



Optimizing Social Media as a Marketing Media for Kampoeng Farmers' Coffee Products (Case Study of PT. Galang Smart Indonesia)

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Abstract: *This research aims to determine the optimization of social media in marketing Kampoeng Farmer Coffee Products at PT. Galang Smart Indonesia. The research method used is descriptive qualitative research using data collection methods through observation, interviews and documentation. The data that has been collected is processed using data reduction steps, data presentation, and drawing conclusions/verification. The research results show that the management of Instagram and WhatsApp social media in marketing Kampoeng farmer coffee products can be said to be quite optimal. Optimization is carried out starting from the use of features on Instagram social media such as Feed, Instastory, Direct Message, Caption, Tags and Hashtags, and Reels. On WhatsApp Business, the catalog feature, status and message features are used automatically. By optimizing social media, Instagram and WhatsApp, it influences the level of sales at PT. Galang Smart Indonesia.*



Introduction

Business is an activity or business carried out by individuals or groups starting from procurement of raw materials, production, marketing and distribution to reaching consumers in the form of goods or services with the aim of making a profit (S, 2018). Business in this life is nothing new and foreign. In fact, business activities have existed since historical times and continues to develop until modern times. The businesses we see today are actually the result of business evolution from the past. The difference is that today's businesses are adapted to the times and offer appropriate features. The essence of business is that people try to get what they want and need.

In economic activities, doing business occurs when there is a need for goods or services because these goods or services have economic value that can fulfill life's needs and desires. Business activities in the economy have a central role because through business, economic activities become more open, development can be achieved, and economic growth can be seen. The impact of business activities on economic activities can be even wider. Currently, business activities are very common and many types of businesses are opened by the public. Therefore, business activities have actually emerged long ago.

The coffee industry is a rapidly growing business and is one of the industries with significant growth. Starting from the growth of the diverse coffee industry in Indonesia, from small home businesses to multinational coffee companies (Puryati et al., 2020). The level of public awareness of the quality of coffee products has met consumption needs both domestically and on the international market. On a global scale, Indonesia is ranked fourth in the world after Brazil, Vietnam and Colombia in the coffee industry. If you look at it from a historical perspective, the development of coffee in Indonesia began at the beginning of the 20th century. At that time, coffee produced from plantations managed by the Dutch East Indies government was almost entirely exported. Meanwhile, low quality coffee that does not sell is sold or given to local farmers and plantation workers. Therefore, coffee drinks then developed in society. Over time, with increases in living standards and changes in lifestyle, there has been a shift in consumption patterns in urban communities in Indonesia (Cen & Faisal, 2021).

Coffee has become a popular drink on an international scale and is liked by various groups of people, including farmers, workers and students. Apart from providing a distinctive taste, coffee is also suitable for various daily activities. Whether it's at breakfast, relaxing, working, resting, discussing, or just chatting with friends, coffee is always a loyal friend. It cannot be denied that coffee has been an inseparable part of human life since ancient times (Kahpi, 2017).

PT. Galang Smart Indonesia is one of the companies that operates in the coffee industry in collaboration with coffee farmers in West Sulawesi, one of the products produced is Kampoeng Farmer Coffee. Based on initial observations that researchers made at PT. Galang Smart Indonesia experienced a decline in sales so it had to do a lot of marketing promotions, in this case PT. Galang Smart Indonesia already has social media including Instagram and WhatsApp to market its products, but has not been able to maximize it properly. Therefore,

by maximizing online marketing through social media PT. Galang Smart Indonesia to increase sales because social media can reach more consumers from various groups and ages. Considering that in the current era everything is online and also looking at the company's own potential which is quite large to become more advanced because this Kampong Farmer Coffee product has a unique taste and superiority in terms of quality. Now, coffee is not only considered a common drink, but has also become a trend and has even become part of today's life. The more coffee companies that are founded, the greater the competition they face. Competition in the business world today is increasingly fierce and everyone is competing to attract and retain buyers or customers, which will ultimately result in profits for the company. To achieve this, marketing is a very important factor and is closely related to this process. According to (Rakib et al., 2022) marketing is a business activities that include planning, pricing, promotion and distribution of products or services to meet consumer needs and desires so that the desired level of satisfaction can be achieved. In essence, products, both goods and services, require communication so that the public or consumers can find out about the product. When starting a business, marketing activities are very important to pay attention to. Every entrepreneur hopes that his product will be known to many people. One way that can be done to attract consumer attention is by providing promotions through direct marketing (Syam et al., 2023).

In general, companies convey information and knowledge about their products to consumers through mass media such as television, billboards, radio and print media. However, with the rapid development of technology, especially the internet, the way global business is undergoing significant changes. Almost all companies use the internet as a marketing tool, both to market products and services online as part of their marketing strategy. One of the results of the progress of the internet is the existence of social media. Social media is a platform that allows users to interact and communicate with other members online. Social media has become a very important part of many people's daily lives, both for personal and professional purposes (Setiadi, 2016). Social media has changed the way people communicate, get information, and connect with other people around the world. By knowing various With the functions and capabilities of social media, marketing via social media emerged.

Nowadays, social media has experienced rapid growth in the last few years. More and more people are using social media platforms to communicate, share content and get information. This creates great opportunities for companies to utilize social media as an effective marketing tool. Social media in marketing is an invaluable tool for expanding reach and building closer relationships with customers. Therefore, a strong presence on social media can help companies build brand trust, as well as increase consumer awareness and interest in the product.

Social media is a very effective marketing strategy for online businesses because it can reach more people and give them direct experience with the products offered through social media access (Tasruddin, 2021). With the large number of social media users in Indonesia, there is a great opportunity to utilize social media as an optimal marketing tool (Setiadi, 2016).

Therefore, it is important to optimize the use of social media as a marketing platform for Kampoeng Farmer Coffee products so that they are more effective, efficient and can expand market reach so as to increase sales targets.

Research Method

In this research, researchers used a qualitative approach with descriptive research type. The qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon or problem and tends to use analysis with an inductive approach. In qualitative research, the methods usually used are interviews, observation or observations and documentation. This research focuses on the social media used by PT. Galang Smart Indonesia in marketing products.

Result and Discussion

The use of technology is currently popular, one of which is digital marketing. The internet has become important in the business world, especially in marketing. Social media users are starting to introduce products or services produced on their social media pages. The development of the internet makes it easier for business people to promote or market the products or services they are managing. The ease of marketing products or services where business people do not recognize geographical and time limits in marketing their products, makes business people continue to innovate in utilizing social media.

According to (Pasaribu, 2021) revealed that online media is considered the fastest medium for sharing or information with consumers. Apart from that, because consumers are very closely related to online media, this media is also very fast and cheap in spreading promotional messages to consumers. Likewise with PT. Galang Smart Indonesia uses social media as part of a marketing tool, namely because it is able to reach more target consumers and provides the ability to disseminate information quickly about the products it markets. Through social media PT. Galang Smart Indonesia can reach more widely so that people can know and be interested in buying the products offered.

1. Instagram

In marketing PT. Galang Smart Indonesia chose it because Instagram is able to reach more target consumers and provides the ability to disseminate information quickly about the products it markets. According to (Untari & Fajariana, 2018) explained that Instagram has the power to attract more users through the content it shares, such as lots of interesting photos and videos that have high image quality, getting greater interaction. PT. Galang Smart Indonesia aims to carry out marketing activities through Instagram social media promotions because it increases market reach and adapts to currently developing digital demands because everyone uses the internet and the digital world to search for information. Instagram is one of the media that many people use. Instagram social media has features that can support it Product marketing includes posting photos and videos (feeds), Instagram stories, captions, hashtags, reels and others. In utilizing Instagram features, PT. Galang Smart Indonesia only uses some of the available features, namely feed posts, Instagram stories and

direct messages. It is still necessary to fully utilize Instagram features such as adding captions, hashtags, and the latest currently is reels and several other features, because they can help in marketing so that the product can be known by the wider community and can increase sales.

Therefore, there needs to be a marketing effort or strategy on Instagram social media so that it can be maximized by using the features available on Instagram because it can help in marketing so that the product can be accepted and known by the wider community and can increase sales. The optimization process was carried out by PT. Galang Smart Indonesia starts by utilizing existing features.

1.1. Instagram Feeds

The @kopipetani_kampoeng account feed contains various kinds of content made as interesting as possible to attract people's interest. Not only does it contain products, it also includes some information about various products and interesting quotes. Promotional efforts are also carried out by PT. Galang Smart Indonesia is giving discounts on purchases to its Instagram followers so that consumers can be interested and can increase the number of followers.

1.2. Instastory (Instagram Story)

PT. Galang Smart Indonesia has utilized the Instagram story feature in promotional activities on the @kopi_petani_kampoeng account by uploading major activities and information about PT products. Galang Smart Indonesia, and is used to reply to or respond to uploaded stories. The timing of using Instagram stories from the @kopi_petani_kampoeng account is flexible according to content needs.

1.3. Direct Messages

This feature is usually used to communicate with consumers or potential consumers who are interested in the products offered by PT. Galang Smart Indonesia will satisfy consumers or potential consumers who are interested in Kampoeng farmer coffee products or just have questions.

1.4. Caption

The @kopi_petani_kampoeng account also provides complete information and messages to be conveyed to the audience through captions in posts, such as messages inviting people to try products from PT. Galang Smart Indonesia and other informative messages such as activities being carried out in uploaded posts

1.5. Tags and Hashtags

Photo labels or Hashtags (#), this feature makes it easier for users to search for photos with certain "keywords". By using the hashtag (#), the photo is easy to find via the search feature. In every @kopi_petani_kampoeng there is the hashtag #kopilokal, this hashtag is for makes it easier for users to find information related to Kampoeng farmer coffee products.

f. Reels

Instagram @kopi_petani_kampoeng is in the optimization process utilizing the Instagram reels feature in promotional activities carried out via Instagram, with 5 reels

posts out of a total of 28 posts contained in the @kopi_petani_kampoeng Instagram feed. The use of the reels feature also balances the type of content published on Instagram @kopi_petani_kampoeng, so that it is not monotonous to only use content in the form of photos, it needs to be balanced with content in the form of short videos that are interesting for the audience to watch. Using the reels feature also provides good interaction with the audience with the benchmark number of users watching the reels continuing to increase and can also increase the number of followers, as well as interactions that are built through the like and comment features on posted reels.

By maximizing the use of the features available on Instagram, you also need to pay attention to creating interesting content which contains discount offers for purchases on certain days, such as for every purchase of three items you get one item, because by offering discounts nowadays it can attract the attention of interest. buyer. Through an interesting content capacity from an Instagram account or user, the number of interactions from the presence of that content on the user's account is relatively increasing, so that it can increase the number of interactions such as likes and the number of followers or followers on the Instagram account. PT. Galang Smart Indonesia on the @kopi_petani_kampoeng account also takes advantage of these features provided by Instagram to support the content published on the account page, of course the use of the features that have been provided and selected is also based on content needs.

Based on the results of this research, it is in line with research conducted by (Atikah Dhiani Putri, 2023) optimizing Instagram social media as a promotional medium by using the features available on Instagram, such as Instagram stories, feeds, reels, to share promotional content, convey event information, promos and offers. attractive, and build good relationships with customers. This means that Instagram social media has features that can be utilized so that marketing can be more effective.

Talking about features, in Instagram social media, as we know, there are many complementary and supporting features provided for the convenience of Instagram users in producing content which will later be shared with other Instagram users. The use of these features also depends on the character of the content from the user. If the content is professional and conveys a certain message such as a business message then optimizing the features related to this can optimized well and in accordance with the objectives so that the message you want to convey is right at the target audience. Likewise, the creative character of the content by optimally combining available interesting features will provide a good and impressive experience for the target audience.

2. WhatsApp

Communication in the business world is very important which is why PT. Galang Smart Indonesia uses WhatsApp to communicate with consumers. As is also known, communication is a process of conveying a message to someone and with communication, potential customers and consumers can avoid misunderstandings and improve the quality of service to

consumers. PT. Galang Smart Indonesia provides good service in online media. By establishing good communication with consumers, it will convince and give confidence to business partners or the audience who listens.

When promoting goods online, of course you need the widest possible consumer reach so that more people will see the merchandise being promoted. However, as a private instant messaging application and not a public application like Instagram, the promotion process cannot be seen by many people. Using WhatsApp as a promotional media for PT products. Galang Smart Indonesia is limited in reaching consumers. It is possible that this is an obstacle to this instant messaging application.

In the optimization process PT. Galang Smart Indonesia uses WhatsApp Business which is specifically intended for business people because of the advantages and advanced features on WhatsApp Business. Potential consumers can see several photos of the products offered along with the price list. In the WhatsApp Business status feature, create interesting content such as special offers and discounts and share testimonials or positive reviews from consumers. This can help build trust and convince potential consumers to make purchases and can also use the automatic messaging feature to answer consumer questions. Remembering that this application is a simple, private chat application for communicating. To reach consumers, PT. Galang Smart Indonesia must store as many numbers of potential buyers as possible so that many people see the items posted.

Table 1. Data on Sales of Kampoeng Farmers' Coffee Products

Month	Amount
October 2023	Rp. 21,250,000.00
November 2023	Rp. 21. 640,000.00
December 2023	Rp. 21. 965,000.00
January 2024	Rp. 22. 326,000.00
February 2024	Rp. 22,782,000.00
March 2024	Rp. 23,265,000.00

Source: PT. Galang Smart Indonesia, 2024

Based on the sales data above, through a management process Instagram and WhatsApp social media by utilizing the features found on these social media are able to increase sales at PT. Galang Smart Indonesia, although the increase in sales has not been significant. (Sanjaya et al., 2021) stated that marketing and sales carried out online using social media can have an effect on reaching a wider market share and increasing sales.

Conclusion

Based on the results of research conducted by the author after optimization at PT. Galang Smart Indonesia, it can be concluded that the management of Instagram and WhatsApp social media in marketing Kampoeng farmer coffee products can be said to be quite optimal. Optimization is carried out starting from the use of features on Instagram social media such as Feed, Instastory, Direct Message, Caption, Tags and Hashtags, and Reels. On WhatsApp Business, the catalog feature, status and message features are used automatically.

By optimizing social media, Instagram and WhatsApp, it influences sales levels, even though it is not yet significant.

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