

COMMUNITY SERVICE OF DR. KOFFIE BANDAR LAMPUNG ON DIGITAL MARKETING TRANSFORMATION

Fathur Rahman ¹, Yuyun Khamidah ², Dita Wulansari ³, M. Firas W.P ⁴, Ajeng Istyqomah ⁵, Suci Fitria ⁶, Roslina⁷

^{1 2 3 4 5 6 7} Department of Management Magister of Lampung University, Bandar Lampung Jl. Prof. Sumantri Brojonegoro No.1 Bandar Lampung 35145
E-mail: kelompokdr.koffie@gmail.com

Article History:

Received: December 20, 2022

Revised: December 23, 2022

Accepted: December 29, 2022

Keywords: *technology transformation, Coffee, digital marketing*

Abstract: *Small and medium-sized enterprises (SMEs) is a businesses whose personnel and revenue numbers fall below certain limits. The abbreviation "SME" is used by international organizations such as the World Bank, the European Union, the United Nations, and the World Trade Organization (WTO). SMES contribute to the economy and development of a region. This activity focuses on the digital transformation implemented by Dr. Koffie as one of the SMEs in Bandar Lampung. The activity uses a participatory approach by discussing and presenting material about the importance of digital marketing for businesses. Dr. Koffie uses digital transformation to increase product sales and customers. However, Dr. Koffie can pay more attention to digital developments and optimize online marketing on sites such as Instagram, Facebook, TikTok, and their own website. Dr. Koffie is a coffee shop located in the city of Lampung, that carries a unique concept, namely the beach, with bean bag chairs so that visitors seem to be on the beach.*

Introduction

Small and mid-size enterprises (SMEs) are businesses that maintain revenues, assets or a number of employees below a certain threshold. Each country has its own definition of what constitutes a small and medium-sized enterprise. Certain size criteria must be met and occasionally the industry in which the company operates in is taken into account as well. Small and mid-size enterprises can exist in almost any industry, but it is more likely they reside within industries requiring fewer employees and requiring smaller upfront capital investments. Common types of SMEs include legal firms, dentist offices, restaurants, or bars.

Small and mid-size enterprises (SMEs) of Indonesia are an interesting phenomenon. Indonesian SMEs contribute slightly over 61 percent to Indonesia's

total gross domestic product (GDP). Indonesian SMEs absorb around 97 percent of Indonesia's domestic employment and around 99 percent of existing business in Indonesia today fall in the SME category. These are all very impressive figures, although one could certainly argue that when 99 percent of existing businesses are SMEs, their contribution to the economy at 61 percent is possibly somewhat mediocre. Nonetheless, it does remain appropriate to call the SMEs the backbone of the Indonesian economy as they generate so much economic activity, including the harvesting, making and delivery of basic necessities -such as food- to almost the entire population. Try imagining an Indonesian economy without the presence of the SMEs, and everything would (sort of) collapse as their presence is so influential, both in urban and rural environments. In Bandar Lampung, hang out culture It has become a trend and lifestyle . This matter evidenced by the rise of the beverage business that are popping up. This can be seen from many existence coffee shop or usually called a cafe in the city of Bandar Lampung. The amount coffee shop which popping up in a manner no live showing interest market on the existence of coffee shop.

Coffee shop in city Lampung average have interior concept design which instagramable, naturally matter the which will Becomes power pull coffee shop that alone. We know that at the time now culture uploaded social media already become lay. When we're together together friend for just relaxed or study already Becomes matter which reasonable for upload activity We to social media, matter the which make interiors design Becomes wrong one factor visitors for choose coffeeshop as a place to hang out.

Coffee shop is a very easy place for found in almost every city in Indonesia and the world. Drinking habits coffee for fill in time spare in coffee shop for Indonesian people as if it had become a way of life for many people. Currently the coffee shop not only provides coffee drinks only, but various facilities also like wifi, tv, live music, even until screen wide for watch match football. Coffee shop or also can called shop coffee is term for someone to name a a place of business that not only sells coffee, but also various type drink hot or cold. Lots from circles student

At this moment coffee shop often used as a place for discussion, exchange thought nor only the place for remove tired daily. However, a place that can be used as a means communication social not only coffee shop, there is also also canteen, garden city, Home mosque or prayer room, and a number of the place

which could made room public for Public. However, coffee shop is felt different and have their own characteristics for every visitors compared to with space places other public.

Dr. Koffie which is one of Coffee Shop located in the city of Bandar Lampung. Dr. Koffie itself was founded in 2015, which developed alone by Justinia, sh as founders Dr. Koffie city Lampung, which at first only small stall to drink coffee until now which already has the current Coffee Shop concept start shift function and many utilized Public as room public.

In general Dr. Koffie is coffee shop same as coffee shop- coffee shop in general in the city of Bandar Lampung, provide various type coffee and drinks hot or cold other. However, which differentiate Dr. Koffie with coffee shop other is, place which still nuanced classic, place which wide and far from noise voice vehicle, so that visitors could with comfortable gather, discuss, exchange thought while enjoy cup coffee. Seller and buyers can freely gather while discussing various things, ranging from politics, entertainment, work, hobbies, and games.

Coffee shop DR. This Koffie did transformation digital on his efforts. Digital transformation is a process that applied by organization for integrate digital technology in all area business, with in a manner fundamental changing the way organizations deliver value to customer. Company adopt technology digital innovative for make change culture and operational which adapt more good with change Request customer.

Following is a number of benefit initiative transformation digital :

1. Upgrade productivity
2. Upgrade experience customer
3. Reduce cost operational

There are four main types of digital transformation which organization can adopt:

1. Process business
2. Model business
3. Domain business
4. Organization or culture

Related with matter the, group we interested for researching "How transformation digital marketing from Dr. coffee" which done in Coffee shop Dr. Koffie which is at in Bandar Lampung.

Method

In this research, writer uses a participatory approach by conducting interviews, discussions and implementation of various digital marketing used by Dr. Koffie. Participatory approach is based on solving the learner's problem in real life, using the target language as a toll this purpose. Learners bring their outside problems into class. Participatory approach are geared towards planning and conducting the research process with those people whose life-word and meaningful actions are under-study.

Observation : In this study, writer make direct observations about Digital Transformation marketing. Technique collection data with observation used if study regarding with behavior man, work processes, natural phenomena and when respondent which observed no too big (Sugiyono: 2010: 203).

Interview : In research this writer conduct interviews to the owner of Dr. Koffie. Method interview which used in study this is interview structured and deep. Interview structured is interview which the interviewer set alone problems and questions will filed (Moleong, 2005: 190).

Result and Discussion

1. Place of Business Transportation and the concept of Dr. Koffie

Dr. Koffie started his business in 2015 in area University Lampung which is at in Soemantri Broadjonegoro Road, then in 2016 Dr. Koffie move location to pagar alam. then in 2017 Dr. Koffie moved to the place effort which new which is at in Road Fence Natural, All Mider, Subdistrict Cape coral West. it's located no far from crowd, but it's not loud and has atmosphere comfortable. Coffee shop usually have draft unique, can made alternative unwind from all activities. Like Dr. Koffie which carries the beach concept, with use chair beans bag so that visitors as if currently is at on the beach.

2. Product Transportation Dr. Koffie

When the owner, Dr. Koffie started a business, the product they offer is Robusta coffee powder. Then over time the owner Dr. Koffie expanded his business into the coffee shop sector and provided assistance to coffee farmers.

Dr. Koffie brings in the best Lampung coffee from West Lampung and Tanggamus makes the coffee taste even more pronounced. Tourists outside Lampung are strongly advised to try the coffee menu variants here, in addition to using typical Lampung coffee. Dr Koffie also uses selected coffee directly from coffee farmers. For visitors who don't like coffee variants, Dr. Koffie also has other fresh drinks such as finest tea. An unusual glass of tea on a scorching day gives a soothing sensation to the throat and is very refreshing. Various dishes of boiled noodles, old date rice, chili garem rice, and geprek chicken have pleasures that can spoil the tongue and satisfy the stomach. Dr. Koffie also has its own recipe by presenting menus that don't exist elsewhere, one of which is pineapple coffee. Where visitors can enjoy coffee with a refreshing sensation, because of the combination of pineapple and coffee flavors in it. The concept of coffee with fruit cannot be found in other cafes.

3. Digital marketing Transformation Dr. Koffie

According to Westermen and Bonnet (2011), Digital Transformation is an organizational change process that involves people, strategy, structure through the use of digital technology, and business models that adapt to improve organizational performance. At the beginning, the owner hasn't really thought about the concept for marketing the products they produce. In 2015, DR. Koffie first marketed its products using only social media Instagram and Facebook. In this case the owner, Dr. Koffie focuses more on promotion through Instagram social media than Facebook social media. For sales of packaged coffee powder products, owners usually sell their products manually, namely by receiving Instagram DMs from customers and then sending them via JNE or JNT expeditions. However, over time, in 2018 Dr. Koffie began collaborating with Go-Jek, Grab, Shopee, and Tokopedia. This resulted in increased sales of Dr. products. the coffee. In mid-2022, Dr. Koffie started promoting its products through social media tik-tok.

Dr. Koffie carries a unique concept so that it will attract a lot of customers to visit this coffee shop. Many customers upload their moments while at Dr. Koffie through their respective social media. So this is an opportunity to increase the number of consumers who visit Dr. the coffee. This is a very interesting marketing trick and can also reduce the cost of the coffee shop.

Dr. Koffie started using influencer services in 2019. Below are the names of influencers who promoted Dr. Koffie :

- Restika Oktavia (owner of Restika Wedding Gallery)
- Ria Novita (owner of Ria Wedding Gallery)
- Ale Jenes (Culinary Administrator of Lampung)
- Domin (Culinary Lampung Admin)

Based on field observations Dr. Koffie has implemented digitization in promoting its products, but has not implemented a system that can follow up with customers so that customers can remember the Dr. brand. Koffie. To maximize this, Dr. Koffie can use the features provided by Whatsapp Business. The several steps that must be carried out are as follows:

- Customer data collection

Based on Dr's field observations, Koffie already has a website <https://drkoffie.co.id/> to market its products to consumers. To get promos and discounts customers must register by providing data in the form of a Whatsapp number and Email. From the data provided by the customer, it can be grouped and followed up with consumers.

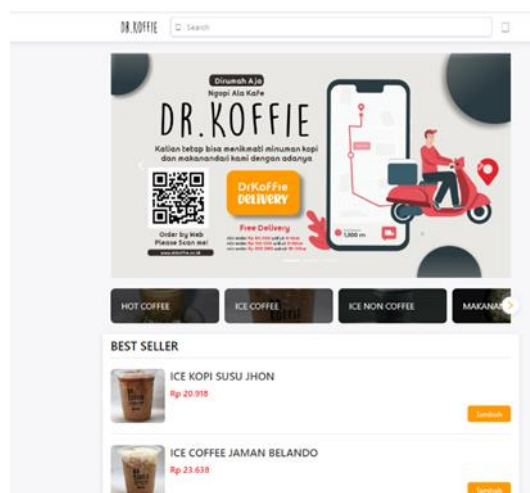


Fig 1 : Dr. Koffie Website

Source : <https://drkoffie.co.id>

- Conduct broadcast promotions

After doing the data collection, broadcast promos can be carried out for old customers and new customers. According to Tjiptono (2001), Follow-up aims to provoke a response from potential buyers and remind buyers of the products

offered by the company. For example, it can be seen in Fig. 2

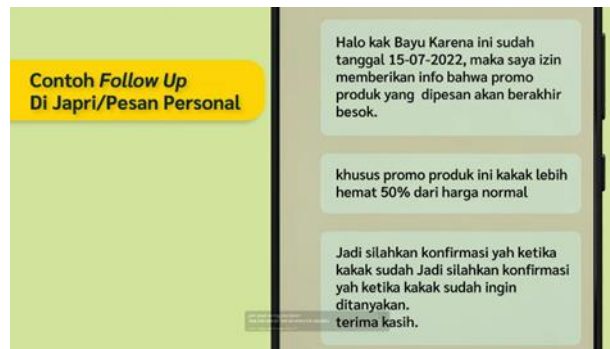


Fig 2 : Example of customer follow-up via Whatsapp Business

Source: processed by the author

4. Strategies for Surviving Amid the Many Coffee Shops in Bandar Lampung

Wrestling in the business world is certainly not always smooth. It's twists and turns often bring him down. However, this did not necessarily make Dr. Koffie stop. Dr.Koffie actually got up, looking for solutions and innovations. One of the many business trials that have come is the pandemic in 2020. This condition had forced it to completely close for more than a month. Their coffee shop is sealed by the government. Because the maximum capacity of visitors exceeds 30%. This resulted in a decrease in visitors coming to Dr. Koffie. Dr Koffei then innovated, boosting sales online and producing liter coffee. So far, some of the innovations in his shop have come from his own ideas. Like the current concept of DR Koffie which has a beach nuance. This is inspired by the beauty of Tanjung Setia Beach, the West Coast. Dr. Koffei also opened a drink booth on the side of the road and also continues to produce their ground coffee. Of course what they offer is not just an aesthetic and comfortable place, but they also provide an innovative menu for both drinks and food. The data we received looks Dr. Koffie has a mainstay product for their drink, namely Jhon's milk coffee. As for Dr.'s mainstay ground coffee products. Koffie is Robusta Coffee. Of course that is not enough for them to survive, other efforts need to be made, namely by providing discounts and other attractive offers.

Trustworthiness and customer satisfaction, Dr. Koffie is always active on social media, just to promote the feel of the Cafe or its coffee products. This social media is also used to promote the food, drink or dessert they have as Best Seller so that lots of Instagram users and followers are always interested in promotions on social media. This marketing strategy is commonly known as social media

marketing.

Besides that, the strategy carried out by Dr. Koffie to maintain its existence by involving individuals and society both internally and externally. Because customers always get good service, so many customers recommend Dr. Koffie to his close relatives, apart from that there are many influencers who have contributed to promoting this Coffee Shop destination which made Dr. This coffee shop is growing rapidly and is never empty of visitors. This kind of marketing strategy is called endorsement. Endorsement is a promotion method that involves individuals who have strong public influence.

Conclusion

In making this system ideally it takes quite a long time to observe and collect a lot of data as well as convenience and customer satisfaction, Dr. This Koffie is always active on social media, just to promote the nuances of the interview cafe as well as to do a comparative study beforehand with the existing systems in other companies. That way it is hoped that in the future the digital marketing system at Dr. Koffie, especially its digital platform, can be developed even more broadly. In making this system ideally it takes quite a long time to observe and collect a lot of data as well as interviews as well as conducting comparative studies beforehand with existing systems in other coffee shops. With this, it is hoped that in the future the digital marketing system at this coffee shop, especially the digital platform, can be developed even more broadly and with more and more features to make it more perfect. Therefore the digital marketing system must be reviewed and evaluated annually.

In anticipating the ineffectiveness of this digital transformation, the authors suggest that a lot of socialization should be carried out beforehand to employees as well as holding training per division/department so that employees' understanding of the new system is better and more comprehensive. There is also a social media team that will help if there are technical problems and if further system development is needed. To improve this research, it is suggested that digital transformation be further developed by touching all business processes in detail so as to further increase the productivity and performance of employees and the company. The author hopes that there will be wider opportunities and opportunities for further system development.

Acknowledgements

Acknowledgments are given to the author's almamater, namely the University of Lampung, the Master of Management Study Program and Dr. Koffie, SMEs in Bandar Lampung who are willing to accept community service from the author, have been allowed to discuss and share about the business undertaken and allow the author to provide solutions or recommendations for suggestions in help with problems. Hopefully this will have a good impact on both parties.

References

- Moleong, Lexy. 2005. Metodologi Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya.
- Sugiyono. 2010. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitataif dan R&D. Bandung : Alfabeta.
- Westerman, G., Calm ejane, C., Bonnet, D., Ferraris, P. & McAfee, A. 2011. Digital Transformation: A Road-Map for Billion-Dollar Organizations Report). Capgemini Consulting \& MIT Center for Digital Business.
- Tjiptono Fandy. 2001. Strategi Pemasaran. Edisi Pertama. Yogyakarta: Andi Offset.
- <http://drkoffie.co.id>