

14th ISCA 2024

Social Media Development and Management of DOI Café Ciamis

Vendi Irawan ^{1*}, Devia Shinta Mulia Asih ², Descham Ilham Ramadhan ³, Prof. Wiwiek Rabiatul Adawiyah ⁴, Drs. Achmad Sudjadi ⁵, M. Noor Fahmi ⁶

^{1*} Vendi Irawan, vendi.irawan@mhs.unsoed.ac.id, Indonesia

² Devia Shinta Mulia Asih, devia.shinta.m@mhs.unsoed.ac.id, Indonesia

³ Descham Ilham, descham.ramadhan@mhs.unsoed.ac.id, Indonesia

⁴ Prof. Wiwiek Rabiatul Adawiyah, wiwiek.adawiyah@unsoed.ac.id, Indonesia

⁵ Drs. Achmad Sudjadi, achmad.sudjadi@unsoed.ac.id, Indonesia

⁶ M.Noor Fahmi, ubauhud@gmail.com, Indonesia

*corresponding author

ABSTRACT

The purpose of this community service is to encourage entrepreneurship and provide training in social media usage skills to increase sales of DOI Caffe in Ciamis. This community service provides assistance by encouraging entrepreneurship and providing new skills, such as the use of social media and marketplaces to increase sales. The main target of this community service is DOI Cafe management. As a result, management becomes more motivated to do business, learn how to use marketing in a better way, and develop new innovations that can increase the value of production products.

The results of the study show that the use of social media by DOI Café Ciamis has succeeded in increasing interaction with customers. Platforms such as Instagram and TikTok are used to promote products, organize events, and communicate directly with consumers. In addition, management that is responsive to customer feedback on social media also strengthens consumer loyalty.

Keywords: Social Media, Café, Digital Marketing, Marketing

1. Introduction

The development of the current globalization, causing the increasing progress of information and communication technology. The Internet is one of the accesses that can be utilized positively which can provide benefits or income for its users and can open opportunities for business actors to develop business activities through electronic media. The Internet provides benefits for producers in introducing new products to potential consumers, marketing their products quickly and can minimize costs.

This community service activity takes an economically productive community partner, DOI Cafe, led by Mr. Anung in Ciamis, West Java. The purpose of the activity is to improve the knowledge

and skills of DOI Cafe managers about digital marketing by directing the strengthening of social media to generate maximum profit. The level of competition in the cafe and restaurant business is quite high, so strategic efforts are needed to minimize losses.

The DOI Café business was started 1 year ago around 2023, precisely in July 2023 by selling various types of food and drinks. Doi Cafe is run by Mr. Anugrah and 29 employees. The food and beverage products at DOI Cafe have several superior products because they use good quality ingredients and do not have competitors with the same market segmentation in the surrounding area. However, unfortunately, DOI Cafe's food and beverage products have not been widely marketed, because product marketing through marketplaces such as GoFood, Grab, ShopeeFood, and social media has not been optimal. This business has great potential to be developed considering that the raw materials for food and beverages are very easy to obtain and have a unique and comfortable place.

Since the business was founded, Mr. Anugrah has had several problems, including the suboptimal use of social media as a promotional medium. The second problem is the suboptimal sales through online applications. Management aspect problems include not understanding the concept of financial management, lack of knowledge about production quality and product marketing.

The objectives of this assistance are 1) To socialize the optimal use of social media and online sales applications, 2) To improve financial management concepts, 3) To increase knowledge about production quality and assist in product marketing.

2. Literature Review

The main problem faced by DOI Cafe is the less than optimal marketing through online media. Increasing entrepreneurial motivation by providing entrepreneurial motivation assistance so that the quality of human resources increases and members have sufficient knowledge and adequate skills (Astuti et al., 2019; Paramita et al., 2018). Social media has become an integral part of modern marketing strategies, allowing businesses to reach and interact with audiences directly. According to Kaplan and Haenlein (2010), social media not only functions as a platform for promotion, but also as a channel for building deeper relationships with customers. In this context, several main aspects of the use of social media in business can be identified ; **Marketing and Promotion Social** media allows businesses to promote products and services effectively. Fong et al. (2015) explain that interesting content, such as images and videos, can increase the appeal of promotions. Paid advertising on platforms such as Facebook and Instagram allows for more specific audience targeting, thereby increasing the likelihood of conversion. **Interaction and Communication Social media** provides a platform for businesses to interact directly with customers. According to Mangold and Faulds (2009), these interactions help companies gain real-time feedback, which can be used to improve products and services. Responsive and personalized communication can create a stronger relationship between businesses and customers. **Increasing Customer Loyalty** Positive interactions on social media can increase customer loyalty. A study by Pentina and Tarafdar (2013) showed that when customers feel valued and heard, they are more likely to stay loyal to a particular brand. This shows the

importance of good customer relationship management on social platforms. One important aspect of social media management is

responsiveness. Known as customer relationship management (CRM) through social media, this includes how companies respond to comments and feedback from customers. According to Pentina et al. (2013), responding quickly and relevantly to customer feedback can increase customer satisfaction and loyalty. In the context of DOI Café, managers who actively interact with customers on social media have been shown to strengthen these relationships.

Second, the promotion strategy is still not optimal, promotions through social media are still not massive and consistent. Improving DOI Cafe's promotion pattern is one solution, namely by conducting marketing training (Indrawati et al., 2021). One of the suggested solutions is to conduct marketing training for the DOI Cafe marketing team. This training can cover various aspects, from content management to data analysis, all of which are crucial to maximizing the effectiveness of promotions on social media. According to Kotler and Keller (2016), improving marketing skills within a team can result in more creative and innovative strategies, which have the potential to attract more customers.

In addition, developing a structured and consistent social media campaign also needs to be considered. A good campaign should include creating diverse and engaging content, as well as a strategy to measure and analyze the performance of each campaign (Chaffey, 2020). With this approach, DOI Cafe can better understand what resonates most with their audience and adjust their strategy based on that feedback.

Overall, improving DOI Cafe's promotional patterns through marketing training and developing a more planned social media strategy can be a significant step in increasing competitiveness and visibility in an increasingly crowded market.

3. Research Methodology

To get maximum results, it is necessary to have an activity method that can support the achievement of the activity. The methods used in implementing this community service include:

1. Counseling by providing understanding to DOI Café management regarding entrepreneurship.
2. Interactive discussion with questions and answers between participants and instructors
3. A simple practical application of entrepreneurship by inviting participants to be directly involved or practicing creating online sales accounts at Sophee Food and Grabfood,
4. Increase promotional video marketing through Tiktok and Instagram
5. Create a marketing strategy by increasing Google reviews as a way to improve brand image on Google.

4. Results

Through the socialization of entrepreneurship assistance, the quality of human resources and more adequate entrepreneurial insight knowledge skills are improved, this is to realize the quality of reliable human resources as provisions in the future to increase innovative production, therefore product variations are realized (Teriasi et al., 2022). Sales have increased due to the attraction of promotions (Perwitasari, 2021). When providing supplies, the basics of entrepreneurship, the risks of entrepreneurship and how to prepare everything needed to become an entrepreneur are explained.

The results of implementing community service activities regarding the use of social media as a business opportunity for DOI Cafe are as follows:

1. Identify low sales through online marketplaces
 - a. Initial sales conditions are still dominated by *offline sales*
 - b. Final condition After conducting socialization, *online sales* have increased . The following is sales information from August where there was no assistance until September and October after assistance was provided.



Figure 1. Grab Online Sales in August (Before Mentoring)

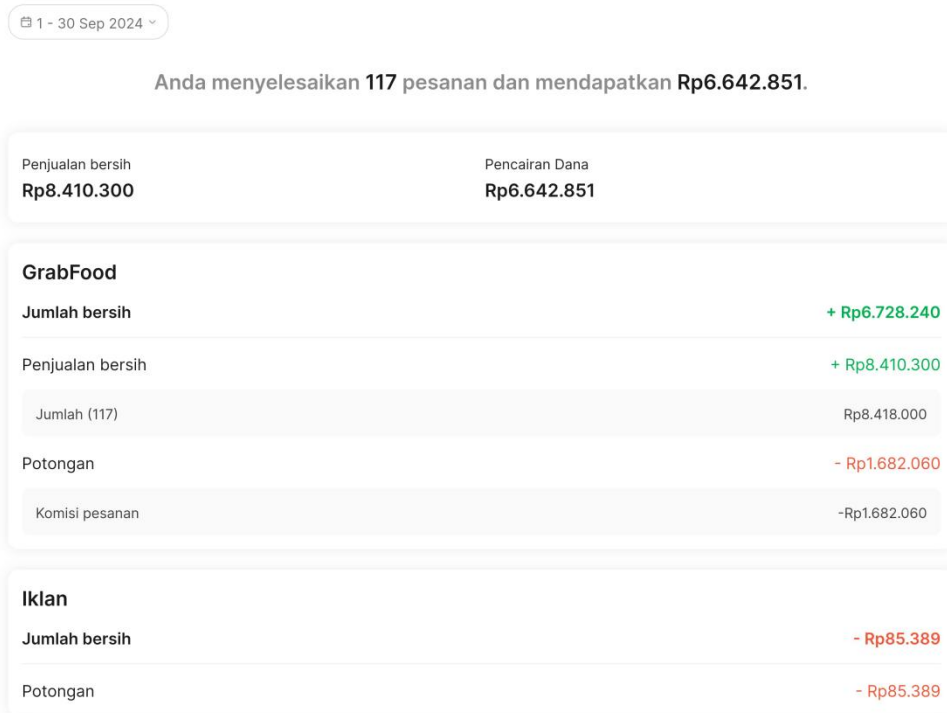


Figure 2. Grab Online Sales in September (After Mentoring)



Figure 3. Grab Online Sales in October (Ongoing Assistance)

2. Identify the lack of information or knowledge about using social media as a business opportunity
 - a. The initial condition of social media utilization was still not optimal and consistent due to limited social media admin staff.
 - b. The final condition of social media has been utilized optimally, active social media assistance was carried out from the end of September 2024 to October 2024 and can have an impact on increasing followers and engagement rates, reached, and have a positive effect on increasing sales volume.

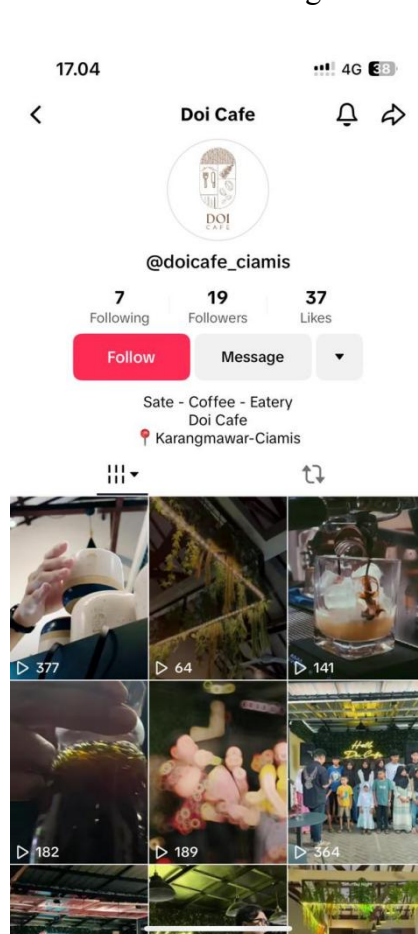


Figure 4. Tiktok Before Mentoring

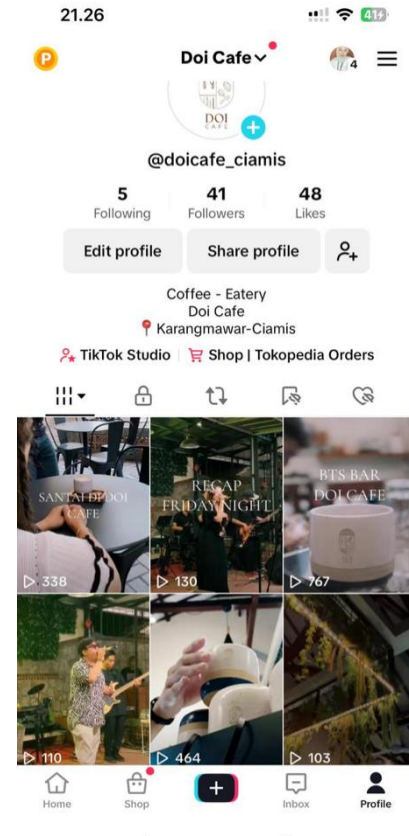


Figure 5. Tiktok After Mentoring

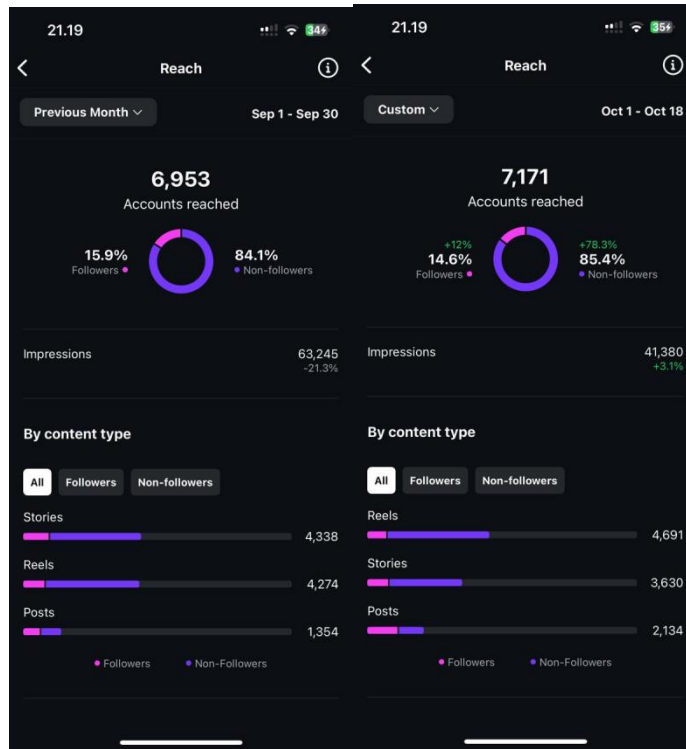


Figure 6. Instagram Reach Before (left) and After (right) Mentoring

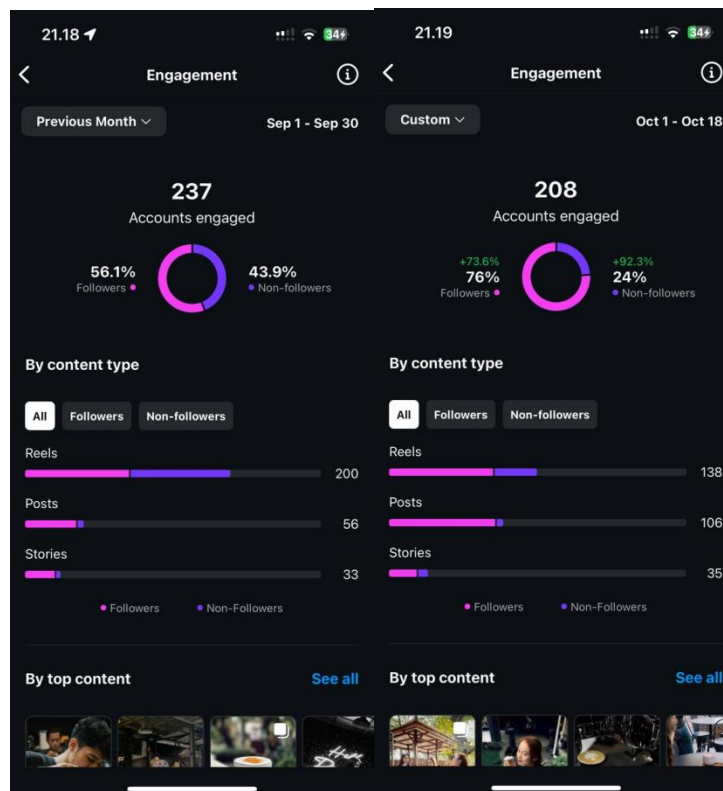


Figure 7. Instagram Engagement Before (left) and After (right) Mentoring

3. Identify the lack of utilization of Google reviews for branding and brand image
 - a. The initial condition of Google reviews was 60 reviews since 1 year of establishment with a rating of 4.7.
 - b. The final condition of Google review is recommended to make a 5-star rating offer on Google review to customers and then given a compliment in the form of ice cream. This method is effective, starting from October 11, 2024 until this article was written, there has been an increase of up to 135 reviews with a rating of 4.8.



Figure 8. Doi Café Google Review Flyer

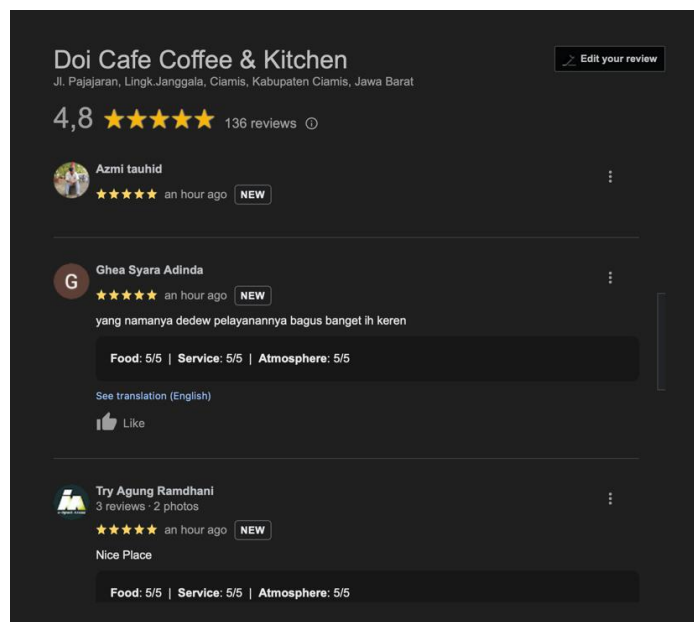


Figure 9. Updated Google Review of Doi Café

5. Discussion

DOI Cafe needs to appoint a person in charge of the follow-up of the use of social media as a business opportunity and as a means of promotional media to increase DOI Cafe sales. Social media admins must be consistent and also maximize the use of social media professionally as a promotional media, admins must use attractive photos and also use special accounts for product catalogs. DOI Cafe also needs to make some plans for the future, here are some proposals for future follow-up plans that can be implemented during the mentoring period or after the UMKM mentoring, as follows:

- a. Create a marketplace on ShopeeFood
- b. Developing Tiktok, video quality and quantity need to be improved
- c. Create interesting weekly events such as cooking classes, beauty classes, or running cafés.
- d. Conducting RnD packaging for out-of-town shipments in order to expand product sales outside Ciamis.
- e. Utilizing WhatsApp Business for online sales.

6. Conclusion

Mentoring provides assistance in the form of training on the use of social media as a means of promotion and the use of market places for online sales can provide provisions for running and improving capabilities and innovation. Various online marketing strategies are expected to be additional inspiration in the future and can even dominate the market share of cafe and restaurant businesses in the Ciamis area and its surroundings.

References

- Astuti, IY, Niam, MA, & Handayani, T. (2019). Entrepreneurship Strategy in Empowering Independent Returning Migrant Workers through Local Economic Development in Bedali Village, Kediri Regency. Conference on Research & Community Services, 873–880.
- Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Fong, G. T., & Kahn, B. E. (2015). *The Role of Social Media in Marketing: Theories and Practical Applications*. Journal of Marketing Research, 52(1), 13-27.
- Indrawati, RT, Putri, FT, Rochmatika, RA, & Prawibowo, H. (2021). Increasing Production Capacity through Design and Construction of a Semi-Automatic Cracker Dough Cutting Machine. *Journal of Mechanical Engineering*, 16(3), 437. <https://doi.org/10.32497/jrm.v16i3.3072>
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. Business Horizons, 53(1), 59-68.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.

Mangold, W.G., & Faulds, D.J. (2009). *Social media: The new hybrid element of the promotion mix* . Business Horizons, 52(4), 357-365.

Pentina, I., & Tarafdar, M. (2013). *The role of social media in building customer relationships: A literature review* . Journal of Marketing Theory and Practice, 21(3), 325-344.

Perwitasari, DA (2021). Branding of Kamasan Label Products as an Effort to Develop Marketing Attraction for Rengginang MSMEs in Pakistaji Wonoasih Village, Probolinggo City. Abdi Panca Mara Journal, 2(1), 34–38. <https://doi.org/10.51747/abdipancamara.v2i1.741>

Teriasi, R., Widyasari, Y., Supardi, JS, Merdiasi, D., Apandie, C., & Sepniwati, L. (2022). Creative Economic Assistance for Housewife Communities. Community Service Journal (Abdira), 2(4), 1–9. <https://doi.org/10.31004/abdira.v2i4.174>