



Implementation of promotion mix in increasing sales at Janji Jiwa Coffee Volume 841

Artin Bayu Mukti¹, Ani Pertiwi¹, Azis Nur Rosyid²

¹Department of Hospitality, Universitas Stikubank, Indonesia

²Department of Tourism, STIE Totalwin, Indonesia

DOI: <https://doi.org/10.52465/jogasto.v2i1.264>

Article Info

Article history:

Received Nov 30, 2023

Revised Feb 17, 2024

Accepted Feb 19, 2024

Keywords:

Promotion mix
Direct marketing
Advertising
Personal selling
Sales promotion

ABSTRACT

This research aims to identify the application of the promotion mix at Janji Jiwa Coffee Shop Volume 841. This research uses descriptive qualitative research and data source collection with observation and in-depth interview method. The informant is the manager and owner of Janji Jiwa Coffee Shop Volume 841. Findings of this research indicate that Janji Jiwa Coffee Shop Volume 841 applies four promotion mix variables from the five existing variables. (i) Advertising using paid promote, billboards and banners. (ii) Personal selling by fostering good relations by coming directly to the house. (iii) Direct marketing, in collaboration with grabfood and gofood. (iv) Sales promotion with bonus vouchers, free coffee milk vouchers, and shopeepay cashback vouchers.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

The development of the world of business in the current era of globalization is increasingly rapid and intense in terms of business competition, so companies are required to compete to seize and control market food. The business world is like a battlefield; entering the business world means plunging into the battlefield so that victory in the war can be achieved. In the business world, success in gaining market food Activity and marketing are two important factors that influence the progress of a company. Companies will rely on

¹ Corresponding Author:

Artin Bayu Mukti,
Department of Hospitality,
Universitas Stikubank,
Indonesia
Email: bayu_fpar@edu.unisbank.ac.id

marketing strategy as the main requirement to see and adapt to market food, which is always changing according to consumer interests. Something that cannot be avoided in marketing activities is competition, but this will not be a problem. The success or failure of a company in facing competition depends on the ability of each company to implement good marketing strategies according to targets. Currently, coffee shop businesses can be found in many areas; therefore, in facing increasingly tight competitive situations and ever-changing social conditions, every coffee shop business owner is required to always be responsive and adapt to face the competition. In situations and conditions like this, business owners or managers must not only be able to sell their products and services but also have the ability to market their business so that the number of consumers does not decrease but increases.

2. Literature Review

2.1. Coffee Shop

In Indonesia, coffee shops are commonly called coffee shops. Coffee shops themselves have begun to be thoroughly present in our midst, starting from remote villages to urban centers. According to Adi W. Taroepatjeka, one of the coffee consultants in Indonesia, almost every corner of the city is sure to have a coffee shop. Coffee shops do not include luxury coffee shops; they also do not include ordinary coffee shops. Coffee shops tend to be medium-sized coffee shops.

Wiktionary in Hanif explains that a coffee shop is a small cafe or small restaurant that usually sells coffee and sometimes non-alcoholic drinks, simple meals, or snacks, with facilities that support the place [1]. Kurniawan and Sidiq (in Elly et al., 2020: 27) A coffee shop is a place that is synonymous with neatly arranged tables and chairs as well as comfortable sofas, selling various variations of coffee and snacks as support, accompanied by music, and a comfortable atmosphere that can be felt by consumers.

A coffee shop is a place that sells coffee variants as the main menu, a choice of non-coffee variations, and snacks or snacks with facilities that support the place according to consumer needs. Based on the above understanding, it can be concluded that Brand Kopi Janji Jiwa is included in the classification of coffee shops, or more precisely, coffee shop.

2.2. Marketing

Marketing Strategy is a tool to achieve goals [2], while strategy according to Sudarsono is the preparation of plans to achieve the desired goals [3]. In conclusion, strategy is a form of long-term or short-term tool/plan to achieve company goals. One of the strategies used to increase company sales or profits is marketing strategy. Marketing strategy is a way to determine market segmentation, positioning, target market identification, and marketing mix (Atmoko, 2018).

Marketing is a social and managerial process where individuals and groups get what they need and want by creating and exchanging products, services, and value between one person and another (Budi, 2017: 1). The role of marketing today is not only to deliver products and services to consumers but also to demonstrate how these products or

services can provide satisfaction to customers on an ongoing basis so that company profits can be obtained through repeated purchases.

The purpose of marketing is to attract new customers by creating a product that suits consumer desires, promising superior value, setting attractive prices, distributing products easily, promoting effectively, and maintaining existing customers by holding the principle of customer satisfaction.

Assauri (in Onny and Novelia, 2017: 10) defines marketing as human activities directed at meeting and satisfying needs and desires through the exchange process. According to Kotler and Armstrong, marketing is a process by which companies create value for customers and build strong relationships with them, with the aim of capturing value from customers in return [4]. According to Philip Kotler and Kevin Lane Keller (in Onny and Novelia, 2017:11), marketing is a social process in which individuals and groups of people are involved in a relationship [5], [6].

Based on the marketing concept of the experts above, marketing is an effort or planning activity that includes product, price, promotion, and place and is directed at meeting the needs and desires of consumers to obtain the expected benefits through the exchange or transaction process.

2.3. Promotion

According to Buchari Alma (in Linda and Tri, 2018: 19), promotion is a form of marketing communication that seeks to disseminate information, influence, persuade, or increase the target market for companies and their products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. Kotler and Armstrong (2017: 78) state that promotion is an activity that conveys product benefits and persuades customers to buy it [4].

2.4. Promotion Mix

Promotion mix, according to Kotler (in Dedy, 2020: 83), is the term for a marketing communication mix consisting of five main components, namely, advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. According to Dharmmesta (2014: 247), the promotion mix is the set of elements for communication controlled by marketers, including advertising, sales promotion, public relations, face-to-face selling, and direct marketing. The promotion mix variables consist of advertising, personal selling, direct marketing, publicity, and sales promotion.

2.4.1. Advertising

According to Agus Hermawan (in Onny and Novelia, 2017: 20), advertising is part of fulfilling the marketing function, where advertising does not just provide information to the audience but is also intended to influence the feelings, knowledge, meaning, beliefs, attitudes, and images of consumers related to a product or brand. According to Kotler (in Dedy, 2020: 83), advertising is all forms of non-personal presentation and promotion of ideas, goods, or services paid for by a particular sponsor. Advertising is non-individual communication for a fee through various media carried out by companies as well as individuals.

2.4.2. Personal Selling

According to Swastha (in Dedy, 2020: 84), personal selling is an interaction between individuals who meet each other face-to-face and make direct contact, which is aimed at creating, improving, controlling, or maintaining mutually beneficial exchange relationships with other parties. According to Gitosudarmo (in Onny and Novelia, 2017: 56), personal selling is a company activity to make direct contact with potential customers.

2.4.3. Direct Marketing

According to Tjipto (in Dedy, 2020: 84), direct marketing is an interactive marketing system that utilizes one or more advertisements to generate measurable responses and transactions in various locations. According to Kotler and Armstrong (in Onny and Novelia, 2017: 48), direct marketing is a direct relationship with individual consumers who are carefully targeted to achieve an immediate response and lasting customer relationships.

2.4.4. Publicity

According to Swastha (in Dedy, 2020: 84), publicity is a certain amount of information about a person, good, or organization that is disseminated to the public through the media free of charge or without supervision from the sponsor. According to Kotler and Armstrong (2017: 425), publicity is a promotion by building good relationships with various company publics. Publicity is a complementary means of complete promotion that is effective for other promotional tools such as advertising, personal selling, and promotion.

2.4.5. Sales Promotion

Are marketing activities other than personal selling, advertising, and publicity that encourage the effectiveness of consumer and dealer purchases using tools such as demonstrations, exhibitions, demonstrations, and so on. According to Peter & Olson (in Onny and Novelia, 2017: 32), sales promotion is an action-focused marketing event whose purpose is to have a direct impact on a company's customer actors. According to Onny and Novelia, sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of items purchased by customers [6].

3. Method

3.1. Research Type

This type of research is qualitative. According to Sugiono, qualitative research is often called a naturalistic research method because the research is conducted in natural conditions (natural settings) [7], [8]. Qualitative research methods are research methods based on the philosophy of postpositivism, used to research natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization. Meaning is the actual data, definite data, which is the value behind the visible data. This study aims to understand how the application of the promotion mix in increasing sales at Janji Jiwa Coffee Volume 841 by means of a description in the form of words and language, in a special natural context and

by utilizing various natural methods. The research used is descriptive qualitative type. Wrong One type of qualitative descriptive research is research with a case study method or approach. Case studies are included in descriptive analysis research, which is research conducted focused on a particular case to be observed and analyzed carefully until completion. The purpose of this descriptive research is to make descriptions, pictures or paintings systematically, factually and accurately about the facts, characteristics and relationships between the phenomena being investigated [9].

3.2. Research Specifications

The specification of this research is descriptive-analytical, which describes the data obtained from observations, interviews, documents, and field notes, which is then analyzed and poured into the form of a thesis to describe the problem with the chosen title, namely "Implementation of Promotion Mix In Increasing Sales At Janji Jiwa Coffee Volume 841".

3.3. Data Source

Data sources are everything that can provide information about related research. According to [10], the data source is the subject from which data can be obtained. According to [11], how to obtain data can be divided into two parts, namely:

3.3.1. Primary Data

Primary data is data obtained directly from the original source (not through intermediary media) [12]. Primary data can be in the form of the opinions of subjects (people) individually, in groups, or through observation. In this study, primary data was obtained directly from the manager and owner of the Janji Jiwa Coffee Volume 841 Franchise through observation and in-depth interview methods.

3.3.2. Secondary Data

Secondary data is data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties) [12]. This data is obtained using literature studies conducted in many books, journals, and notes related to the research. Besides that, researchers use data obtained from the internet.

3.4. Data Collection Methods

3.4.1. Observation

According to Usman and Purnomo (in Hardani et al.), observation is the systematic recording of the symptoms studied. Observation is the basis of all science; through observation, researchers learn about behavior and the meaning of that behavior [13]. This method is used to directly observe the events and phenomena that are the focus of research [7]. In this study, researchers used the type of participant observation, which is if the observer is actively involved in the object under study or takes part in the life of the person being observed [13]. This research was conducted from June to July to obtain a clear picture of the activities, behaviors, and events that occurred at Kopi Janji Jiwa Jilid 841.

3.4.2. Interview

According to Sugiono, interviews are a data collection technique if the researcher wants to conduct a preliminary study to find the problem to be studied [7].

and if the researcher also wants to know things from respondents that are more in-depth and the number of respondents is small. According to Hardani et al, an interview is an oral question and answer between two or more people directly or a conversation with a specific purpose [13]. From the above understanding, the author concludes that an interview is a way of obtaining the desired data from the source by conducting question and answer activities directly or face-to-face.

In conducting interviews, researchers have prepared interview guidelines containing a list of questions that will be asked of the sources, and researchers will record the answers given by the sources. Before conducting the interview, the researcher asked permission from the interviewee that the results of the interview would be used for research purposes.

3.4.3. Production factors

Documentation comes from the word document, which means written items. The documentation method means a way of collecting data by recording existing [13]. Documents are records of events that have passed. Documents can be in the form of writing or images. A document study is a complement to the use of observation and interview methods in qualitative research [7].

3.5. Data Presentation Method

According to Miles and Huberman (in Hardani et al.), data presentation is a set of organized information that gives the possibility of drawing conclusions and taking action. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like [13]. Through the presentation of the data, the data will be organized and arranged in a relationship pattern, so that it will be easier to understand. In this study, researchers presented data using narrative text.

3.6. Data Analysis Method

Data analysis, according to Sugiyono, is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing data into patterns, selecting what is important and what will be studied, and drawing conclusions so that it is easily understood by oneself and others [7]. Qualitative research data is obtained from various sources using various data collection techniques (triangulation) and carried out continuously.

4. Results and Discussion

According to Kotler and Keller , marketing is a social process in which individuals and groups obtain what they need and want by creating, offering and freely exchange products and services of value with others The promotional mix for each coffee shop is an overall plan to achieve goals . Even though several coffee shops have the same goal, the promotional mix used can vary. Most of the visitors to Kopi Janji Jiwa Volume 841 are teenagers and students who come looking for a place to do assignments or just gather to fill their free time. Some workers and adults already have families. With adequate facilities and a comfortable atmosphere for visitors, Kopi Janji Jiwa Volume 841 is a comfortable place for teenagers to do homework or just hang out with friends.

The promotion mix consists of five variables, namely advertising, personal selling, publicity, direct marketing, and sales promotion. These five variables play an important role and can influence a company's sales level. Based on the data that has been processed above, of the five promotional mix variables, Kopi Janji Jiwa Volume 841 only uses four promotional mix variables, namely advertising, personal sales, direct marketing, and sales promotion. Kopi Janji Jiwa, Volume 841, has never used publicity variables to increase sales.

4.1. Advertising

All costs that must be incurred sponsor to make a presentation and non-personal promotion in forms of ideas, goods and services [14]. Based on the data analysis above, the advertising used in Kopi Janji Jiwa Volume 841 includes paid promotion, billboards, and banners. Third-party Instagram accounts that have been used by Kopi Janji Jiwa Volume 841 for paid promotional activities, namely @kuliner_weleri and @welerinienii, Advertising with paid promotion is rarely done.

Kopi Janji Jiwa Volume 841 billboard, installed in front of the outlet Because the outlet is strategically located on the side of the main highway, And Kopi Janji Jiwa Volume 841 banners were also placed in shops owned by the owner, such as in front of the Manja Toys toy shop, which is one of the shops owned by the owner of Kopi Janji Jiwa Volume 841. The toy shop has a strategic location and is busy with people visiting.

4.2. Personal Selling

Personal presentation by company salespeople in order successful sales and build relationships with customer [14].

Based on the results of the data analysis above, personal sales of Kopi Janji Jiwa Volume 841 are done by giving the product to the owner's friends, which is usually done once a month or once every two months.

4.3. Direct Marketing

Direct communication with a number of target consumers for get an immediate response with a number of target consumers to get a response directly by using letter, telephone, fax, email, etc others to communicate directly with specific consumers or businesses to get an immediate response [14]. The direct marketing carried out at Kopi Janji Jiwa Volume 841 is in collaboration with several platforms, such as GrabFood and GoFood. With this

platform, it makes it easier for consumers to buy without having to leave the house. As the digital era develops, the use of platforms for promotional mix activities in this digital era can be further improved because it can influence the level of sales of a product. But unfortunately, in Kopi Janji Jiwa Volume 841, the use of platforms according to the current era for promotional mix activities is still not optimal. All management for the business is managed directly by the owner himself, which causes the management to be less than optimal.

4.4. Sales Promotion

Sales promotion is one of the most important promotional mixes for increasing sales and has quite a large influence [14]. Based on the results of the data analysis above, Kopi Janji Jiwa Volume 841 carries out sales promotions by providing drink bonuses, free drink vouchers, and cashback vouchers.

For every purchase of 9 cups, you will get a free bonus of 1 cup of regular-size Janji Jiwa products for all variations, which can be seen from the proof of the stamp voucher, which can only be obtained and is valid at Kopi Janji Jiwa Volume 841. With the bonus voucher for purchasing this drink, visitors will be able to buy it in groups.

Kopi Janji Jiwa Volume 841 also collaborates with the Weleri branch of the Manja Toys toy shop, which still has the same owner as Kopi Janji Jiwa Volume 841. Every toy purchased with a total price of more than Rp. 200,000 will get a free voucher for 1 cup of regular-size Kopi Susu. Apart from that, the cashback voucher is valid for every purchase made using the payment method via ShopeePay by purchasing and using the ShopeePay cashback voucher, which is available on the Shopee application.

This promotional mix variable runs optimally because almost every day there are always visitors who come to exchange bonus vouchers and free drink vouchers, and quite a few also make payment transactions via ShopeePay. Apart from getting cashback, payments via ShopeePay are also easy because, as the digital era develops, many people, especially millennials, carry more e-money than cash.

Based on the data that has been processed above, the Janji Jiwa brand has its own characteristics. Each franchise is required to follow the policies and provisions of the center. Starting from the Janji Jiwa logo, which has the characteristic of a little finger like making a promise, without the words Janji Jiwa and just using the little finger, people are able to guess what brand it is.

The concept of the Janji Jiwa outlet for each franchise has been determined by the center, starting from the design, minimum size, electricity voltage, etc., to what kind of place the franchise must use; everything must comply with the provisions of the center. From prices, menus, and promotions, everything follows from the center, except at airports, stations, and malls, which have more expensive prices than other outlets because taxes are more expensive. Apart from that, we are allowed to create our own promotions outside the center but are required to use design provisions from the center. Franchises are allowed to carry out promotional publicity activities, such as sponsoring an activity, but collaboration activities with other brands can only be carried out by the center.

The application of the promotional mix to increasing sales at Kopi Janji Jiwa Volume 841 is still not optimal because it only uses four variables out of the five existing variables. These four variables include advertising, personal selling, direct selling, and sales promotions. Based on the results of observations and interviews with these four variables, the promotion mix that is most often used at Kopi Janji Jiwa Volume 841 is the sales promotion variable. Because almost every day there are always consumers who come to exchange purchase discount vouchers or free drink vouchers, apart from that, many consumers also make payments via Shopeepay to get cashback.

5. Conclusion

Based on the research results above, a conclusion can be drawn, namely that from the five existing promotional mix variables, Kopi Janji Jiwa Volume 841 only applies four variables. The implementation of the promotional mix carried out to increase product sales at Kopi Janji Jiwa Volume 841 includes advertising, personal sales, direct marketing, and carrying out daily sales promotions. Advertising activities at Kopi Janji Jiwa Volume 841, namely paid promotion with third-party Instagram accounts that have a large influence or following in the area, Billboards and banners are installed in strategic places so that they are easily noticed by many people. Personal sales activities are carried out, namely by delivering to the house and giving it away for free to the owner's friends. The direct marketing carried out is in collaboration with platforms such as GrabFood and GoFood. The last one is a sales promotion with free milk and coffee vouchers, bonus vouchers, and ShopeePay cashback vouchers. Almost every day, Kopi Janji Jiwa Volume 841 always carries out sales promotions. This can be seen from the consumers who come every day to exchange free milk coffee vouchers, use ShopeePay cashback vouchers, and come to get stamps so they can be exchanged for bonuses according to the applicable terms and conditions. Of the four promotional mixes implemented in Kopi Janji Jiwa Volume 841 to increase sales, sales promotion activities are the variable that runs optimally compared to other variables.

REFERENCES

- [1] F. Hanif, "Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian pada kedai kopi pulang kota Palembang," Universitas Sriwijaya, 2020.
- [2] A. Lutfita, "Analisis Strategi Bauran Pemasaran (Marketing Mix) Dalam Meningkatkan Penjualan Pada Hanacaraka Coffee Sidioarjo di Masa Pandemi COVID 19," UPN "Veteran" Jawa Timur, 2021.
- [3] H. Sudarsono, *Manajemen Pemasaran*. Jember: Pustaka Abadi, 2020.
- [4] P. T. Kotler and G. Armstrong, *Principles of Marketing*, 17th ed. New Jersey: Pearson Education, 2017.
- [5] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Essex: Pearson Education, 2016.
- [6] O. F. Sitorus and N. Utami, *Strategi promosi pemasaran*. Jakarta: FKIP UHAMKA, 2017.
- [7] P. D. Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2018.
- [8] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2019.
- [9] M. Nazir, *Metode Penelitian*. Jakarta: Ghalia Indonesia, 2003.
- [10] S. Arikunto, *Manajemen Penelitian*, 13th ed. Jakarta: Rineka Cipta, 2016.
- [11] Sugiyono, *Metode Penelitian Pendidikan*. Bandung: Alfabeta, 2019.
- [12] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2017.
- [13] D. Hardani, *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: Pustaka Ilmu, 2020.

- [14] D. Syafira and D. Akbar, "Penggunaan Digital Advertising Dalam Promosi Championship Event Oleh Myedusolve," *J. Bisnis Event*, vol. 4, no. 13, pp. 1–9, 2023.