

Work Coffee Indonesia Marketing Communication Strategy Through a Zero Percent Plastic Campaign In Increase Brand Figure

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Abstract. The research purpose is to find out the communication strategy used by Work Coffee Indonesia in improving its brand Figure as the coffee shop business is growing rapidly and competing fiercely. The research is conducted with a qualitative approach, descriptive method. The data collection technique is through literature study and field study, observation, interviews, and documentation, while the research informants are obtained through purposive sampling technique. The research results indicate that Work Coffee Indonesia is running a Zero Percent Plastic Campaign by carrying out several activities called Waste Management, namely Positive Green Energy and Against Single-Use Plastic by sorting waste with the goal that Work Coffee Indonesia is to become a friendly environment coffee shop. Furthermore, to show good examples for customers and other coffee shops' awareness in environmental care programs. The messages conveyed are information and persuasion messages both verbally and non-verbally, namely a series of messages that can change new habits in consumers, while the zero percent plastic campaign through the social media of Instagram and the Website. Conclusion The research shows that the communication strategy implemented to increase the brand Figure has achieved the goals conceptualized by Works Coffee Indonesia Bandung, although for promotional achievements it still needs development in the use of information media. Research Suggestions is that Work Coffee should hold events or seminars more often to educate about programs or campaigns held by them for their very positive program. In addition, social media development such as TikTok and YouTube to share videos with creative content to reach a wider audience is needed.

Keywords: Communication Strategy, Brand Figure, Campaign

1. Introduction

Communication strategy is very important to be done by the company to execute its plans that accordance with the aims successfully achieved. A communication strategy is planning in delivering messages through a combination of various communication elements such as frequency, formality, content, and communication channels so that the message can be accepted, understood, and possible to change attitudes or behavior under the purpose of communicating. According to Onong Uchjana, (2011), communication strategy is planning that is effective in delivering messages for easy to understand and can be accepted by the communicant according to the content delivered by the communicator, thereby changing a person's attitude or behavior [1]. Meanwhile, according to Kulvisaechana, (2001),

communication strategy is the use of a communication phases combination which include the frequency of communication, communication formalities, communication content, and communication channels. Communication strategy is an amalgamation and planning of communication and communication management to achieve a goal. To achieve this goal, the communication strategy is necessary to show that its tactical operations must be done which means that the approach can be different at any time, depending on the situation and conditions [2]. Communication strategies are closely related to the goals to be achieved with the consequences (problems) that must be calculated and planned how to achieve the consequences under the results expected or called the goals to be achieved. Based on the two opinions above, the researcher understands that communication strategy is "a plan that is conveyed through messages with various media that possible to change attitudes and behavior under the planned goals to be successful". The communication strategy studied is the communication strategy done by the marketing department of Work Coffee Indonesia Bandung. According to the marketing leader, without a communication strategy, it can be ensured that the planned goals are hard to achieve effectively and efficiently for achieving the goals involves several people. Thus, the plan needs to be communicated so the goals achieved are related to the set plan.

Marketing communication can be done either directly or indirectly. In conducting marketing communications, the context discussed must be clear and easily understood by consumers, so that what is conveyed can be embedded in consumers' heads. Items in marketing communications may include experiences, processes, activities that trigger value in use for customers, and may consist of multiple simultaneous senders. On the other hand, the sender does not have to be involved at all, and part of the perception can be sourced in the past, present or future, and the process is built on customer logic. Careful marketing communications can add value to all involved [3] Nanda in his research said that:

Strategy is a way or decision taken by the company with the aim of directing a business to achieve the goals the company wants to achieve. The strategy must be well structured and must be in accordance with the efforts of how to achieve the stated goals. According to Marus in Umar (2001), strategy is defined as a process of determining the plans of company leaders that focuses on the long- term goals of the organization. Strategy can also be used as an action that is incremental (always increasing) and continuous and is carried out by assessing what customers need in the future. For companies that have a large scale, of course, it requires a comprehensive strategy that is appropriate and useful in order to compete with its competitors (Nanda, 2018) [4]. Rogers, (1987) defines a campaign as "a series of planned communication actions to create a certain effect on a large number of audiences that is done continuously over a certain time" [5]. This is a function of the marketing communication where sellers pay attention to a good strategy to market its products so that there will be good feedbacks from customers. Therefore, building trust through the introduction of the product in details and providing contact person are important so that customers are more confident and can communicate directly to obtain more precise information [6].

Corporate Figure is very important for every company because it is the overall impression that is formed in people's minds about the company. Figure is also the most prominent consumer impression of the company for the overall impression about the characteristics of a company that going to shape the company's Figure in the public mind.

For this reason, companies need to communicate clearly about the company's expected goals to direct the community to have a positive Figure of the company. Moreover, the Figure is the assessment result of the company. Thus, that Figure can be evaluated and considered by consumers in making purchasing decisions.

According to Kirch and Keller (2009), corporate Figure is the public perception of the company related to the business name, architecture, variety of products, traditions, ideologies, and impressions of quality that are communicated by every employee who interacts with the organization's clients. [7]

Brand Figure is what consumers perceive about a brand. For this reason, building a brand Figure, especially a positive Figure, is important. It is because without a strong and positive Figure, it is going to be very difficult for companies to attract new customers and retain existing ones, and at the same time ask them to pay a high price, said Nugroho in his research [8].

The success of a company to build a brand Figure depends on its qualities shown to consumers such as convenience, and the status that the company has given to consumers. A strong brand Figure enables the company to gain direct trust from consumers. Brand Figure is built based on the impressions, thoughts, or experiences owned by a person towards a brand which in turn are going to form an attitude towards the brand in question. This Brand Figure is part of a marketing communication study.

Communication is needed in business to establish good relationships between companies and consumers. Good communication is going to result in good quality marketing activities as well. In intense business competition, various efforts to build the Figure of the Coffee Shop are important things to do. A strategy is needed to achieve excellence, namely by building an Figure or company Figure to maintain market competition [9].

Every company is always try as much as possible to maintain the superiority of the brand Figure of their products. This is important for companies to realize that consumers often assume the brand Figure of the company's product quality itself.

Komunikasi Marketing communication is a tool by companies to inform, persuade, and remind consumers directly or indirectly about the products, and brands being sold. In essence, marketing communication represents the voice of the company and its brand and is a tool by companies that can create dialogue and build relationships with consumers [10].

Based on the description above, this research, apart from being part of marketing communication, is also part of environmental communication, which is to urge people to care about the environment by reducing plastic waste.

Environmental communication is an effort to increase the role of communication science in preserving the environment, which aims to make the public aware of protecting the environment through various communication channels. Effective communication is needed so that the message in the environmental awareness campaign can reach the audience. Another purpose of environmental communication is to communicate various forms of environmental damage and how to save them.

According to Sarmiati, (2013) in general, environmental communication is the use of communication processes and media products in a planned and strategic manner to support the effectiveness of policy-making, pushing towards the sustainability of environmental functions [11], While Angga, (2017) stated that the main activity of environmental communication is campaigning and increasing public awareness of environmental care. The purpose of environmental communication itself is to invite, teach or encourage the community to participate in overcoming problems in the environment [12].

A brand Campaign or brand campaign created by Work Coffee, namely the 0% Plastic Campaign is one of the marketing strategies used by Work Coffee to promote its products which can enhance the Figure of excellence of Work Coffee. Based on the background, the researchers raised 4 focus soups to answer four (4) research questions to describe and answer the research problem formulation, namely as follows: How are the activities, what are the goals, how are the messages, and how are the media prepared by Work Coffee Indonesia Bandung through the campaigns of 0% Plastic in increasing Brand Figure among consumers.

2. Method

This research uses a qualitative approach with a qualitative descriptive method. The qualitative approach is considered to be more relevant and suitable for this research because it aims to explore and understand what is hidden behind the Communication Strategy of the Marketing Division of Work Coffee Indonesia in Bandung. Sugiono, (2009) stated in his book *Metode Kualitatif*:

"Qualitative research is research that is usually used to examine the condition of natural objects, (as opposed to an experiment) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive, and qualitative research results emphasize meaning than generalizations" [10].

While the research method used in this research is descriptive qualitative. The qualitative descriptive analysis method according to Ardianto is a research method done to describe processes or events that

currently affect the field that is used as the object of research. The data or information then is analyzed to obtain a solution to a problem.

“Qualitative Descriptive Research is a form of research aimed to describe existing phenomena, both natural phenomena and man-made phenomena. Phenomena can be found in the form of shapes, activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another [11].

5 research informants owned a lot of information (data) about the object being studied that are going to be questioned for information about the object of this research. The selection of informants in this research used a purposive sampling technique, as stated by Sugiyono in the book *Memahami Penelitian Kualitatif*, namely: “Purposive sampling is a technique of collecting data sources with certain considerations. This particular consideration, for example, the person who is considered to know best about what we expect, is going to make it easier for researchers to explore the object/social situation under study” [12]. Informants of this research are some of the Work Coffee Indonesia Bandung staff who know how the communication strategy is used by Work Coffee Indonesia. Meanwhile, to strengthen the research, the researcher has 2 key informants.

The data collection technique used in this research is by conducting library studies in the form of book references, scientific works, and online data searches. While field studies are conducted by tools of interviews and non-participant observations. The data test validity that researchers use, namely peer discussion and Member check. The data obtained is then analyzed using data collection techniques, data reduction, data presentation, and data classification.

3. Results and Discussion

3.1. *Activities are done by Work Coffee Indonesia Bandung through the 0% Plastic campaign in increasing the Brand Figure among consumers*

Activities are a series of activities or plans that are prepared and done to achieve goals. Work Coffee Indonesia organizes several activities to implement this 0% plastic program to protect the environment.

By Work Coffee Indonesia's vision and mission to become a green coffee shop, the activities carried out by Work Coffee Indonesia are as follows:

1. Positive Green Energy

From nature, back to nature. Operational waste generated somehow is reprocessed into something useful and has an economic value. Processed products such as compost, liquid fertilizer, and coffee fertilizer come from the waste produced by Work Coffee. To realize this program, we involve several partners who focus on the environment and waste management such as Greeners and the Bandung City Environmental Cleanliness Service (DLHK) (See Figure 2 and 3).



Figure 2. Collected cigarette butts

Source: Research,2021



Figure 3. Chairs are made of concrete fiber using cigarette butts

Source: Research,2021

2. Against Single Use Plastic

Work Coffee Indonesia is against all forms of single-use plastic. Plastic waste that takes hundreds of years to decompose is a new threat to the survival of living things on earth. Work Coffee Indonesia uses equipment related to daily operations that are environmentally friendly and 'compostable'. Work Coffee Indonesia also does not use plastic straws and does not open a 'to-go' ordering line to produce less waste. In addition, Work Coffee Indonesia also sorts its operational waste. The sorting of organic waste by Work Coffee Indonesia is reprocessed, and for the specifically non-organic waste and the residue is sent to the Waste Bank for reprocessing (See Figure 4 and 5).



Figure 4. Making coffee using glass and ceramic cups

Source: Research,2021



Figure 5. Serving coffee and food using ceramic cups and wooden placemats

Source: Research,2021

3.2. The goals set by Work Coffee Indonesia Bandung through the 0% Plastic campaign in improving the Brand Figure among consumers

Peterson and Burnett in Onong Uchjana Effendy said that goal setting is to ensure that the communicant understands the message received, the communicant is fostered in activities, and the communicant is given motivation in doing the activities [13].

The most basic goal is that Work Coffee Indonesia wants to be an environmentally friendly coffee shop, set an example for customers who come to Work Coffee, and set an example for other coffee shops to implement this environmental care program. With the stated goals, of course, Work Coffee Indonesia hopes that this program can produce results for better changes, such as bringing the habit of protecting the environment everywhere.

3.3. The message delivered by Work Coffee Indonesia Bandung through the 0% Plastic campaign in improving the Brand Figure among its consumers

Verbal Communication Messages are communications delivered by communicators to communicants by using symbols or words both verbally and non-verbally. Verbal communication is a human characteristic, with the composition of human words that can convey the intended meaning. Words can make individuals convey ideas comprehensively and precisely.

Nonverbal Communication Messages according to Cangara (2014) nonverbal messages are used. The nonverbal term is usually used to describe all communication events beyond spoken and written words. Theoretically, nonverbal communication and verbal communication can be separated. But in reality, these two types of communication have intertwined and complement each other in daily communication [14].

The form of verbal messages delivered by Work Coffee Indonesia is conveyed through writing in the space of the Work Coffee environment such as on walls, and also signs. Meanwhile, the form of non-verbal messages is through actions such as managing waste that is used as fertilizer.

3.4. The media used by Work Coffee Indonesia Bandung through the 0% Plastic campaign in increasing the Brand Figure among consumers

"The selection of communication media to achieve communication goals can be chosen by direct media or indirect media, depending on the objectives conveyed, and the techniques delivered" [15].

The media used by Work Coffee are digital media and visual media. Digital media such as Instagram, and Work Coffee Indonesia has many followers, namely 10.5 thousand followers. On Instagram Work Coffee shares posts in the form of photos and videos, and they also use features available on Instagram such as Reels and IGTV which contain programs or campaigns about Work Coffee Indonesia. There is also a work Coffee Indonesia website with the internet address <http://workcoffee.id/>.

Media is one of the important aspects of an activity that provides information to the participants. The media role is also very influential in shaping the message conveyed to activity participants, as said by Hafied Cangara in his book entitled *Perencanaan dan Strategi Komunikasi*, that:

"Before choosing the right channel, it is a must to know the field information that has been mapped, whether the target audience on average knows and owns the media used in the activity" [16].

The types of media, in general, can be divided into three, namely as follows: Visual media that can be seen, read and touched. This medium relies on the senses of sight and touch; Audio media that can be heard only, using the sense of the ear as a channel; Audio Visual media that can be heard and seen simultaneously. This medium moves the senses of hearing and sight simultaneously [17].

Down below is a research model that is formulated based on the research results already described previously.

4. Discussion

1. Communication Strategy

Good communication going to have a result in the achievement of good goals as well. It becomes the basis of a good Communication Strategy. In general, strategy is a process done by leaders in planning, which focuses on long-term organizational goals, accompanied by the preparation of ways or efforts that can be made to achieve goals. In addition, strategy is also an effort that must be done and has an increasing character based on the point of view of what the company hopes for the future.

In a book entitled *Perencanaan dan Strategi Komunikasi*, Cangara revealed that: The word strategy comes from the classical Greek language, namely "Stratos" which means soldiers, and the word "Agein" which means to lead. Thus the intended strategy is to lead the army. Then came the word Strategos which means army leader at the top level. So, strategy is a military concept that can be interpreted as the art of war in generals (The Art of General) or the best design to win the war" [18].

In addition, according to Onong Uchjana Effendy, strategy is planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction, but must be able to show how the operational tactics are. Similarly, the communication strategy is a combination of communication planning with communication management to achieve the goals that have been set. This communication strategy is necessary to show how its operations are done practically, in the sense that the approach can be different at any time depending on the situation and conditions" [19].

2. Marketing Communication

According to Priansa (2017), Marketing communication is a field of science that combines communication science with marketing science, giving rise to a new study called marketing communication. Marketing communication is an activity with communication techniques that aim to provide information on the company's target market [19].

From the explanation according to experts regarding marketing communication, it can be concluded that marketing communication is a process of sending and receiving messages about a product with communication procedures and techniques to generate profits between producers and consumers. Marketing communication becomes a very important tool in promotional activities. Thus, it can create an understanding of the product and have an impact on consumers who are going to be more confident in consuming a product.

3. Campaign

A campaign is a series of planned communication efforts and actions to get support from a huge audience done by a person or group of people in an organized manner in a decision-making process and done continuously within a certain time. A campaign in principle is a process of individual or group communication activities done in an institutionalized manner and aims to create a certain effect or impact. Rogers & Storey in Venus (1987) defines a campaign as: "a series of planned communication actions to create a certain effect on a large number of audiences done continuously over a certain time. [19] The definition given by Rogers and Storey is the most popular and accepted among communication scientists. It is based on two reasons which is the definition explicitly states that campaigning is a form of communication action. Furthermore, the second reason is that the definition can cover the entire process and phenomenon of campaign practice that occurs in the field.

4. Brand Image

Brand image is the consumer's perception of the brand for a product which is formed by the information obtained after consumers the experience using the product. According to K. L. Keller, (2013), brand image is a consumer's response to a brand based on the good and bad value of the brand that consumers remember. Brand image is a belief that is formed in the consumers' minds about the product that has been felt [19]. Brand image can form positive perceptions and consumer confidence in products or services that are going to strengthen brand loyalty. Brand loyalty can form a good image, appropriate,

and related to consumer tastes for the products and services produces. Image is a picture that resembles the main impression, outline, or even the shadow that someone has about something so that image can be maintained. Based on this understanding, it shows that a brand is going to be strong if it is based on experience and gets a lot of information.

5. Conclusion

Based on the research result on the discussion of the Communication Strategy of the Marketing Section of Work Coffee Indonesia Bandung through the Zero Percent Plastic Program in Improving Brand Image Among Consumers, it can be concluded that: Activities carried out by Work Coffee Indonesia Bandung through the 0% Plastic campaign are reducing plastic waste. Work Coffee does not use plastic in the process of making and serving drinks or food. They use ceramic cups and plates and wooden placemats. Work Coffee also does not provide takeaway and does not exist on foodservice platforms such as Gojek or Grab. In addition to using no plastic, Work Coffee also converts waste into tree seeds. Besides, Work Coffee also collects cigarette butts from rock crevices, grass, and visitor ashtrays that are disposed of in a controlled or uncontrolled manner while in the Work Coffee environment. The cigarette butts are processed and mixed with a special concrete material into chairs used at Work Coffee. The goal set by Work Coffee Indonesia Bandung through the 0% Plastic campaign is to become a green coffee shop that attracts the millennial generation's attention with positive things from something that is currently "hype" such as bringing examples to customers to always take care of the environment with always no litter and bring good habits to customers. The message that Work Coffee Indonesia wants to deliver in the 0% Plastic program is in the form of information and education about how to protect the environment and reduce plastic waste reduction by reprocessing it or making it into something reusable. The message is conveyed in a verbal form such as in writing on the walls in the Work Coffee environment, while the non-verbal message is through actions such as sorting waste and processing it into fertilizer. The media used by Work Coffee are digital media and visual media. Digital media such as Instagram of Work Coffee Indonesia has many followers, namely 10.5 thousand followers. On Instagram Work Coffee shares posts in the form of photos and videos. They also use features available on Instagram such as Reels and IGTV which contain programs or campaigns about Work Coffee Indonesia. There is also a work Coffee Indonesia website with the internet address <http://workcoffee.id/> which contains information or company profiles.

6. Acknowledgements

After conducting the research process and analyzing the data obtained through direct observation of the field and conducting interviews at Work Coffee Indonesia Bandung, the researcher wanted to deliver some useful recommendations for the development of the company.

1. We recommend that Work Coffee Indonesia further develop through other positive programs such as the Zero Percent Plastics program activities while maintaining the ongoing ones. Be more active in inviting consumers to comply with the campaigned programs, such as not throwing cigarette butts carelessly, and throwing out the trash or used tissues. Giving instructions for consumers to tidy up utensils and food scraps. It is often seen in some dining places to tidy up their food waste which can be called a middle stack program which is arranging plates or glasses so that they are not too messy. Even if it is a small thing, it is a hope to help waiters or workers who clean up food and drink.
2. More often to hold events or seminars to educate about programs or campaigns held by Work Coffee.
3. Develop social media use, such as TikTok which is currently being used by millennials, YouTube to share videos about Work Coffee to reach other audiences, and also create creative content more often.

Me Added instructions in Work Coffee such as to bring their tumbler, and also added promos to make customers more interested

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