

COMBINING DIGITAL MARKETING STRATEGY WITH THE CONCEPT OF PUBLIC SPACE IN CAFE BUSINESS IN SURABAYA

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ABSTRACT

The growth of cafes in Surabaya is very rapid, reaching an average per year of 20%, even the growth after Covid 19 has increased sharper. The increase in cafes in Surabaya is driven by the increasing need for public spaces to share flavors. But on the other hand, café business competition is getting tighter, it demands creativity in implementing strategies. By asking questions about Cafe positioning and the use of Integrated Marketing Communication, this study uses a qualitative method approach to purposive samples of De Mandailing Cafe and PT Jokopi Cafe. The results obtained the use of digital marketing in an integrated manner with the concept of line and emphasis on building humanist public spaces as an answer to the communal consumer culture and lifestyle café Surabaya survived and developed as a promising Cafe Business.

Keywords : Digital Marketing, *Integrated Marketing Communication*, Instagram, *Brand Image*

INTRODUCTION

Background of the problem

The development of business in the culinary sector shows an increasing trend, especially the café business Chairman of the Indonesian Cafe and Restaurant Entrepreneurs Association (Apkrindo) East Java, Tjahjono Haryono stated, the growth of the café and restaurant business in Surabaya is quite much glimpsed. The business development of the café and restaurant sector in Surabaya City, which is estimated to grow by 20%, has the potential to contribute to Regional Original Revenue (PAD) which is targeted at IDR 5.19 trillion.

However, this considerable growth encourages the growth of fierce business competition. The competition is not only in terms of product, price and place, far more than that the issue of building a trademark is a tight target to be competed. This is very strong competition because the business segment in cafes targets more young people who access internet-based media. The use of the internet that has extensive network capabilities as well as can personally build symbolic space for its users. The use of the internet in meeting public needs is now increasingly widespread. Through online media (online newspapers), online public service sites (*e-government*), online buying and selling (online shop), social networking media (facebook, twitter and instagram) and other online media that use internet-based technology devices in the process of delivering information and attracting communicants to want to use the products or services offered. Realizing that, the internet is one of the effective marketing communication tools used by business people to increase sales in the digital era.

The digital era is indeed impossible to avoid, so it must be able to maximize the benefits of digital development, therefore business people gradually begin to leave conventional / traditional marketing models to switch to modern marketing, namely digital marketing. E-Marketing or

Digital Marketing according to information from (Chaffey et al., 2009) is marketing that has a wider scope because it refers to digital media such as the web, e-mail and wireless media, but also includes the management of digital customer data, and also how the Internet can be used together with traditional media to obtain and deliver services for customers. Business work today conducts marketing activities using technology to become an electronic marketer. E-marketing incorporates information technology methods into traditional marketing principles.

Some studies on the café and restaurant business that use internet media instruments can be found in several studies conducted previously, Ascharisa Mettasatya's research (Ascharisa Mettasatya Afrilia, 2018), who conducted digital marketing research as a marketing communication strategy for Waroenk Ora Umum in increasing the number of consumers. The strategy used through digital marketing can be applied stably and maximally which makes customers tend to increase (Ascharisa M Afrilia, 2018). Another research conducted by Desti Putri Lestari entitled Analysis of Internet Marketing Strategy of Online Boutique in Surabaya shows that the use of online in marketing and utilizing celebrities and online events in the form of giveaways can maintain the company's reputation. (Lestari, 2015). Research using the quantitative approach of (Wardhana, 2015), about digital marketing strategies and their implications on the competitive advantage of SMEs in Indonesia shows the results Digital marketing strategies have implications for the competitive advantage of SMEs in marketing their products by 78% and the remaining 22% due to other factors that were not studied in this study such as capital capabilities, and managerial professionalism. Nurul Hidayah's research on the analysis of Digital Marketing Strategies in Helping Living Space and Efo Store Sales. Thesis research with a descriptive method shows that by involving digital roles ranging from segmentation, targeting, market positioning, marketing mix, and digital marketing in almost all marketing and sales activities are able to maintain customer trust in Living Space and Efo Store. (Hidayah et al., 2018). Fitri Rachmawati researched the application of Digital Marketing as a marketing communication option for Small and Medium Enterprises (SMEs) products. Based on the results of the study, it shows that this step is able to establish relationships with customers in a fast response (quick response) on social media (Rachmawati et al., 2018). Research on Surabaya Coffee Cafe Marketing Communication Strategy by Denny Riyanto in 2020, shows that the key to Jokowi's success in implementing marketing communication strategies is determined by interpersonal communication, teamwork solidarity, creative ideas and innovation (Riyanto et al., 2020). Another research conducted by Rifkya Xena Aminullah Jr. (2021) on how the Demandailing café digital marketing strategy in building a brand image on social media, especially Instagram, shows that the role of social media is very meaningful in attracting customers to come to the café. me that they use. So this study only focuses on digital marketing strategies on Instagram social media, Demandailing Café Digital Marketing Strategy in Building Brand Image on Instagram Social Media. Thesis)

Several studies on the café business in Surabaya all show a significant correlation between the use of e-marketing and customer trust in café business institutions. Such conditions show that café business people put their business through e-marketing, eshop in strengthening their company brand. However, this condition shows the tight competition of cafes in Surabaya in winning customer trust through online media. This intense competition will certainly demand endless creativity and innovation from café business institutions in Surabaya. Departing from this, this study wants to examine the positioning of cafes and strategic steps used in maintaining and even improving their brand image.

Problem Statement

This research problem can be formulated as follows.

1. How is the positioning of the café that is the subject of research here in placing themselves in the tight café business.
2. How is the ability of cafes in Surabaya to utilize IMC optimally in building institutional brands.

Theoretical Framework.

In understanding the placement of positioning in the café business, this study uses an approach about the market and marketing communication. The market is a natural mechanism of exchange of goods and services and has been going on since the early civilization of man. (Center for the Study and Development of Islamic Economics 2008) According to Philip Kotler the market consists of consumers / potential customers who have certain needs and desires that want and can be fulfilled, so as to satisfy these needs and desires (Hartimbul et al., 2011) Dahl and Hammond, provide the understanding of the market as an environment or space where the forces of demand and supply work to determine or modify prices so that there is an exchange of ownership of goods and services and the existence of facts physical activities. (Yogi et al., 2006). Today's market is not only a place to buy and sell but a situation anywhere that brings together demand (buyers) or offers (sellers) for every type of goods, services or resources.

Thus the notion of the market is more understandable no longer the physical meeting of sellers and buyers, so that the market is more filled with the value exchanged. Operationally in the market will bring together bid value or and search value. The problem that occurs in the market is the gap between the value of variance and the bargaining value. So a business organization must pay attention to this to build common ground. Competition is one of the determinations of marketing strategies that must be considered. How to match or match bid value against search value, while reducing the bid value of competitors. For this reason, it must be understood *Product-Market*, Competitive position (*competitive position*) and Strategic window (*strategic window*) concerning the condition of competitive ability and creativity to obtain competitive advantage. Ireland, Hoskisson, and Hitt (2009) in Belch: within industry, every organization wants to achieve at once the following two positions:

1. A certain condition of *strategic competitiveness*. Achieved, when the organization successfully formulates and implements a *value creating strategy*. The organization will gain a competitive advantage or distinct advantage if at the time the organization implements the strategy, competitors cannot replicate or are too expensive to imitate.
2. *Above average returns (AAR)*: i.e. rewards that exceed what investors expect to earn from other investments with the same risk; the organization achieves superior performance, both measured financially and non-financially. Risk is an investor's uncertainty about the economic gains to be gained, or the losses that will be suffered from a particular investment.

Facing the competitive reality of the café business in Surabaya, business people must be able to place their brand positioning to become brand equity in the top of mine. So market penetration in addition to product delivery, price, place, communication approach becomes very important. Communication is certainly not understood as a linear process but as a circular process. The circular model can be referred to from Charles E. Osgood and Wilbur Schramm, who developed a circular theory by focusing on the behavior of the main actors in the communication process (Effendy, 2021). Osgood explained about Shannon and Weaver's technical communication model in overcoming communication problems. The model is more based on the Theory of Meaning and psycholinguistic. This thinking sees each individual in communication as well as functioning as a source and as a destination. Circular communication can be implemented in marketing communications in order to build brand awareness by café and restaurant business people.

Marketing communication according to Kotler & Keller (2009: 172-173), is a means by which companies try to inform, persuade, and remind consumers-directly or indirectly-about the products and brands sold. Marketing communication is the process of establishing mutually beneficial relationships between companies, employees, customers and also allows companies to connect their brands with people, places, events, brands, experiences, feelings, and other things. Marketing communications contribute to brand equity by embedding the brand in memory and creating a brand image, as well as driving sales. Through good marketing communication is able to bridge the gap between bid value and search value. When it overlaps between organizations and consumers, a business organization's brand will strengthen. According to Shimp (2003), seeing that brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. Such associations can simply come in the form of certain thoughts or images attributed to a brand, just as we think of others.

Brand image is considered as a prestige needed by consumers in using a product. This assumption will certainly be an important guideline for companies in achieving the positive influence caused by their product brand image. A strong brand image allows companies to gain direct trust from consumers. Brand image is built based on the impression, thought, or experience experienced by a person towards a brand which will ultimately shape attitudes towards the brand concerned (Amanah, 2011).

The development of communication technology will always have an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). Digital marketing is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet. Technological developments have changed the way of interaction in marketing communications into screen to face (internet marketing). Currently, online media is an alternative to meet the needs of public information on something. This increase makes the internet a huge market potential for business people to expand market share and increase sales. This condition encourages the utilization of communication technology to build brands through integrated marketing communications.

(Morissan, 2010) revealed that many companies in developed countries today have implemented *Integrated Marketing Communication* (IMC) with a broader perspective. Company managers see IMC as a way to coordinate and manage their marketing communications programs to ensure that they give customers a consistent message about their company and/or brand. For many companies, IMC provides many changes over traditional methods that require various elements of communication and marketing as separate activities. As marketing managers become more familiar with IMC, they recognize that IMC offers more than just the idea of coordinating all elements of marketing and communication programs. The use of IMC theory can be used for digital marketing strategies in each company as a reference in maintaining the success of their brand image, by utilizing internet media that can be accessed by the public.

Dave Chaffey said that digital marketing is or digital marketing has almost the same meaning as electronic marketing (e-marketing) – both describe the management and implementation of marketing using electronic media, so what is meant by digital marketing is the application of digital technology that forms online channels (online *channels*) to markets (websites, email, databases, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities aimed at profiting and building and developing relationships with customers in addition to developing a planned approach to increase knowledge about consumers (towards the company, behavior, value and level of loyalty to its product brands), Then unify targeted communications with online services

according to the needs of each individual or specific customer. In short, digital marketing is achieving marketing goals through the application of technology and digital media, especially the internet (Chaffey, 2000).

METHOD

Types and Methods of Research

Particular exploratory research method using descriptive qualitative research approach. The method was chosen to be able to understand the steps of café business people in Surabaya in overcoming sharp competition comprehensively and deeply. Qualitative descriptive method is a study that produces descriptive data (description) in the form of written and oral facts from the behavior observed, in circumstances that take place reasonably and scientifically and not under controlled conditions (Sanapiah, 2005: 18).

Research Subjects

The research subjects in this study were selected using purposive techniques, namely choosing cafes in Surabaya that have strong digital marketing activities and have large customers. The Cafe chosen in this study is Demandailing Café, Cafe Jokopi, which became the object of study through marketing steps that volunteered through a study of research subjects that have been reported. Certain considerations of selection are based on the explanatory ability of scientific research research that has been carried out. Likewise, it is based on the condition of the number of customers which when this research is conducted shows an increase and decrease in customer interest. Careful selection is expected, or maybe he (informant) as the ruler so that it will make it easier for researchers to explore the object or social situation under study (Sugiyono, 2011).

Data Source Type

In a study, the types and sources of data become two, including

Primary Data

Primary data are data and information obtained directly from the source under study. In this case, researchers will explore information about how to analyze digital marketing strategies carried out in marketing to consumers. The primary data sources obtained come from all parties involved in the context of research who really know about the information needed by researchers in conducting research. The primary data is obtained by researchers through in-depth interviews that will be conducted by asking several developing questions. This is done to avoid misunderstandings in the interpretation of concepts understood by informants if there is one thing that requires further interpretation.

Secondary Data

Secondary data is the main data and information in this study obtained from the results of previous research and traced existing data related to the object of study in this study. Other DTAs obtained indirectly in collaboration with primary data. This data is obtained from documents such as relevant journals that contain digital marketing, the internet and several other information that has relevance to what is studied by researchers.

Data Collection Techniques

Data collection techniques are carried out by collaborating secondary data sources from the results of previous research research. The first research source is a report on the results of Demandailing Café research, by collecting research data related to the use of Instagram. The second is research taken from a research report on the use of e-marketing activities carried out by Cafe Jokopi, the third is Waroenk Ora Umum.

The data collection techniques carried out by the authors in this study are adjusted to the focus and objectives of the study, namely:

Depth Interview

In-depth interviews are a way of collecting data or information by directly meeting with informants in order to get complete and in-depth data. These interviews are conducted with high frequency (repeatedly) intensively. The interview was an exchange of information through questions and answers with the informant in this study, namely Fahmi Abdullah as Manager of Demandailing Café. The interviews conducted in this study were semistructured. The goal is to find problems more openly, where the interviewee is asked for his opinions and ideas. Researchers make several questions in outline then questions can be developed by obtaining answers from informants to reveal certain understandings, opinions or circumstances in more detail.

Observation

The observation method is a data collection technique that requires researchers to go to the field to observe things related to space, places, actors, activities, objects, time, events, goals and feelings. The observation referred to in this study is a frank observation, where in its implementation the author states frankly that he is conducting research on data sources. Observation activities are carried out by observing and recording an event or activity that is being carried out by informants. While related to this study, observations made by the author can be in the form of observations on things done by related parties who have an important role in Demandailing Café's digital marketing strategy in marketing to consumers.

Documentation

According to Sugiyono, a document is a record of past events in the form of writing, drawings, or monumental works of a person. The study of documents is a complement to the use of observation and interview methods. The documentation in question aims to make the author get data from events that are or have been carried out by informants. In this case, it includes public documentation on social media such as those posted through Instagram accounts to obtain data that can support this study.

Location and Time of Research

In accordance with the explanation that the researcher described in the background, the research aimed at by the researcher is Demandailing Café. Compared to other branches, the location of this branch is the history of the formation of Demandailing Café and is the main central branch. The research location is located on Jl. Klampis Jaya no. 144, Klampis Ngasem Village, Sukolilo District, Surabaya City. This study was held from May to June 2021. And Jokopi café PT JOKOPI Indonesia has its head office in Surabaya, precisely on Jalan Ketabang Kali No.51 A, Ketabang Village, Genteng District, Surabaya City, East Java.

Data Analysis Techniques

Sugiyono (2012: 244) said that data analysis is the process of systematically searching and compiling data obtained from the results of collecting and observing from research data and then the data is strengthened by conducting interviews, field notes. The collected data is organized by organizing data into categories, describing it into units, synthesizing, arranging into patterns, choosing which ones are important and what will be learned, and making conclusions so that they are easily understood by themselves and others. Data collected from field notes and researcher comments, images, photos, documents in the form of reports, biographies, articles and so on. Next the work of data analysis, sorting, grouping, assigning codes and categorizing them after that draws conclusions.

The stages of data analysis use the Miles and Huberman model, with the following stages of analysis:

Data Reduction Stage

The essence of data reduction is the process of combining and homogenizing all forms of data obtained into one form of writing (script) to be analyzed. The results of interviews, observations, results of documentation studies are converted into written form (script) according to their respective formats. The results of the interview recording will be formatted into a verbatim form of interview. The results of observations and field findings are formatted into a table of observations adjusted to the observation method used.

Data Presentation Stage

In principle, display data is to process semi-finished data that is uniform in the form of writing and already has a clear theme flow (which has been arranged in the theme accumulation table) into a categorization matrix according to themes that have been grouped and categorized, and will break down these themes into a more concrete and simple form. In this case, Miles and Huberman state that what is most often used to present data in qualitative research is with narrative text.

Conclusion Drawing and Verification Stage

Conclusions are drawn based on the results of data reduction and presentation, but they are temporary. The expected conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or description of an object that was previously still temporary so that after being examined it becomes clear.

RESULTS AND DISCUSSION

Surabaya as the second largest city after DKI Jakarta certainly has characteristics like a Metropolitan city in general. With the density and bustle of its residents, the city of Surabaya is growing rapidly in the business world. Business growth in the culinary sector, especially Surabaya cafes, has a very rapid growth. Both cafes in the form of coffee shops to upscale cafes. Data on café growth in Surabaya shows more than 20% every year In 2016 there were 75 cafes growing to 154 in 2018. (data processed from TDUP Surabaya 2020). This very rapid growth followed by the culture of coffee and doing chores in cafes has become the life style of Surabaya youth, with the term "Nugas".

Competition between cafes is very tight, almost every street in Surabaya is filled with cafes lined up. Especially on rampai roads and near activity centers, such as campuses, schools and entertainment venues are always filled with cafes from the lower, middle class and cafes with foreign brands, such as Present Black, Volks Coffee, Redblack Specialty Coffee, as well as Starbucks. Of course, this competition forces entrepreneurs in the coffee business to develop innovative branding techniques in grabbing the attention of consumers who are mostly young people.

The characteristics of Surabaya youth to live in their communal are intense and intense in the use of new media compared to conventional media. So that the concept of a café that provides space for the creation of interactive dialogue and the availability of internet networks is a mandatory requirement for cafes in Surabaya. So that the object of study in this study determines 3 cafes that are considered representative to describe the characteristics of the café also get the most visits, namely De Mandailing Café, Cafe Jokowi, and Waroenk Ora Umum. In addition, those who carry out e-marketing activities that are managed with special management and who

carry out e-marketing activities individually, meaning that there is no dedicated team to carry out activities on the existing platform platform.

1. Demandailing Café.

De Mandailing café located in Surabaya City is a café that serves various types of coffee and light and heavy food. The café opened in September 2011. At that time they hadn't even put up a banner at their location. However, uniquely this café can attract visitors so quickly, even based on information from Fahmi Abdullah as Manager of De Mandailing Café, at the time of initial observation, customers who come every month reach 1000 to 2000 people. This café is quite well known through Instagram because Demandailing Café has photo posts related to food and drinks that are promoted to the public through Instagram. The only marketing tool they have used to date is Instagram. De Mandailing café has a strategy of using social media more prominently than other online media.

Using the Instagram social media application, there are many Instagram account users who use this application to market and sell products / services, through sharing photos of marketers' products. The current state of business, Instagram is used as a means to be able to introduce and promote a product and brand to potential consumers so that they are interested in wanting to buy or use the products offered.

Currently, the management of Demandailing Cafe has begun to establish Instagram as digital marketing that is very influential for promotional media, market demand, even as content that contains information about *Product Branding*. The development of the Demandailing Cafe Instagram account from 2013 to 2021 has reached 24,700 followers and 1,688 posts. Management can take advantage of features from Instagram such as *Insta Story*, *Highlights*, *Bio Link*, and many more.

De Mandailing Café the vision of this café is to make a family café that is comfortable at all times. Demandailing was established in September 2011, until now it already has four branches located in Surabaya, including Klampis Jaya, Jemursari, Bukit Darmo Golf and the newly opened one in Ir. Soekarno. This café has been established for a long time, already has many loyal customers who still visit as well as new customers and these four branches are always crowded with consumers.

De Mandailing café that only uses the Instagram social media platform has been able to reap quite a lot of visitors for the middle class. This is when doing social media posts, this café is able to build a brand through being a differentiator as a café that presents a family atmosphere with family café branding.

2. Cafe Jokopi

Jokopi is a contemporary coffee shop native to the city of Surabaya. Jokopi coffee shop was first established on August 17, 2017 and now has several branches in the Surabaya area. Jokopi carries the concept of contemporary coffee that is liked by young people. Not only that, the decoration of the café room is also made aesthetic to increase the interest of visitors to come. By relying on the concept of youth coffee with aesthetic decorations typical of young people exposed through posts on several social media platforms.

Jokopi is PT JOKOPI Indonesia which is a food and beverages-based Micro, Small and Medium Enterprise (MSME), engaged in coffee which was established in April 2018. PT JOKOPI Indonesia has its head office in Surabaya, precisely on Jalan Ketabang Kali No.51 A, Ketabang Village, Genteng District, Surabaya City, East Java. The name JOKOPI has a meaning, namely Joko means man, then the word coffee because the founder of Jokopi likes to consume coffee, so it is named Jokopi.

PT JOKOPI Indonesia has the tagline "Storytelling and Culture". PT JOKOPI Indonesia has a main menu of milk coffee packaged into plastic cups or referred to as coffee to go. PT JOKOPI Indonesia was founded by Derry Azwar Rizaldy, Jazil Maksum, Yogi Prasetyo, Rafdiarif Prayoda and Westlife. PT JOKOPI Indonesia has an inherent, unique and interesting characteristic, which is in line with its idealism that directs its superior coffee shop not only oriented to coffee sales but also able to 56 open collaboration space and embrace many parties including art workers and the Korean community

The key to Jokowi's success in implementing marketing communication strategies is determined by interpersonal communication, solidarity, teamwork, creative ideas and innovation. Jokopi with its coffee concept, young people are able to publish through the concept of Integrated Marketing Communication by combining and matching all communication lines appropriately.

Research conducted on Demandailing Cafe and Jokopi Cafe shows that the use of e-marketing through social media platforms has the power to bring customers to the Cafe. The use of digital technology in building a brand image that almost all coffee shops in Surabaya, Demandailing and Jokopi use intensively in using social media. The strategies used are very varied, but handling the choice of strategy is the main orientation in building the company's brand. The use of communication elements in branding is carried out in an integrated manner starting from the use of concepts held in offline activities in line with online activities, namely building closeness to the lifestyle and consumer culture of the people of Surabaya. The concept of community developed on social media is very strongly exposed in every activity.

. The use of Demandailing Cafe social media with Jokopi are both very intense in their use even though the different strategies used but the steps used are very consistent and in line with organized issue management. This is because the targeted market trend is those who are involved with social media every day to meet the information needs of something including the need to eat and drink or culinary, Instagram also has a wide reach, easy access and many other conveniences.

Internet digital media as an alternative to building marketing strategies in the business world. The concept of how social media marketing works in practice is closely related to the concept of social media itself, where through social media marketing can build consumer interaction. In addition, interaction provides more value because it costs less but provides more impact than traditional media. The focus of social media marketing is the struggle to deliver content, which can grab readers' attention and encourage them to share it among their social networks (Wilson et al., 2014).

Social media marketing has created stability of existence and existence of a website on social media networks such as Facebook, Twitter, Instagram and others as an online marketing effort. To find out the stimulus generated by an effective promotion, knowledge of the factors that influence a person in receiving, considering information and making decisions in buying the products offered. Promotional media that utilize the internet is increasingly becoming an irresistible choice seeing the growth in the number of internet penetration in Indonesia itself. The use of the internet as a communication medium in marketing products or services is expected to be able to reach a wider market so that more and more people know and can buy the products or services offered. Especially with the lifestyle of people in Indonesia who cannot be separated from devices, the generation of netizens also takes advantage of this. The use of social media successfully addresses the gap between variance value and offer value through window strategy through a communal cultural approach.

Another approach besides the approach to using network media, building public space for the creation of dialogical communication gives another nuance that is different from the concept

of coffee built with foreign brands. The humanist approach and merpijak in Surabaya's communal culture is a very attractive offer for visitors. The approach of the two coffee business brands shows that Osgood's circular communication theory can be well planned and the lifestyle approach and consumer culture can be maintained.

CONCLUSION.

Management and use of e-marketing strategies in an integrated and professional manner is the main way to achieve the desired goals in building brand image. The implementation of digital marketing strategies carried out to build brand image on social media is more determined by the way of product delivery in a varied manner by highlighting in terms of promotional content of typical Café products themselves. Submission using local endorsements and local events is more of a choice and received an enthusiastic reception. This shows that the cultural and sociological approach of Surabaya society has been successfully built. Offline event cooperation has been able to become reinforcement for cyber activities. The public relations approach with agencies and conventional media as one of the keys to maintaining the company's brand is maintained. And more importantly, the success of the Cafe in Surabaya is able to present a public space that can be a dialogic arena from saturation with online media. The concept of Lifestyle and communist consumer culture is a very appropriate concept for the development of cafes in Surabaya.

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