



Marketing Promotion Strategy Planning "Café Pondok Miso Khas Riau" Through Instagram

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ABSTRACT: This study examines the promotional strategy planning for Café Pondok Miso Khas Riau through Instagram, aiming to boost consumer awareness. The topic is interesting due to the café's unique offering of traditional Miso from Riau, Indonesia, and the growing importance of social media in modern marketing. The primary problem addressed is the café's lack of brand recognition and ineffective use of social media for promotion, leading to the research question: How can Instagram be utilized to enhance the café's marketing strategy? The novelty lies in focusing on Instagram as the primary promotional tool, an approach not extensively explored for this café type. The research utilizes the SOSTAC model, involving a thorough situation analysis, setting specific objectives, and formulating strategic tactics to boost the café's online presence. Empirical findings suggest that a well-structured Instagram campaign can significantly enhance brand visibility and customer interaction. The conclusion suggests that implementing this strategy can enhance brand awareness and attract more customers, providing a valuable framework for other businesses seeking to optimize their social media marketing efforts.

Keywords: Marketing Promotion, Strategy, Café Pondok Miso, Instagram, SOSTAC.



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INTRODUCTION

The term "café" originates from the French word "cofe," which means coffee. Initially, cafés were known as coffee shops in Turkey, with the first one established in Constantinople (now Istanbul) in 1475. The café culture quickly expanded in France, earning the country the nickname "land of cafés." The first café in Indonesia, Tek Sun Ho, opened in West Java in 1878, originally serving Arabica coffee. Over time, this café broadened its menu to include various types of coffee. Initially, cafés were simple businesses centered around coffee, but they gradually began offering a wider range of beverages and light snacks ([Link Umkm, 2023](#)).

According to [Radar bojonegoro \(2023\)](#) cafés differ from restaurants even though both serve full meals and drinks. Cafés focus on providing a relaxed and flexible space for people to chat and

socialize. [Kompasiana.com \(2023\)](#) notes that in recent years, hanging out in cafés has become a popular trend. This trend reflects a shift in consumer culture, becoming stronger in the digital age with technological advancements. Millennials often use cafés as places to express themselves, socialize with friends, and follow consumption patterns. This lifestyle of frequenting cafés represents changes in consumption, interaction, and lifestyle, making cafés a trend among millennials, though they cater to all age groups.

The café industry in Indonesia is rapidly growing, with many entrepreneurs opening cafés with various concepts and ideas to attract customers from all walks of life. However, this growth has also led to intense competition, and cafés without a strong appeal may struggle against their competitors ([Sihombing et al., 2022](#)).

A report from [Data Industri Research \(2023\)](#) shows continuous growth in the food and beverage industry, with a notable increase of 10.08% in 2023. However, there was a decline in 2020 due to the COVID-19 pandemic.

To effectively navigate intense competition, businesses must implement robust marketing communication strategies. The primary goals of marketing communication are to inform and promote products or services, build a positive image in the minds of consumers and potential customers, and strengthen the relationship between producers and consumers ([Firmansyah, 2020](#)).

Rapid technological advancements demand that business operators understand and leverage these developments in their business activities. Doing so enhances competitiveness and increases public awareness of their brands ([Rakhmawati, 2019](#)).

According to the "Overview of Internet Use" report by [We Are Social in 2024](#), the majority of the global population now utilizes the internet for a wide range of needs, highlighting the significant impact of the internet on daily life. As a result, marketers who neglect the digital realm risk isolation and potentially lose access to a large segment of online consumers. Various reasons drive individuals to use the internet, and in Indonesia, most people access it for social media interactions, as shown in the [APJII 2023](#) survey results.

APJII's digital landscape data reveals that the most frequently used platforms are YouTube, Facebook, Instagram, TikTok, WhatsApp, Twitter, LinkedIn, and others. Social media serves not only as a space for sharing experiences but also as a means for shopping and conducting transactions. It's not surprising that many equate digital marketing with social media, given its widespread usage. However, it's crucial to remember that there are other digital tools and strategies beyond social media that can optimize business communication and marketing.

As reported by [Kumparan.com \(2022\)](#) in today's era, utilizing social media for marketing is an optimal choice. Social media platforms offer a closer and more effective means of product introduction compared to older methods like newspapers or other media. Businesses can analyze customer demographics, habits, and gender through these platforms, enabling them to target products to the right audience. Marketers must stay attuned to current trends and create various creative content to implement effective social media marketing strategies. This type of marketing strategy often leans towards soft selling, aiming to raise broad public awareness.

These trends have significantly impacted café owners, including Café Pondok Miso Khas Riau. As a food and beverage provider, the café has not yet fully optimized its marketing strategy. Planned to open in Pantai Indah Kapuk 2 (PIK 2), Tangerang Banten, the café offers unique features that set it apart. Unlike typical cafés, it serves traditional Indonesian dishes with authentic flavors, particularly its signature Miso dish. This uniqueness provides a rare Indonesian touch, appealing to visitors looking for high-quality traditional dishes in a modern setting.

The term "Miso" often evokes Japanese cuisine, but in this context, it refers to a traditional dish from Pekanbaru, Riau. While not widely known in major cities, Miso is a local favorite in its region. This simple Riau soup, reminiscent of Soto Padang with red cracker toppings, is flavored with rich Indonesian spices like cardamom, cinnamon, and cloves. The dish features a savory broth enriched with shredded chicken, dried tofu, and chicken skin crackers, offering a distinctive and flavorful experience.

Despite its potential to become a popular culinary destination, Café Pondok Miso Khas Riau faces several significant challenges. First, the café currently lacks brand awareness, with no Instagram followers—a crucial platform for building brand recognition and attracting new customers. A strong social media presence is essential for reaching a broader audience and fostering a loyal customer community. Second, limitations in marketing strategy planning hinder the café's promotional impact. Effective social media use is vital for attracting and retaining customers, and an inadequate strategy can result in insufficient exposure and engagement. Lastly, the café faces intense competition in the PIK and Pluit areas, where numerous cafés and restaurants offer diverse and unique experiences. To compete effectively, Café Pondok Miso must emphasize its unique qualities and strengths.

To address these challenges, a Marketing Promotion Strategy for Café Pondok Miso Khas Riau will be developed, focusing on Instagram. This platform plays a crucial role in building brand awareness and attracting customers in the food and beverage industry, especially in the competitive PIK area. An effective and targeted marketing strategy on Instagram is seen as a potential solution to overcoming the current challenges and achieving the café's goals of increasing followers and customers.

Based on the above analysis, the research model framework is as follows:

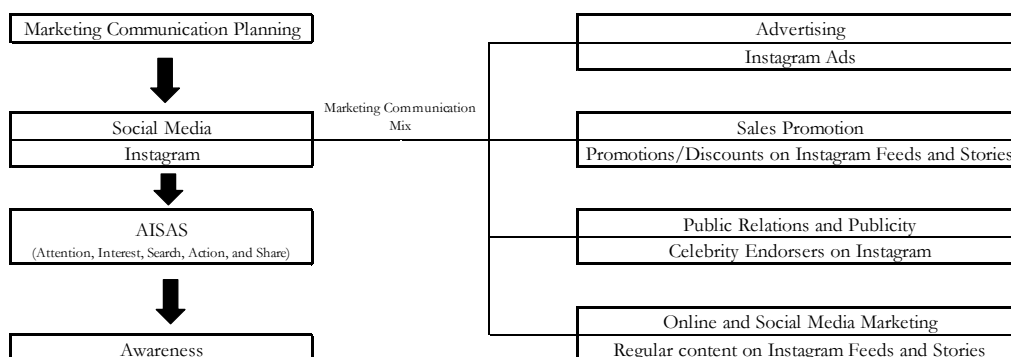


Figure 1. Framework
Source: Processed Image (2024)

AISAS

In 2004, a new consumer behavior model called AISAS (Attention, Interest, Search, Action, and Share) emerged. This model is an enhancement of the previous concept, AIDMA (Attention, Interest, Desire, Memory, and Action), which was first introduced by Roland Hall in the United States in 1920 and is still in use today ([Sugiyama & Andree, 2011](#)).

The shift towards AISAS was driven by two unique characteristics in consumer behavior: the tendency to search for information and share it. This transformation in societal behavior has been fueled by rapid advancements in internet technology, ushering in the digital or online era.



Figure 2. AISAS

Source : Sugiyatma dan Andree, 2011

The application of the AISAS concept in this design context means that every activity will follow the AISAS process. This process is particularly relevant in the context of using social media, with an emphasis on sharing marketing communication content.

For Café Pondok Miso Khas Riau, the AISAS model can be instrumental in understanding how potential customers become aware, develop interest, seek more information, decide to visit, and ultimately share their experiences on social media. The main challenge is to ensure that the café's content is engaging and appealing enough to capture attention and interest, thereby encouraging customers to share their experiences. This approach will help increase brand awareness and attract more customers.

Communication Planning

Communication planning is the process of utilizing communication resources to achieve specific goals. These resources encompass not only mass media and interpersonal communication but also activities designed to modify behavior and enhance individual skills within an organization ([Middleton, in Cangara, 2014](#)). The purpose of communication planning is to overcome barriers to effective communication. Its functions and benefits include building brand image, marketing, disseminating ideas, fostering cooperation, and developing communication infrastructure ([Cangara, 2014](#)).

In the promotion planning for Café Pondok Miso Khas Riau, communication planning is crucial to ensure that messages conveyed through Instagram effectively raise brand awareness and attract new customers. A well-crafted communication plan allows Café Pondok Miso Khas Riau to identify the most effective communication channels, design appropriate messages, and ensure that the promotional campaign aligns with the established objectives.

Marketing Communication

Marketing communication is a strategy designed to convey information, persuade, and remind consumers about the products and services offered, both directly and indirectly. Its purpose is to provide information and promote products or services, build a positive image among consumers

and potential customers, and give a clear understanding of the offerings ([Firmansyah, 2020](#)). According to Irwanto and Suryana (2016), communication involves a process where an individual (communicator) transmits information, emotions, expertise, and more using symbols like images, words, and numbers. The goal is to change the attitude or behavior of the recipient (communicant) by transferring messages intended to influence them. ([Sani & Rahman, 2020](#)).

Philip Kotler and Kevin Lane Keller, in their book *Marketing Management* ([Kotler & Keller, 2016](#)), describe marketing as "identifying and meeting human and social needs." According to this definition, marketing involves identifying and fulfilling human and social needs. This concept aligns with the view of The American Marketing Association, which defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Marketing encompasses activities, a series of actions, and processes for creating, communicating, delivering, and exchanging valuable offerings with consumers, clients, partners, and society. Essentially, marketing is about identifying and meeting human and social needs ([Kotler & Armstrong, 2016](#)). It involves a set of activities, orders, and processes that create, communicate, deliver, and exchange valuable offerings with consumers, clients, partners, and the broader society (The American Marketing Association as cited in Kotler & Keller, 2016).

From these definitions, we can conclude that marketing communication strategies involve various communication methods aimed at achieving predetermined marketing goals.

Marketing communication aims to achieve three levels of targeted changes in consumers, as outlined by [Yuniarti \(2015\)](#) :

1. Knowledge Change: This occurs when consumers become more aware of and familiar with the product.
2. Attitude Change: This happens when consumers develop a preference or opinion about the product, which can include liking, disliking, or considering a purchase.
3. Behavior Change: This involves consumers taking action based on their knowledge and attitudes, deciding whether to purchase the product or not.

Café Pondok Miso Khas Riau needs to implement an effective marketing communication strategy through Instagram to build brand awareness and attract customers. In this context, it's crucial to develop engaging and relevant content that can inform, persuade, and remind consumers about the café's unique offerings and strengths.

Promotion

Promotion is a strategy used by companies to communicate through messages designed to increase awareness, generate interest, and ultimately drive customers to make a purchase of the offered products or services ([Firmansyah, 2020](#)). For Café Pondok Miso Khas Riau, the planned promotional strategy focuses on using Instagram to reach a broader audience. The promotion should include a variety of activities, such as paid advertisements, collaborations with influencers, and the creation of engaging content, to enhance awareness and interest in the café.

Marketing Communication Mix

Kotler and Armstrong explain that the Marketing Communication Mix, also known as the promotional mix, is a combination of various promotional tools used by companies to convey the value of their products to consumers and to establish strong relationships with them ([Siregar, 2020](#)).

According to Kotler and Keller (as cited in [Syahshiyah & Putri, 2021](#)), there are eight key components that make up the marketing communication mix, including:

1. **Advertising:** This involves promoting and presenting ideas, products, or services non-personally through paid sponsorship. Advertising methods vary widely, including print media like newspapers and magazines, broadcast media such as television and radio, and network media including cable, satellite, and wireless systems. Additionally, ads can be delivered through electronic media like audiotapes, videotapes, video links, CD-ROMs, websites, and public media such as billboards, signs, and posters.
2. **Sales Promotion:** These are short-term incentives designed to encourage the trial or purchase of a product or service. This can include offering coupons, gifts to consumers, and providing promotional incentives as part of trade and business promotions.
3. **Events and Experiences:** To enhance brand engagement or direct interaction with customers, companies can organize or support various informal activities such as sports events, arts, and entertainment.
4. **Public Relations and Publicity:** This involves activities targeted at employees and the general public, including consumers, other companies, government institutions, and the media. The aim is to promote or maintain a positive image of the company or to communicate information about specific products.
5. **Online and Social Media Marketing:** This encompasses a range of activities and strategies aimed at increasing awareness, strengthening reputation, or driving sales of products and services online. Companies use these channels to reach current and potential customers, both directly and indirectly.
6. **Mobile Marketing:** This digital marketing technique uses mobile devices such as phones, smartphones, or tablets to communicate and connect with consumers.
7. **Direct Marketing (Database Direct Selling):** This approach uses communication channels like email, phone, mail, fax, or the internet to interact directly with consumers and potential customers, aiming to elicit responses or feedback.
8. **Personal Selling:** This involves direct interaction between a salesperson and potential customers. The purpose is to provide presentations, answer questions, and take product orders.

In the context of Café Pondok Miso Khas Riau, this study will explore how various elements of the promotional mix can be integrated to create an effective marketing campaign on Instagram. The focus will be on identifying the most effective strategies to capture consumer attention and interest. Among the eight elements of the promotional mix discussed, only a select few will be utilized in the project planning. These elements include advertising, sales promotion, public relations and publicity, as well as online and social media marketing.

Content Marketing

According to [Pulizzi \(2014\)](#) content marketing is a marketing process that focuses on creating and distributing valuable and engaging content. Its goal is to attract, acquire, and engage a specific target audience, ultimately encouraging customers to take beneficial actions.

Café Pondok Miso Khas Riau should leverage content marketing strategies by creating appealing and informative visual content on Instagram. This content should highlight the café's unique aspects, such as its beautiful lake views and signature Miso dishes, to capture the audience's attention and interest.

Social Media

One of the most effective tools for marketing activities is social media. Social media platforms are software applications used to facilitate the sharing of information between users ([Fuchs, 2014](#)). Instagram, a well-known social media platform, allows users to upload photos. Users can apply various filters to edit these images before sharing them with others ([Landsverk, 2014](#)).

Instagram was chosen as the primary promotional platform because it has a large and active user base in Indonesia. According to data from We Are Social, Instagram is the most popular social media platform in the country. This platform allows the café to leverage engaging visual content and videos, enhancing user engagement and facilitating the wide and rapid dissemination of information and promotions. Based on APJII, Instagram stands out as the most used and effective platform for reaching the target audience, who enjoy sharing culinary experiences through photos and videos.

Celebrity Endorser

[Kotler & Armstrong \(2018\)](#) state that celebrities used as endorsers, often referred to as "celebrity endorsers," include actors, musicians, famous athletes, and even cartoon characters. These figures are frequently employed by marketers to communicate messages about their products or brands. Similarly, Kotler and Keller define a celebrity endorser as a source that uses their popularity or appeal in advertisements to influence the audience ([Andriani et al., 2023](#)). Ismail (as cited in [Girsang, 2020](#)) categorizes celebrity endorsers, often referred to as influencers, based on the number of their followers:

Mega-influencers are at the top tier of social media influencers, typically having more than one million followers. They are often more famous than influential and have a diverse audience with varied interests.

Macro-influencers are one level below mega-influencers, usually with 100,000 to one million followers. They typically gain fame through the internet, whether through vlogging or creating humorous or inspiring content.

Micro-influencers have between 1,000 and 100,000 followers and focus on specific niches or areas of interest. They are generally seen as industry experts or topic specialists, often forming stronger connections with their audience than general influencers. This connection is often due to their perceived status as opinion leaders in their specific area.

Nano-influencers represent a newer category of influencers, typically with fewer than 1,000 followers. They wield influence within their local communities and have a more intimate and engaged following.

Café Pondok Miso Khas Riau can leverage celebrity endorsers to enhance brand appeal and awareness. This study will explore how to select and utilize the right celebrities in Instagram marketing campaigns to capture consumer attention, generate interest, and drive purchasing behavior.

METHOD

In this project, the planner has chosen the SOSTAC method to prepare promotional materials for Café Pondok Miso Khas Riau's online promotion. The SOSTAC method consists of six stages: Situation, Objective, Strategy, Tactics, Action, and Control.

The elements used by Café Pondok Miso Khas Riau include Advertising, Sales Promotion, Public Relations and Publicity, and Online and Social Media Marketing. When combined, these elements are expected to provide effective promotion for the product.

The promotional media used are the internet and social media, utilizing the digital marketing concept for more effective and efficient exposure with broader reach. With the online promotional planning in place, it is hoped that the promotional materials for Café Pondok Miso Khas Riau will effectively and efficiently increase awareness, attitude, and action towards the café.

According to [Smith & Zook \(2019\)](#), there are various approaches to marketing planning, some of which are significantly more complex than others. The SOSTAC model is a straightforward and user-friendly marketing planning framework that helps identify key aspects of marketing analysis and business planning to achieve objectives. SOSTAC stands for Situation Analysis, Objectives, Strategy, Tactics, Action, and Control ([Chaffey & Ellis, 2019](#)).

Situation analysis

The primary goal of a situation analysis is to gain a deep understanding of the current and future environmental conditions in which a company operates, enabling the establishment of strategic objectives that align with existing market conditions ([Chaffey, 2015](#)).

A SWOT analysis is a simple yet effective tool that helps organizations assess their internal resources in terms of strengths and weaknesses and how these align with external conditions, including opportunities and threats. This method is crucial not only for understanding the ongoing situation but also for formulating strategies ([Chaffey & Ellis, 2019](#)).

The strength of Café Pondok Miso Khas Riau lies in its diverse menu, featuring a special dish called Miso with an authentic taste. Additionally, the café boasts an Instagrammable ambiance.

The weakness is a negative factor that diminishes its strength; Café Pondok Miso Khas Riau is not yet well-known due to the lack of an effective online promotional strategy.

Opportunities are external factors in the business environment that tend to contribute to business success. For Café Pondok Miso Khas Riau, the opportunities include growing interest and increasing public awareness of the café.

Threats are external factors beyond control. The presence of well-established competitors and high production costs pose significant threats to Café Pondok Miso Khas Riau.

Objective

According to [Dave Chaffey & Ellis, \(2019\)](#), SMART is an easy-to-remember acronym used to evaluate objective goals. It stands for Specific, Measurable, Actionable, Relevant, and Time-related.

This framework helps set goals that are clear, measurable, attainable, relevant, and time-bound. Given the challenges faced by Café Pondok Miso Khas Riau, the project planners aim to develop a digital marketing strategy to increase consumer awareness through Instagram and enhance consumer engagement leading to purchase decisions. As of July 22, 2024, Café Pondok Miso Khas Riau had no followers on Instagram. The plan aims to increase awareness on Instagram from 0 to 5,000 followers. The project will implement a digital marketing communication plan for Café Pondok Miso Khas Riau over three months, from January to March 2025. The strategy will include the use of photos and videos on Instagram feeds and stories. By utilizing these social media platforms, it is expected that the public, who may not have been familiar with Café Pondok Miso Khas Riau, will become more aware of its presence.

Strategy

[Smith & Zook \(2019\)](#) assert that the strategy phase is crucial for planners to achieve their goals and guide subsequent tactical decisions. A strategy is naturally influenced by the overarching objectives and the available resources. The strategy phase must establish STP (Segmentation, Target Market, and Positioning).

In the planning of this project, the target market segmentation for Café Pondok Miso Khas Riau includes several criteria: geographically, it targets urban and suburban areas throughout Indonesia, with a particular focus on the Pantai Indah Kapuk 2 (PIK 2) area in Tangerang, Banten. Demographically, the café caters to teenagers (12-25 years), adults (26-45 years), and older adults, considering their disposable income and purchasing power. The target audience includes both males and females of all religions, encompassing students, university students, workers, and homemakers, including pregnant and nursing mothers. Economically, the focus is on the middle to upper-class segments willing to spend more for unique and aesthetically pleasing experiences. Psychographically, the café appeals to individuals interested in enjoying delicious food in a relaxing or photogenic setting, with a social and hedonistic lifestyle that enjoys unique experiences. Behaviorally, it targets those who seek unique culinary experiences, particularly in aesthetically pleasing environments, and who are active on social media.

In this project plan, Café Pondok Miso Khas Riau targets upper-middle-class consumers in Indonesia, both men and women, ranging from teenagers to adults who are active on social media and seek unique culinary experiences. Additionally, the café aims to attract workers and students looking for a place to work, study, or socialize with a pleasant view. Furthermore, the destination

also appeals to local tourists from outside the city who are looking for a dining experience with beautiful scenery.

The positioning of Café Pondok Miso Khas Riau is envisioned as a unique culinary experience set against the backdrop of a stunning lake view. The café offers a variety of Instagram-worthy spots that capture attention on social media, making it an ideal modern social venue for meetings, work, or relaxation.

Tactics

Tactics are the specific actions taken to implement strategies and achieve particular objectives (Smith & Zook, 2019). According to Dave Chaffey & Ellis (2019), in the context of marketing communication planning, tactics refer to the practical use of communication tools, encompassing detailed aspects of the marketing mix.

1. In this plan, the planner has established a strategy where the primary promotional activities will be conducted through Instagram.
2. Genre: Promotional Photos and Videos.
3. Duration: Photos (1 image per post), Videos (30-60 seconds).
4. Overall Concept: Informative and Persuasive.
5. Main Messages:
Highlighting the quality and uniqueness of Café Pondok Miso Khas Riau.
Inspiring visitors to experience the ambiance.
6. Placement: Instagram Feed and Instagram Stories.
7. Details:
Instagram Feed: Photos and videos with descriptions and relevant hashtags.
Instagram Stories: Short videos with hashtags, text overlays, and stickers.

Action

According to Smith & Zook (2019), the action phase details the specific tactics to be implemented. A detailed plan is essential for executing the established tactics effectively. At this stage, the project planner will outline the specific digital marketing communications to be carried out.

The project's execution will be trialed for seven days, from July 22 to 28, 2024. After this trial period, a regular pattern will be adopted once the café officially opens. Therefore, from August to December, only special content will be posted on significant calendar dates.

1. Social Media Marketing
Café Pondok Miso Khas Riau does not yet have an official social media account, so the project planner needs to create an official Instagram account. Additionally, the social media campaign should use a grid layout to ensure the content appears organized and visually appealing.
2. Digital Public Relations
Agam Farhan is a micro-influencer specializing in culinary content, with thousands of loyal followers on his Instagram account, @agamfarhan. He regularly shares food reviews, dining recommendations, and intriguing recipes, captivating food enthusiasts seeking unique and delicious inspirations. As a micro-influencer, Agam excels in creating closer and more personal connections with his followers, making his recommendations more trusted compared to larger influencers. He frequently interacts directly with his audience through comments and direct messages, offering tips and advice that make his followers feel valued. Agam's authentic and

creative approach, utilizing features like Instagram Stories and Reels, allows him to present content in engaging and interactive ways. His genuine style makes his brand endorsements feel natural, fostering greater acceptance among his followers. With his expertise in culinary content, Agam Farhan continues to grow as a significant social media influencer. His ability to blend informative content with a personal touch makes him an ideal partner for culinary marketing campaigns. Collaborating with Agam can help Café Pondok Miso Khas Riau reach a broader audience and build strong brand awareness among food lovers in Indonesia.

3. Sales Promotion

To boost sales and attract more customers, Café Pondok Miso Khas Riau is implementing several effective sales promotion strategies. Below are detailed descriptions of the discounts that will be promoted on the café's social media platforms:

a. Strikethrough Price Discount Promotion

In this promotion, Café Pondok Miso Khas Riau offers attractive discounts by displaying the original price with a strikethrough and replacing it with a lower discounted price. This strategy aims to capture consumers' attention by creating a sense of urgency and added value, encouraging them to take advantage of the deal.

b. 30% Discount Promotion for Special Occasions

To celebrate various significant days, both national and international, Café Pondok Miso Khas Riau offers a 30% discount on all menu items. This promotion not only serves as a marketing strategy to boost sales on specific days but also helps build customer loyalty by adding value to their special moments.

c. Payday Promotion

On the 25th of each month, Café Pondok Miso Khas Riau holds a special promotion to appreciate customers on payday. The Payday Promotion offers attractive discounts on all café menu items. This discount is designed to give customers an extra reason to enjoy their favorite dishes as they receive their salaries. The Payday Promotion is expected to increase customer visits and the average purchase value. By offering discounts on payday, the café creates an opportunity for customers to celebrate the occasion with delicious and affordable meals.

4. Advertising

Café Pondok Miso Khas Riau has not yet utilized paid promotions on Instagram. To enhance visibility and reach a broader audience on the platform, the café needs to plan a series of paid promotional activities. These activities should be strategically designed to introduce the brand, increase awareness, and drive engagement and conversions through targeted paid promotions.

Control

[Smith & Zook \(2019\)](#) state that a plan should typically include a robust control system to monitor both ongoing and completed activities. This is essential for marketers to assess whether the activities are proceeding effectively.

In the final stage, the evaluation focuses on reviewing and verifying whether the actions taken have been executed smoothly and aligned with the set objectives, ensuring optimal results.

In this planning process, the project planner will implement control measures using social media management tools. Daily monitoring of social media activities will be conducted to track and evaluate the performance of Café Pondok Miso Khas Riau's online presence.

RESULT AND DISCUSSION

At this stage, the project planner has established Key Performance Indicators (KPIs) to serve as benchmarks for reviewing and evaluating the success of the online promotional materials. These KPIs were carefully tailored to align with the project's specific objectives, ensuring that each metric provided meaningful insights into the campaign's performance. The KPIs included metrics such as account reach, engagement, follower growth, ad reach, and content interactions. These indicators were selected to comprehensively assess the impact of the promotional activities on Instagram.

Based on the implementation results, the online promotion plan for Café Pondok Miso Khas Riau underwent a thorough evaluation. The promotional campaign was trialed from July 22-28, 2024, starting with the creation of a new Instagram account on July 22, 2024. During this period, the project team closely monitored the impact of the promotional efforts, tracking various metrics to gauge the effectiveness of the campaign. The evaluation focused on how well the campaign met the predetermined KPIs and the overall engagement and growth achieved through the promotional activities.

The evaluation revealed significant achievements in the campaign. The Instagram account saw a substantial increase in followers and engagement, indicating a positive response from the target audience. Account reach and ad insights exceeded the initial targets, demonstrating the effectiveness of the promotional materials and strategies used. Content interactions and follower growth also surpassed expectations, highlighting the campaign's success in generating interest and engagement. These results provide a strong foundation for future promotional activities and underscore the importance of well-defined KPIs in guiding and assessing the success of marketing strategies.



Figure 3. Insight Overview
Source : Instagram
@cafepondokmisokhasriau

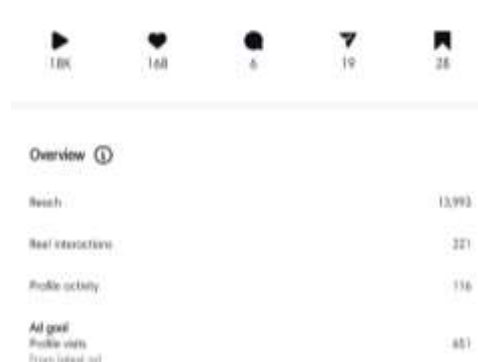


Figure 4. Insight Ads
Source : Instagram
@cafepondokmisokhasriau

After running promotions through updated feeds, stories, and ads from July 22-28, 2024, the Instagram account of Café Pondok Miso Khas Riau experienced a notable increase in followers, gaining 126 new followers. The account achieved a remarkable account reach increase of 636.85%. Below are the detailed accomplishments of Café Pondok Miso Khas Riau's Instagram, based on key performance indicators (KPI):

1. The number of account reaches achieved 12,739 from a target of 1,000.
2. The number of account engagements reached 201 from a target of 100.
3. The increase in followers reached 126 from a target of 50.
4. Ad Insights reached 13,993 from a target of 1,000.
5. The number of content interactions reached 221 from a target of 100.

CONCLUSION

The promotional campaign for Café Pondok Miso Khas Riau, executed through Instagram from July 22 to 28, 2024, showed promising results. The café's Instagram account experienced a significant increase in followers, reaching 126 new followers, far exceeding the initial target of 50. The campaign also achieved an impressive account reach of 12,739, surpassing the target of 1,000, and engaged 201 accounts, doubling the expected number. These metrics indicate a successful outreach and engagement effort, highlighting the effectiveness of the promotional strategies employed, including feed updates, stories, and ads.

This project utilized the SOSTAC framework to structure and evaluate the marketing strategy for Café Pondok Miso Khas Riau. The approach provided a comprehensive plan, covering situation analysis, objectives, strategy, tactics, action, and control. Key tactics included creating an official Instagram account, utilizing a grid layout for organized content, and collaborating with micro-influencers like Agam Farhan to enhance brand visibility. Additionally, sales promotions and advertising strategies were implemented to attract more customers. The structured methodology allowed for a detailed assessment of each campaign component, ensuring a systematic approach to reaching the café's target audience, particularly the youth active on social media.

Despite the success, there were limitations in the study that could affect the overall results and conclusions. One significant limitation was the short duration of the promotional trial, which might not fully capture long-term engagement and conversion trends. Furthermore, the reliance on Instagram as the primary platform might have excluded potential customers who are more active on other social media platforms. Future research should consider a longer evaluation period and a multi-platform approach to provide a more comprehensive understanding of the café's market reach and engagement. Additionally, continuous monitoring and adaptation to emerging trends and consumer preferences are crucial for maintaining relevance and enhancing the café's brand loyalty in a competitive market.

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