

HOW DO CURRENT MSMEs COFFEE SHOP PROMOTION STRATEGIES USE SOCIAL MEDIA?

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ABSTRACT

Growth Rapidly growing MSMEs coffee shops in Indonesia present new challenges in business competition, especially related to the use of social media as a tool effective promotion. This study aims to analyze the promotional strategies used by contemporary coffee shop MSMEs. through social media and identify factors that influence its effectiveness. The research method used is qualitative descriptive, with data collection through observation, interview in-depth, and documentation on several MSMEs coffee shops that are active on social media. The results of the study showed that the most effective promotional strategy involves the use of engaging visual content, collaboration with influencers, as well as interaction active with customers through social media features. This strategy has proven to be increase brand awareness, engagement customers, and sales. The implications of this research confirm the importance of innovation and digital adaptation for coffee shop SMEs to strengthen their position in a competitive market, as well as providing references practical and theoretical for business actors and academics in developing promotional strategies social media based.

Keywords: coffee shop, promotional strategy, social media, digital marketing.

INTRODUCTION

In recent years, the contemporary coffee shop MSMEs business in Indonesia has experienced growth (Dalu et al. 2025; Purnomo et al. 2021). This was triggered by the increase interest society towards coffee and the shift style life that makes coffee shops a popular social space (Husriadi and Nurjanah 2024; Safitri et al. 2025). This development is reinforced by the high coffee consumption as well the increasing role of social media in influencing decision consumer especially generation young people who are active on digital platforms such as Instagram, TikTok, and Facebook (Husriadi and Ode Muhammad Sardin 2024; Muammar Rifqi, Yossie Rosanty, and Elfitra Desy Surya 2023). Although social media has become a channel promotion main, still Many MSMEs coffee shop players are not yet able to take advantage of

it in. Content promotions are often less relevant or uninteresting so that fail building brand awareness and engagement effective (Muh. Husriadi, La Ode Ramalan 2025; Nugraha and Yusiati 2022; Pratama, Rahmadianto, and P 2022). As a result, business actors difficult compete in a competitive and rapidly changing market (B.Paramesha 2017; López-Rodríguez, Bernal, and Renza 2024; Muh. Husriadi, Fari Aus, Nada Kusuma 2021).

Likewise, previous literature tends to discuss digital promotion of MSMEs general without highlighting the specific context of contemporary coffee shops (Agazu and Kero 2024). Therefore, there are not many studies that link trend style life, interior design and experiences customers with effectiveness promotion on social media. Therefore, this study aims to analyze the promotional strategies implemented by contemporary coffee shop MSMEs through social media and identify factors that influence effectiveness the promotion. The focus of the analysis includes the use of visual content, collaboration with influencers, and features advertisement paid to upgrade interaction and awareness brand. This research also offers a comprehensive approach by integrating promotional strategies, trends contemporary, and the use of social media specifically for MSMEs coffee shops. The results expected to contribute practical for business actors as well as enrich literature academic in the field of digital marketing of MSMEs in the digital era.

RESEARCH METHODS

The research design used is a qualitative study. descriptive with the aim of analyzing the promotional strategies of contemporary coffee shop MSMEs through social media in depth. The research population consists of from the current active MSMEs coffee shop actors using social media as a tool Promotion in Kendari city which is divided into 3 sub-districts that is Subdistrict Wua-Wua, District Mandonga, District Kadia. Sample taken purposively from some coffee shops that represent characteristics current and variations of promotional strategies applied. The research procedure includes stage observation participatory towards social media activities of coffee shops, interviews in depth with the owner or manager and documentation studies content promotions uploaded on digital platforms. Data collection techniques are carried out through observation direct, semi- structured interviews, and social media content analysis. Data analysis techniques used method qualitative, namely data reduction, data presentation, and extraction conclusion based on findings field so that able to provide an overview comprehensive regarding effective promotional strategies in the contemporary coffee shop MSMEs environment.

RESULTS AND DISCUSSION

5.1 Business uniqueness and differentiation

The research results show that business uniqueness and differentiation are key. The main competitiveness of contemporary coffee shop MSMEs in the midst of increasingly fierce

competition tight. One of the the most prominent factor is the instagrammable interior design, which not only creates atmosphere comfortable for customers, but also attract generation young and urban customers to capture moments in coffee shops and share them on social media. This finding is supported by the results of research (Chaugule 2024) where coffee shops that carry draft unique and creative, like decoration interesting and aesthetic photo spots so that succeed interesting attention customers looking for experience fun and worthy shared on digital platforms. In addition, the experience personal customer becomes value add that distinguishes the coffee shop from competitor others. Friendly service, interactive directly, and adjust the menu accordingly need customer create loyalty and attachment strong emotional. Clear target market, namely generation young and urban customers, are also important factors in promotional strategies. Likewise, the findings (Dharmayanti and Darma 2020) that young people pay close attention to Instagrammable coffee shop interior and exterior design, as well as interesting menus that can be photographed and uploaded on social media. This is in line with the trend nowadays where customers are not only looking for products, but also the experiences and social identities that they can express in the digital realm. Thus, the combination between instagrammable interior design, experience personalized customers, as well Determining a specific target market is evidence real effective business differentiation that is relevant to current market needs.

5.2 Motivation and experience of entrepreneurs

The results of the study revealed that motivation main business actors of contemporary MSMEs coffee shops originate from strong interest and hobby in coffee culture, as well desire to build experience more personal and meaningful customers. A personal approach to service is one of the mark the distinctive features that distinguish contemporary coffee shops from competitor others, where business actors trying to get to know customer more closely and provide friendlier service as well as responsive to their needs. This finding is supported by research (Desy Oktaviani, Keni Kaniawati, and Andhi Sukma 2024) that the motivation of coffee shop entrepreneurs is very high, both from economic, social, and cultural aspects affiliates. The majority of business actors stated that motivation starting a business driven by interest and experience in the coffee industry, as well as desire to provide satisfaction to customers and create pleasant atmosphere. In addition, the results of the study (Ardiansyah and Wijayanti 2021) that commitment to the vision effort and personal satisfaction in running a business are important factors that drive coffee shop success.

5.3 Promotion Strategy and social media

The results of the study show that the promotional strategy of contemporary coffee shop MSMEs is very dependent on the use of major social media platforms such as Instagram, Facebook, and TikTok, each of which has its own characteristics audience and features that support marketing visual and interactive based. Instagram becomes the dominant platform

Because his ability display Photo product quality high, video of the coffee making process and story inspiring customers packaged in informative and interesting captions. This visual content not only represents product but also build atmosphere, value aesthetics, and experience emotional attraction main for generation young and urban consumers. This finding is supported by research (Haryanti and Praswati 2024) that the use of social media is integrated capable increase brand awareness and interaction customer in a way significantly, strengthening the position of coffee shops in the local market. In addition, creativity content, engagement strategy and interaction are factors key to building loyalty customers. Coffee shops that are responsive to customer comments, questions, and feedback on social media are able to create closer and more personal relationships. Practices such as providing quick responses, offering promotion and discounts special in a way periodic as well as stage contest or campaign interactive through Instagram Stories or TikTok features proven effective in improving involvement customers and expand range promotion. In addition, the results of the study (Ibrahim, Aljarah, and Sawaftah 2021) that the strategy of using social media that involves digital poster creation, video content and advertising short can improve introduction products and sales, at the same time build community loyal customers.

Therefore, the combination between creativity Visual content, choosing the right platform, and an active and responsive engagement strategy are the foundations success promotion of contemporary MSMEs coffee shops in the digital era.

CONCLUSION

This study confirms that the promotional strategy social media based is factor key to increasing the competitiveness and success of contemporary coffee shop MSMEs in Indonesia. Utilization of platforms such as Instagram, Facebook, and TikTok, supported by creativity visual content, including photos products, coffee making process videos, and stories inspiring customers. This is proven effective in building brand awareness and consumer engagement. In addition, responsive engagement strategies, such as quick responses to comments, providing promotion or discount specifically, as well as efforts to build community customers, contribute significant to loyalty and business growth. Differentiation through instagrammable interior design and experience personal customers are increasingly strengthen the position of contemporary coffee shops in a competitive market. This finding highlights the importance of innovation, digital adaptation and understanding deep into behavior consumers as the basis for developing sustainable promotional strategies. Therefore, based on research results, it is recommended that MSMEs coffee shop actors continue increase capacity in managing social media professional, including the development of creative and trend - relevant visual content consumers. Collaboration with influencers and utilization feature interactive social media needs to be optimized to expand market reach. In addition, strengthening engagement strategies and development community customer must

be a priority main in efforts to build loyalty and relationships term long. Further research is expected to cover a wider area and integrate quantitative approaches to enrich understanding the effectiveness of digital promotion strategies in contemporary coffee shop MSMEs.

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