

The Role of Promotion in Increasing Sales of Red Coffee Cap Lesung SMEs New Hope Built at BDC Pagar Alam City

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Abstrak

Tujuan utama penelitian ini adalah untuk mengetahui bagaimana strategi promosi untuk meningkatkan penjualan kopi Cap Lesung Ukm Harapan Baru Binaan BDC Kota Pagar Alam. Untuk mencapai tujuan penelitian, peneliti melakukan observasi di UKM Harapan Baru Binaan BDC untuk mengumpulkan data yang sesuai dengan materi yang diteliti. Hasil yang diperoleh dengan menggunakan analisis deskriptif adalah sebagai berikut: 1) Pemasaran UKM Harapan Baru Binaan BDC Kota Pagar Alam menggunakan variabel bauran pemasaran dari iklan, personal selling, dan promosi penjualan hingga produk kopi merah encer cap lesung; 2) UKM Harapan Baru Binaan BDC Kota Pagar Alam melakukan promosi melalui media-media tersebut yaitu radio, Facebook, Instagram, shoppe, website, dan sponsorship (event); 3) Dari analisis pembahasan, diketahui bahwa kenaikan biaya promosi setiap bulannya menyebabkan peningkatan volume penjualan, yang menunjukkan hubungan antara biaya promosi dan volume penjualan, dimana setiap perubahan variabel promosi mempengaruhi volume penjualan; 4) Dari hasil penelitian, faktor yang paling dominan dari peran promosi untuk meningkatkan penjualan adalah iklan. Iklan yang digunakan berbasis media sosial, yaitu internet, Facebook, Instagram, dan Shoopee, yang mengalami keuntungan dari penjualan sebesar Rp. 20.000,00 pada tahun 2021, lalu mengalami peningkatan Rp. 25.000,00 (sebesar 1,15%), dan Rp. 29.500.000 (sebesar 1,18%) pada tahun 2023.

Kata Kunci: Komunikasi Promosi; Penjualan; UKM.

Abstract

The primary purpose of this study is to determine the promotion strategy to increase coffee sales at Cap Lesung Ukm Harapan Baru Binaan BDC Kota Pagar Alam. To achieve the research objectives, researchers made observations at UKM Harapan Baru Binaan BDC to collect data on the material studied. The results obtained using descriptive analysis are as follows: 1) Marketing of SMEs Harapan Baru Binaan BDC Kota Pagar Alam using marketing mix variables from advertising, personal selling, and sales promotion to diluted red coffee products cap lesung; 2) UKM Harapan Baru Binaan BDC Kota Pagar Alam promotes through these media, namely radio, Facebook, Instagram, Shoppe, website, and sponsorship (event); 3) From the discussion analysis, it is known that the increase in promotional costs every month causes an increase in sales volume, which shows the relationship between promotional costs and sales volume, where each change in promotion variables affects sales volume; 4) From the results of the study, the most dominant factor of the role of promotion to increase sales is advertising. The ads used are based on social media, namely the internet, Facebook, Instagram, and Shoopee, which experienced profits from sales of Rp. 20,000.00 in 2021, then experienced an increase of Rp. 25,000.00 (by 1.15%), and Rp. 29,500,000 (by 1.18%) in 2023.

Keyword: Promotional Communications; Sales; SME.

1. Introduction

In today's competitive business landscape, effective promotional communication plays a pivotal role in enhancing brand visibility, attracting potential customers, and ultimately increasing sales (Rehman *et al.*, 2022). This holds particularly true for small and medium-sized enterprises (SMEs) such as Red Coffee Cap Lesung in Pagar Alam City. By leveraging various promotional communication strategies, these businesses can significantly boost their market presence and drive sales growth. Promotional communication encompasses a wide array of marketing activities aimed at engaging, informing, and persuading the target audience about a product or service. For SMEs like Red Coffee Cap Lesung, these activities can include advertising, public relations, sales promotions, and direct marketing. By effectively utilizing these tools, SMEs can create brand awareness, differentiate themselves from competitors, and stimulate consumer interest in their offerings (Caciulan *et al.*, 2023; Sodoma *et al.*, 2023).

Millions of people worldwide consume coffee daily, which is usually thought to reduce lethargy and offer an energy boost, especially in the morning (Kusuma, 2016). Many people believe coffee improves concentration and relieves stress (Damayanti *et al.*, 2023). With the emergence of this belief, more and more people consider coffee a good business opportunity. Indonesian people began to try to create a new brand of coffee. Various types of coffee began to be present in Indonesia. In the past, people did not care about the promotional design of a coffee product. The community prioritized the taste and quality of the coffee. However, with the development of the times, many people began to care about the design and promotion of coffee. BB has a distinctive and delicious taste and is sold less in the market (Rahardjo, 2012).

Promotion is essential and valuable for a product to sell (Alfiyanto, 2020; Febriyanti *et al.*, 2022; Primary *et al.*, 2022). No matter how good a product's quality, form, and benefits, if no one knows about its existence, then it is impossible for the product to sell well in the market. Products that are already good with a distinctive taste but not known by the public will have difficulty succeeding in the market. Facilities and infrastructure are needed effectively so that information about the presence of a product can reach the public or consumers. Efforts to introduce the product to consumers are the beginning of promotional activities (Supriatna & Aminah, 2016).

The management of Red Coffee Cap Lesung is one of the red coffee SMEs fostered by BDC, which was established in 2016. Managing the red coffee stamp Lesung UKM Harapan Baru, assisted by BDC, is in Jl. Gunung Dempo Raya, Pagar Jaya Tourism Gate, Nendagung Village, South Pagar Alam District, Pagar Alam City, South Sumatra. This BDC-assisted New Hope UKM produces red coffee under Cap Lesung red coffee. This coffee had many variants before, but over time, red coffee began to focus coffee sales only on 3 types of coffee, namely Original Black Coffee Cap Lesung, Organic Coffee Cap Lesung, and Robusta Coffee C&J (Astuti, 2019).

Since its establishment, the red coffee stamp of Lesung UKM Harapan Baru fostered by BDC has undergone several transition periods. However, the effort to introduce Cap Lesung red coffee is less effective and minimal, so it cannot attract public interest. So, the development of the era of coffee sales results is decreasing. New coffee brands began to emerge. One of the competitors of Ceret Coffee was Torabika Coffee, and well-known factories produced others. This red coffee has a pretty good taste and quality, but unfortunately, this coffee has become less famous with many new competitors. This Lesung stamp red coffee has undergone many stages since 2016. At the beginning of the formation of UKM, Harapan Baru Binaan Kopi Merah Cap Lesung experienced an introductory period. A few years later, this New Hope SME experienced increasing development, sales, and production results, and it began to be recognized by the public. Unfortunately, when it comes to this stage of development, Kopi Kopi Merah Cap Lesung does not have an attractive and good advertising and branding strategy to strengthen the brand. So, the popularity of the Lesung stamp red coffee brand is less recognizable to the broader community.

A few months later, Kopi Merah cap Lesung began to step into the maturity stage. At this stage of maturity, Kopi Merah cap Lesung began to try to reduce the types of coffee that were less salable

in the market because they were less profitable. Finally, at this stage, many people have considered coffee a promising business opportunity. Many new coffee factories began to appear at this stage. Kopi Merah cap Lesung started to enter a stage of decline, which is the stage where customers of Kopi Merah cap Lesung began to choose other coffee brands, and sales declined. Entering this stage, UKM Harapan Baru Binaan started to make several efforts to increase sales of its products (Rahman, 2017).

The ups and downs in sales are due to the lack of promotional costs. Thus, the author is interested in conducting this research because of the potential that exists and has been made an icon of Pagar Alam City. The selling price is relatively high while red-picked ground coffee entrepreneurs assisted by the Harapan Baru BDC SMEs in Pagar Alam City are decreasing, so research is needed on promotions carried out both by BDC coffee entrepreneurs and also the government area in increasing product sales considering that only a few more coffee businesses are left. One of them is BDC Kota Pagar Alam. The researcher here will only discuss the role of promotion in growing sales of Red Coffee Cap Lesung UKM Harapan Baru Binaan BDC Kota Pagar Alam. This study aims to discover the Role of Promotion in Increasing Sales of Coffee Powder UKM Harapan Baru Binaan Kota Pagar Alam.

2. Research Methods

The research method is a method used by researchers to collect research data. Descriptive Qualitative research is research intended to investigate circumstances, conditions, or things mentioned, the results of which are presented in the form of research reports. The method used in this study is qualitative descriptive research method (Suharsimi, 2016). This type of research is qualitative descriptive research. Qualitative descriptive research produces data in words written/spoken by the person studied. This research approach uses survey research methods using a qualitative data analysis approach, which illustrates by analyzing the role of promotion in increasing sales at BDC Kota Pagar Alam. The location of this study is at BDC Kota Pagar Alam, where the research used by researchers in this study is 3 (three) months, from March to May 2023.

The population and population sample are the total of the unit of analysis whose characteristics will be suspected or examined". A population is a generalized area consisting of objects with certain quantities and characteristics determined by researchers to be studied and then concluded. The sample is part of the number and characteristics possessed by the population. Population is the total number of units of analysis, namely objects to be studied. At the same time, the definition of research samples is a part of the population to be examined and considered to describe the population as a whole. The study population was conducted at BDC Assisted SMEs in Pagar Alam City, which comprised 15 people (Sugiyono, 2019). The sample in this study is all members of the population, and this is because the population is relatively small, so that the author can collect the necessary data from all members of the population.

To obtain data related to the problems discussed, the author takes the following data: Primary data is a data source that directly provides data to data collectors. The primary data referred to in this study are data from interviews with owners of SMEs assisted by BDC Kota Pagar Alam and the documents needed. Interviews were structured interviews. The data collection method was used to know how the role of promotion in increasing sales of red coffee cap lesung fostered by SMEs BDC Kota Pagar Alam. Therefore, the data collection methods that the author applies include observation methods and documentation. Analysis techniques in qualitative research are the description of the phenomenon that occurs (descriptive) accompanied by an interpretation of the meaning contained behind the appearance (interpretive) (Sugiyono, 2019).

The data analysis used in this study uses descriptive analysis, where the purpose of this analysis is to describe systematically, factually, and accurately the facts and relationships between the phenomena investigated. The analysis is carried out after the data needed in this study is collected.

Data was obtained about the role of promotion in increasing sales of coffee cap lesung SMEs assisted by BDC Kota Pagar Alam.

3. Results and Discussion

3.1 Results

3.1.1 Challenges and Considerations of Promotional Communication

Promotional communication is a vital aspect of marketing and is essential for businesses to convey their messages to their target audience (Adeola *et al.*, 2019; Kushwaha *et al.*, 2020). However, there are various challenges and considerations that need to be taken into account when planning and executing promotional communication strategies. In this article, we explore the key challenges and considerations associated with promotional communication and discuss how businesses can address them to ensure effective communication with their audience. One of the primary challenges of promotional communication is understanding the target audience (Veleva & Tsvetanova, 2020). Businesses need to conduct thorough market research to understand the demographics, preferences, and behavior of their target customers. Without a clear understanding of the target audience, promotional messages may not resonate with the intended recipients, leading to ineffective communication. To address this challenge, businesses should invest in comprehensive market research and utilize data analytics to gain insights into the preferences and behavior of their target audience. By leveraging this information, businesses can tailor their promotional communication to effectively engage and connect with their target customers.

3.1.2 The Role of Red Coffee Promotion Cap Lesung

The red coffee business of the mortar stamp was established under the guidance of the Harapan Baru UKM, assisted by BDC Pagar Alam City, where, at that time, the coffee business was carried out by the community, especially the people in the city of Pagar Alam, the BDC Assisted Harapan Baru UKM was interested in opening a red coffee business because by seeing that many opportunities for demand for red coffee Cap Lesung came from consumers and also the selling value of red coffee cap lesung was quite decent tall. The price of civet coffee can be said to be relatively high because it can reach many times the results of selling ordinary coffee. The cost of robusta coffee is usually sold at a price of around Rp. 50,000, while cap lesung is sold for Rp for red coffee products. 60,000 – Rp. 100,000 per kilo gram.



Figure 1. Red Coffee Cap Lesung Production of SMEs Harapan Maju Binaan BDC City Pagar Alam

In addition to its production, red coffee cap lesung is partly obtained from coffee farmers and other red coffee traders, and the owner of this red coffee cap lesung does not yet have its trademark. However, red coffee is produced using stamped mortar from farmers and traders. The production of red coffee stamped by BDC-assisted SMEs reaches 300 kilograms per month. This production is then marketed outside Pagar Alam or in various regions so that the red coffee cap lesung is sold out from all monthly output. The sales target of this red coffee cap lesung is consumers outside the

region. SMEs Harapan Binaan BDC makes consumers outside the area the main target because the selling value of red coffee cap lesung is much more expensive than in the region. In addition, Red Coffee Cap Lesung fans are mostly residents outside the area. To promote the introduction of red coffee cap lesung, UKM Harapan Baru Binaan BDC provided samples. This sample is a coffee powder that consumers can taste first, and samples of this coffee powder are given to shops and cafes as sample products. Coffee samples are also complimentary to stores that partner with him in Pagar Alam City, and a typical souvenir stopover of Pagar Alam UKM Harapan Baru Binaan BDC makes direct or face-to-face sales with buyers of the coffee products they sell.

Sales promotion carried out by UKM Harapan Baru Binaan BDC Kota Pagar Alam is currently being promoted using internet media such as advertisements on Shoppe, on social media such as Facebook and Instagram, and even on Besemah FM radio. This sales promotion is routinely carried out every month by UKM Harapan Baru so that every consumer who has placed an order will be immediately responded to and responded quickly. In addition, the new Harapan UKM fostered by BDC also often participates in exhibitions and festivals in Pagar Alam and outside Pagar Alam. For example, participating in exhibitions in Palembang and Jakarta as a form of promotion for introducing red coffee cap lesung and its marketing.

Consumers outside this area come from various regions and initially visit Pagar Alam, which eventually becomes coffee subscriptions. In contrast, consumers in the area range from shops and cafes to people familiar with the taste of red coffee caps lesung. With the establishment of coffee as the icon of Pagar Alam, the local government expects this coffee business to grow and be increasingly known by many people.

With activities like this, the government also expects coffee entrepreneurs to be more enthusiastic in this business and introduce products with high selling value because the government has also realized the opportunities possessed by Pagar Alam as the largest robusta coffee producer in South Sumatra. Another form of support provided by the local government to coffee entrepreneurs is holding training in conducting coffee business, coffee production processes, and coffee packaging. In addition, the local government also provides coffee production equipment ranging from ovens and coffee grinders. In addition to the local government, there are also organizations/communities of fellow coffee entrepreneurs who are members of the coffee entrepreneur community. This community has various activities to support each other in coffee development, ranging from activities to standardizing the quality of coffee products and promoting each other's products at events and exhibitions.

Another obstacle in coffee marketing is that the price of cap lesung red coffee is higher than that of ordinary robusta coffee. Hence, the sales process is more complex than robusta coffee because many people are less interested in cap lesung red coffee. For the production process, the cost of the promotion mix can be divided into four elements, namely advertising, public relations, personal selling, and sales promotion, which are explained as follows.

1) Advertising

The advertising used by Harapan Baru SMEs to sell red coffee and offer their products is done by using advertisements on social media, namely Instagram, Facebook, and Bukalapak. In general, advertisements carried out by Red Coffee Cap Lesung UKM Harapan Baru on Facebook, Instagram, and Shoppe explain red coffee products cap Lesung. With social media like Facebook, customers or consumers can easily order red coffee caps Lesung with Inbok or contact them via hap. The original displayed pictures of red coffee products sold and the price of the products sold are also included in the addition of the store address, which is written as entirely as possible, with the aim that buyers know the address and directly visit the store. Sales promotion carried out by Harapan Baru SMEs is a promotion using internet media such as advertisements on Shoppe. This sales promotion is routinely carried out every month by UKM Harapan Baru so that every consumer who has placed an order will be immediately responded to and responded quickly.

2) Personal Selling

Promotional activities include personal selling and mutual communication between buyers and SMEs. Harapan Baru is the owner of Red Coffee Cap Lesung. Communication from personal selling is in the form of persuasive remarks made by UKM Harapan Baru to visitors or prospective buyers of red coffee cap lesung who come to the outlet. The procedure for implementing the persuasive speech is when visitors ask the price of the products offered at the outlet. UKM Harapan Baru answers it and then tries to provide other products sold at the outlet. The purpose of the persuasive speech is so that when visitors choose the product they like, they become aware of other products sold at the outlet. The advantage of this promotional activity is that it is faster to interact with visitors and has a lot of time seducing visitors to buy other products.

3) Sales Promotion

Sales promotion is a variety of promotional tools in the form of short-term intensives designed to stimulate the intended market to respond (action) immediately to the offer given. Sales promotion activities carried out by Harapan Baru SMEs include providing samples and price packages. UKM Harapan Baru provided samples to promote the introduction of red coffee cap lesung. This sample is a red coffee powder that consumers can taste first. Samples of red coffee powder stamped mortar are given to shops and cafes as examples of products. Civet coffee samples are also accessible at shops or stopovers, which is typical of West Lampung. For the price package, UKM Harapan Baru provides a price package for the purchase of red coffee packaging products with a weight of 300 grams and also 1 kilogram.

4) Public Relations

The promotion of the introduction and sale of red coffee cap lesung is not carried out alone by UKM Harapan Baru. Still, the local government also contributes to supporting coffee promotion by conducting government programs and holding exhibitions and festivals. Promoting coffee introduction and sales is not done alone by Harapan Baru SMEs. Still, the local government also contributes to supporting the promotion of red coffee by carrying out government programs, namely by holding exhibitions and festivals to introduce the cultures and characteristics of Pagar Alam, especially coffee held in Pagar Alam itself and also participating in exhibitions held outside the Pagar Alam area. Where this activity is carried out at least three times each year. In addition, coffee has also been used as an icon of Pagar Alam.

3.2 Discussion

3.2.1 Analysis of promotional costs in increasing sales of Cap Lesung Red Coffee products

Each promotional media has different proportions depending on needs. Promotional costs must be incurred by the company for promotional activities. With the promotional expenses, the sales volume is expected to increase. The following is data on promotional costs that have been incurred.

Table 1. Promotion Fee for New Hope SMEs Assisted by BDC Pagar Alam
for 2021-2023 (in rupiah)

No	Year	Cost Promotion	Increased Rupiah
1	2021	30.000.000	-
2	2022	35.000.000	5000.000
3	2023	40.000.000	5000.000

Source: UKM Harapan Baru Binaan BDC Kota Pagar Alam.

From the description of promotional costs above, the promotional media used by SMEs Harapan Maju Binaan BDC Kota Pagar Alam from 2021 to 2023 has fluctuated or erratic. This is

due to activities/events and marketing activities by SMEs Harapan Baru Binaan BDC Kota Pagar Alam from 2021 to 2023. Still, the total promotional costs incurred have increased yearly.

- 1) In 2021, only part of the promotional media will be used because, in 2021, events and marketing activities will only test market share. The promotional fee incurred is IDR 30,000,000.
- 2) In 2022, promotional activities began to be intensified. Electronic media such as advertisements on social media such as FB and Instagram, personal selling, sales promotion, publicity, and events have been used. The cost for promotional activities is IDR 35,000,000.
- 3) In 2023, the media widely used for promotion through social media is intensified by using FB advertising, Instagram, open stalls, and shopees, as well as increased personal selling, sales promotion, publicity, and events. The cost used for promotional activities is IDR 40,000,000.

3.2.2 Analysis of sales volume of Cap Lesung Red Coffee products

Sales volume is an important program channel and is a list widely used to assess a company's performance in a certain period of time or long term to see the company's development. UKM Harapan Baru Binaan bdc Kota Pagar Alam calculates sales volume with nominal channels (rupiah units). The following is data on the sales volume of SMEs Harapan Baru Binaan bdc Kota Pagar Alam for the last three years, from 2021 to 2023.

Table 2. Sales Volume of New Hope SMEs Assisted by BDC Pagar Alam for 2021-2023 (in rupiah)

No	Year	Volume Sales	Volume Sales	%
1	2021	60.000.000	-	-
2	2022	76.500.000	16.500.000	11%
3	2023	87.000.000	16.500.000	8,4%

- 1) The sales of red coffee products stamped by UKM Harapan Baru, assisted by BDC Kota Pagar Alam, from 2021 amounted to IDR 60,000,000.
- 2) Sales results for 2022 increased by IDR 60,000,000 to IDR 76,500,000 or an increase of $6,500,000 \times 100\% = 11\%$ or 60,000,000
- 3) Sales results for 2018 increased from 2021 and 2023 Rp.87,000,000 or $6,500,000 \times 100\% = 8.4\%$ = 76,500,000

The promotional media carried out by Harapan Baru SMEs consists of advertising from 2021 of IDR 20,000,000, an increase of IDR 25,000,000 and 29,500,000 in 2023. For personal selling of IDR 10,000,000 in 2021, it increased by IDR 12,000,000 in 2022 and 2023. Sales promotion was steady from 2016 to 2018, IDR 10,000,000, while publicity from 2021 to IDR 5000,000 increased by IDR 5500,000 in 2022, and in 2023, it also increased by IDR 8000,000. Finally, the Event and Experiences promotional media 2021 of IDR 15,000,000 increased in 2022 by 24,000,000 and in 2023 amounting to Rp.27,500,000. So the advertising promotion media that is more dominant in increasing sales is Rp.74,500,000 from 2021 to 2023, then event and experiences media of Rp.66,500,000

3.2.3 Cost-effectiveness of promotion on sales volume

Every promotion carried out requires expenses or costs. UKM Harapan Baru, assisted by BDC Pagar Alam, constantly strives to make as many costs incurred to carry out the promotion as possible, and they are expected to generate the maximum feasible sales volume. UKM Harapan Baru, assisted by BDC Pagar Alam, can find out the extent of the effectiveness of the promotions carried out by making a percentage comparison between the promotional costs that have been incurred and the sales volume that has been achieved. The promotional costs incurred by the New Hope SMEs assisted by BDC Pagar Alam include the overall cost of the promotion mix consisting of advertising costs, personal selling, sales promotion, publicity, and Events and Experiences.

Table 3. Data on promotional costs and sales volume of New Hope SMEs
for the 2021 – 2023 period

No	Year	Promotional Fees	Red Coffee Cap Lesung		Sales Results	Increased	
			Increased Rupiah	%		Increased Rupiah	%
1	2021	30.000.000	---	---	60.000.000	---	---
2	2022	35.000.000	5000.000	1,6 %	76.500.000	16.500.000	11 %
3	2023	40.000.000	5000.000	1,4%	87.000.000	10.500.000	8,4%

Data Source: UKM Harapan Baru Assisted by BDC Pagar Alam.

The table above shows that the promotional costs and sales volume of Cap Lesung Red Coffee products from 2021 to 2022 have increased costs in 2021 by IDR 30,000,000, in 2023 will rise by IDR 35000,000 or 1.6%, and in 2023 will increase by IDR 40,000,000 or 1.4%. With the increase in promotional costs for Kopi Merah Cap Lesung UKM Harapan Baru products fostered by BDC Pagar Alam, sales volume has also increased. Sales volume in 2021 was IDR 60,000,000. In 2022, it increased by IDR 76,500,000 or 11%. In 2023, sales volume also increased by IDR 87,000,000 or 8.4%. Thus, it can be concluded that the promotional costs of Kopi Merah Cap Lesung UKM Harapan Baru, assisted by BDC Pagar Alam, will also increase sales volume. Advertising is the most dominant promotional medium for growing sales.

4. Conclusion

The role of promotion consisting of advertising, personal selling, sales promotion and Public Relations and Publicity can increase sales of Red Cap Lesung UKM Harapan Baru Assisted by BDC Kota Pagar Alam coffee, can be seen from the sales results from 2021 of IDR 60,000,000 with promotional costs of IDR 30,000,000, in 2022 IDR 76,500,000 or 11% with promotional costs of IDR 35,000,000 and in 2023 of IDR 35,000,000 and in 2023 of IDR 35,000,000 and in 2023 of IDR 76,500,000 or 11% with promotional costs of IDR 35,000,000 and in 2023 of IDR 35,000,000 and 2023 of IDR 87,000,000 or 8.4% with a promotional fee of IDR 40,000,000. From the results of the study, it turns out that the most dominant factor of the role of promotion in increasing sales is Advertising because advertising involves many social media, such as Facebook, Instagram, and Shoopee, with a total in 2021 of IDR 20,000,000 experiencing an increase of IDR 25,000,000 or 1.25% and 29,500,000 or 1.18% in 2023.

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