

Klinik Kopi's Digital Narratives to Maintain Digital Marketing Communication During Covid-19 Pandemic

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Abstract— Website and visual-based-social media has developed a while ago, nowadays, website and social media adopts series of new practicality, together, website and visual-based-social media could perform as educational media to promote social cause, thus, perform as educational media to promote coffee culture, highlighting coffee cultivation across Nusantara done by coffee farmers, as well as presenting farm-to-cup approach to the public, known as coffee drinkers. Further, this study unveils a collaborative procedure through integrated application of website and visual-based-social-media to prompts content curation method done by 'Klinik Kopi', especially during the Covid-19 pandemic, maintaining coffee culture promotion by implementing digital narratives approach in context of digital marketing communication in Indonesia. This research's objective to gather sense of content integration to support digital marketing communication for coffee culture, especially Indonesia's coffee culture, during the Covid-19 pandemic, done by Klinik Kopi.

Keywords— *Digital narratives, digital marketing communication, Klinik Kopi, Covid-19 pandemic*

I. INTRODUCTION

At the end of 2020, in the midst of Covid-19 pandemic, global internet users had reached 4.66 billion, which was 59.5% of the world's total population, this trend marks an important shift in our daily habits in accessing information, whereas, digital media plays a significant role as a reliable source of information by prioritizing easy access, with the average time spent connected to the Internet, applies globally, is 6 hours 54 minutes, whereas main purpose of using the internet is to find required information, revealed by the number of 63% of total internet users globally. Indonesia become the language that is widely used for internet access, rank 14th in the category 'Most Common Language for Web Content' based on the language used on the world's top 10 million websites, one of which is referenced from data collected by the United Nations in January 2021. [1]

Such trend which strengthens the position of a website as a medium accessible to a variety of uses, especially in the pandemic period, where Internet connections become the backbone to support daily activities. Advances in Internet-driven technologies will be able to improve efficiency and productivity of Technology Mediated Communication

(TMC) to reach much wider and varied internet users as audience.

Various digital platforms can be accessed using an internet connection. Started from website as a pioneering platform. The first web page went live on August 6, 1991. It was dedicated for dissemination of information, known as the World Wide Web project, pioneered by Tim Berners-Lee. [2]. Nowadays, the digital platform is dominated by social media which is widely accessed by internet users. In 2021, there are 4.2 billion active social media users, 53.6% of the total global population. This shows an increase of 13.2% from 2020. The average time spent by internet users to access social media is 2 hours 25 minutes per day, which is 2.9% of the total time allocated to connect to the internet. [1]

Social media is Internet based technology which promotes opportunities to social interaction; among its users. It is enhanced through new communication tools and sites called social networking sites. Internet-based tools and audio-visual technology with the ability to retrieve, store, connect and take the features that make the authors publish their work, including through blogs and receive comments on it. [3]

Social media has revolutionized the way people communicate and maintain relationships, in the digital era nowadays, specifically during the Covid-19 pandemic, with the convenience provided by the internet, it is inevitable that social networks will start to affect what consumers buy and how they shop. This study intend to describe the way of business owner, especially coffee craftsman, Yogyakarta-based Klinik Kopi, in implementing digital marketing methods, especially during the Covid-19 pandemic, which relies on the power of narrative to interconnect its digital platform to synergize into digital marketing media

Klinik Kopi is coffee craftsman that invites coffee drinkers to enjoy a coffee in their original steeping, which includes the basic character of the coffee itself. Among a number of cafes and coffee shops operating in Yogyakarta, Klinik Kopi has its own characteristics.

The inherent character of Klinik Kopi is obtained from its owner's journey, it was begin with a private coffee brewery

operating from one event to another, interspersed with discussion sessions to provide education, especially about Indonesia's single origin to coffee drinkers. [4]. The annual data on Indonesian coffee consumption in 2019 released by the Global Agricultural Information Network shows, the projected domestic coffee consumption in 2019-2020 reaches 294,000 tons or an increase of 13.9% compared to consumption in 2018-2019 which reached 258,000 tons. [5] As of August 2019, the number of coffee shops in Indonesia is more than 2,950 outlets. That number increased almost threefold compared to 2016 with an estimated 1,000 outlets nationwide. Chairman of the Specialty Coffee Association of Indonesia (SCAI) A. Syafrudin revealed that local production uptake reaches 11-13 percent of the total coffee consumption rate in the country. [6]

This trend indicates an increasing number of overall coffee consumption, which is in line with the increase in the number of coffee consumers, as in domestic coffee consumption still has the potential to develop with the intervention of domestic coffee craftsmen, as Klinik Kopi is one of them. The development of the domestic coffee industry requires more perseverance, considering that the distribution channels and domestic coffee cultivation are not yet well developed, unlike imported coffee which already has sustainable production standards and distribution channels.

II. IMPLEMENTATION

This research was conducted by implementing sequence analysis and in-depth interviews to gather a sense of content synergizing to support a social goal related to coffee culture, particularly Indonesian coffee culture.

A. *Klinik Kopi's Narrative through Digital Platform on the Covid-19 pandemic period*

Klinik Kopi use a marketing approach model that focuses on narrative to persuade potential customers, either those who arrived on site, or those who make purchases through the Klinik Kopi digital platform, i.e. Instagram @klinikkopi and the website <http://klinikkopi.com>. On this particular times, during the Covid-19 pandemic, just like any other business, Klinik Kopi has also struggled to maintain its business afloat, by keep communicating with its customers.

At the beginning of its journey, Klinik Kopi utilize its digital platform to document its travelling stories, exploring corners of Indonesia, directly involved in providing counseling to local coffee farmers in Indonesia. As the results, Klinik Kopi owner understood character of coffee cultivation in Indonesia, while helping local coffee farmers as local coffee cultivators, to be able to manage their produce to be marketed professionally, into refined products of coffee ready to be enjoyed with a structured distribution channels, marketed by Klinik Kopi itself.

As the Covid-19 pandemic hit, which has had significant impact throughout the world, Klinik Kopi owner can no longer travel and counsel local coffee farmers, however, Klinik Kopi does not stop providing education to consumers and local farmers who have interacted with him in the past, by utilizing its digital platforms. Considering the strength of the digital platform lies in content creation, it is understandable that Klinik Kopi practices content marketing.

Content marketing understood as the creation of valuable, relevant and compelling content by the brand itself on a consistent basis, used to generate a positive behaviour from a customer or prospect of the brand, as for a non-media company, content is created, not to profit directly from the content, but indirectly by attracting and retaining customers. [7]. Efforts to attract and retain customers by creation of content summarized as sales conversion.

Klinik Kopi's Instagram account contents are updated daily, detailed and flowing narrative is the distinctive mark of Klinik Kopi in building its narrative, this makes the Klinik Kopi's followers get the nuances of a thorough storytelling by reading the Klinik Kopi narrative carefully. The narrative and visual aspects of Klinik Kopi are key factors in the storytelling presentation of Klinik Kopi's routine that invites followers and consumers to get involved. Persuading consumers by presenting visual contents increased since the emergence of digital platforms, such as websites and interactive digital platform, such as Instagram, especially those used on a regular basis to maintain consumers involvement known as 'engagement', a determining factor to explains the attachment of followers and consumers to a brand, in this case, Klinik Kopi, which can create a sense of belonging and a sense of being connected to the brand, marked by followers and consumers' digital activity to like, repost/regram, and comment on Klinik Kopi digital content.

Inviting consumers to travel with the brand, offering them related content to their interests, creates an opportunity not only to communicate with their customers but also for them to be part of that communication. [8]. Thus why, storytelling via digital platform is widely popular, that is information which is based on real stories or fictions that aim to transfer the consumer's consciousness from a state of need to a state of satisfaction. Stories drive action. People connect by interests, form communities, and stories play an essential part in inclusion and communication. In these cases, products and brands play a central role in their stories. [9].

Stories are essential to creating customer engagement. Content marketing seeks the emotional root of consumer need by offering a solution. Online content is everything. It must be valuable, related to the need and convincing for the brand itself. [10]. Especially, during Covid-19 pandemic, these so-called 'content marketing' through 'digital storytelling' done by Klinik Kopi has an advantage, because it utilizes digital platforms that developed into a significant trend during the Covid-19 pandemic, given the enforcement of physical distance and communal mobility regulations to reduce the risk of Covid-19 transmission in general, as seen on the following figure 1, whereas Klinik Kopi adjust the new seating arrangement to accommodate on-site costumers and at the same time facing a new period as Covid-19 outbreak force people in general, to keep each other at distance.



Fig. 1. Klinik Kopi’s Instagram Content Narrating Their Adjustment During the Early Set of Covid-19 Pandemic

Through this content and narrative, Klinik Kopi provide several alternatives to be discussed with its customers on how to maintain their service during Covid-19 pandemic, early on March, 2020, right after ‘The President officially urge people to study, work and worship from home as well as conduct social distancing’. [11]. Klinik Kopi followed up this appeal from the Authority by defining several adjustments that need to be done, simply by upload the recent setting of service area, and narrate them as in a ‘heads-up’ for its customers on its Instagram account, as seen on figure 1.

B. Klinik Kopi’s Sales Conversion through Social Commerce during Covid-19 Pandemic

Data on digital technology users based in Southeast Asia (Singapore, Malaysia, Indonesia, Philippines, Thailand and Vietnam) that has been published by *Facebook for Business* in June 2020; Social media applications are the most widely used by smartphone users with an increase of 38%, while e-commerce is the favourite application in fourth place with an increase in the number of users by 23%. [12]. This trend would remark the emergence of ‘the convenient genre of home shopping’. Klinik Kopi took on early start to embrace its consumers by leading them on Instagram. Since, its first content on August, 2013, Klinik Kopi has provide Instagram users with various perspective to comprehend coffee.

E-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. This new phenomenon is commonly referred to as social commerce. [13]. Social commerce can be classified into three primary trends: adding commercial features to social media tools (e.g. SNSs), adding social media features to e-commerce sites (e.g. Amazon), and the increasing use of social media by traditional offline firms to improve business performance (e.g. customer service) [14]. As social commerce took notion on the digital platform buzz, many entrepreneurs has proven the effectivity of digital platform integration, whereas it isn’t impossible to do, and very friendly for self-financed entrepreneurs with quite limited resource, and Klinik Kopi has been one of the entrepreneurs to prove that notion right.

A trend shift occurs not only in a variety of shopping commodities, but also the way or methods of people doing shopping activities, according to *Global Consumer Insights 2020* survey entitled “*Before and After the Covid-19 Outbreak*” conducted by PricewaterhouseCoopers (PwC) Indonesia in August 2020, reveals Some interesting facts about consumer spending habits, among others, in Indonesia. *PwC Indonesia’s Retail and Consumer Advisor* stated, although physical stores are still the top choice for (grocery) shopping, more than a third of consumers (35%) now buy online, whereas 86% of consumers who shop online, plan to continue to do so even after restrictions of social distancing is abolished. Devices to support online shopping activities have also experienced a substantial increase, such as mobile phone that have increased by 45%, computers 41%, tablet devices 33%. [15]. As Klinik Kopi embrace this trend early on before Covid-19 outbreak. Since 2018, Klinik Kopi has started its marketplace channel to support its business, reaching for consumers from outer region of Yogyakarta. Seemingly, ‘the convenient genre of home shopping’ trend would be here to last, and Klinik Kopi with have prepared well to embrace its customers

Generally, on business approach for e-commerce method, there’s specifically, O2O commerce. Whereas O2O commerce originally known as, online to offline, referring to the offline business opportunities by using the Internet, the offline business trading on the internet. [16]. The O2O business approach discussed in this research is the result of researchers’ observations, where Klinik Kopi implements the O2O business approach, understood as an e-commerce service from offline to online. Klinik Kopi’s revenue were won by on-site visitors. Covid-19 pandemic forced Klinik Kopi’s owner to rethink the mainstay strategy, by migrating from offline to online services is considered as the right strategy to keep bringing in consumers, even though coming and drinking coffee brewed directly by Klinik Kopi’s owner is still the main choice of its customer. By practicing O2O service for its e-commerce platform, Klinik Kopi become O2O enterprise.

III. RESULT AND DISCUSSION

When times of trouble call for desperate action, for starters, consumers as people in general, during the Covid-19 pandemic need some kind of assurance, a fulfilling narrative that uplifts anyone’s spirits, favourable stories in the midst of this uncertainty. This would be a great start for Klinik Kopi, whereas, the power of digital storytelling as part of content marketing, is to persuade consumers emotionally and uplifts their spirit, by immersing into Klinik Kopi’s *Digital Narratives*, as it built through this particular process:



Fig. 2. Klinik Kopi's Digital Storytelling Process

Klinik Kopi specifically go through process of content marketing in three stages, beginning at the first stage by means of creating and uploading content on Instagram (<https://www.instagram.com/klinik Kopi/>) by focusing on the main character (object), as seen on the following figure 3.

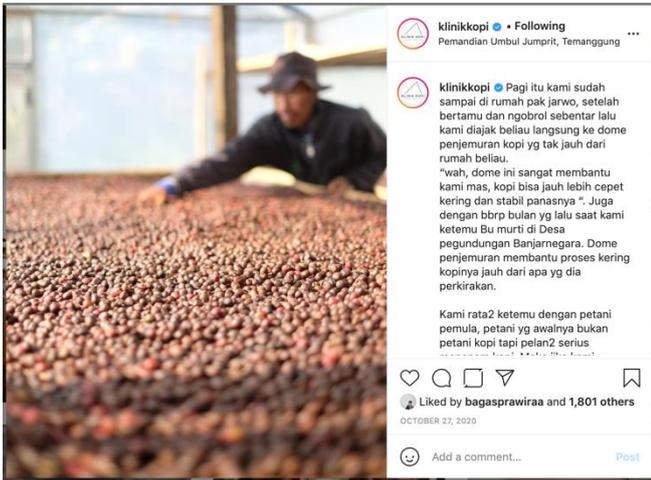


Fig. 3. Klinik Kopi's Instagram Content Narrating One of The Local Coffee Farmers, Pak Jarwo

Through this particular digital narrative of local coffee farmer's journey, thus, Pak Jarwo, from Temanggung, Central Java, whereas Pak Jarwo himself, becomes the lead character. Klinik Kopi distinctively explained through figure 3, as taken from Klinik Kopi's Instagram (@klinik Kopi), about Klinik Kopi's works to assist and foster Pak Jarwo, maintaining high quality and high selling value of his coffee.

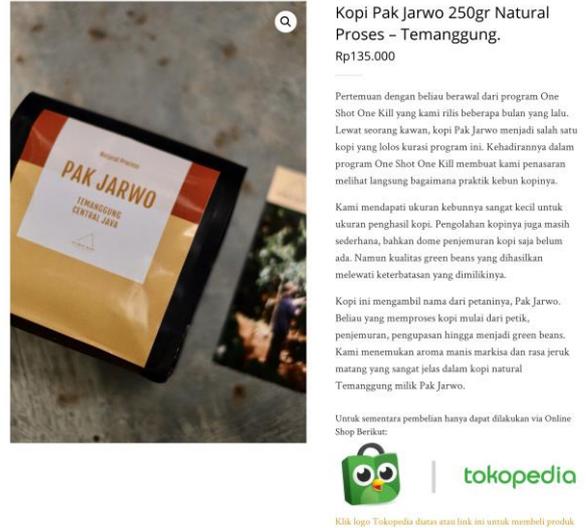


Fig. 3. Klinik Kopi's Website Content Narrating Pak Jarwo's Product

Consumers and followers of Klinik Kopi, who have followed this story from Instagram, are persuaded to follow Pak Jarwo's story further on Klinik Kopi website (<https://www.klinik Kopi.com>), as seen on figure 4, whereas, Klinik Kopi's webpage provides more intimate and detailed narrative about Pak Jarwo and his coffee.

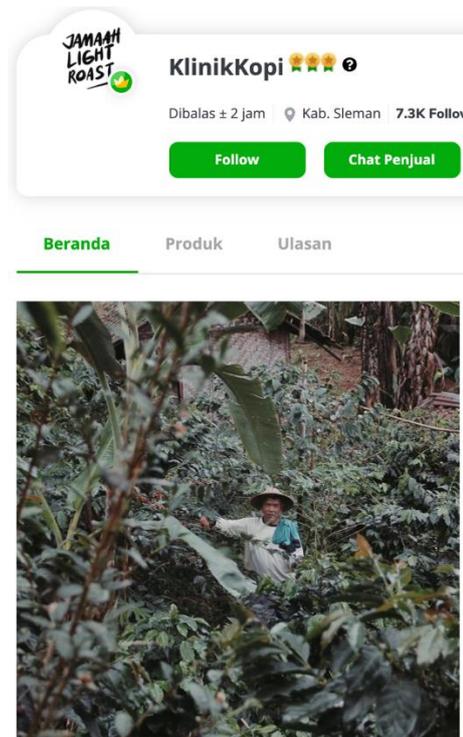


Fig. 4. Klinik Kopi's Marketplace Dashboard as a Highlight for Pak Jarwo's coffee product

Intrigued by the curiosity and sense of interconnectedness with Pak Jarwo, Klinik Kopi consumers are led to purchase the produce grown by Pak Jarwo through the e-commerce webpage owned by Klinik Kopi (<https://www.tokopedia.com/klinik Kopi/yk>), in this particular marketplace application, Klinik Kopi highlights Pak Jarwo's coffee by display it as a featured product on Klinik Kopi's

dashboard, as seen on figure 5. This strategy conducted by Klinik Kopi as a token of appreciation for Pak Jarwo and his passion on growing coffee.

As in social commerce context, according to preliminary research conducted by Celeste See-Pui Ng [14], Klinik Kopi conducting the first trend of social commerce, thus, adding commercial features to social media tool, whereas, Klinik Kopi put its e-commerce link on its Instagram account, furthermore, Klinik Kopi also embed its marketplace application link on each content of its website.

IV. CONCLUSION

Documented photos and narratives of Klinik Kopi's travel across Indonesia, plays an important role for Klinik Kopi elaborated efforts in providing education about local coffee to its consumers, as Klinik Kopi narrates on its digital platforms as parts of Klinik Kopi's digital storytelling process. Klinik Kopi distinctively utilizing its Instagram account as the main digital platform to initiate its digital narratives that would lead on to Klinik Kopi's webpage to resonates the effect of its narrative to gain consumers sense-of-belonging and sense-of-attachment to Klinik Kopi as brand, as their trusted barista, or favourite coffee craftsmen and as reliable coffee merchant with all his stories. Whilst, Klinik Kopi brewing its digital narratives universe, Klinik Kopi's social commerce approach also lead on an appeals of their featured product, by focusing the narrative on the lead character, in this story, Pak Jarwo came out as one of the hero from Klinik Kopi's digital narratives universe.

Klinik Kopi develops emotionally connected communication with its consumers through detailed and flowing storytelling about Indonesia's single origins for coffee lovers. Consumers who emotionally-connected with Klinik Kopi, takes part of communication process created by Klinik Kopi, initiating the interaction by post 'likes', reposting/re-gramm-ing, and comments on content and act as part of Klinik Kopi's community. Large-scale customer participation later on, converted into amount of sales by inter-connecting Klinik Kopi's social media with Klinik Kopi's web and Klinik Kopi's e-commerce site, revealing the narrated coffee product the coffee product described early on the beginning of narrative process build-up.

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