

Analyse and Design the Digital Marketing System of Junno Cafe

M N Lantang¹, H Soegoto²

Magister Sistem Informasi, Universitas Komputer Indonesia

marshella.75118016@mahasiswa.unikom.ac.id

Abstract. The purpose of this study is to analyze and design digital marketing system that can be used to increase revenue of the Junno cafe. At this moment the cafe product marketing system is still operate manually or only selling the product based on existing business places, therefore the café is less profitable. In order to increase the cafe revenue the writer propose the digital marketing system to be applied at the Junno café. Writer using TOGAF (The Open Group Architecture Framework) as one of the best practices for making enterprise architecture that includes design, planning, implementation and information technology business governance that can be adapted to the needs or problems for Junno café. This enterprise architecture design for the digital marketing culinary business at the Junno cafe that proposes the use of existing technology. Social Media Marketing is an effort to create promotional content on various social media platforms such as Facebook, Instagram, WhatsApp, and marketplace. Social Media is a very effective medium to increase sales conversions. Marketing products and services offered to consumers using social media is a major part of any digital marketing initiative that can be created. With the support of the right IT system, it is expected to increase the number of product sales, operational efficiency and ultimately increase profits for Junno cafe.

Keywords: digital marketing, togaf, Junno cafe

1. INTRODUCTION

In the digital era like today, rapid technological advances make people able to obtain various information and shop online. Technological developments have changed the way of interaction in marketing communications from face-to-face (conventional) to face-to-face (internet marketing). This has led to an increase in internet users and social media users in Indonesia which has an impact on increasing interest in shopping online. The internet in today's digital era can be said to be so practical, easy and efficient. In a product marketing either through online or conventional marketing, it is necessary to have a marketing communication strategy. Information Technology is important in this era especially to the business sector to optimize information processing in product and services producing [1]. IT lowering the cost of business [2]. System and information quality have positive influence on IT usage [3].

Along with advances in technology, trends in the business world are also increasingly varied. Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Digital marketing is currently widely used by social media in introducing products or services in the modern world, one of which is by utilizing the media as a

promotional tool. Various small to large business activities take advantage of this to run a business. With an online store, sellers and buyers can make transactions without having to meet face to face. This makes transactions fast and easy, anytime and easier. Today business must consider customer shifting behavior from brick and wall store to online platform [4]. SMEs are the most important pillars in the Indonesian economy. The number of MSMEs in Indonesia is 64.19 million, where the composition of Micro and Small Enterprises is very dominant, namely 64.13 million or around 99.92% of the entire business sector. The COVID-19 pandemic has had a negative impact on MSMEs. Most MSMEs have felt the negative impact of this pandemic and only a small proportion have experienced positive growth. The Covid-19 pandemic has changed Consumer Behavior and the Business Competition Map, which business actors need to anticipate due to activity restrictions. Consumers do more activities at home by utilizing digital technology. Companies that are successful in the pandemic era are companies that can adapt by utilizing digital technology. That way, business actors including MSMEs need to innovate in producing goods and in marketing the goods they sell. IT has an impact on management and other functional aspect to the small and medium enterprise [5]. Information technology has positive impact in operation of small and medium enterprise [6]. IT will improve company market information and relationship with customers and supplier [7]. The limited budget problem that usually occurs in SMEs makes this business very careful in choosing the marketing strategy used. Because the amount of the budget requires spending it wisely, according to needs, but must get maximum results. Social Media Marketing is one of the most flexible and effective strategies used for SMEs. Social media improve small medium enterprise business outcome [8]. Social Media Marketing itself is an effort to create promotional content on various social media platforms such as Facebook, Instagram, WhatsApp and the marketplace. Social Media is considered to be a very effective medium to increase sales conversions. In fact, regardless of the products and services offered to consumers, social media is a major part of any digital marketing initiative that can be created. Management should implement social media in business [9]. Social media is useful for marketing activities and improve small and medium enterprise customer service and relationship [10].

Cafe Junno is a small business located in the tourist area of Minahasa fort moraya. The Covid-19 pandemic has changed consumer behavior and the business competition map, which business actors need to anticipate due to activity restrictions. Consumers do more activities at home by utilizing digital technology. Social media marketing is one of the most flexible and effective strategies used for MSMEs. Social Media Marketing is an effort to create promotional content on various social media platforms such as Facebook, Instagram, WhatsApp and the marketplace. Based on the above consideration the writer decide to analyze and design the digital marketing system of Junno café to increase the number of product selling and efficiency in operational aspect.

2. METHOD

This study using TOGAF (The Open Group Architecture Framework) as one of the best practices for making enterprise architecture. TOGAF focuses on architecture transformation method in business, organization and information [11]. Architecture Development Method (ADM) is a generic method that contains a set of activities that provide a specific picture in modelling the process of developing an enterprise architecture that includes design, planning, implementation and information technology business governance that can be adapted to the needs or problems.

3. RESULTS AND DISCUSSION

This research is limited to the fifth stage of TOGAF ADM. The research was conducted on the digital marketing system of Junno cafe using the TOGAF architectural stages with the *Architecture Development Method* (ADM) model. The following are the results of the stage that have been carried out:

4. Phase Preliminary

The first phase is the preparatory phase, which in this phase includes preparatory activities to compile architectural capabilities including customization of the TOGAF and defining architectural principles by designing architectures using the TOGAF and the Architecture Development Method (ADM) model to succeed in the business development process. Table 1. Principles Catalog is a catalog of Junno cafe.

Table 1. Pinciple Catalogs

Architectural Principle	Principle Catalogs
Business Architecture	Business Continuity Legal Compliance Service Quality
Data Architecture	Asset Data Data Sharing Data can be accessed Data can be trusted
Application Architecture	Integration Easy to use User friendly
Technology Architecture	Operation can be used in various platforms

4.1. Phase Architecture Vision

Phase two includes the development of the architecture of the business to support the vision of architecture that has been agreed upon in advance. In this phase, all of which involved shall be subject to the vision that has been agreed upon along both sides outside and the inside design of this.

Value chain diagram is a method for analyzing activities in the company. The value chain is based on an analysis of the organizational structure of the Junno cafe.

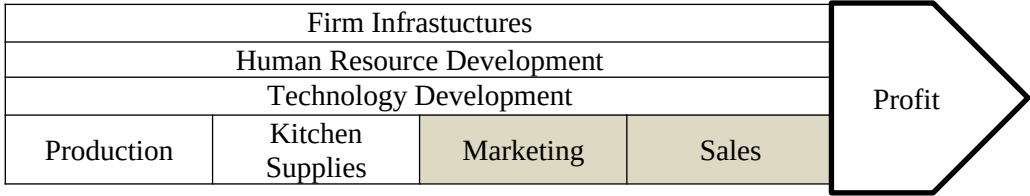


Figure 1. Value Chain Diagram Junno Cafe

4.2. Phase Architecture Business

In phase architecture business includes the development of the architecture of the business to support the vision of architecture that has been agreed upon in accordance with the businesses that already exist with which to be designed to be aligned with the business that is there. Social restrictions make Junno cafe have to think about the sustainability of its business. Existing businesses that are still manual make a lack of visitors and make less income. Social media is one way that can be used to market products digitally.

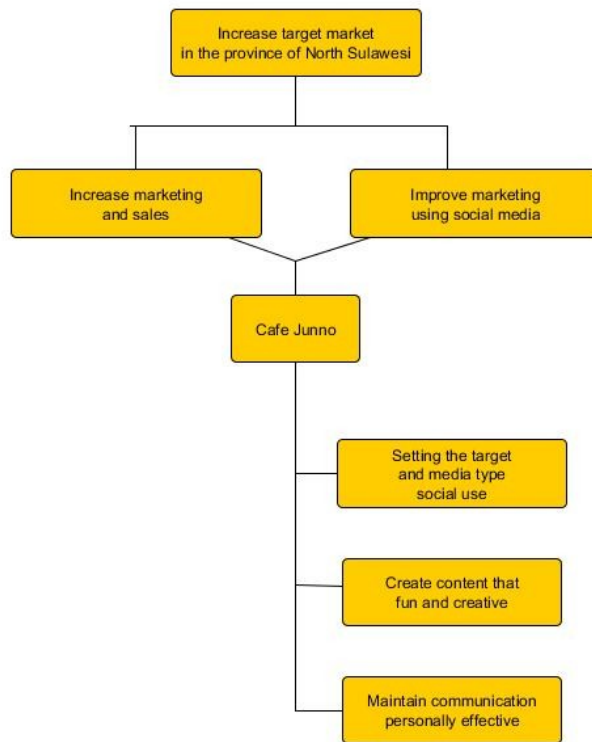


Figure 2.. Business footprint diagram Junno Cafe

4.3. Architecture Data

In the data architecture, it takes data centrally related to information on food and beverages being marketed and there is no data redundancy so that the data is already available so that it can easily access data that is real time data and can be updated in a fast time.

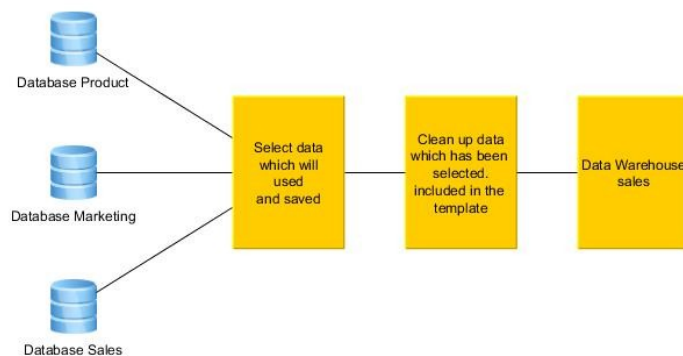


Figure 3. Architecture Data Junno Cafe

4.4. Architecture Application

The application architecture aims to define the main types and sources of data needed to support the business. In the architectural application, there are several menu components that interact with each other to make it easier for customers to search and find the food and beverage menu to be purchased.

Social Media Marketing is an effort to create promotional content on various social media platforms such as Facebook, Instagram, WhatsApp and the marketplace. Social Media is considered to be a very effective medium to increase sales conversions.

4.5. Architecture Technology

The technology architecture phase is the phase to build the desired technology architecture. Phase This includes the device software and hardware. The following phase of the architecture of the technology which can be seen in Table 2.

Table 2. Technology Architecture

Software	Hardware
Facebook	Smartphone
Instagram	4GB RAM
WhatsApp	128GB microSD
Marketplace	

Based on Table 2, it can be seen architecture technology device software and hardware hard to support the design of enterprise architecture that can be adapted to the needs or problems for Junno café.

Togaf application at Junno café can be implemented according to the café owner expectation to increase the number of product selling. User need a good understanding the Togaf framework before adapting to small medium enterprise [12]. Aligning information technology and business will maximize small enterprise benefit [13].

5. CONCLUSION

The designing enterprise architectural for digital marketing of the culinary business at Junno cafe proposes use of existing technologies such as Facebook, Instagram, WhatsApp, and the marketplace. With the support of appropriate IT systems, it is hoped that it will increase the number of product selling, efficiency in the operational side and finally increase profits for Junno cafe.

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