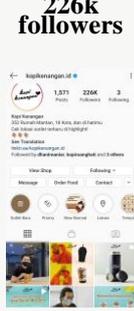
In the big frame of the brand, there are several visual elements, namely brand name, logo (both logomark and logotype), packaging, and design of coffee shop outlets. [5] According to Brooking: "A logo, brand mark or brand icon is a deceptively simple device. It employs a combination of shapes, colors, symbols and sometimes letters or words in a simple design that symbolizes the values, quality and promise offered by the manufacturers of a product or service."

Wiryanan [6] explained that the logo usually is usually in the form of a wordmark or picture mark or a combination of both. Wordmark is a brand name that is also called a logotype, while a logomark commonly called symbol is a part of logo in the form of an image.

Whilst, packaging design term described by Klimchuck and Krasovec [7]: "Packaging design is the connection of form, structure, materials, color, imagery, typography, and regulatory information with ancillary design elements to make a product suitable for marketing. Its primary objective is to create a vehicle that serves to contain, protect, transport, dispense, store, identify, and distinguish a product in the marketplace. Ultimately, the goal of a packaging design is to meet marketing objectives by distinctively communicating a consumer product's personality or function and generating a sale."

Whereas, a coffee shop design as environment communicates brand positioning and attractive arrangements can increase sales. Exterior and interior are collaborative works between architects, space designers, lighting experts, industrial designers, structural and mechanical engineers, general contractors, and subcontractors with client as a team to create unique branded environments and compelling experiences etc, as Wheeler stated [8]. This overall branding communication usually establishes to be positioned in the minds of consumers. According to Wheeler: "Positioning is a process to identify what boldly differentiates a brand in the mind of a customer. Customers are overwhelmed with choices. Positioning has the potential to create new openings in an oversaturated, continually changing marketplace. The best positioning builds on a deep understanding of customer needs and aspirations, the competition, the strengths and weaknesses of a brand, changes in demographics, technology, and trends." [8]

Table 1: Content Analysis to investigate visual elements of the brand in logo, packaging, Instagram, and coffee shop design.

Logo	Packaging Design	Instagram	Coffee Shop Design
			
			
			
			

<p>kata. /ko-pi/</p>		<p>10,4k followers</p> 	
<p><i>Sejiwa</i></p>		<p>11,6k followers</p> 	
<p><i>Ruang Kōpi</i> <i>Kang Kati</i></p> 		<p>34,2k followers</p> 	
<p>BAHAGIA kōpi</p> 		<p>8,915 followers</p> 	

Table 2: The result of content analysis from investigate visual elements of brand in logo, packaging, Instagram, and Coffee shop

Brand	Logo	Packaging	Instagram	Coffee Shop Design
Kopi Kena ngan	-Using brand name logotype and logomark with 'melted love symbol' in black and white colors.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	-Instagram contains promotion discounts and menu information. -Frequently using female consumers as a content promotion in the Instagram feed.	-The coffee shop is a kind of 'coffee to go' outlet that can be found in the Mall, but the consumer still could enjoy it in the restaurant. -The environment feels warmth by using a combination of brown and black colors. The huge signage of the logo installed on the top of the tenant.
Kopi Janji Jiwa	Kopi Janji Jiwa -Using a logo with a combination of handwriting style as a logotype and promise pose fingers symbol as a logomark in black and white colors.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	- Instagram contains menu and discount promotion - To enhance brand awareness, Janji Jiwa also sells shirt merchandise which is designed by the collaboration famous illustrator, Ayang Cempaka, and clothing brand named Tropic Thunder Vintage.	-The coffee shop is a kind of 'coffee to go' outlet in black and white color ambiance. - The booth quite small and equipped by signage with 'JILID (number)' text to show which outlets.
Kopi Lain Hati	-Using a logo with a combination of script handwriting style as logotype and the fingers appeared in 'love' Korean symbol which is very popular among youth and love icon as a logomark.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	-Instagram contains discounts promotion and menu information. -Frequently using artists and celebrities to advertise the products which indirectly represented female consumers as the target market.	-The coffee shop is a kind of 'coffee to go' outlet in black and white color ambiance with orange color accentuation. - the outlets can be found in a mall or 'ruko'.
Kopi Bersa haja	-Using name only logo in script typeface in black and white colors.	Transparent plastic cups ready to drink. The label is applied	- Instagram contains menu information which is dominated by	-The coffee shop is a single outlet which is similar to

		in a black and white logo with vertical layout	the photograph products. -Infrequently to display consumer profiles.	common coffee shop previously as hangout place with casual look.
kat a./ ko. pi/	Using name only logo in script typeface in black and white colors with spelling style in the dictionary.	Transparent plastic cups ready to drink. The label is applied in a black and white logo with “ <i>karena kopi itu kata</i> ” text as tagline.	- Instagram contains promotion discounts and menu information. - Regularly using 'national day' to attract followers.	The coffee shop is a kind of 'coffee to go' outlet in black and white colors
Ko pi Seji wa	-Using name only logo in script typeface in black and white colors.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	- Instagram contains photos of consumer interaction whilst enjoying coffee and food.	-The coffee shop is a single outlet that is similar to a common coffee shop previously as a hangout place with warm colors such as brown and ivory.
Ko pi Rua ng Hat i	Using a logo with a combination of script handwriting style as logotype and the hand posed in 'love' symbol which is very popular in Korean pop culture.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	- Instagram contains promotion discounts and menu information as well as photos of consumers in the outlet. -The consumer testimonials as man communication strategy which mostly represents the female consumer.	The coffee shop is a kind of 'coffee to go' outlet in black and creme colors

Brand	Logo	Packaging	Instagram	Coffee Shop Design
Bah agia Kopi	Using name only as a logotype by playing 'o' in 'kopi' text replaced by coffee bean icon. The curvilinear line looks like a smiley icon at the bottom of 'bahagia' text and at the same time could be accepted as a cup illustration. The logo only uses red color as an identity.	Transparent plastic cups ready to drink. The label is applied in a black and white logo.	Instagram content contains photos of the cafe atmosphere in the backyard of the house of coffee shop and photos of youth consumers whilst experiencing coffee and food.	The coffee shop is a house equipped with chairs and tables in the backyard. There is a mural near the barista table with the words, ' <i>jangan lupa bahagia</i> ' which used to be a place for selfies corner for consumer.

2.2. The Analysis of Visual Elements in Brand Identity

2.2.1. The Logo

Table 1 and Table 2 above show that the brand names (verbal) used are words associated with feelings, especially those related to the theme of love and friendship. This kind of brand name has become a trend to target the youth market, especially those aged 18-28 years with the profession as students or workers (private or entrepreneur). With the affordable price, if compared to great brand coffee shops, these local coffee brands can be an alternative for young people. Moreover, by using logotype which is frequently in the form of script type as well as handwriting affected the casual look and consequently contribute to the visual preference of juvenility because most brands use the same aesthetic approach. Supported by a logomark in the form of icons that are associated with the thoughts of young people for instance love symbol, coffee beans symbol, fingers forming a symbol of love is the 'standard' logo visualization.

2.2.2. The Packaging

The takeaway concept of plastic glass packaging has become the principal marketing strategy because consumers do not have to hang out at the shop. Consequently, young people prefer to consume it while walking or doing other activities then take photos and upload it to social media with #hashtag, @mention and tags on their brand or community. Promotion through social media like Instagram, Facebook, and Twitter has become fundamental in internet-based marketing. According to Wheeler about the role of social media: "Social media has become the fastest-growing budget in the marketing arsenal. While there is still much debate about how to measure and manage the ROI on social, one thing is clear: consumers have become active participants in the brand-building process. Retweets work at speeds much faster than the rollout of a global marketing campaign. Everyone has become a player, producer, director, and distributor." [8]

2.2.3. Coffee Shop Design

As a part of branding, the design of a coffee shop should be possible to create an experience and environment that make it easy for customers to buy, and that inspire them to come back again and again as well as the alignment the quality and speed of service with the experience of the environment. [8] In addition to Kopi Bersahaja, Kopi Sejiwadan Kopi Bahagia, other brands are a franchise business model, therefore in the arbitration, the outlets must follow the brand identity system including presenting the same interior. As a consequent, a similar experience will be received by consumers in different cities.

From the explanation above, it emerges that the naming of brands, logos, packaging designs, and outlets

has become relatively homogeneous. It reveals that a successful coffee shop business with a certain visual identity will be duplicated by the other brands. Certainly, with the similarity of visual styles like that, it is expected that people will glance at and start to taste other brands. In the field of Visual Communication Design, the visual style could construct consumer visual preferences, according to the statement of Walker [9]: "style is not a concept which can be sensibly applied to a single artefact: it is only valid in respect of artefacts considered as member of groups. To identify an object as belonging to particular style necessarily implies the existence of other objects with which it has feature in common. And the specific character of one style is most clearly when it is contrasted with others."

Whereas in communication through social media particularly through Instagram, the habit of consuming coffee in the ready-to-drink coffee cup has made it viral on social media because the youth market favors to photograph and upload it on their social media accounts. This phenomenon is a sort of a free marketing strategy because it includes Word of Mouth (WOM) strategy just simply through social media. Kotler and Keller [10] acknowledged, "Some marketers emphasize two specific forms of word of mouth news - buzz and viral marketing. Buzz marketing generates interest, creates publicity, and expresses new relevant information related to the brand through unexpected or even surprising means. Viral marketing (contagious like a virus) is another form of word of mouth, or 'news from one mouse click to the next click (word of mouse),' which encourages consumers to tell products and services developed by the company or audio, video and information written to others online ". Moreover, Sernovitz in Wheeler [8] suggested that earning the respect and recommendation from customers, consequently has made them doing free marketing for brand due to the great service and they start to converse.

Furthermore, if observed from the number of followers of these brands, they are loyal followers of the brand because through Instagram, they can get the latest information and promotions. Indeed, fundamentally the number of followers does not represent the actual number of loyal buyers as a whole, but can be a representative number of customers. However, if observed by its market share, it shows that the *Kopi Janji Jiwa* has the largest followers by 386,000, following by *Kopi Kenangan* with 226,000 followers, *Kopi Lain Hati* has accounted nearly 127,000 followers, *Kopi Ruang Hati* with 34,200 followers and *ka.ta / ko-pi /* has 10,400 followers. Those five coffee brands are franchise business model that have hundreds of coffee shops in several cities ranging from 18 to 80 cities in Indonesia, so it can be assumed that followers also spread from the cities of the distribution channel. Whereas the coffee shop that was intended to be a space

to hang out by consumers with the branch coffee shop concept such as *Kopi Sejiwa* has 11,600 followers, *Bahagia Kopi* owns 8,915 followers with only one coffee shop as well as *Kopi Bersahaja* with 2,455 followers. The representation of followers can reveals the market segmentation of these brands, while Instagram accounts is a medium for interaction with their customer.

3. CONCLUSION

The conclusions in this study come to the gap between the theory of how to make a successful brand by using its unique set of values to encourage consumers to choose it over its competitors. Consequently, a successful brand is one that attains a high degree of recognition by consumers because of the differentiation that appeared on brand identity. On the contrary, the result of this research has revealed that the homogeneity of branding has become a paradox of branding: creating brand blur as well as consumer disloyalty.

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