



Communication audit of Doto Coffee's promotion strategy for the Bicycle community

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ABSTRACT

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The coffee shop business is increasingly mushrooming in Lombok, and this causes coffee shops to carry out many promotional strategies to compete with competitors and bring in many customers. Coffee shops carry out many kinds of promotions through social media by targeting a diverse target audience. The promotions carried out by coffee shops target the community for cooperation. Approaching the community is a challenge for coffee shops. This study aims to conduct a communication audit on the discount promotion program for Doto coffee bicycle users. The method used in this research is a descriptive qualitative method with a communication audit approach using the SOSTAC model. SOSTAC approach has six stages: Situation analysis, Objective, Strategy, Tactics, Actions, and Control. The results of the communication audit state that the promotional strategy carried out by Doto Coffee has used promotional principles, although many things could be improved. Overall problem. The problem is more dominant in the need for more variation in Doto Coffee's promotional strategies to bring in the bicycle community. The strategy used is only on social media but does not use the community relations approach, even though Doto Coffee's goal is to bring in the community. The recommendations given from this research to Doto Coffee are expected to approach using community relations and social media as a promotional medium to bring in the community and increase community trust.

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1. Introduction

Coffee shops are businesses engaged in beverages and food. This business has been very mushrooming in Indonesia (Dhisasmito & Kumar, 2020). Almost in every region we will find so many coffee shops. According to data from Undip.id, the number of coffee shops in Indonesia in 2016 amounted to 1,083 outlets and tripled in 2019, namely 2,937 outlets, this number is believed to continue to grow (Nowjakarta, 2022). Based on these data, the development of coffee shops is so rapid that it causes intense competition in this business (Monshouwer, 2011). The development of the coffee shop business is also very mushrooming on the island of Lombok. Coffee

shops can be found in every district in Lombok, especially one of the districts, namely East Lombok. The number of coffee shops is so large and with the number of people who have a population that has a large number of people. Around 1,343,901 people is quite small when compared to the increasing number of coffee shops.

This causes competition for coffee shops in bringing in customers to be tighter. The strategies used by coffee shops to bring in customers are very diverse (Laniyonu, 2018). A strategy that is widely practiced is promotion (Langford, 2021). According to Rangkuti, promotional strategies are sales and marketing activities in order to inform and encourage demand for products, services and ideas from a company by influencing consumers to want to buy products or services produced by the company (Rangkuti, 2009). Promotion strategies can be carried out in various ways such as branding and packaging (*brand*), through social media, using leaflets, face-to-face sales and others (Ferreira et al., 2021).

Promotion is a lot of noise about things that potential customers should know. Product promotion automatically describes information about the product, both in general and specific information (Ulhusna & Mubasiroh, 2023). Usually the information contained in promotions is product descriptions such as product uses, product disadvantages and advantages (Rosyida et al., 2020). Apart from providing information, promotions also have various ways to attract potential customers (El-Ansary, 2006). Providing discounts or discounts, giving gifts when purchases exceed a certain quota, forming a brand image in the community by holding social activities and caring about global warming, are several ways to carry out promotions (Luo et al., 2021).

The promotional strategy of a product and service company is very necessary. Especially with the many similar businesses that exist in a particular place (Rodrigues et al., 2016). Promotional strategies are carried out to win the competition from competitors to attract customers to buy products from the company (Lyons, 2005). In this modern era, doing promotions has become more. Social media is one of the tools or methods commonly used as a means of communication and promotion (Rohmah et al., 2021). Through social media, companies can more easily reach their target market by creating attractive promotional strategies (Monshouwer, 2011). With the presence of social media around the world, one of the developments of social media is as a means of promotion (Mangold & Faulds, 2009). The use of social media is a positive advertising tool, so commercial and non-commercial organizations use social media as a means of advertising intensively (Nurimani, 2022).

Doto coffee is one of the coffee shops in East Lombok, precisely in the Lenek sub-district, Lenek pesiraman Village. Doto Coffee was established in 2022 in March and is located around the road to the sembalun tourist area. This location is quite strategic, because access is easy to find both by

local people and tourists. The concept built at Doto Coffee by bringing the concept of a Japanese coffee shop, so that it has its own charm for visitors. Besides From the concept, Doto Coffee also uses more coffee from the Lombok region to be enjoyed by customers. This is Doto's mission, because they want local coffee to be more widely recognized by the public, especially local people, and make them proud of local products.

In the East Lombok area itself, many coffee shops have operated earlier than doto coffee. This causes doto coffee to need promotional means in order to place its position in the minds of consumers and be able to compete with other coffee shops. Meanwhile, in the Lenek sub-district, Doto Coffee is the only coffee shop operating. This is a distinct advantage because there are no competitors around it. However, this advantage is not merely devoid of severe challenges. In addition to challenges coming from competitors, another challenge is that many people do not understand coffee. Most people only know about home coffee, so the coffee sold at Doto Coffee is considered an expensive item that people are afraid to try (Suprpto et al., 2020). This makes the task of Doto coffee even more difficult, because in addition to providing promotion to bring in profits Doto coffee must also provide education for the public so that they can get to know more about coffee commodities. Companies can base their promotional programs on one of two objectives, such as: a) Provide information, b) Increase sales, c) Stabilize sales, d) Position the product, e) Build a product image (George & Belch, 2017).

Promotion is not only a profit-maker for a company but can be a means of education so that potential customers know the products they will buy (Singh et al., 2021). Competition in the coffee shop business in East Lombok is increasing; as a newly operating coffee shop, Doto Coffee has several promotional strategies to increase sales, position products, and provide information to customers. Doto Coffee does a lot of promotional strategies through social media as a means of communication. Some promotional strategies carried out by Doto Coffee include providing discounts on certain days, *loyalty cards* to loyal customers, and creating interesting content such as educational videos about coffee and interesting product photos.

The programs created by Doto coffee are not all running well. Some programs that were expected to improve the image, increase sales and to provide education to customers did not work. One program that has no development at all is the daily 20% discount program for all products for customers who come by bicycle to Doto Coffee. Since the beginning of Doto Coffee's operation, this program has never brought in any customers. In fact, this promotional program is highly prioritized by Doto Coffee. The discount program for bicycle users is publicized through social media and with print media such as brochures. Strategies in online media can build closer personal relationships with customers (Pelsmacker et al., 2018).

Doto Coffee created the discount program for bicycle users because it recognized the vibrant community of bicycle users in the Lenek sub-district, particularly the esteemed Lenek Bicycle Club (LBC) with its nearly 50 members who frequently organize bicycle events. This community is the heart of our discount program, designed to reward customers who pedal their way to Doto Coffee and enjoy our entire menu.

Doto Coffee has devised a unique strategy to engage the community, offering a discount program exclusively for bicycle users. This exciting program is communicated through our Instagram account @doto.coffee, where we share engaging content, such as videos about bicycles accompanied by program information captions. We also use photo content and repost posts from our closest allies to ensure the program reaches all cyclists. This program is not just about discounts; it's about building a positive relationship with our community, particularly the local bicycle community, with which we are proud to collaborate.

Community Relations is related to involving the community to use community spaces and with a good relationship between the organization and the community, it can change their attitudes and knowledge, so that later it will create brand trust in the business being run (Coleman, 2021). The strategy of the program has not had an influence on Doto coffee. To be able to find out why the program has not achieved the desired goals, we need to identify desired; how the delivery of messages is carried out (Park et al., 2020), through what media the message of the program is conveyed, and how the research is carried out to create the program, it is necessary to conduct a communication audit of the promotional strategy that has been carried out by Doto coffee (Soedarsono et al., 2020).

All communication barriers and disruptions can be identified by conducting a communication audit. Effective communication is needed by organizations to achieve the desired goals, especially in the communication section (Anggraini & Kurniawati, 2022). Communication is important for an organization because it can determine the sustainability of the company's life (Mahbob et al., 2019).

Conducting a promotion will certainly have obstacles in the communication process carried out. Obstacles can occur in the form of messages delivered not reaching the target (Rohmah et al., 2021), the media used needs to be more effective, and the content not needs toying the promotion's purpose (Holiday et al., 2021). In addition, making a promotional program is not only limited to determining the target market but also needs to understand many other aspects (Langford, 2021). Moreover, the promotion carried out by Doto Coffee has a community target. Doto Coffee hopes to collaborate and become a forum for the bicycle community in the Lenek District. Therefore, it is devoted to providing discounts. However, the program still needs to achieve the desired goal.

Research on communication audits has already been done by examining audits of communication audits. Jogja learning communication. The results of the study state that the jogja learning program is an effort to preserve jogja culture, but the content of the information conveyed needs to be more in-depth and a piece of information. The main cause is that the time is too short, so teamwork becomes less and causes less weighty program material (Trisnawati et al., 2020).

Research on communication audits related to social media in times of crisis COVID-19 on Kemenparekraf's social media accounts. It states that the Kemenparekraf communication process through the Instagram platform is based on crisis communication and communication principles. However, there are shortcomings related to Instagram content that need clear specifications, confusing people who read (Saputri et al., 2021).

Communication audit research on tourism development, using an organizational communication profile compiled using eight important variables in communication, namely organizational satisfaction, communication climate, media quality, ease of obtaining information, information dissemination, information content, message purity, and organizational culture (Hart & Eccles, 2021). Research on communication audits has also been conducted on auditing light art performance programs during the COVID-19 pandemic (Ihm & Lee, 2021). The results of the study stated that the presence of social media was very helpful for artists to continue working and displaying their work, which was enjoyed by the public through virtual exhibitions. A communication audit was conducted to see how effective the virtual exhibition was (Wang et al., 2011).

The difference between this research and previous research is to audit the promotion strategy to the community (Nakamura, 2021). Communication audits are expected to evaluate Doto coffee's promotional strategies through the media and to bring in the community through programs created in order to create cooperation (Kupec & Smetana, 2022). In approaching the community, there must be many strategies. Various strategies are needed in order to build trust in the company. The trust needed is so that the community does not think that the company is only looking for profit (Lutfi et al., 2019).

The purpose of this audit is to be able to evaluate the strategy of Doto coffee's "Discount cyclists" promotional program in order to achieve the desired goals and to work with the local bicycle community. This research is expected to provide theoretical benefits for the development of communication science, especially in the field of communication strategy and communication audit as an implementation of theory and also as a basis for further research that is related to this research. Apart from that, it is hoped that it can provide practical benefits as a basis for the Coffee

Shop business in evaluating the promotional strategies carried out. Based on the background, the researcher conducted an audit on Doto coffee's "Dison bicycle users" promotional program.

2. Theoretical Framework

Communication audits are needed to study in detail about the methods, objects and subjects of the organization, the aim is to provide input in determining improvements that are considered important, through evaluating communication disorders and barriers from information congestion and effective communication barriers (Plooy, 2002).

The implementation of communication audits is expected that communication barriers or disruptions that cause the flow of information and missed opportunities can be known quickly and obtained the right way to achieve the desired goals of the organization (Anderson et al., 2021).

Communication Audit Objectives

Basically, the purpose of a communication audit is to find out, map, analyze, and provide recommendations to the organization so that the communication carried out is more effective. In general, communication audits are used to monitor and evaluate the media, climate and information conveyed in organizations (Kimeto, 2016). So, in a communication process, it is necessary to conduct an audit to find out how the effectiveness of all communication tools used by the organization. Creating a communication program requires proper analysis and benchmarks. This is done so that the organization does not do futile work in making programs (DeWine, 1994). Audit is the right way to be able to know and evaluate all forms of obstacles and success of the communication program created (Smith & Shafer, 2023). According to Goldhaber in Hardjana, a communication audit is a comprehensive set of scientific analysis techniques for planning an intervention and developing strategies for communication programs (Yates et al., 1976). Communication improvement, A communication audit is the implementation of an organizational communication system diagnosis to prevent disasters in the organization (Derin et al., 2020). Communication audits are needed in developing communication strategies carried out by an organization regardless of whether the previous strategy was successful or failed (Sincoff et al., 1977).

Promotion Strategy

According to Kotler & Armstrong (2017), Promotion is activities communicate and introduce products carried out by a company to its marketing targets and several forms of promotion that are widespread in society, such as advertising, personal selling, sales promotion, public relations and other marketing tools used by companies to achieve their goals (Rachmawati & Afifi, 2022). In doing promotions, there are many ways that can be done, such as sales promotions by giving discounts to consumers and also with public relations. Public relations can be carried out in a promotional activities is to be directly involved in activities carried out by the community. As for promotional

strategy variables according to Kotler & Keller (2016): (1) *Product*, Is a combination of goods and services offered by the company to the target market in order to meet the various needs and desires of consumers. (2) *Price*, is the amount of money that must be paid by consumers to be able to obtain a product. (3) *Place*, is part of the activities carried out by the company in order to make products available to consumers. (4) *Promotion*, is an activity that refers to company activities in communicate the advantages of its products and invite its target market to be able to buy these products (Craig & Shimp, 2018). In carrying out promotional activities, companies are required to do creative things to attract interest from consumers and build product trust. Companies are not only limited To sell and make a profit, companies must provide *value* to consumers. The *value* in question is through the services provided, discounts, and information that has educational value for consumers (Kucukusta et al., 2019).

Community Relations

Community relations is a way of relationship or cooperation between companies and certain communities. According to Jerold in Papachristos (2011), *community relations* is an increase in the participation and position of the organization in a community through various efforts for mutual benefit (Brummans et al., 2014). There are several strategies needed to establish relationships with the community, namely:

- a. Building Sustainable Relationships of Trust, the goal of community relations is to build relationships of trust between companies and communities. The main way of building relationships with communities is sustainable relationships with key individuals and organizations within a particular community (Hasna, 2020). A relationship of trust is a long process because a communities are not developed by simply getting to know people or attending community functions.
- b. Managing Community Issues and Concerns, an issue is a gap between corporate actions and stakeholder expectations. The way in which a company responds to perceptions affects the level of public trust (Setiawana et al., 2021).
- c. Using Community Support Programs To Build Trust, through the use of community support program planning. Communities today expect companies to get involved in solving community problems and make monetary contributions to improve community services (Zeng et al., 2023).

If an organization wants to gain sympathy and cooperation from a particular community, it needs a long process and a well-thought-out strategy to build trust. In a business, approaching the community is not enough to provide a product and some privileges.

3. Method

The method used in this research is descriptive qualitative method with approach communication audit approach using SOSTAC model (Kusniadji, 2016). Descriptive research can explain facts systematically and the characteristics of the object and frequency studied precisely (Handini & Dunan, 2021). In the SOSTAC method there are 6 stages, namely: (1) *Situation analysis*, which is to analyze how current and future conditions so that goals can be realized (Ayuningtyas et al., 2021). Analyzing how the situation is how the condition of the development of Doto coffee since the beginning of its operation; (2) *Objective*, which is to determine the objectives of what the institution wants to achieve. What goals Doto Coffee wants to achieve in its second year of operation; (3) *Strategy*, namely the steps to achieve the goals to be obtained. What steps are taken to can establish cooperation with the bicycle community and how the strategy is used; (4) *Tactics*, namely the stages or steps that will be used to develop the strategies that have been made. Analysis and development strategy that has been used whether it has achieved the goals desired by the organization; 5) *Actions*, is the implementation of the tactics and strategies that have been prepared; 6) *Control*, which is the last stage to evaluate and check whether the process that has been carried out is running optimally (Amiruddin et al., 2021).

The subject of this research is the promotional program manager of Doto coffee and the Lenek *Bicycle Club* (LBC) bicycle community in 2022 in looking at Doto coffee's promotional strategy towards bicycle users, while the object of this research is Doto coffee's promotional program in bringing in bicycle communities and bicycle users. The observation period of this research is October 1, 2022 until November 30, 2022.

The data collection technique for this research was carried out by: (1) Interviews, starting with the Doto Coffee manager, Doto Coffee barista, Doto coffee Instagram admin and also the chairman and representatives of the LBC bicycle community to obtain information by face-to-face interviews; (2) Observations were made at the Doto coffee shop to see how the communication process with customers, Seeing Doto coffee's social media activities in promoting discount programs for customers. bicycle users and made observations at an activity event organized by the *Lenek Bicycle Club* (LBC) on November 18, 2022 to see community activities and how the community's habits in consuming types of drinks.

Validation of data validity was carried out using the source triangulation method. Source triangulation was carried out by confirming with several bicycle users and LBC community members regarding Doto coffee's promotional activities for bicycle users. Data analysis in this study was carried out by analyzing the findings in the field by comparing the results of interviews and observations.

4. Result and Discussion

Doto Coffee's Promotional Strategies

Doto Coffee is the only hangout place with the concept of a coffee shop in the Lenek sub-district. There are several hangouts in the Lenek sub-district, but some places need to be conceptualized as coffee shops. The price comparison between Doto Coffee and other areas in Lenek District is quite far. Range The prices offered by Doto Coffee start from IDR. 10,000 thousand to IDR. Twenty-five thousand thousand for all types of food and beverage variants. This price is inversely proportional to other places that do not have the concept of a Coffeeshop and have been operating for a long time, which provide prices starting from IDR—5,000 thousand to IDR 10,000 thousand. Being the only coffee shop in Lenek District makes Doto Coffee do a very heavy job. Based on the results of interviews conducted with the Doto coffee manager, Naufal Anwari, S.Kom, on October 8, 2022, Many people in Lenek District do not understand coffee. People know more about sachet coffee and home coffee. This makes the work done by Doto Coffee not only focus on selling but also on educating the public about coffee.

In line with what was said by the Manager of Doto Coffee, based on the results of interviews conducted with Doto Coffee barista Yuris Nanda Pratama on October 8, 2022, they said that many customers come only to try products without knowing the character of the product. That they ordered. For example, a customer ordered *Espresso* coffee, which tastes very bitter. This made them blame the barista for making a very bitter coffee even though bitterness is the flavor characteristic of *Espresso*. According to the Doto Coffee barista, the customer ordered *Espresso* because the price was the cheapest. Based on this incident, education about the character of each available menu must be explained first so that customers know what they are ordering.

Based on these several events, Doto Coffee does a lot of informative promotions so that customers know more about the character of each flavor in Doto coffee. Many discount promotions are carried out to attract customers to come to Doto Coffee and provide loyalty cards for customers. The loyalty card contains ten stamps; if the stamp is full, the customer will get one free menu. This is done so that customers always come to get stamps so they get a free menu and to make customers feel appreciated. Most customers who come to Doto Coffee are neatly dressed and look like city people. This happens because the customers who come are people around the Doto coffee location who study outside the area. The branding that arises because of this is that Doto Coffee is a place for elite people, so many people who want to go there feel Minder to come.

These problems make Doto Coffee offer a lot of various promotions, one of which is the promotion of discounts every day for bicycle users. This promotion was carried out because it saw the large number of bicycle users in Lenek District and the existence of a bicycle community there.

Doto Coffee wants to make it a gathering place for the bicycle community and other cyclists. This promotion is publicized through social media @doto.coffee, using video content and photos.

Based on interviews conducted with the head of the Lenek Bicycle Club community, Gunarya Sudiarsa, on October 9, 2022, he said that members of his community prefer to drink home coffee and sachet coffee because it is considered cheaper. If members hold an association, they like to gather at the home of one of the members rather than outside a coffee shop. Doto Coffee still wants to bring the community to its shop, but in the process, it needs to use a persuasive approach and strategies. Many processes must be carried out, such as giving discounts to cyclists and publicizing through social media and other techniques. Based on the interview results and observations, this audit will then be analyzed using the SOSTAC method, which is an observation of Situation Analysis, Objective, Strategy, Tactic, Action, and Control.

Situation Analysis

Based on the situation in Doto Coffee and the surrounding environment, which requires a lot of work. Education. So, it is necessary to do a lot of strategic planning. Although Doto Coffee is the only coffee shop in the Lenek District, and this is an opportunity to place itself in customers' minds, it is necessary to carry out many promotional strategies that do not only revolve around social media. In bringing in the bicycle community, which prefers to gather at home, a direct approach needs to be taken. Such as participating in events created by the bicycle community. Participation can be in the form of sponsorship and being one of the participants in the event.

Objective

The benchmark for the promotional strategy carried out by Doto Coffee is the arrival and gathering of the bicycle community in Lenek District. Despite being the only coffee shop in the Lenek sub-district, this does not necessarily flood Doto Coffee with customers. So far, few users or communities have come even though a discount has been given. Therefore, the benchmark is the increase in bicycle users who come through various approaches and not just through the provision of promos.

Strategy

The strategy was devised with the understanding that our objective is not just to build good relations with the community but to foster a mutually beneficial partnership. This is reflected in our social media publications, which are about promos and the community's role in our success. By building strong relationships with the community, we aim to increase trust in Doto Coffee and dispel the perception that we only see the community as a source of income.

While connecting with the community through social media is a good start, more is needed. We need to take a more proactive approach. Historically, Doto Coffee has not engaged with the

community directly, which has hindered our cooperation. The community's geographical conditions and misconceptions about our brand further complicate matters. To address this, we must step out of our comfort zone and engage with the community directly, not just through social media promotions or discounted prices. When used effectively, social media is a powerful tool that can significantly boost our promotional efforts. Doto Coffee has been successful in this regard, creating interesting and engaging content that resonates with our target audience. While social media has a wide reach, it's crucial to remember that the content we share is what truly attracts our audience.



Fig. 1. Instagram photo post @doto.coffee promoting discount program for cyclists and cycling community

Source: Instagram @doto.coffee

Based on this picture, Doto Coffee only strategizes through social media. This is incomplete if the goal is to bring in the bicycle community. Need to approach and contribute more to the community in order to establish the desired cooperation. Approaches and contributions such as mingling, sponsoring events created by the community and participating in other community activities.

Tactics

After determining the strategy in establishing relationships with the community, the next stage is to look at the tactics used. Doto coffee's tactics in establishing relationships with the community still revolve around promo programs on social media. Through photo and video content featuring bicycles. The content is so that cyclists can know that the program is intended for them. Content creation is done so that the information reaches the target and influences the perception of cyclists. These tactics must be developed with more diverse content or can create programs at Doto coffee shops such as, creating workshops on health using bicycles or other things related to bicycles. This is to show care Doto coffee for cyclists.

Actions

The next step is to analyze the *actions* of Doto coffee in an effort to establish cooperation with the bicycle community through promo programs or discounts. It was found that Doto coffee only created a discount program and published it through social media with photo and video content.

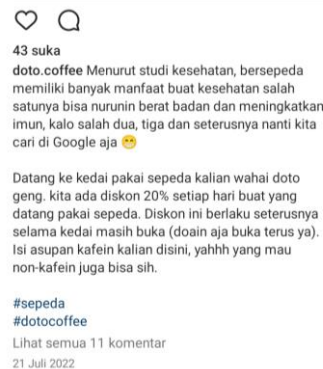


Fig. 2. Doto Coffee post caption for the cycling community program

Source: Instagram @doco.coffee

Programs created through social media must be aligned with interesting and informative visual content. In addition, the programs created must be more diverse because they need a long and persuasive approach.

Controls

To measure the program's effectiveness, Doto Coffee evaluates the program by designing more interesting content to bring to the community. Doto Coffee focuses too much on social media because it is felt that the budget spent should be higher than making other programs through social media. However, this has never resulted in anything because the community is not interested in social media. Requires another hands-on approach.

5. Conclusion

The results of the communication audit on the Doto coffee promotion program in bringing in the community are by the rules of promotion. However, there are many areas for improvement in Doto Coffee's strategy to bring in the community. The shortcoming is that Doto Coffee needs to take a *Community Relations* approach to establish community cooperation. This causes the community to be uninterested in coming because Doto Coffee needs an approach or involvement in its activities. The community considers Doto Coffee's position to only seek profit in making these promotions. Doto Coffee only cares about the existence of the community.

These problems occur due to a lack of approach, awareness of Doto coffee with the things the community wants, and a need for more analysis related to more attractive programs other than discount programs. Communication audit findings of promotional program strategies in bringing in the bicycle community provide recommendations to Doto coffee program makers to approach

the community, participate in events held by the community, and create events at Doto Coffee that involve the community because approaching the community requires a long strategy.

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