



Marketing Communication Strategies of Cafe Tutur Rasa in Supporting the Existence of Individuals with Hearing Impairments

1 Mutiara Mujahidah Hanifah*, 2 Didik Hariyanto

Faculty of Business, Law and Social Sciences, Universitas Muhammadiyah Sidoarjo, 61215, Indonesia

¹ mutiaramuja@gmail.com*; ² didikhariyanto@umsida.ac.id

*Correspondent email author: mutiaramuja@gmail.com

ARTICLE INFO

Article history

Received 2025-10-29

Revised 2025-12-27

Accepted 2025-12-31

Keywords

Cafe Tutur Rasa;
Deaf community;
Marketing communication;
Mega marketing mix;
Midtown Hotels Indonesia.

ABSTRACT

Cafe Tutur Rasa is part of a social program by Midtown Hotels Indonesia, established as a form of support for people with disabilities, particularly those who are deaf. This study aims to analyze the marketing communication strategies implemented by Cafe Tutur Rasa in supporting brand existence and promoting social inclusion for individuals with hearing impairments. This research employs a descriptive qualitative approach, with data collected through observation, in-depth interviews, and documentation. The findings indicate that Cafe Tutur Rasa applies a marketing communication strategy based on the Mega Marketing Mix theory, which includes several key elements. In terms of Product, the cafe offers coffee with an original taste and unique menu variations in each cafe unit. Regarding Price, the cafe maintains affordable pricing despite being located in the center of Surabaya. For Place, the cafe is situated in a strategic and easily accessible area. The Promotion aspect is carried out through collaborations with influencers, digital media campaigns, and special programs for hotel guests. The Power element is reflected in the involvement of deaf baristas as part of the cafe's social mission, strengthened by the institutional support of the hotel to ensure credibility and operational sustainability. Public Relations activities are implemented through events that involve deaf baristas and the general public to increase publicity and raise awareness of the cafe's social initiatives. The results demonstrate that the Mega Marketing Mix strategy is effectively utilized to strengthen brand positioning while enhancing public awareness of inclusivity issues. Theoretically, this study contributes to expanding the application of the Mega Marketing Mix concept within the context of disability-based inclusive business practices. Practically, the findings offer a strategic communication model that can be adopted by other inclusive cafes in Indonesia.

This is an open access article under the CC-BY-SA license.



1. Introduction

The cafe industry in Indonesia has experienced rapid and sustained growth over the past decade. This development can be observed through the increasing number of cafes operating across major cities as well as secondary urban areas. The rise of cafes is closely linked to changes in contemporary lifestyle patterns, particularly among urban communities, where visiting cafes has become part of daily routines, social interactions, and leisure activities (Novita & Winduwiti, 2021). Cafes are no longer perceived merely as places to consume beverages, but also as social spaces that provide comfort, aesthetic appeal, and experiential value. As a result, consumers tend to evaluate



cafes not only based on the quality of food and beverages offered, but also on atmosphere, service quality, and the overall experience they receive (Dimas et al., 2023).

The expansion of the cafe industry has intensified competition among business owners. As more cafes enter the market, maintaining business sustainability requires more than basic operational competence (Kostygina et al., 2021). Cafe entrepreneurs are increasingly challenged to develop distinctive identities that differentiate their businesses from competitors. Differentiation may be achieved through unique concepts, innovative services, or the integration of particular values that resonate with target audiences. In this context, marketing communication plays a crucial role in shaping consumer perceptions and strengthening brand positioning (Putra, 2024). Effective marketing communication strategies enable cafes to articulate their value propositions clearly, build emotional connections with customers, and foster long-term loyalty in a highly competitive market (Budianto & Nugrahini, 2015).

Within this competitive environment, a notable trend has emerged in the form of cafes that integrate social values into their business models. These cafes do not focus solely on commercial objectives but also seek to address broader social issues. One such initiative is Cafe Tutur Rasa, located in Surabaya. Unlike conventional cafes, Cafe Tutur Rasa adopts an inclusive business concept by employing individuals with hearing impairments as baristas (Ferreira et al., 2021; Filimonau, 2019). This approach challenges prevailing assumptions in the service industry, where employees are often expected to meet certain physical or communicative standards to deliver quality service. Cafe Tutur Rasa demonstrates that individuals with disabilities are capable of performing professional roles effectively when supported by inclusive systems and adaptive communication practices (Bers, 2012).

Cafe Tutur Rasa operates as part of a social program initiated by Midtown Hotels Indonesia, which aims to promote equal employment opportunities and social inclusion for people with disabilities (Erissa & Widinarsih, 2022). Through this initiative, the cafe seeks to provide not only economic opportunities for deaf individuals but also a platform to raise public awareness regarding inclusivity and equality. By positioning inclusivity as a core element of its identity, Cafe Tutur Rasa differentiates itself within the competitive cafe market while simultaneously addressing social challenges related to disability and employment (Rachmawati & Afifi, 2022).

The establishment of inclusive cafes such as Cafe Tutur Rasa is particularly relevant in the Indonesian context, where people with disabilities continue to face structural and social barriers in accessing decent employment. Despite the existence of legal frameworks that promote equality and protect the rights of people with disabilities, implementation remains uneven across sectors. Social stigma, limited workplace accessibility, and inadequate understanding of disability inclusion contribute to persistent marginalization. Consequently, individuals with disabilities often experience higher unemployment rates and limited career opportunities compared to non-disabled populations. Inclusive business initiatives therefore play a strategic role in bridging the gap between policy and practice by demonstrating how social inclusion can be integrated into sustainable business models.

From a communication perspective, inclusive cafes present unique challenges and opportunities. In addition to promoting products and services, these businesses must effectively communicate their social missions to diverse audiences, including customers, stakeholders, and the broader community (Kujur & Singh, 2020). Marketing communication strategies in inclusive cafes must balance commercial objectives with social values, ensuring that inclusivity is not merely symbolic but meaningfully embedded in everyday operations and brand messaging (Amalia, 2020).

This dual focus requires a comprehensive approach to marketing communication that goes beyond conventional promotional activities (Brummans et al., 2014).

Previous studies have examined marketing strategies in the cafe and food and beverage industries, highlighting the importance of product quality, pricing strategies, location, and promotional activities in influencing consumer behavior. Other research has focused on inclusive employment practices and the social integration of people with disabilities. However, these two strands of research are often discussed separately. Studies on marketing communication rarely address disability inclusion as a central component, while research on disability employment tends to focus on policy, social welfare, or organizational culture rather than marketing strategy (Maydi & Anhar, 2019).

As a result, there is a notable research gap concerning how inclusive cafes design and implement marketing communication strategies that support both business sustainability and social inclusion. In particular, limited attention has been given to analyzing inclusive cafes through comprehensive marketing frameworks that account for stakeholder relationships and institutional support. Research that integrates the Mega Marketing Mix framework within the context of disability-based inclusive businesses remains scarce, especially in the Indonesian cafe industry (Helmold, 2022).

The Mega Marketing Mix framework extends the traditional marketing mix by incorporating additional elements that emphasize power relations and public engagement (Todorova, 2015). In addition to product, price, place, and promotion, the framework includes power and public relations as key components. Power refers to the ability of organizations to leverage institutional support, networks, and policy environments to achieve strategic objectives, while public relations emphasizes the management of communication between organizations and their various publics (Kusuma, 2015). This expanded framework is particularly relevant for inclusive cafes, where collaboration with institutions, community engagement, and public perception play significant roles in shaping brand legitimacy and sustainability (J. Craig & Shimp, 2018).

Applying the Mega Marketing Mix to an inclusive cafe context allows for a more holistic understanding of marketing communication strategies. Inclusive cafes must not only design attractive products and promotions but also build trust, credibility, and social legitimacy through stakeholder engagement and public relations efforts. Institutional support, such as that provided by hotel networks or corporate social responsibility programs, can enhance operational sustainability and strengthen brand credibility. At the same time, public relations activities can serve as platforms to educate the public, challenge stereotypes, and promote inclusive values (Saidah, 2017).

Despite the relevance of the Mega Marketing Mix framework, empirical studies applying this approach to inclusive cafes employing deaf baristas are still limited. Most existing research focuses on conventional businesses or examines only selected elements of the marketing mix (Segumpan & Abu Zahari, 2022). There is therefore a need for in-depth qualitative research that explores how all components of the Mega Marketing Mix are implemented in inclusive cafe settings and how these strategies contribute to both commercial success and social inclusion (Daymon & Holloway, 2010).

Based on these considerations, this study seeks to address the identified research gap by analyzing the marketing communication strategies implemented by Cafe Tutur Rasa using the Mega Marketing Mix framework. The novelty of this research lies in its focus on an inclusive cafe that employs deaf baristas and in its application of the Mega Marketing Mix within a disability-based business context (Ge et al., 2007). By examining how product offerings, pricing strategies, location decisions, promotional activities, institutional power, and public relations efforts are integrated, this study provides a comprehensive perspective on inclusive marketing communication.

This research aims to identify how marketing communication strategies support the existence and brand positioning of Cafe Tutur Rasa while simultaneously promoting social inclusion for individuals with hearing impairments. The findings are expected to contribute theoretically by extending the application of the Mega Marketing Mix framework to inclusive business contexts and practically by offering insights and strategic guidance for other cafes and service-oriented businesses seeking to adopt inclusive models. Through this study, it is hoped that inclusive cafes can be better understood not only as social initiatives but also as sustainable business entities that effectively combine economic objectives with social responsibility.

Despite the growing body of research on marketing strategies in the café industry and studies discussing inclusive employment practices, empirical research that specifically examines marketing communication strategies in inclusive cafés remains limited. Most existing studies tend to focus on conventional marketing mix applications without considering cafés that employ persons with disabilities as part of their core brand identity (Turjaman & Indonesia, 2022). In addition, research integrating the Mega Marketing Mix framework within the context of disability, particularly involving deaf baristas, is still scarce. This gap indicates the need for a deeper understanding of how inclusive values are strategically communicated through marketing elements beyond traditional promotion-oriented approaches. Therefore, this study aims to analyze the marketing communication strategies of Cafe Tutur Rasa by applying the Mega Marketing Mix framework to explore how inclusive practices are integrated into product, price, place, promotion, power, and public relations in supporting brand existence and social inclusion for deaf individuals.

2. Method

This study employed a descriptive qualitative research design to obtain an in-depth understanding of the marketing communication strategies implemented by Cafe Tutur Rasa in supporting brand existence and social inclusion for deaf individuals (Hanyfah et al., 2022). Descriptive qualitative research is used to comprehensively describe social phenomena based on direct findings in the field and to capture meanings, processes, and interactions occurring naturally within a specific context (Fadli, 2021). This approach emphasizes the construction of reality, authenticity, and the interpretation of meaning through close interaction between the researcher and the research setting (Somantri, 2005).

The research was conducted at Cafe Tutur Rasa Surabaya, located at Crown Prince Hotel Surabaya, Jalan Basuki Rahmat No. 123-127, Embong Kalasin, Genteng District, Surabaya, East Java. Data collection took place from December 2024 to March 2025. The research involved six informants selected using purposive sampling. The informants consisted of one Public Relations representative of Cafe Tutur Rasa, one Corporate Human Resource Manager of Midtown Hotels Indonesia, and four customers of Cafe Tutur Rasa. These informants were selected based on specific criteria: (1) internal informants were directly involved in planning and implementing marketing communication strategies and managing the café's inclusive employment practices, while (2) customer informants had direct experience interacting with the café's services, deaf baristas, and marketing communication activities. The selection of informants aimed to ensure the relevance and depth of the data in relation to the research objectives.

Data collection techniques included in-depth interviews, observation, and documentation. In-depth interviews were conducted to explore perceptions, experiences, and explanations regarding the café's marketing communication strategies, inclusive values, and brand image. Observations were carried out by directly examining interactions between deaf baristas and customers, the café environment, and service processes. In addition, observations were conducted on Cafe Tutur Rasa's

digital marketing communication through Instagram and TikTok, which are actively used as promotional platforms. Documentation was used to support interview and observation data, including photographs, promotional materials, social media content, and other relevant records related to the cafe's marketing communication activities (Jailani, 2023).

Data analysis was conducted using a qualitative analysis procedure consisting of three stages: data reduction, data presentation, and conclusion drawing. During the data reduction stage, the researcher selected, categorized, and focused on data relevant to marketing communication strategies and inclusive practices. In the data presentation stage, the reduced data were systematically organized according to the components of the Mega Marketing Mix framework, namely product, price, place, promotion, power, and public relations (Gladka & Fedorova, 2019). The final stage involved drawing conclusions by interpreting data patterns and relationships to explain how marketing communication strategies support brand existence and social inclusion for deaf individuals.

To ensure data validity and credibility, this study applied triangulation techniques. Source triangulation was conducted by comparing information obtained from internal informants and customers, while method triangulation was achieved by cross-checking data from interviews, observations, and documentation. This process helped ensure consistency, accuracy, and trustworthiness of the research findings.

3. Result and Discussion

This chapter presents the results of the study obtained through field observations, in-depth interviews, and documentation analysis related to the marketing communication strategies implemented by Cafe Tutur Rasa. The findings are interpreted using the Mega Marketing Mix framework, which includes product, price, place, promotion, power, and public relations. This framework allows the analysis to capture not only conventional marketing practices but also the role of institutional support and social values embedded in the cafe's operations.

Product Strategy

The findings show that Cafe Tutur Rasa positions its product not merely as a coffee beverage, but as an experiential offering that integrates product quality with inclusive social values. Based on observations and interviews, all beverages served at Cafe Tutur Rasa are prepared exclusively by deaf baristas. This operational choice is deliberately maintained to ensure that the cafe's social mission is directly reflected in its daily practices. By involving deaf baristas in the entire production process, the cafe strengthens the authenticity of its inclusive concept and reinforces credibility in the eyes of customers (Marušić, 2019).

Each Cafe Tutur Rasa outlet offers different menu variations, creating a sense of uniqueness across locations while maintaining consistent quality standards. This strategy enables product differentiation without compromising brand identity. From a marketing perspective, products are not only defined by their physical attributes but also by the symbolic meanings attached to them. In this context, Cafe Tutur Rasa embeds symbolic value related to equality and empowerment within its products, while simultaneously ensuring functional value through taste, aroma, and presentation.

Interview results indicate that customers often visit the cafe for the first time due to curiosity about its inclusive concept. However, repeat visits are primarily motivated by satisfaction with the quality of the coffee rather than by sympathy toward the social mission. This finding is important because it demonstrates that Cafe Tutur Rasa does not rely solely on its social narrative to attract

consumers. Instead, product excellence remains the primary determinant of customer loyalty. This aligns with marketing theory, which emphasizes that sustainable branding depends on the ability of a product to consistently meet consumer expectations (Rani et al., 2023).

Furthermore, the decision to focus exclusively on coffee products reflects a strategic effort to maintain operational efficiency and clarity of concept. By limiting the menu to beverages, Cafe Tutur Rasa ensures that all stages of production remain within the competencies of the deaf baristas. This approach not only reduces operational complexity but also reinforces the cafe's identity as a professional workspace for individuals with hearing disabilities.

Pricing Strategy

The findings indicate that Cafe Tutur Rasa applies a pricing strategy that prioritizes accessibility while maintaining perceived value. Based on menu observations across four outlets, the price range for coffee products varies between IDR 15.000 and IDR 30.000. Customers consistently perceive these prices as affordable, particularly considering that the cafe operates within hotel environments located in central Surabaya.

From a marketing communication perspective, price functions not only as an economic exchange but also as a communicative signal that shapes consumer perceptions of quality and positioning. According to perceived value theory, consumers evaluate price in relation to the benefits they receive, including product quality, service experience, and emotional satisfaction. In the case of Cafe Tutur Rasa, customers associate the relatively affordable prices with positive value, as they receive high-quality coffee, comfortable facilities, and meaningful social experiences (Rosyida et al., 2020).

Interview data suggest that affordable pricing reduces psychological barriers for first-time visitors, especially those who initially come out of curiosity toward the inclusive concept. Importantly, the pricing strategy does not undermine the perceived professionalism of the cafe. Instead, it reinforces the message that inclusive businesses can operate competitively without compromising quality standards. This finding highlights that Cafe Tutur Rasa uses price as a strategic communication tool to convey openness, fairness, and professionalism simultaneously.

Moreover, the pricing approach aligns with the cafe's social mission. By avoiding premium pricing, Cafe Tutur Rasa ensures that its inclusive message is accessible to a wide range of consumers, including students, young professionals, and hotel guests. This supports the broader objective of increasing public exposure to disability inclusion through everyday consumption experiences.

Place Strategy

The findings show that the place strategy of Cafe Tutur Rasa plays a significant role in supporting its marketing communication objectives and inclusive identity. All Cafe Tutur Rasa outlets operate within Midtown Hotels located in central Surabaya, including Crown Prince Hotel Surabaya, Midtown Residence Surabaya, Midtown Hotel Surabaya, and Verwood Hotel and Serviced Residence Surabaya. These locations are easily accessible and situated in areas with high public visibility, which enhances the cafe's exposure to both hotel guests and the general public.

From a services marketing perspective, place is not limited to geographical location but also encompasses the physical environment in which service interactions occur. Observational data indicate that Cafe Tutur Rasa provides a comfortable and calm atmosphere supported by modern interior design and adequate facilities such as air conditioning and seating arrangements suitable for working or socializing (Prathisara & Masduki, 2023).

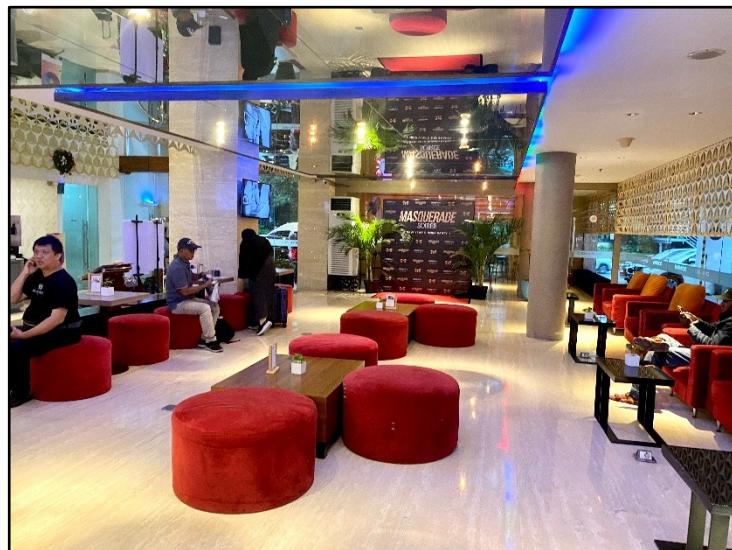


Fig. 1. Interior seating area of Cafe Tutur Rasa located inside a Midtown Hotel in Surabaya

This inclusive physical environment, as shown in Fig. 1, supports prolonged customer engagement and reinforces the cafe's positioning as a comfortable and accessible public space. Physical environment contributes positively to customer comfort and length of stay, which are important factors in service-based businesses such as cafes (Pitri, 2023).

An important aspect of the place strategy is the integration of inclusive physical elements that facilitate interaction between hearing customers and deaf baristas. The availability of printed BISINDO sign language guide sheets at the ordering area serves as a tangible communication tool that reduces interaction barriers.

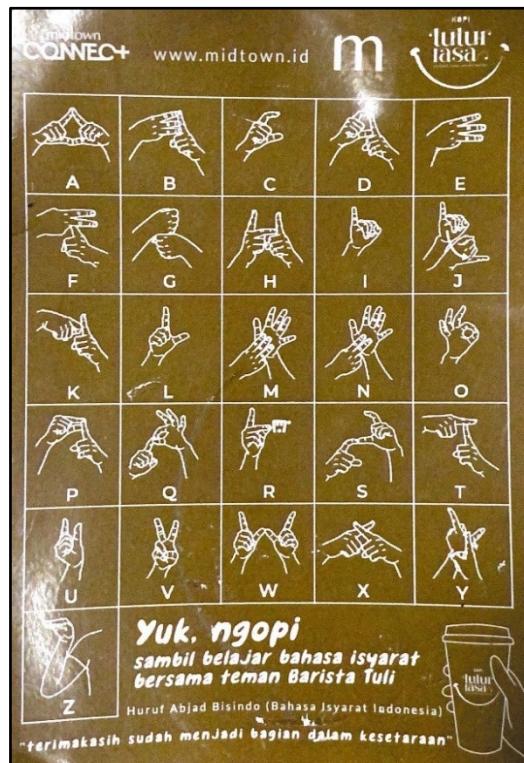


Fig. 2. BISINDO (Indonesian Sign Language) guide sheet displayed at the ordering counter of Cafe Tutur Rasa.

As seen in [Fig. 2](#), illustrates how physical communication aids function as part of marketing communication by reducing interaction barriers and enhancing inclusive service encounters. This initiative demonstrates how the physical environment functions as part of the cafe's marketing communication, conveying inclusivity not only through messages but also through concrete spatial design. The presence of these inclusive facilities reinforces the cafe's identity as a disability-friendly space and enhances customer engagement during the service encounter.

By operating within hotel environments, Cafe Tutur Rasa also benefits from an atmosphere of professionalism and trust associated with the hotel brand. This setting strengthens customer confidence in the quality and hygiene standards of the cafe, which is particularly important for first-time visitors. Overall, the place strategy supports both functional needs and symbolic meanings, positioning Cafe Tutur Rasa as a professional, accessible, and inclusive cafe.

Promotion Strategy

The findings indicate that Cafe Tutur Rasa implements promotional strategies that are primarily oriented toward digital platforms and integrated with institutional support from Midtown Hotels Indonesia. Promotion activities are mainly conducted through social media channels such as Instagram and TikTok, which are considered effective platforms for reaching young consumers in Surabaya. In addition, collaborations with local influencers are used to increase visibility and stimulate initial interest among potential customers ([Skawanti, 2021](#)).

From the perspective of Integrated Marketing Communication (IMC) theory, effective promotion requires consistency of messages across various communication channels. The promotional content of Cafe Tutur Rasa consistently emphasizes themes of inclusivity, professionalism, and product quality. Rather than focusing solely on the social mission, promotional messages also highlight the taste of the coffee, the comfort of the cafe environment, and the overall customer experience. This consistency helps shape a coherent brand image and reduces the risk of the cafe being perceived merely as a charity-based initiative ([J. Craig & Shimp, 2018](#)).

The effectiveness of the promotional strategy can be observed through increased customer visits and social media engagement. Customers reported that they first became aware of Cafe Tutur Rasa after seeing influencer content or digital posts shared by hotel accounts. This finding suggests that the integration between the cafe's promotional activities and the hotel's established communication channels enhances message reach and credibility. Hotel-based promotions, such as complimentary coffee programs for hotel guests, further function as trial strategies that encourage first-time consumption and increase the likelihood of repeat visits.

Importantly, promotional activities at Cafe Tutur Rasa do not rely on aggressive advertising techniques. Instead, the cafe adopts a soft-selling approach that aligns with its inclusive values. This approach is consistent with IMC principles, which emphasize relationship building rather than one-way persuasion. Through digital storytelling, visual content, and experiential promotion, Cafe Tutur Rasa successfully communicates its brand identity while maintaining authenticity.

Power

The findings reveal that the power element in the Mega Marketing Mix plays a crucial role in strengthening the marketing communication strategy of Cafe Tutur Rasa. One of the primary sources of power is the cafe's affiliation with Midtown Hotels Indonesia. As part of a well-established hotel group, Cafe Tutur Rasa benefits from institutional credibility, operational stability, and access to an existing customer base. This institutional backing differentiates the cafe from independent cafes that must build trust and visibility from the ground up.

From the perspective of mega marketing theory, power refers to the ability of an organization to gain cooperation and support from influential stakeholders. In this case, Midtown Hotels Indonesia functions as a key stakeholder that provides not only physical space and operational resources, but also reputational capital. Customers tend to associate the cafe with the service standards and professionalism of the hotel, which positively influences their expectations and perceptions. This form of institutional power enhances customer trust and reduces perceived risk, especially for first-time visitors (Katrín & Vanel, 2020).

Another significant source of power lies in the active involvement of deaf baristas in daily operations. Their presence represents more than a workforce arrangement; it serves as a visible symbol of empowerment and inclusion. Unlike tokenistic inclusion practices, deaf baristas at Cafe Tutur Rasa are fully responsible for beverage preparation and customer interaction. This demonstrates their professional competence and challenges prevailing stereotypes regarding the working capabilities of individuals with hearing disabilities.

From a marketing communication standpoint, this form of social power generates emotional engagement. Customers do not merely consume coffee, but also participate in a broader narrative of equality and social responsibility. This emotional dimension strengthens the relational bond between the cafe and its customers, contributing to brand differentiation. The power of this strategy lies in its authenticity, as the inclusive values are embedded directly in the service process rather than communicated solely through promotional messages (Rahardja, 2022).

Public Relations

Public relations constitutes a crucial element in the marketing communication strategy of Cafe Tutur Rasa, particularly in strengthening its image as an inclusive and socially responsible business. The findings indicate that public relations activities are not limited to product publicity, but are strategically designed to build public understanding and acceptance of disability inclusion within the service industry. Through public relations, Cafe Tutur Rasa manages communication between the organization, its customers, and the wider community in a manner that emphasizes equality and professionalism.



Fig. 3. Equality themed visual signage displayed at Cafe Tutur Rasa.

One form of public relations communication implemented by Cafe Tutur Rasa is the use of visual signage and symbolic messages within the service environment. As shown in Fig. 3, equality-themed visual signage displayed in the cafe functions as a public relations message aimed at normalizing deaf identity and encouraging inclusive interaction between deaf baristas and hearing customers. The text on the signage translates to "I am deaf, what coffee would you like to order?", which serves as an educational cue that guides customers toward respectful and appropriate communication. In addition to on-site visual communication, Cafe Tutur Rasa actively utilizes media exposure and digital platforms to disseminate information about its inclusive concept and operational practices. Content shared through social media platforms and online news coverage highlights the role of deaf baristas, the work system implemented in the cafe, and appropriate ways for customers to interact with them. This communication strategy contributes to reducing stigma and misconceptions regarding the working capabilities of individuals with hearing disabilities.

Furthermore, Cafe Tutur Rasa also conducts inclusive activities that involve direct interaction between deaf baristas and the public. These activities humanize the inclusive values promoted by the cafe and allow customers to experience inclusion in a tangible manner. From a public relations perspective, such initiatives strengthen emotional connections and enhance credibility, as the inclusive message is conveyed through real practices rather than symbolic claims. Overall, public relations at Cafe Tutur Rasa play a long-term strategic role in building trust, maintaining a positive reputation, and reinforcing the cafe's identity as more than a commercial entity (Antaufhan & Isnaini, 2023; Daud & Khairunnisa, 2021).

This section provides an analytical interpretation of the research findings by relating them to relevant theories and previous studies. The results demonstrate that the marketing communication strategy implemented by Cafe Tutur Rasa reflects an integrated application of the Mega Marketing Mix framework within an inclusive business context. Each element of the marketing mix does not operate independently, but collectively supports both commercial objectives and social inclusion goals (Eagle et al., 2014; Putra, 2024).

The product strategy confirms that inclusive businesses must prioritize functional value alongside symbolic value. The exclusive involvement of deaf baristas in the production process strengthens authenticity and reinforces brand credibility. This finding aligns with previous studies on inclusive cafes such as Kopi Tuli and Sunyi Cafe, which emphasize that product quality remains a key determinant of consumer acceptance. However, Cafe Tutur Rasa differs in its depth of inclusion, as inclusivity is embedded directly into daily operations rather than positioned merely as a branding narrative (Susilo et al., 2019).

The pricing strategy supports perceived value theory, which suggests that consumers evaluate price in relation to the benefits they receive. Affordable pricing at Cafe Tutur Rasa reduces barriers to trial while maintaining a professional brand image. This approach positions inclusivity as an accessible everyday experience rather than an exclusive or premium offering. Compared to other inclusive cafes, this strategy allows Cafe Tutur Rasa to reach a broader consumer segment and increase public exposure to disability inclusion.

The place strategy highlights the role of physical environment as a medium of communication. Strategic locations within hotel environments provide accessibility, comfort, and institutional credibility. Inclusive physical elements such as BISINDO guide sheets function as tangible communication tools that facilitate interaction and enhance customer experience. This finding reinforces the importance of spatial design in inclusive service marketing.

Promotional activities implemented by Cafe Tutur Rasa reflect the principles of Integrated Marketing Communication through consistent messaging across digital and institutional channels.

The integration of influencer collaborations and hotel-based promotions enhances message reach and credibility. Compared to Kopi Tuli, which relied heavily on digital promotion, Cafe Tutur Rasa benefits from stronger institutional integration that supports sustainability and visibility.

The power element emerges as a distinguishing factor in this study. Institutional support from Midtown Hotels Indonesia provides reputational capital, operational stability, and access to a stable customer base. At the same time, the involvement of deaf baristas generates emotional power that strengthens customer engagement and brand differentiation. This dual source of power differentiates Cafe Tutur Rasa from independent inclusive cafes such as Sunyi Cafe, which often face limitations related to resources and scalability.

In conclusion, the findings indicate that the Mega Marketing Mix framework is effective in guiding marketing communication strategies for inclusive cafes. The integration of commercial performance and social values allows Cafe Tutur Rasa to achieve brand differentiation while promoting social inclusion. These results contribute theoretically by extending the application of the Mega Marketing Mix to disability-inclusive business contexts and practically by providing a strategic reference for other inclusive cafes seeking to implement sustainable and credible marketing communication strategies.

4. Conclusion

Based on the research findings and analytical discussion, this study concludes that Cafe Tutur Rasa has successfully integrated its marketing communication strategy with its social mission through the systematic implementation of the Mega Marketing Mix framework, encompassing product, price, place, promotion, power, and public relations. This integration is reflected not only in the commercial dimensions of the cafe, such as consistent product quality ensured by beverages prepared entirely by deaf baristas, affordable pricing within Surabaya's central area, and a strategic, comfortable location, but also in the construction of inclusivity as a core brand value. Institutional support from Midtown Hotels Indonesia strengthens organizational credibility and consumer trust, while promotional and public relations activities function as strategic communication instruments that simultaneously build a professional brand image and educate the public about inclusive interaction practices. Overall, the findings demonstrate that disability-inclusive business models can operate in parallel with high service standards and long-term operational sustainability.

Furthermore, the involvement of deaf baristas in daily operations is not positioned as a symbolic marketing appeal, but as a substantive form of empowerment that generates meaningful social experiences for customers. Direct interactions between customers and deaf baristas challenge prevailing social stigmas surrounding disability and work capability, while affirming the professionalism and competence of individuals with hearing impairments within the service industry. Theoretically, this study extends the application of the Mega Marketing Mix framework to the context of disability-inclusive cafés, a domain that remains underexplored in marketing communication scholarship. Practically, the findings provide valuable insights for hospitality and culinary industry practitioners seeking to implement inclusive marketing communication strategies without compromising service quality. Future research is recommended to examine symbolic interactions and nonverbal communication between deaf baristas and customers in greater depth, particularly in relation to perception formation, emotional engagement, and long-term brand loyalty, thereby further enriching scholarly discourse on inclusive marketing communication and equitable employment practices.

Acknowledgment

The author gratefully acknowledges Midtown Hotels Indonesia for granting permission to conduct this research and expresses sincere appreciation to Theo, the Public Relations representative of Cafe Tutur Rasa, as well as other informants who participated in this study, for their valuable information and cooperation during the data collection process. This research was conducted independently by the author, received no external funding, and the author declares no conflict of interest.

References

Amalia, Y. R. (2020). *BAB 1 Kajian Teori Strategi Pemasaran*. July, 1–23.

Antaufhan, V. J., & Isnaini, S. (2023). Digital Marketing Strategy Public Relations Miracle Aesthetic Clinic Surabaya Via Instagram @miracle_surabaya. In *Jurnal Media dan Komunikasi* (Vol. 3, Issue 2, pp. 136–151). Universitas Airlangga. <https://doi.org/10.20473/medkom.v3i2.42171>

Bers, M. U. (2012). Designing Digital Experiences for Positive Youth Development: From Playpen to Playground. In *Designing Digital Experiences for Positive Youth Development: From Playpen to Playground*. <https://doi.org/10.1093/acprof:oso/9780199757022.001.0001>

Brummans, B., Cooren, F., Robichaud, D., & Taylor, J. (2014). Approaches to the Communicative Constitution of Organizations. In *The SAGE Handbook of Organizational Communication* (Issue November).

Budianto, A., & Nugrahini, K. N. (2015). *Manajemen Pemasaran*. 11–57.

Daud, R. F., & Khairunnisa, K. (2021). Peran Marketing Public Relations (MPR) Dalam Membangun Brand Image Warunk Upnormal Di bandung. *Komunikasiana: Journal of Communication Studies*. <http://ejurnal.uin-suska.ac.id/index.php/komunikasiana/article/view/11331>

Daymon, C., & Holloway, I. (2010). Qualitative research methods in public relations and marketing communications: Second edition. In *Qualitative Research Methods in Public Relations and Marketing Communications: Second Edition* (Vol. 9780203846544). <https://doi.org/10.4324/9780203846544>

Dimas, R., Valeria, E. Gula., & Sofiana, J. (2023). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen. *Lokawati: Jurnal Penelitian Manajemen Dan Inovasi Riset*, 1(4), 68–81. <https://doi.org/10.61132/lokawati.v1i4.137>

Eagle, L., Dahl, S., Czarnecka, B., & Lloyd, J. (2014). Marketing Communications. In *Marketing Communications*. <https://doi.org/10.1017/9781315848860>

Erissa, D., & Widinarsih, D. (2022). Akses Penyandang Disabilitas Terhadap Pekerjaan: Kajian Literatur. *Jurnal Pembangunan Manusia*, 3(1). <https://doi.org/10.7454/jpm.v3i1.1027>

Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *HUMANIKA*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>

Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum*, 119. <https://doi.org/10.1016/j.geoforum.2020.12.024>

Filimonau, V. (2019). An exploratory study of managerial approaches to food waste mitigation in coffee shops. *International Journal of Hospitality Management*, 76, 48–57. <https://doi.org/10.1016/j.ijhm.2018.04.010>

Ge, Z., Chen, D., Zhang, J., Rao, J., Yin, J., Wang, D., Wan, X., Shi, W., & Liu, S. (2007). Facile synthesis of dumbbell-shaped dendritic-linear-dendritic triblock copolymer via reversible addition-fragmentation chain transfer polymerization. *Journal of Polymer Science, Part A: Polymer Chemistry*, 45(8), 1432–1445. <https://doi.org/10.1002/pola.21914>

Gladka, O., & Fedorova, V. (2019). Defining personnel marketing strategies. *Business: Theory and*

Practice, 20. <https://doi.org/10.3846/btp.2019.14>

Hanyfah, S., Fernandes, G. R., & Budiarto, I. (2022). Penerapan Metode Kualitatif Deskriptif Untuk Aplikasi Pengolahan Data Pelanggan Pada Car Wash. *Semnas Ristek (Seminar Nasional Riset Dan Inovasi Teknologi)*, 6(1), 339–344. <https://doi.org/10.30998/semnasristek.v6i1.5697>

Helmold, M. (2022). *Marketing Mix* (pp. 95–103). https://doi.org/10.1007/978-3-031-10097-0_9

J. Craig, A., & Shimp, T. A. (2018). Advertising, Promotion, and other aspects of Integrated Communications Marketing. In *Cengage Lerning*.

Jailani, M. S. (2023). *Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif*. 1, 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>

Katrin, K., & Vanel, Z. (2020). Strategi Pemasaran Komunikasi Digital Marketing Platform (Cashbac) Untuk Meningkatkan Daya Beli Konsumen. *SOURCE: Jurnal Ilmu Komunikasi*, 6(1), 14. <https://doi.org/10.35308/source.v6i1.1753>

Kostygina, G., Feng, M., Czaplicki, L., Tran, H., Tulsiani, S., Perks, S. N., Emery, S., & Schillo, B. (2021). Exploring the Discursive Function of Hashtags: A Semantic Network Analysis of JUUL-Related Instagram Messages. *Social Media + Society*, 7(4). <https://doi.org/10.1177/20563051211055442>

Kujur, F., & Singh, S. (2020). Visual communication and Consumer-Brand relationship on Social Networking Sites - Uses & Gratifications Theory Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1). <https://doi.org/10.4067/S0718-18762020000100104>

Kusuma, R. W. (2015). Pengaruh Kualitas Produk, Harga, Fasilitas Dan Emosional Terhadap Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, 4(12), 1–17. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3143>

Marušić, T. (2019). Importance Of Marketing Mix In Successful Positioning Of Products And Services On The Market. *Ekonomika Misao i Praksa*, 1.

Maydi, P., & Anhar, A. (2019). Responsif Disabilitas: Prioritas Kebijakan Dalam Sebuah Manajemen Di Indonesia. *The 2 nd ICODIE Proceedings*. <https://conference.uin-suka.ac.id/index.php/icodie/article/view/20/18>

Novita, J., & Winduwati, S. (2021). Marketing Communication Strategy of Sunyi House of Coffee and Hope in Branding Image as a Difabel Friendly Cafe. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 716–721. <https://doi.org/10.2991/assehr.k.210805.113>

Pitri, T. (2023). The Effect of Marketing Strategy on Purchasing Decisions. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 1(2), 87–98.

Prathisara, G. P., & Masduki, A. M. (2023). Marketing strategy in “Bakpiapia Djogja” food product packaging design. *COMMICAST*, 4(1), 48–63. <https://doi.org/10.12928/commicast.v4i1.6823>

Putra, Y. P. (2024). Marketing communication strategy on Instagram social media @ninetynine.indo in Increase Brand Awareness. *LONTAR: Jurnal Ilmu Komunikasi*, 12(2). <https://doi.org/10.30656/lontar.v12.i2.9611>

Rachmawati, M. A., & Afifi, S. (2022). The integrated marketing communication in digital environment: a case study of local radio in Yogyakarta. *The Indonesian Journal of Communication Studies*, 14(2). <https://doi.org/10.31315/ijcs.v14i2.5470>

Rahardja, U. (2022). Social Media Analysis as a Marketing Strategy in Online Marketing Business. *Startupreneur Business Digital (SABDA Journal)*, 1(2). <https://doi.org/10.34306/sabda.v1i2.120>

Rani, A., Chaudhary, N., & Gusai, O. P. (2023). Impact of Social Media Influencers' Credibility and Similarity on Instagram Consumers' Purchase Intention. *Review of Professional Management*,

October. <https://doi.org/10.1177/09728686231185973>

Rosyida, A., Heryani, T., Fuadi, I., & Dinia, H. (2020). Strategy Segmenting, Targeting, dan Positioning: Study on PT Sidomuncul. *Journal of Islamic Economic Scholar*, 1(2). <https://doi.org/10.14421/jies.2020.1.1.51-75>

Saidah, D. (2017). *Pemberdayaan Masyarakat Disabilitas Melalui Keterampilan Handicraft: Tuna Rungu Wicara di Yayasan Rumah Regis Tanjung Barat Jakarta Selatan*. 148.

Segumpalan, R. G., & Abu Zahari, J. S. (2022). Mixed Methods Perspectives on Communication and Social Media Research. In *Mixed Methods Perspectives on Communication and Social Media Research*. <https://doi.org/10.4324/9781003265887>

Skawanti, J. R. (2021). Effect of Instagram Social Media With Guest Purchase Decisions At Ibis Style Hotel Bogor Raya. *Jurnal Hospitality Dan Pariwisata*, 7(2). <https://doi.org/10.30813/jhp.v7i2.3012>

Somantri, G. R. (2005). Memahami Metode Kualitatif. *Makara Human Behavior Studies in Asia*, 9(2), 57. <https://doi.org/10.7454/mssh.v9i2.122>

Susilo, D., Prabowo, T. L., & Putranto, T. D. (2019). Communicating secure based feeling: Content analysis on indonesian police official account. *International Journal of Engineering and Advanced Technology*, 8(6). <https://doi.org/10.35940/ijeat.F8377.088619>

Todorova, G. (2015). Marketing communication mix. *Trakia Journal of Science*. <https://doi.org/10.15547/tjs.2015.s.01.063>

Turjaman, R. M., & Indonesia, U. (2022). *Analisis Sentimen Berbasis Aspek Marketing Mix Terhadap Ulasan Aplikasi Dompet Digital (Studi Kasus: Aplikasi Linkaja Pada Twitter)*. *Jurnal Darma Agung*, 30(2), 266–275. <https://doi.org/10.46930/ojsuda.v30i2.1672>