

The Role of Symbolic Interaction in Marketing Communication Planning in the Pandemic Era (A Case Study on Chuseyo Coffee in Serpong)

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ABSTRACT

The purpose of marketing is to communicate a product and introduce a field or service unit in order to increase sales. Chuseyo Coffee is one of the business sectors in the coffee industry which has opened more than 40 branches in Indonesia in just 2 months. With a unique concept of utilizing the k-pop community, Chuseyo Coffee is now flooded with customers. Therefore, Chuseyo Coffee in Serpong has its own symbolic interaction role so that there is a major contribution in planning marketing communications at Chuseyo Coffee. In an era of pandemics like this, Chuseyo Coffee has an effective and interactive sales solution and promotes a product to the public. Of course, these techniques include review, regulations and target consumers to be addressed. This study uses a qualitative methodology with a case study strategy. Collecting data in this method with in-depth interviews by the owner of Chuseyo coffee as well as documentation, archival records, non-participant observation, the conclusion of this study is the interaction process of messages that have meaning or symbols in daily activities in Serpong Chuseyo coffee.

Keywords: *Symbolic Interactionism, Marketing Communication, Case Studies, Chuseyo Coffee*

1. INTRODUCTION

Marketing strategy is a strategy that is not foreign to do in today's era and has a very rapid development from time to time. This is very much influenced by the concept of communication which is increasingly different from time to time, which we often know about marketing communication using technology. The marketing communication that we know is introducing merchandise through advertising media. Currently the Coffee business is one of the promising business units and has promising prospects in the future. Currently the coffee business is very popular with all people, especially young people. With the many coffee businesses in Indonesia, it is very inviting tougher competition between coffee businesses in Indonesia. This competition results in different marketing communication processes so that the coffee has advantages and disadvantages as well as the uniqueness of each coffee business owner. Nowadays it is common to see Indonesians consuming coffee every day. Coffee is believed to be able to relieve stress that is in the life of some people and it is also believed to be able to eliminate excessive drowsiness. Even in the present era, coffee has its own distinctive taste that makes the coffee brand's distinctive taste. The unique taste of coffee makes people gather to enjoy together with friends and family. The strong competition in the coffee business has made one of these coffee outlets, Chuseyo Coffee, create a marketing strategy in a unique way.

Chuseyo coffee is coffee that is now starting to be known in the wider community, but because Chuseyo coffee is a new player in the coffee industry, it does not make it feel pessimistic about the image of the coffee. With so many coffee shops in Indonesia, Chuseyo coffee has its own unique strategy to build its brand image among the wider community. One form of marketing communication carried out by Kopi Chuseyo is to create a K-POP nuanced coffee concept where the coffee shop does not just sell coffee but provides a forum for the K-POP community to gather and channel their hobbies. For this reason, Kopi Chuseyo regularly holds K-POP events which are flooded with our loyal customers. With a unique theme, Chuseyo Coffee makes a fortune In marketing communication, Chuseyo Coffee has its own strategy because many modern coffee coffee are empty of visitors, even many partners are disadvantaged, because there are too many brands that have similar concepts. Finally, customers do not have loyalty. For that, a different concept is needed, so that it can attract the attention of customers. That is one of the concepts of Chuseyo Coffee Marketing to interact with potential customers in the wider community. And one of the marketing strategies implemented by Kopi Chuseyo is to hold a give-away either in the form of a CD Album or a Discount Promo. And with this research, the researcher wanted to know the marketing communication planning for Chuseyo Coffee in the pandemic era. In addition,

researchers also want to know how the symbolic interaction process in marketing communication in Chuseyo Coffee is able to compete with other coffees. Symbolic interaction theory explains a process of interpreting symbols and individuals. This theory is also a form of understanding between the symbols that exist when individuals communicate with other individuals. This symbol can be formed because of the harmony in the meaning of the symbol Symbolic interaction theory has the view that individuals can form meaning through a process of interaction. When there is a process of forming meaning, of course the communication process will run very effectively. Because from the formation of this meaning, misunderstandings can be overcome. [7] Defines three important basic concepts in symbolic interactions, namely "Mind, Self, Society". This third concept is a very important concept and is interrelated with one another, it becomes a reference and reference for symbolic interaction theory. Marketing Communication Planning according [4] is the result of business interest planning which can produce a communication concept that can be used to target targets clearly and precisely. The purpose of communication according [4] is how well customers can remember a brand when faced with certain situations. Brand recall can be grown on customers who already have knowledge or experience with the brand. Meanwhile, according to Keller, Brand Recognition is how fast customers can recognize and distinguish a brand when faced with elements of the brand such as logos, slogans and so on. Uniquely, in Chuseyo Coffee, customers who come will be served by baristas who are called by Korean terms such as oppa for male baristas and Unnnie for female baristas. Chuseyo coffee also has its own characteristics to keep customers with a history of customer illnesses who don't need to worry because Chuseyo coffee offers Fresh coffee which means coffee is made every time there is an order.

2. RESEARCH METHODS

The research method in this chapter is to use qualitative research with a case study strategy. In the qualitative methodology research book, according to Moleong that qualitative research can be described as research that has the aim to better understand the phenomena experienced by research subjects which involve perceptions, behavior and motivation, and not only that but can be described in the form of words- words in certain contexts using a natural method. In case study research, there are three types that become the basis, namely exploratory, exploratory, and descriptive. The case study strategy used by researchers is exploratory. Broadly speaking, case studies are very suitable when associated with researchers whose questions are why or how. In practice, researchers with a case study strategy are more concerned with designing and implementing their choices [8]. The subjects in this study were informants or resource persons who could provide information on the problems being researched by the researcher.

These subjects can be individuals / organizations / communities that are inherently attached to the object of this research. Informants or resource persons must provide clear, honest and accurate information to researchers so that researchers can find the results of their research. This research design is indispensable in an approach using a case study strategy. In this study using observation data collection methods, in-depth interviews, documentation, and archival records. This technique makes researchers as data amplifiers or evidence that this research is truly scientific research and is also able to test the data that has been obtained so that the data in qualitative research can be accounted for. The object in this study is an important goal in a study. The object of this research is the Analysis of Marketing Communication Planning in Chuseyo Coffee. Researchers conducted interviews with sources to collect data. Then the researcher will make an interpretation or clarify again the data obtained from the interview results. From the results of this interpretation, the researcher will return the data back to the informants to ensure that this interpretation is really in accordance with the experiences of the informants.

3. FINDINGS AND DISCUSSION

Chuseyo Coffee, which is a franchise business that has opened 40 branches within 2 months in Indonesia. Chuseyo Coffee has its own uniqueness in presenting its coffee menus, this can be seen from the list in the menu book. Besides selling drinks, Chuseyo Coffee is a franchise that sells various kinds of snacks, this depends on the policies of each branch owner. at Chuseyo Coffee In its business journey, Kopi Chuseyo always strives to improve the quality of its products, because the main core of the F&B business is products. However, Product alone is not enough for Chuseyo Coffee. Differentiation through brands is of course very necessary so that businesses can be remembered and sought after by customers. Of course, strengthening branding is one of the keys to getting Chuseyo Coffee to be known among the public by gathering the K-POP community in Indonesia. This business also offers attractive merchandise packages that double the revenue. Based on the data obtained at the completion of the final project, Chuseyo Coffee is part of the Generalized Others concept described by Mead. Where the new regulations (PSBB) from the government that make Chuseyo Coffee must adapt and follow these rules to minimize the chain of spread of the Covid-19 virus This discussion is the data obtained based on in-depth interviews conducted by researchers with Chuseyo Coffee which is closely related to team work on the material for the formation of marketing communication planning which is associated with the theory in this final project is symbolic interaction theory and marketing communication planning.

3.1 Brand and Selection Review

Before running this business, determine the owner to think about and find out how the business is currently happening. Many considerations and through a fairly detailed process

until finally deciding to choose a business in the coffee shop field. After choosing this business, of course the owner learned more about this coffee, first from the theme, in terms of taste, uniqueness in the form of packaging. Not only that, the owner also uses the K-POP community in Indonesia to hook the market. This is because the owner of Chuseyo Coffee loves the world of K-POP itself. Chuseyo coffee has a variety of themes, decorations and methods of preparation as a marketing concept to attract customers. In this case, it can be concluded that exactly as has been explained by Mead, Symbolic Interaction Theory believes that individuals can form meaning through the communication process. When this meaning has been formed, of course, the communication process will run very effectively.

3.2 Regulation

Regulations are made to be obeyed, this is a basis for doing something. The rules we can find in our daily lives also in this case the author met in the Chuseyo Coffee environment. Regulations are made to create a comfortable work environment among workers. Each company certainly has its own rules and from every rule that is formed there are also sanctions for violating, this can be found in the Chuseyo Coffee work environment.

3.3 Business Purpose

In this discussion, what is meant in the Chuseyo Coffee business objective is to want to be the only place where the K-POP lover community in Indonesia meets and want to establish good relationships with all fanbases and this is in line with the vision and mission of Chuseyo Coffee. In this discussion, it can be related to generalized other where the business has rules and roles so that the company's vision and mission are in line with the company's values and concepts.

3.4 Marketing Strategy

Marketing is broadly a social process which means that sellers get what they need through exchanging value with others. Therefore, marketing can be defined as a form of process in which the company creates good value for customers and creates long-term good relationships with customers that aim to get good value from customers as a form of appreciation for the company. For example, how business owners already know their sharpness in choosing a target market. This is what Chuseyo Coffee uses to increase marketing by conducting a gathering community, namely the K-POP Community which is the main market for Chuseyo Coffee. By getting closer to the K-POP community, Chuseyo Coffee will be closer to the target market There are two communication objectives that are very important in designing marketing communications, namely brand recall and brand recognition. Chuseyo Coffee has its own market in reaching consumers so that until now the Chuseyo Coffee brand is quite strong and well-known

in the community [11] thinking that how good customers can remember a brand when faced in certain situations.

3.5 Target Market

The target market in question is a group of consumers who are the target of the company's approach to buying the products being sold. For example, every marketing target usually has almost the same age, character and character vulnerability. Based on this discussion, this research is in line with research on marketing communication planning [4].

3.6 Tactical

In this discussion tactical becomes important in drawing conclusions and into details for each marketing. This has been explained at the outset in marketing communication planning. In this discussion, what is meant in marketing at Chuseyo Coffee is to use two social media sources to become a communication medium, namely Instagram and Tik-Tok and through marketing communication planning through sales.

3.7 Implementation

In this case, monitoring is the key to successful marketing communication planning to achieve business goals. This is done by Chuseyo Coffee to develop its coffee shop. By monitoring the analysis of satisfaction from consumers and feedback from clients to achieve targeted sales targets.

Picture 1 Logo of Chuseyo Coffee



Source: Instagram Chuseyo Coffee

3.8 Monitoring

In this case, monitoring is the key to successful marketing communication planning to achieve business goals. This is done by Chuseyo Coffee to develop its coffee shop. By

monitoring the analysis of satisfaction from consumers and feedback from clients to achieve targeted sales targets. It can be concluded that the role of symbolic interactions from Mind, Self, Society is a big influence for the success of Chuseyo Coffee. That in the mind (mind) has a significant symbol, which means that in Chuseyo Coffee, it is shared in common to have a purpose and meaning for each given task.

3.9 Evaluation

This is an important part of making decisions and the performance results given by the Chuseyo Coffee team, because it determines the goals to be achieved and how the results of the planning are carried out whether they have reached the expected targets. It can be concluded that Chuseyo Coffee is in harmony with the theory of symbolic interaction where the generalized other (society) gives what other people feel and helps others both community and socially.



Picture 2 Organizational Structure

4. CONCLUSION

Based on the results of data analysis and discussion that has been described above, the conclusions that can be drawn by researchers are as follows:

1. Marketing Communication Planning in Chuseyo Coffee can be formed due to brand selection, review and marketing communication planning elements, namely business objectives, strategy, tactical, implementation, monitoring, evaluation.
2. Symbolic interactions are in line with and in accordance with Chuseyo Coffee plays an important role in the formation process of marketing communication planning.
3. Symbolic interactions that occur in Chuseyo Coffee have a very important role and influence in daily activities in the café both internally and externally.

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Primary Data

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