

IMPLEMENTATION OF THE KLANGEN COFFEE & ROASTERY MARKETING PUBLIC RELATIONS STRATEGY IN FORMING A POSITIVE IMAGE IN THE EYES OF THE PUBLIC

IMPLEMENTASI STRATEGI PUBLIC RELATIONS MARKETING KLANGEN COFFEE & ROASTERY DALAM MEMBENTUK CITRA POSITIF DI MATA PUBLIK

Pramasti Adiyatni Pranoto^{a1*}, Niken Ayu Salsabila Putri^{a2}

Institut Komunikasi dan Bisnis LSPR

padiyatnii@gmail.com

Nikenayusp10@gmail.com

(*) Corresponding Author

padiyatnii@gmail.com

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Abstract

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The development of coffee shop business trends in Indonesia has increased over the last few years. Even though Indonesia was hit by the COVID-19 pandemic, it did not discourage businessmen in the industry. In fact, several businessmen started their businesses during the pandemic, including Klagen Coffee & Roastery. As a businessman who operated during the pandemic, Klagen Coffee & Roastery employed a Marketing Public Relations strategy to survive in the competitive coffee shop business and create a positive image in the public eye. This study uses Harold Lasswell's Propaganda theory and a focus method that includes five elements of communication: source, message, channel or media, receiver, and effect. The research aims to understand Klagen Coffee & Roastery's Marketing Public Relations strategy in shaping a positive image in the public eye. The interpretive qualitative research methodology involves conducting in-depth interviews and observations. The study's results suggest that Klagen Coffee & Roastery's Marketing Public Relations strategy has been successful but not yet fully maximized. Researchers also see that the use of content can have a fairly good impact or effect when delivered through Instagram and TikTok.

INTRODUCTION

Business development in Indonesia has been on the rise with many new types of businesses emerging. One sector that has experienced a significant increase is the coffee shop business trend. Nowadays, coffee has become an essential part of the modern lifestyle in Indonesia. People not only come to coffee shops to taste coffee but also to work on assignments, or just hang out with friends and family members (Fauzan, 2021). However, amidst this rapid business growth, Indonesia was hit by Covid-19 in March 2020, causing significant disruptions to the economy (Romadhon, 2022). According to the International Labor Organization (ILO) in Katadata, around 65% of businesses in Indonesia have been affected by Covid-19, resulting in 2.6% of companies closing permanently, 62.2% temporarily stopping, and 3% resuming operations (Lidwina, 2020).

Despite the challenges posed by the pandemic, Klagen Coffee & Roastery, a coffee shop established during the Covid-19 pandemic in 8 August 2020, has been able to survive. As a company that has only been operating for a year, Klagen Coffee & Roastery has managed to avoid employee dismissals or salary reductions (F. Setiawati, Personal Communication, March 8, 2022). The author's observations show that the coffee shop's parking lot is always filled with vehicles, indicating a steady flow of customers. Furthermore, Klagen Coffee & Roastery has received a CHSE (Cleanliness, Health, Safety, Environment Sustainability) certificate from the Ministry of Tourism and Creative Economy, which is a testament to its commitment to

maintaining a clean, healthy, and safe environment that adheres to health protocols. This certification enhances the trust of the community in the coffee shop (F. Setiawati, Personal Communication, March 8, 2022).

Every company wants to maintain a positive public image, especially during the Covid-19 pandemic when competition in the coffee shop industry is particularly fierce. To survive during these challenging times, companies must develop innovative strategies. One effective way to create a positive image is through marketing public relations (MPR) activities (Keller & Kotler, 2016). MPR plays a crucial role in launching new products, repositioning products, dealing with crises, building brand awareness, and creating interest in a product (Ejime, 2022). MPR has become increasingly relevant due to the growing competition among companies offering products and services to the public. In this case, Klagen Coffee & Roastery is a company that has successfully implemented MPR activities.

In this study, researchers used the main theory of propaganda, which originated from the Latin word "to sow," meaning "to spread ideas." However, the term "propaganda" has acquired a negative connotation over time, as its messages are often viewed as dishonest, manipulative, and brainwashing. Harold Laswell describes propaganda as a series of manipulative activities using significant symbols (Laswell, 2021). Petty and Cacioppo explain that propaganda aims to change someone's views, and it manages public opinion, similar to persuasion (Deneçli & Deneçli, 2014). Persuasion and propaganda are forms of intentional communication aimed at changing someone's behavior. Persuasion usually involves face-to-face or interpersonal communication, while propaganda is accomplished through mass media.

Harold Laswell's five elements of communication, as presented in (Mulyana, 2022), are interdependent and critical for effective communication. These elements are:

- a) The source: This refers to the person or entity initiating the communication, such as an individual, group, organization, or even a country. The source is responsible for conveying the message to the receiver and must ensure that the message is appropriate and clear.
- b) Message: The message is the content of the communication and represents the thoughts, ideas, or feelings that the source wants to convey to the receiver. It can be conveyed using verbal or nonverbal symbols, such as words, gestures, or images.
- c) Channel or media: The channel is the means by which the message is conveyed from the source to the receiver. It can be through various media, such as face-to-face conversation, telephone, email, or social media. The choice of the channel depends on various factors such as the nature of the message, the sender and receiver's location, and the urgency of the communication.
- d) Receiver: The receiver is the person or group receiving the message. They play a crucial role in the communication process by interpreting the message and responding appropriately. The receiver may be referred to as the target, audience, or interpreter.
- e) Effect: The effect refers to the outcome or impact of the communication on the receiver. This can be in the form of a change in behavior, attitude, or understanding. The source must ensure that the message has the intended effect on the receiver.

In this study, aside from theory, there are various definitions of terms, specifically concerning marketing public relations. Marketing public relations is a combined concept of marketing and public relations (Wiwitan & Yulianita, 2017). Marketing pertains to the sale of products or services through pricing, distribution, and promotion. On the other hand, public relations refers to the marketing of an organization using an unbiased and objective third party to convey information about the products and activities of the organization (Seitel, 2017).

In essence, the MPR concept involves three tactics, known as the Three Ways Strategy, which are used to implement programs and achieve goals : (Rosadi, 2016)

- a) Pull Strategy (pull): This is a tactic where public relations has the potential to attract or "pull" in the target audience.
- b) Push Strategy (push): This strategy involves the use of marketing power to "push" the message to the target audience.
- c) Pass Strategy (persuade): This tactic aims to influence or create a favorable public opinion towards the organization or product.

The marketing activities described here are related to various aspects such as influence, information, persuasion, and education. These aspects are vital in the marketing expansion of a product or service, as well as for creating a positive image and identity for a company (Sibagariang & Andriani, 2022). Another important

aspect is the pass strategy, which involves creating a positive public image through various activities, including community involvement, social responsibility, and environmental concerns (Rosadi, 2016).

On the other hand, marketing public relations programs aim to stimulate purchases while providing added value or satisfaction to customers who have used the product. Through public relations tactics that involve two-way communication based on credible information and messages, these programs strive to create positive impressions of the institution they represent (Rosadi, 2016).

Another important term is "image," which is defined by Frank Jefkins (in (Ardianto, 2016)) as an impression that a person gets based on knowledge, experience, feelings, and judgments that are organized in the human cognition system and believed to be true. A good image is an essential asset for any organization or company because it has a significant impact on public perception. Companies must strive to maintain a good image in society, as a bad image can have negative consequences (Nova, 2013).

This study sheds light on the Marketing Public Relations strategy employed by Klagen Coffee & Roastery to survive and succeed in the competitive coffee shop business amidst the COVID-19 pandemic. By using Harold Lasswell's Propaganda theory and a focus method that includes five elements of communication, the research aimed to understand the company's Marketing Public Relations strategy and its impact on shaping a positive image in the public eye. The study's findings suggest that the use of content through Instagram and TikTok can have a positive effect on the company's image. The research contributes to the existing body of knowledge on Marketing Public Relations and provides insights for coffee shop business owners and marketers to develop effective communication strategies to enhance their brand image.

RESEARCH METHOD

The research method used by the researchers is a qualitative method. According to Willig (in (Supratiknya, 2019)), interpretative qualitative research is a research method that adheres to a relativist paradigm, which can be seen from how researchers interpret and analyze data. In this research, the author uses interpretative qualitative research because they want to understand how the process of mass persuasion is related to the marketing public relations strategy carried out by Klagen Coffee & Roastery.

For this study, the researcher will use two main data collection methods: in-depth interviews and content analysis. In-depth interviews will be conducted with key informants, such as marketing managers or public relations professionals at Klagen Coffee & Roastery. The purpose of these interviews is to gain insights into the company's marketing and public relations strategies, as well as how they are used to persuade customers. The interviews will be semi-structured, allowing for follow-up questions and additional probing to clarify responses. The interviews will be audio-recorded and transcribed for analysis.

In addition to interviews, a content analysis of the company's marketing materials will be conducted. This analysis will include advertisements, social media posts, and any other marketing materials that are publicly available. The purpose of this analysis is to identify themes and patterns in the company's messaging, as well as the techniques used to persuade customers. The content analysis will be conducted using a coding scheme developed by the researcher, which will be based on relevant literature and the research questions.

RESULT AND DISCUSSION

Company Background and Overview

Based on an interview with Fenni Setiawati, the owner of Klagen Coffee & Roastery, on March 8, 2022, Klagen Coffee & Roastery is a food and beverage company that was established on August 8, 2020, during the Covid-19 pandemic in Indonesia. This has required Klagen Coffee & Roastery to develop strategies and require the involvement of each division to launch all ongoing activities.

Each company has its own strengths in carrying out activities, and for Klagen Coffee & Roastery, its strength lies in the cohesiveness of the team, which allows them to work well together. However, behind this strength, there is a weakness, which is the lack of a dedicated team to handle media communication. As a result, the practice of communicating through the media is not fully maximized even though the ideas and plans already exist.

Challenges and Adaptation During Covid-19

When the owner, Fenni Setiawati decided to open Klagen Coffee & Roastery, she saw an opportunity for the coffee business in Jakarta, given the large number of coffee lovers from various age groups. However, along with these opportunities, Fenni Setiawati also saw challenges that could pose a threat to

Klangen Coffee & Roastery, especially with the Covid-19 pandemic affecting Indonesia. This has caused Klangen Coffee & Roastery to face difficulties and adapt to changes in consumer behavior. In fact, due to the pandemic, Klangen Coffee & Roastery was not able to hold a soft opening as no crowds were allowed at that time. Despite this, Klangen Coffee & Roastery has managed to overcome these challenges and is still operating with no layoffs or salary reductions.

Klangen Coffee & Roastery aims to convey the message that it is a cozy cafe and restaurant located in East Jakarta that serves specialty coffee with a distinctive taste. The coffee is roasted using special tools to ensure high quality, and the company is focused on product quality rather than pricing. The logo, featuring a 'K' shape with a coffee cup symbol, represents this message. The use of brown in the logo evokes warmth, classic elegance, and of course, coffee. Visitors are made to feel at home and will not want to leave the cozy atmosphere that Klangen Coffee & Roastery provides.

Marketing and Public Relations Strategies

Klangen Coffee & Roastery has developed a vision and mission that aligns with the message it aims to convey. The company's vision is to provide a comfortable place for customers to enjoy coffee, and its mission is to create an affordable coffee shop that is comfortable for customers. The culture of Klangen Coffee & Roastery also plays a significant role in the success of its activities, allowing the company to establish a positive image in the eyes of the public. The values that guide Klangen Coffee & Roastery are to provide wholehearted service, promptly solve problems, serve menu items as advertised in the media, and maintain discipline by adhering to original prices.

To convey this message, Klangen Coffee & Roastery implements a marketing and public relations strategy to help people learn more about the company and to prove that its claims are true. The company's first marketing activity was distributing flyers to the public, as indoor dining was not possible during the pandemic. However, Klangen Coffee & Roastery has since expanded its reach through online media platforms, including TikTok (@klangencoffee), Instagram (@klangencoffee), YouTube (@klangencoffee7677), and Facebook. In addition, to ensure that the message is continually remembered, Klangen Coffee & Roastery displays information such as food menu videos and ambiance on a TV inside the cafe.

Events and Media Attention

Klangen Coffee & Roastery has organized several events, including providing free coffee to people passing by the cafe. However, two external informants, Yussevatma and Elsa, reported that they only found out about the event when they walked past Klangen Coffee & Roastery. Additionally, two other external sources, Sarah and Nurfathiya, were unaware of the event. It can be concluded that the dissemination of information by Klangen Coffee & Roastery did not go well.

Furthermore, since it was still during the Covid-19 pandemic, Klangen Coffee & Roastery also held an online event that people from various places could participate in. This event was a virtual latte art competition organized through Instagram. Based on interviews with external sources, it was found that two sources, Elsa and Nurfathiya, were aware of the event, while the other two, Sarah and Yussevatma, were not. The competition was attended by baristas from various provinces, such as Papua, Aceh, and Bali. Events like this can help Klangen Coffee & Roastery gain recognition from the public.

Since its establishment, Klangen Coffee & Roastery has attracted media attention, with TV One covering their health protocols. However, when the media came to the cafe, the owner of Klangen Coffee, Fenni Setiawati, and the Manager, Agustinus Wahyu K, were not present. Therefore, senior staff named Mas Herry answered the media's questions. Based on the media coverage, it can be concluded that Klangen Coffee & Roastery can serve as an example of a place that implements health protocols properly.

Establishing Identity and Differentiation

In order to differentiate themselves from other companies, Klangen Coffee & Roastery needs to establish an identity that can be recognized by the public. This includes the company logo, name, uniforms, and **business** cards.

The activities mentioned are tools for marketing and public relations, and Klangen Coffee & Roastery implements a series of marketing and public relations concepts within the scope of Pull Strategy. This is a tactic used to create a positive image in the eyes of the public. Additionally, Klangen Coffee & Roastery also employs the Push Strategy for promotional activities and the Pull Strategy in the form of public service and social activities.

Based on the above explanation, it can be concluded that the messages conveyed by Klangen Coffee & Roastery have a significant impact on the company's image. However, the message needs to be

disseminated by the media in order to reach a wider audience. Prior to external communication, Klängen Coffee & Roastery first communicates internally through weekly meetings with division heads to discuss developments, obstacles, shortcomings, or needs to ensure that the company runs smoothly.

Klängen Coffee & Roastery has several social media accounts including YouTube, TikTok, Instagram, and Facebook. However, the most active platforms are Instagram and TikTok, as they are currently trending and popular among many people. By utilizing popular social media platforms, Klängen Coffee & Roastery is able to quickly disseminate messages to the public. This was exemplified by Nurfathiya, a visitor who discovered Klängen Coffee & Roastery on Instagram's explore page. After seeing the content uploaded by Klängen Coffee & Roastery, Nurfathiya became interested in visiting the cafe. Therefore, Klängen Coffee & Roastery's communication strategy through social media had a positive effect, as it was able to persuade the audience to visit.

In implementing marketing and public relations strategies, Klängen Coffee & Roastery has identified a target audience from all backgrounds. However, based on researcher observations, it appears that the cafe's visitors are predominantly women, including mothers and students.

After carrying out a series of marketing public relations activities, Klängen Coffee & Roastery received positive feedback from the public. This is evident from the comments on Google reviews, Instagram direct messages, and the suggestion box placed in the cafe. Fenni Setiawati, the owner of Klängen Coffee & Roastery, noticed that there has been a change in public awareness of the cafe, from not knowing it to becoming aware of it. However, Klängen Coffee & Roastery has not conducted any surveys after every marketing public relations activity.

In Klängen Coffee & Roastery, word of mouth plays an important role. This was experienced by external informants, Sarah and Nurfathiya, who learned about Klängen Coffee & Roastery from their relatives. This is also consistent with what was mentioned by internal informants during the interviews, who said that many people know or visit Klängen Coffee & Roastery as a result of word of mouth.

Sarah, a visitor of Klängen Coffee & Roastery, observed that the atmosphere in the cafe was comfortable for hanging out with friends or doing assignments. This opinion was also shared by another external informant, Nurfathiya, who mentioned that the coffee shop is ideal for breaking fast, doing assignments, and socializing with friends. Similarly, Yussevatma and Elsa also expressed the same views.

Based on these statements, it can be concluded that Klängen Coffee & Roastery is perceived by the public as a comfortable coffee shop for socializing or studying. Fenni Setiawati, however, stated that the marketing public relations strategy implemented by Klängen Coffee & Roastery has been successful, but not yet optimal due to some shortcomings. The satisfaction of customers who recommend Klängen Coffee & Roastery as a destination to their friends is considered as an indicator of success by the coffee shop.

CONCLUSION

Based on the analysis and discussion conducted by the researchers, it can be concluded that Klängen Coffee & Roastery successfully implemented a marketing public relations strategy during the Covid-19 pandemic in Indonesia. The strategy aimed to introduce the brand to the public and create a positive image. The internal team was informed first to ensure accurate communication of information. The media channels used were YouTube, Instagram, Facebook, and TikTok, with a focus on Instagram and TikTok. The target audience was all circles. However, while the implementation of the strategy was successful, it was not optimal. Based on the results, the researchers found that Instagram and TikTok were the most effective media in achieving communication goals and generating a positive impact.

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