

Marketing Communication Strategy of Sunyi House of Coffee and Hope in Branding Image as a Difabel Friendly Cafe

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ABSTRACT

Coffee shops business in Indonesia has growth and development because there is a change in the people's lifestyle of modern society. This can be seen there are a lot of coffee shops now. Therefore, it must be required the right strategy and characteristic to growth, development, and be able to compete with competitors. The purposes of this research are to know about the marketing communication strategy of Sunyi House of Coffee and Hope in branding image as a difabel friendly cafe. This research uses descriptive qualitative methods with case study through data collections such as interview, documentation, and literature study. The subject of this research is chief marketing officer and chief executive officer of Sunyi Cafe. The theory used is an IMC, 7P, and PR system theory. The results of this research are in branding image of Sunyi House of Coffee and Hope as a difabel friendly cafe is to do various event activities, such as set up skills training for difabel, arrange sign language classes, and make a collaboration with other brands. Then, carry out some PR activities establishing good relations with media partner, Sunyi workers, and difabel communities. Also, Sunyi Cafe doing sales promotions, direct marketing, and word of mouth to attract attention and introduce the various products and increase awareness of Sunyi Cafe, such as discounts, giveaway, cashback, loyalty card, promotions in social media, open stand/booth.

Keywords: Marketing Communication Strategy, Brand Image, Difabel Café

1. INTRODUCTION

Coffee shops business in Indonesia has growth and development. This can be seen many of coffee shops spread around us. The changing in modern people's lifestyle is one of the reason there is a drinking coffee lifestyle. Currently, drinking coffee at the coffee shop is a trend of society specifically for urban people [1]. Coffee shops have to provide a nice place, good taste, and distinctive aroma to attract customer. Therefore, people who like coffee will choose the delicious coffee and a nice place to enjoy it. So, the entrepreneur can arrange the plan to build a coffee shop like that.

The results of research by TOFFIN in HOREKA (Hotel, Restaurant, and Cafe) industry with MIX MarComm magazine shows that coffee shops in Indonesia on Agustus 2019 are more than 2.950 store. This result has almost tripled compared to 2016 that was only 1.000 store [2]. This indicates that coffee shops in Indonesia have become the industry that projected to develops more in 2020. So, coffee shops will be estimated to be more grown up in the amount of 10 until 15 percent in 2020 [3].

The fact that many coffee shops in Indonesia make the competition between coffee shops business quite tight. Therefore, entrepreneurs will have characteristics that

distinguish their coffee shops from another coffee shop. Coffee shop entrepreneur must have to determine the market share and a different concept to attract customers and is needed to have the right marketing strategy so that coffee shops can continue to grow and sustain.

Marketing is a fundamental thing in a business to grow. Therefore, it needs to be a necessary concern for entrepreneurs so that sales from their business can be successful. So, it is being to have the right marketing communication strategy to achieve the goals of marketing. [4]

A brand must be informed and built up in a business because it's needed to continue to grow up and survive for a long time. Therefore, it is primary to build a positive brand image in a business because without a positive brand image cause hard for a business to attract new customers or retain existing customers and make them willing to pay high prices for a product/service. The value of a business will be more emotional and attractive with a positive brand image to attract potential customers, consumers, or other stakeholders [5].

In general, a cafe hiring employees who have good mental and physical health to serve customers well. It is different from Sunyi House of Coffee and Hope to have uses the concept of a difabel friendly cafe. Sunyi House Of Coffee

and Hope is located on RS. Fatmawati street No. 15, Cilandak, South Jakarta. Sunyi cafe sells coffee and milk-based or sweet drinks and various types of food. Sunyi cafe also provides signature dishes from barista friends and Sunyi cafe. Sunyi has also opened a branch in Kota Tua and plans to be open branches in another place and establish a franchise system.

This difabel cafe hiring employees with difabel, such as deaf and tunadaksa so that deaf employees will communicate using sign language with customers. Therefore, at the Sunyi Cafe, there are instructions for ordering using sign language.

A cafe is not usually hiring difabel friends because they are not competent in communicating and working. Therefore, Sunyi is here to increase equal rights and equality for friends with difabel to compete in occupation and become an ambassador of equality in Indonesia. Therefore, Sunyi uses coffee as an initial vehicle for friends with difabel to provide a stage for difabel friends and show that they can work, have a professional attitude, and have high enthusiasm.

In Indonesia, there are have 21.8 million or 8.56 percent Indonesia people are difabel in 2015 from Survei Penduduk Antar Sensus (SUPAS) [6]. In 2018, difabel in Indonesia increased 30 million people based on Survei Sosial Ekonomi Nasional (SUSENAS) [7]. As we can see, difabel in Indonesia increasing every year. it is made them must be able to compete with non difabel in occupation. Although the Government has enacted Law number 4 of 1997 concerning persons with difabel which obliges employers to give one percent to persons with difabel to become part of their workforce [8]. However, there are still companies that do not know about these rules. This causes many people with difabel to lose their opportunities to work.

In the era of globalization, which is increasingly advanced and developing, this requires a company/business to have quality human resources. The workers are being supposed to have unlimited abilities and creativity with good physical health so that their work performance to be good at maintaining. This becomes a problem if we look at people with difabel who have difficulty in getting the same right to work. We have seen that the number of people with difabel is not small and many of them need more assistance and attention from the government.

This problem of difabel friends makes Mario Gultom, as the founder of the Sunyi cafe, to involve friends with difabel to be able to work so they can use all their abilities and creativity [9]. Finally, Mario has an idea to build a business that is not advance the profit but to help difabel friends to work in Sunyi cafe. So, the Sunyi cafe was born, which is currently known as a difabel friendly cafe. In developing Sunyi cafe business, Mario invites her friends, such as Almas Nizar as Co-Founder, Yo Renno, Fernaldo Garcia, and Irfan Alvianto. Based on this background of this problem, it makes the author has interested in learning more about the marketing communication strategy of Sunyi cafe in branding image as a difabel friendly cafe.

A strategy is a form of decision making that has been well planned and calculated in carrying out an activity such as marketing activities. Marketing communication strategies are fundamental things that marketers/entrepreneurs need to

pay attention to achieve their mission and objectives. Therefore, entrepreneurs must use the right marketing communication activities because it will have an impact on the progress and success of a business. [10]

The marketing communication strategy has three important concepts, namely: 1) Market segmentation is a process of dividing the target market into groups. 2) The target market is more specific than segmentation by looking at the size and potential market growth. 3) Positioning is the position of the product in the minds of consumers so that it is useful in differentiating itself from other competitors in the minds of consumers (consumers minds). [11]

There is a marketing mix or 7P which consists of product, price, place, promotion, people, process, physical evidence. Then, promotion mix tools in marketing communication consist of direct marketing, sales promotions, personal selling, advertising, events and experience, word of mouth, interactive marketing, public relations and publicity [12]. Promotion mix is a combination of the tools used by companies/marketers in ensuring the value of communication is delivered and building good relationships with consumers/customers [13].

2. METHODS

In this research, the author used descriptive qualitative methods. Therefore, the author can explain or describe the various marketing communication strategies carried out by Sunyi House of Coffee and Hope in branding image as a difabel friendly cafe. The author has searched a lot of data that was customized based on the needs of research.

The author uses a case study method for this research and focuses on the problem. Therefore, the author conducted in-depth research to get an understanding and definition of the problem. This research will also connect with existing concepts or theories to get explanations and answers based on the problems.

In this research, data collection has collected through interviews, documentation, and literature study with the research subjects of the Chief Executive Officer and Chief Marketing Officer of Sunyi cafe. The author uses data processing and analysis techniques include data reduction, data presentation, and data retrieval. The author uses data validity technique with triangulation techniques and reference materials. This research also has transferability, dependability, and confirmability properties.

3. FINDINGS AND DISCUSSIONS

The Sunyi Cafe was built on April 3, 2019, and started with the idea of one of the owners named Mario, who had previously participated in a competition on equality in Singapore. This makes Mario very concerned about equality. Therefore, Mario invited other friends, such as Almas as co-founder, Renno, Fernaldo, and Irfan to build a business that can help equality in Indonesia for difabel friends. They are all 2016 graduates of Prasetya Mulya

University who majored in Marketing. In the end, they decided to get involved in the coffee shop business because this business is experiencing pretty good growth in the future and also currently coffee has a high level of interest because coffee has become the lifestyle of today's society. Sunyi House of Coffee and Hope is a coffee shop and established in April 2019. Sunyi cafe serves various kinds of drinks and food, such as classic berry kopi susu, chocolate berry, spaghetti, mentai, french fries, etc. This cafe is located on RS. Fatmawati street No. 15, Cilandak, South Jakarta. Sunyi House of Coffee and Hope or commonly known as Sunyi cafe means the word Sunyi here does not mean without sound, silence, or should not be noisy but Sunyi is a representative of friends with difabel. As the name implies, the concept of the Sunyi café is a difabel friendly cafe, starting from the parking attendants, baristas, chefs, cashiers, and the waiters are friends of difabel.

The exterior of the Sunyi cafe resembles a curve temple with dominant white colour to create silence and provide a positive inspiration so that visitors who come can get something positive to take home and can share it with others. Then, the interiors and facilities in the Sunyi cafe are also specially designed for difabel visitors so they can feel comfortable and safe while in the Sunyi cafe. This can be seen from the main room of the cafe which is made wider. So, it is easier for them to move freely. Sunyi cafe also uses a round table to help deaf customers (deaf and speech impaired) when they communicate with friends, making it easier for them to see each other's language terms. Then, Sunyi cafe also provides a guiding block to make it easier for blind friends to visit and braille letters on the page of the Sunyi cafe.

Sunyi cafe has tangible and intangible products. The tangible products are in the form of all products sold at Sunyi cafe, such as coffee drinks, food, and merchandise. While the intangible products, Sunyi cafe has a Sunyi Akademi, which is a training program for difabel friends. The training is free and open to the public. The training is expected to be able to help difabel friends for personal development, have a competent attitude, prepare them to enter the occupation and help them to adapt with non difabel world and help them to get the job they want. Therefore, Sunyi cafe does not only focus on selling its products but also on the equality of people with difabel in Indonesia.

The vision of Sunyi cafe is to become an ambassador of equality in Indonesia. It means that Sunyi cafe wants to be a place for friends with difabel to help them in everything such as preparing them to enter the world of non difabel people and increasing equality between difabel friends and non difabel friends in Indonesia so that the Sunyi cafe can become a bridge for them. Then, the Sunyi cafe has a mission to help build friends with difabel to be better in every way, provide understanding/education about difabel problems, and develop the business so Sunyi cafe can continue to progress and grow.

Brand image is a form of trust and perception that is owned by consumers and it is inherent in the minds of these consumers. Perceptions and beliefs that consumers have can come from past experiences or information related to the

brand. Therefore, a company/business needs to create and build a good and positive brand image to increase awareness and interest or liking for the brand. [14]

Positive brand image is the fundamental thing in building a business. So, Sunyi House of Coffee and Hope wants to develop a good and positive brand image to be a difabel friendly cafe in the minds of consumers or audiences. This Sunyi cafe cares about friends with difabel. This is proven by the fact that all workers at the Sunyi cafe are friends with difabel. Sunyi cafe also often holds activities or events related to friends with difabel, such as conducting sign language classes, holding social activities to help difabel friends, involved in campaigns about difabel, and others.

Sunyi cafe also chose the right location to build Sunyi cafe concerning the ease of access for friends with difabel, such as access to paving blocks. Then, Sunyi cafe has bigger space room inside so that difabel friends could be more spacious to move around and there is a round table to make it easier to communicate with each other. Then, there are also braille and tenji block letters to help make it easier for friends with difabel at the Sunyi cafe. Also, there is Sunyi Akademi as a training program for friends with difabel in self-development.

Marketing communication strategy is a fundamental thing in the business so the marketers/entrepreneurs need to pay attention for achieving the mission and goals because it will have an impact on the progress and success of a business [10]. Sunyi cafe has built a brand image as a difabel friendly cafe with expanding market share, creating a museum of silence containing about the creation of difabel friends, making Sunyi Akademi multi-time, opening branches and franchise system, maximizing the use of social media, and choosing the right promotional mix.

In marketing communication strategy has three important concepts, namely: (1) Market segmentation is a process of dividing the target market into groups, such as Sunyi has chosen the segment of young people, millennials, difabel and non difabel friends. (2) Target market is the potential customers. Sunyi cafe has set the targets people who are socially aware, coffee and sweet drink lovers, language enthusiasts, attention to difabel. (3) Positioning is the position of the product in the minds of consumers so Sunyi wants to position its product as a difabel friendly cafe that sells various kinds of drinks and food made by difabel friends. [11]

Sunyi cafe also uses the 7P concept: 1) Products from Kafe Sunyi do not only specialize in coffee but also other types of sweet drinks and served food like spaghetti, french fries, mentai. 2) Then, the place chosen was also strategic and gave priority to friends with difabel. 3) Furthermore, the price offered is also adjusted to the target market. 4) Sunyi cafe also carries out various promotional activities, such as discounts, flash sales, giveaway, cashback, involved in events, promotions on social media, and others. 5) The process is like using sign language when ordering at a Sunyi cafe. 6) People like all Sunyi cafe workers are difabel. 7) Physical evidence like the interior of the Sunyi Café is adapted for difabel friends, such as the spacious main room, round tables, tenji blocks and braille letters.

IMC implementation needs to be preceded by proper planning on the elements in the marketing mix including promotional tools which are the basis of the overall IMC or integrated marketing communication. The following are steps so that IMC can run well and effectively, namely: [15]

1. Choosing the target market of Sunyi cafe

The target market chosen by Sunyi cafe is the lower middle class, who are socially aware, and millennials. Then, Sunyi cafe also targets difabel and non difabel friends and targets the upper-middle class as well. Therefore, Sunyi target market also quite broad and following its vision and mission. It is important to be selected before so the marketing strategy can run well. Also, the goals were expected by Sunyi cafe can be achieved properly.

2. Determine the purpose of Sunyi communication

In running its business, Sunyi inseparable from the vision and mission of the Sunyi cafe itself, which is to focus on difabel friends to increase equality with non difabel friends. Therefore, Sunyi inseparable or choose between social or business, but both social and business must be work together. So, the vision and mission of Sunyi cafe can be achieved properly.

3. Create a message

Sunyi creates a message in various forms. The first, Sunyi House Of Coffee and Hope plans to open a museum that will be integrated with a coffee shop. The museum is called museum of Silence that becomes a place for the masterpiece of difabel friends and will be displayed to the public. This museum will be open freely so that visitors can simultaneously view the masterpiece while enjoying various types of drinks and food from Sunyi cafe. Museum of Silence is a form from Sunyi cafe to concern and support that difabel friends have extraordinary abilities and skills even though many underestimate them. Therefore, this is also an effort made by Sunyi in increasing the equality of friends with disabilities. The second, Sunyi also has a Sunyi Akademi. Sunyi Akademi is a training place for difabel friends and opens for the public. Sunyi Akademi present to hone their abilities and skills so that in the future they can compete with other non difabel friends. Difabel friends can attend training at Sunyi Akademi for free. Sunyi cafe does this act as a form of Sunyi concern for difabel friends so they can have the same equality with non difabel friends. Also, they have the same opportunity in everything.

4. Media used by Sunyi cafe

Sunyi cafe will maximize the usage of media social and online media to achieve the target they want. Sunyi has owned media social, such as Instagram, Facebook, Youtube, and Tiktok. Also, Sunyi cafe collaborates with various media partners both from television and online, such as Kompas, Net TV, and others.

5. The number of costs incurred

Currently, Sunyi cafe also has not advertised in various media because Sunyi has a media partner. So, it still does not pay for advertising. The costs incurred are only 5-10 million / month. These costs are only for graphic designs that design various promo content on Sunyi's social media and other activities/events that Sunyi held, such as social activity, sign language class, etc.

6. Selection of the marketing communication mix

Sunyi cafe often carries out various promotions, such as discounted discounts, flash sales, vouchers, and others to attract consumers. Sunyi has also been involved in culinary events at the Jakarta Festival and always uses social media to promote all Sunyi products. Then, Sunyi cafe also often conducts various event activities, such as sign language classes, collaborations with other brands. Sunyi cafe also carries out various social activities, one of which is the #lewatsunyi activity by assisting disabled friends in need. This causes the media to cover it in online news. Therefore, Sunyi will continue to intensify sales promotions, direct marketing, events and experience, public relations and publicity, and word of mouth.

IMC is a form of business that includes the coordination of various promotional components and all company marketing activities to create a consistent image for consumers [16]. In this study, Sunyi cafe only used five marketing promotion mix tools, such as sales promotion, direct marketing, events and experiences, public relations and publicity, and word of mouth. The five tools are united in conveying all the information or messages that the Sunyi cafe wants to deliver to the public.

1. Sales Promotions

Sales promotions are various promotions carried out by Sunyi to attract attention while increasing sales to difabel and non difabel friends. Sunyi cafe Promotions carried out by Sunyi like providing discounts, flash sales, happy hours, cashback, vouchers, buy one get one, loyalty cards, gifts, and giveaways.

2. Direct Marketing

Direct marketing carried out by a company/business through various online media such as social media and other channels. Sunyi café using social media marketing, online marketing, and opening booth/stand at several events. For example, promote the signature of barista through social media Instagram and Facebook, working with several market places, and being involved in the Jakarta Culinary Festival by opening a stand.

3. Event & Experience

Event and experience are Activities/events carried out by a company/business in raising awareness and introducing products/services also the company. Sunyi cafe has to do some events and involved in several events, such as holding sign language classes, workshops, cupping coffee sessions with Gordi, participate in activities or campaigns about people with difabel, collaborating with several brands (Tropicana, Traveloka, Citilink, Lions Club, Smile Motivator).

4. Public Relations & Publicity

PR activity is also related to publicity as a form of the results of communication activities. Sunyi doing some activities such as #LewatSunyi social activities to help friends in need, especially friends with difabel, by providing assisting necessities, masks, and cash every week. This activity is also in collaboration with Aktivaku and Mula Indonesia. Sunyi gets publicity through social activities they do and hold the tour with employees. This makes Sunyi will have a positive impression.

5. Word of Mouth

Word of mouth is marketing which conducted by word of mouth, either orally, in writing, or through electronic media. The founder of Sunyi has been invited on Sandiaga Uno Youtube and talked about the coffee shop business with a unique and unusual concept is difabel friendly cafe. Then, also Anies Baswedan has been visited the Sunyi cafe. He knows about the Sunyi because one of his friends shared news about the Sunyi to him through Whatsapp. Moreover, Sunyi founders also have been invited to the seminar or workshop related to difabel to be a speaker. As a result, many people know about Sunyi as a difabel friendly cafe and many talked about Sunyi because they have concerns about difabel.

Systems theory explains that it is important for public relations in an organization to build good relationships and maintain relationships [17]. Also, required to adapt an ever-changing environment to survive. An organization is the same as a system in which various interactions occur between existing elements. Therefore, Sunyi has done to establish good relationships with Sunyi workers by inviting them to travel together, with difabel community like Sunyi's founder and co-founder take sign language certification, and also with media partner by trading value each other and always keep in touch.

4. CONCLUSIONS

Sunyi wants to build a good and positive brand image in the minds of consumers or audiences, namely as a difabel friendly cafe. Sunyi cafe cares about difabel friends. This is evidenced by all workers at the Sunyi cafe are friends with disabilities. Starting from parking attendants, chefs, baristas, cashiers, and waiters are friends with difabel. Sunyi cafe also often holds activities or events related to friends with difabel, such as conducting sign language classes, providing assistance to friends with difabel who are in need, getting involved in campaigns about difabel, and others.

In this research, the authors concluded that the marketing communication strategy used by Sunyi House of Coffee and Hope in building a brand image as a difabel friendly cafe using the IMC concept, namely sales promotion such as giving discounts to difabel friends, direct marketing such as opening a stand/booth and using media social to promote, events and experiences such as holding sign language classes, public relations and publicity such as #lewatsunyi social activities and getting publicity through travel together with difabel workers and communities or social activities, word of mouth such as inviting the founder's of Sunyi cafe to the Sandiaga Uno Youtube and as a speaker at the seminar/workshop.

Sunyi cafe also uses the 7P concept: 1) Products from Kafe Sunyi do not only specialize in coffee but also other types of sweet drinks and served food like spaghetti, french fries, mentai. 2) Then, the place chosen was also strategic and gave priority to friends with difabel. 3) Furthermore, the price offered is also adjusted to the target market. 4) Sunyi cafe also carries out various promotional activities, such as

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