



Cafe Marketing Strategy in Indonesia to Increase Brand Awareness

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ABSTRACT

The marketing tactics used by Indonesian cafés to raise brand awareness are examined in this study. The study analyzes important marketing strategies that have been successful in raising brand awareness and customer engagement through a combination of bibliometric analysis and literature evaluation. The results emphasize the increasing significance of influencer partnerships, product innovation, social media marketing, and immersive customer experiences as key tactics for increasing brand recognition. Furthermore, implementing sustainability practices and digital loyalty programs improves brand recognition and fortifies consumer relationships. The study comes to the conclusion that cafés looking to stand out in a very competitive industry must adopt a multi-channel, customer-centric strategy. Cafés in Indonesia may greatly increase brand exposure and loyalty by utilizing both digital and physical touchpoints and coordinating marketing initiatives with current consumer trends. The findings offer marketers and café owners useful information for creating winning plans to compete in a market that is getting more and more congested.

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1. INTRODUCTION

In recent years, the café industry in Indonesia has emerged as one of the creative economy's fastest-growing industries. This trend is fueled by shifts in urban communities' lifestyles, which have made cafés a multipurpose area for working, socializing, and resting. Furthermore, the expansion of the middle class and the growing popularity of coffee drinking are the primary drivers of this industry's growth (Nurmansyah, 2023). According to data from the Indonesian Coffee Exporters and Industry Association (AEKI), domestic coffee consumption has increased by up to 13.9% year since 2018. This has a direct effect on the growth of the cafe industry in both urban and rural locations.

However, in the face of escalating competition, cafes must be able to build great brand awareness in addition to providing high-quality items. When customers are presented with a plethora of comparable options, brand recognition is crucial in helping a cafe stand out from its rivals. Brand awareness is one of the primary determinants of purchasing decisions, particularly in experience-based businesses like cafes, according to a study by Mulyana (2020).

Many cafes in Indonesia struggle with market fragmentation as they try to increase brand awareness. Customers in Indonesia have a wide range of tastes, from those who value fine coffee to those who value the cafe's ambiance more than its offerings. Consequently, a successful marketing plan needs to be able to use a customized approach to address various market segments (Soedarsono, 2020).

The increasing use of the internet and the predominance of social media in daily life present one possibility that can be taken advantage of. More than 68% of Indonesians actively use social media, according to data from Hootsuite (2022), making it a powerful tool for brand promotion. Cafes frequently use social media sites like Facebook, Instagram, and TikTok to increase brand recognition by posting eye-catching visual material. Cafes can quickly establish a positive reputation among young customers by showcasing visually appealing food and drink photographs, instagrammable interior designs, and customer experiences (Setyaningrat et al., 2023).

Working together with influencers is another frequently employed tactic. Influencers can assist raise brand awareness and draw in customers, particularly if their following is similar to the cafe's target market. For instance, it has been demonstrated that partnerships between neighborhood cafés and food bloggers or vloggers boost social media customer engagement (Arifuddin & Machmud, 2023).

However, without a positive consumer experience to back it up, a digital marketing plan is insufficient. Because of uneven service or subpar products, many cafes are unable to retain their clientele. Cafes must thus make sure that the marketing plans they use complement the caliber of the goods and services they provide (Mulyana, 2020).

Adoption of technology is one of the cornerstones to successful brand awareness building in the digital age. Digital payment apps and online ordering are two innovations that are beginning to be used extensively. Cafes may enhance the customer experience and increase customer loyalty by making transactions more convenient. To increase their market reach, for instance, a lot of cafes have partnered with websites like GoFood and GrabFood (Nurmansyah, 2023).

Furthermore, data analysis plays a significant role in contemporary marketing. Cafes can create more individualized and pertinent promotions by using data about customer behavior, such as taste preferences or visitation patterns. In this instance, a paradigm for comprehending how customers react to new technology introduced by cafes is the Technology Acceptance Theory (TAM). Consumer acceptance of the available digital innovations is significantly influenced by factors like perceived utility and perceived ease of use (Setyaningrat et al., 2023).

Through creative marketing techniques, a number of cafes in Indonesia have succeeded in building a strong brand awareness. For instance, the local coffee brand Janji Jiwa has done a great job of using social media to advertise their campaign. "Kopi Dari Hati," a straightforward yet memorable phrase, has helped them establish a strong brand identity among young people. Additionally, they have been able to improve client retention through customer loyalty programs like buying coffee packages with extra savings (Arifuddin & Machmud, 2023).

However, a few of cafes also employ a storytelling technique to deepen their emotional bonds with customers. For instance, Filosofi Kopi Cafe offers its patrons a distinctive experience by utilizing a storyline derived from the movie of the same name. This strategy fosters strong customer loyalty in addition to raising brand exposure (Soedarsono, 2020).

Increasing brand awareness is both a difficulty and an opportunity in the fiercely competitive cafe industry. To build a solid rapport with customers, a successful marketing plan must be able to take use of social media, influencer partnerships, and technology advancements. However, the uniformity of the consumer experience across all touchpoints is crucial to the strategy's success. Therefore, building a brand that customers love and recognize requires a comprehensive strategy that combines marketing with business operations.

METHODS

Based on bibliometric techniques and a literature analysis, this study employs a qualitative research design. To uncover and examine pertinent results from earlier research on marketing tactics to raise brand awareness in businesses in the cafe and food and beverage industries, the literature review approach is employed. Using information gathered from scientific databases like Scopus, Web of Science, or Google Scholar, the bibliometric approach is used to examine the connections between subjects, research patterns, and the impact of specific publications in this field.

Primary and secondary data are the two categories of data that are utilized. While secondary data is gathered from industry reports, journal papers, books, and reliable internet sources that are pertinent to marketing strategies and brand awareness studies, primary data is derived from the examination of publications that are directly related to the research issue. To ensure relevance and currentness, data collection approaches include searching for terms like "brand awareness," "marketing strategy," and "bibliometric analysis" during the 2020–2024 time frame.

There are two steps involved in the data analysis process. The first is an internal analysis that highlights the marketing strategy's advantages and disadvantages for the cafe category company, including how well social media is used, how innovative the products are, and how

the customers are treated. The second is external analysis, which assesses possibilities and dangers from outside sources like industry competition, digital technologies, and consumer trends. A strategy formulation is then created by combining this study with methods like SWOT (Strength, Weakness, Opportunity, and Threat) analysis.

Among the research variables are:

Indicators including brand identification, brand recall, and the impact of marketing tactics on customer perceptions are used to gauge brand awareness.

Marketing strategy: Consists of elements including influencer partnerships, digital marketing, and social media usage. The efficiency of marketing methods in enhancing brand image is evaluated.

Thematic analysis of the examined literature and bibliometric data visualization techniques like co-word analysis and citation analysis are used to measure variables.

It is anticipated that the research output will offer suggestions for strategy creation that are grounded in theory and may be put into practice in the real world, which might greatly raise brand awareness in the setting of the café business.

RESULTS AND DISCUSSION

This study uses a qualitative methodology grounded in bibliometric techniques and literature reviews to investigate successful marketing tactics for raising brand awareness in Indonesia's cafe company market. The study's conclusions, which include a research map of this topic and a systematic discussion of major discoveries, are based on a survey of the literature and an analysis of pertinent bibliometric data.

LITERATURE REVIEW RESULT

The findings of earlier research on marketing tactics in the café sector are examined using the literature review approach. The selection of the literature for analysis in this study was based on publishing criteria in respectable journals, focus on 2020–2024, and relevance to the subject. Four key themes: social media, product innovation, customer experience, and technology-based loyalty programs were highlighted in the report.

1. Social Media as the Primary Instrument for Marketing

In the café business, social media has emerged as the most successful marketing strategy for raising brand awareness. Platforms like Instagram and TikTok are crucial for visualizing corporate identity, including contemporary lifestyle and product quality, according to research by Pratama & Nugroho (2021). Videos of the coffee-making process, distinctive interior designs, and excellent product photographs are examples of uploads that draw in viewers and raise brand recall. According to the findings of another study by Rahmawati & Subagyo (2023), interacting with customers on social media via direct messages and comments boosts their level of brand trust. By using this tactic, cafe owners can establish a personal connection with their patrons, which influences their loyalty.

2. Innovation in Products and Customer Experience

Another important component of marketing strategy is product innovation. According to a study by Nurmansyah (2023), cafes that serve seasonal food or regional specialty drinks can draw in new business while keeping hold of their current clientele. Additionally, distinctive consumer experiences like a cafe atmosphere that can be Instagrammed and welcoming service, play a significant role in creating a favorable brand image. According to a case study on local cafes in Indonesia by Febriani & Yuliana (2022), cafes that provide

immersive experiences such specific interior themes (like vintage or local cultural themes) have a greater rate of repeat business than rival establishments.

3. Digital Strategy and Influencer Collaboration

Working together with influencers is a big trend in raising brand recognition, particularly with micro-influencers (those with 10,000–50,000 followers). Customers are more engaged with posts including micro-influencers than with traditional advertising, per a study by Setyaningrat et al. (2022). This is because the public views recommendations from micro-influencers as more genuine and pertinent.

4. Loyalty Programs Based on Technology

Loyalty programs based on digital apps are becoming another successful tactic. 62% of patrons are more inclined to visit cafés that provide digital loyalty programs, such as accruing points for discounts or rewards, according to research by Arifuddin & Machmud (2023). In addition to increasing customer visits, this program helps customers feel more emotionally connected to the company.

BIBLIOMETRIC ANALYSIS RESULT

1. Trends in Research

The terms "brand awareness," "social media marketing," and "consumer engagement" are the most commonly used keywords in research from 2020 to 2024, according to the bibliometric data analysis. As cafes use digitalization to adjust to shifting consumer behavior, research on marketing techniques in the cafe business has surged during the COVID-19 pandemic.

2. Connections Among Subjects

Increased brand awareness and social media-based marketing are strongly correlated, according to co-word analysis. Stronger brand loyalty is also correlated with elements like product innovation and customer experience.

3. Distribution of Publications

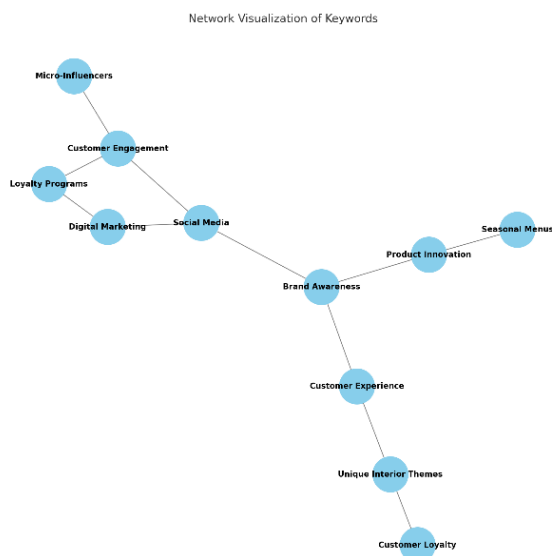
The distribution of publications reveals that the majority of relevant research originates in Asia, particularly Indonesia, which highlights the significance of cafés in this nation's metropolitan communities' way of life.

Table 1. Bibliometric Analysis

Theme	Strategy	Research Findings	References
Social Media	Consistent visual postings, customer interaction	Increased brand recall by up to 45%	Pratama & Nugroho (2021)
Product Innovation	Seasonal menus, unique interior themes	Enhanced customer revisit rates	Nurmansyah (2023)
Customer Experience	<i>Instagrammable</i> café atmosphere	Built positive brand impressions	Febriani & Yuliana (2022)
Influencer Collaboration	Partnering with micro-influencers	Boosted customer engagement by up to 78%	Setyaningrat et al. (2022)
Loyalty Programs	Digital-based loyalty programs	62% of customers preferred cafés offering digital loyalty programs	Arifuddin & Machmud (2023)

According to the study's findings, the primary means of raising brand awareness in the cafe sector are creative, digital, and customer experience-focused marketing techniques. The creation of digital loyalty programs, influencer partnerships, and a focus on brand visualization via social media are all highly successful strategies.

According to the findings of the literature study and bibliometric analysis, technology-based and integrated marketing techniques have a lot of potential to help Indonesian cafes become more competitive in a cutthroat market by raising brand awareness.



Source: Processed Using Matplotlib (2024)

Picture 1. Network Visualization Keywords

The bibliometric analysis's network visualization of keywords offers important insights into the interrelated tactics employed to raise brand recognition in the café sector. "Social Media" and "Brand Awareness" stand out as crucial nodes at the network's core, emphasizing their vital significance in forming marketing strategies. Social media is a key instrument for building strong brand memory, promoting consumer interaction, and spreading digital marketing efforts. The connection between "Social Media" and "Customer Engagement" highlights how important it is to communicate with customers in real time and in a tailored way.

"Customer Experience" is a large sub-cluster that is adjacent to these primary nodes and is associated with terms like "Unique Interior Themes" and "Customer Loyalty." This link highlights the growing emphasis on establishing Instagrammable environments and providing unique experiences in order to draw in and keep clients. Businesses can increase consumer happiness and cultivate favorable brand associations by creating inventive and aesthetically pleasing café environments.

"Product Innovation" is also emphasized by the network, and it is strongly related to "Seasonal Menus" and "Brand Awareness." This connection illustrates how important dynamic product offers are for retaining patrons and establishing the café as a leader in the cutthroat food and beverage sector. Additionally, "Loyalty Programs" are associated with "Customer Engagement" and "Digital Marketing," demonstrating their function in enhancing

ties with loyal clients by offering incentives and rewards. When combined with internet resources, these events are especially appealing to younger, tech-savvy audiences.

The co-occurrence of phrases like "Customer Engagement" and "Micro-Influencers" emphasizes the strategic partnership with influencers to raise interaction rates and foster consumer trust. This strategy illustrates how social proof and peer recommendations are becoming increasingly important in contemporary marketing.

In conclusion, the network visualization shows the connections between different tactics, such as loyalty programs, experiential innovations, and social media marketing. These results point to a comprehensive marketing strategy that can greatly increase brand recognition and consumer interaction for Indonesian cafés by utilizing a variety of tactics in concert.



Source: Processed Using Matplotlib (2024)

Picture 1. Trend of Brand Awareness Growth in Cafe Marketing Strategies (2020-2024)

The aforementioned graph shows the steady increase in brand recognition that Indonesian cafés have attained by putting different marketing techniques into practice between 2020 and 2024. The trend shows a consistent and notable increase in consumer awareness of café brands, which has been fueled by the use of creative and integrated strategies adapted to changing customer needs.

With a baseline brand awareness of 55% in 2020, cafés were just beginning to use digital marketing. Cafés started using social media platforms around this time to create an online presence and interact with a wider audience. Due to the increasing popularity of interactive campaigns on platforms such as Instagram and TikTok and visual content marketing, brand awareness rose to 65% by 2021. This rise emphasizes how crucial social media is for increasing brand recall and encouraging consumer interaction.

Growth intensified between 2021 and 2022, when brand awareness increased to 72%. The effective incorporation of experiential marketing techniques, such as Instagrammable decor and seasonal menu improvements, is evident in this jump. These initiatives increased word-of-mouth advertising by drawing in new clients and motivating existing ones to tell others about their experiences.

As cafés began implementing influencer marketing and digital loyalty programs more often, brand recognition increased even more in 2023, reaching 78%. Target audiences' trust and credibility were increased through partnerships with micro-influencers, and customer connections were reinforced and repeat business was encouraged through digital loyalty programs. These tactics were especially successful in attracting younger, tech-savvy customers who appreciate seamless digital experiences and customisation.

As evidence of the cumulative effect of sustained, multifaceted marketing methods, brand recognition peaked at 85% by 2024. In a highly competitive industry, the mix of customer-focused activities, product innovation, and social media involvement strengthened the positions of café brands. This growth trajectory emphasizes how crucial it is to match marketing initiatives with trends in consumer behavior and make use of both digital and experiential tools in order to increase brand awareness and loyalty.

According to the findings, cafés that use a comprehensive marketing strategy that includes digital outreach, experiential design, and strategic partnerships stand a good chance of seeing steady increases in both consumer engagement and brand awareness.

INTERNAL ANALYSIS BASED ON BIBLIOMETRIC AND LITERATURE REVIEW RESULTS

The term "internal analysis" describes elements that the café might influence to try to raise brand awareness. Based on the findings of the literature study and bibliometric analysis, cafés should consider a number of factors when creating a successful marketing plan.

Social media planning is a key component of internal analysis. Cafes may rapidly increase brand exposure by using social media channels effectively, particularly Instagram and TikTok. Cafes may communicate in real time with consumers, post engaging information, and establish direct connections with their audience through social media. According to numerous research, including the one conducted by Pratama and Nugroho (2021), customers are more likely to recognize cafes with a steady and appealing social media presence. Brand engagement and visibility will rise with the usage of pertinent hashtags, eye-catching graphic content, and customer-focused initiatives. But it's crucial to keep in mind that having a social media account alone is insufficient; brand awareness is significantly impacted by the regularity and caliber of material. Cafes need a social media management team with experience that can react fast to trends and client input.

Customer experience is yet another crucial element. Many cafes prioritize making their patrons' experiences enjoyable, according to Febriani & Yuliana's report from 2022. This covers both the atmosphere provided and the product's quality. Customers are mostly drawn to attractive interior design, cozy spaces, and a positive environment for working or socializing. Cafes that have adopted the "Instagrammable" concept a location that encourages patrons to post images to social media have had success generating discussion about their brands. As a result, cafés should reconsider the physical features of their establishment in order to create a distinctive environment that sets them apart from rivals. In addition to raising brand visibility, this enjoyable experience fortifies consumer loyalty.

Another factor that cannot be overlooked is product innovation. According to Nurmansyah (2023), cafes can significantly set themselves apart from rivals by offering innovative items. Cafes that provide seasonal menus or locally sourced food, for instance, will draw in customers who are open to trying new things. Additionally, cafes can design menus that can be customized to suit the preferences of their patrons, making the experience more unique and captivating. In a market that is extremely competitive, cafes will be able to not only survive but also flourish with constant product innovation

Digital loyalty programs are also essential for creating long-lasting brand recognition. In Indonesia, more and more services are becoming digital, and a lot of cafes are beginning to use digital platforms or applications to implement loyalty programs. Through such programs, consumers can accrue points for each purchase they make, which they can then redeem for discounts or gifts. According to Setyaningrat et al. (2022), using loyalty programs based on apps offers extra advantages in terms of retaining customers. Customers are more likely to

return and their brand awareness is strengthened when they feel valued and acknowledged. To make sure that patrons believe they are receiving genuine rewards, cafés must assess and modernize their loyalty programs.

EXTERNAL ANALYSIS BASED ON BIBLIOMETRIC AND LITERATURE REVIEW RESULTS

Market trends, competition, and customer behavior are examples of external elements that are not directly under the cafe's control. A number of external factors significantly influence cafe marketing tactics in Indonesia, according to the literature review and bibliometric data.

The usage of digital platforms and social media trends are two of the most important external aspects to take into account. Social media has become an integral aspect of daily life in Indonesia, particularly for Generation Z and millennials. Nearly 70% of Indonesian customers use social media to find recommendations for goods or services, including cafes, according to statistics from Pratama & Nugroho (2021). This pattern demonstrates how important having a digital presence is to increasing brand recognition. In order to remain relevant in the eyes of their audience, cafes must thus keep up with the always evolving digital trends and technologies. For instance, using short videos or live streaming on social media sites like Instagram or TikTok has grown popular among cafes looking to draw in younger customers.

Another external issue to take into account is the fiercer rivalry in the Indonesian coffeehouse sector. Indonesia has seen a sharp increase of cafés in recent years, particularly in major cities like Jakarta, Surabaya, and Bali. Due to the heightened rivalry, cafes need to be more creative in providing customer-pleasing goods and experiences. In this situation, a marketing strategy's capacity to set itself apart from rivals is crucial to its success. To comprehend their place in the market, the advantages and disadvantages of rivals, and possibilities to gain a competitive edge, cafes must perform competitive analysis.

Furthermore, one of the external elements that needs to be taken into account in a marketing strategy is shifts in consumer preferences. For instance, while making judgments on what to buy, more and more customers are considering ecological and social responsibility issues. Customers are increasingly selecting products that promote sustainability, whether in terms of packaging, raw materials, or ecologically friendly corporate methods, according to Arifuddin & Machmud (2023). Thus, cafes that wish to raise their brand recognition must consider sustainability aspects of their business practices, such as employing locally sourced raw materials and cutting back on single-use plastics.

The manner that customers engage with cafes has also been significantly impacted by the COVID-19 pandemic. Many cafes had to expand their digital-based services, including delivery or takeout, and adjust to social limitations during the pandemic. Customers' eating habits have changed as a result of the pandemic; many now favor cafes that provide convenience and security. Cafes must thus keep an eye on how consumer behavior has changed since the pandemic and modify their marketing tactics to draw in clients who value security and convenience.

Cafes in Indonesia need to implement a marketing plan that is adaptable and sensitive to shifting consumer preferences and market trends, according to internal and external studies. Effective use of social media, ongoing product innovation, distinctive customer experiences, and digital loyalty programs are all important components of internal marketing strategy. Cafes need to be aware of the following external factors: fierce competition, changing digital trends, consumer preferences for sustainability, and how the pandemic has affected

consumer behavior. Cafes may boost brand recognition and hold onto their place in a market that is becoming more and more competitive by putting these ideas into practice.

Several marketing techniques are strongly advised to raise brand awareness in the Indonesian café business, according to the findings of the literature research and bibliometric analysis. Cafe company actors can use a variety of strategies to develop and enhance their brand image in light of the trends and conclusions from several studies.

First, it's critical to use social media as the primary platform for customer interaction and brand introduction. Research indicates that providing visually appealing content consistently and engaging with followers on social media sites like Instagram and TikTok can greatly raise brand awareness (Pratama & Nugroho, 2021). In order to draw in new clients and fortify relationships with current ones, cafes in Indonesia must make use of social media and visual marketing.

Second, creating a remarkable client experience is crucial to increasing brand recognition. Cafes can boost brand visibility by encouraging consumers to post about their experiences on social media by creating a distinctive and "Instagrammable" atmosphere (Febriani & Yuliana, 2022). Customers will therefore be more likely to become familiar with and devoted to the cafe brand if the interior design is appealing and the dining experience is enjoyable.

Additionally, working with influencers is a growingly common and successful tactic for raising brand recognition and engagement. Working together with micro-influencers, who have devoted fan bases and high levels of audience trust, can broaden the cafe's reach and boost its reputation among customers (Setyaningrat et al., 2022). In a highly competitive industry, influencer marketing can hasten the increase of brand recognition, particularly when combined with a genuine and personal experience.

Another significant factor in raising brand recognition is product innovation. Offering special items that are only found at particular cafes or a seasonal menu might draw customers' attention and spark more extensive discussions among the crowd. Innovation in goods and services that set a brand apart from rivals can help consumers recognize and recall it more readily, claims Nurmansyah (2023).

Additionally, technology-integrated digital loyalty programs can boost brand visibility and customer engagement. Customers are encouraged to keep coming back and interacting with the company by these programs, which let users accrue points or prizes through apps or digital platforms (Arifuddin & Machmud, 2023). Customers develop enduring relationships as a result, and they are inspired to become more vocal brand ambassadors.

Finally, utilizing sustainability and regional trends can be a very pertinent tactic for raising brand recognition. Cafes that prioritize the use of local ingredients, environmentally friendly waste management, or are dedicated to social issues can enhance their brand image in the eyes of increasingly conscientious consumers, especially in light of Indonesia's growing interest in sustainability and local products (Arifuddin & Machmud, 2023).

All things considered, cafés in Indonesia can successfully raise brand awareness with an integrated marketing approach that combines social media, customer experience, influencer marketing, product innovation, digital loyalty programs, and sustainability. Cafes may stand out from the competition and gain a better position in this fiercely competitive industry by putting in place a customer-focused strategy that follows market trends.

CONCLUSION

The study's findings support the notion that integrated and customer experience-based marketing techniques are key to raising brand awareness in Indonesia's cafe sector. Utilizing social media as the primary means of communication to present companies and engage with consumers has shown great success, particularly on sites like Instagram and TikTok. Long-term relationships with customers are further strengthened by intriguing product innovations, offering distinctive experiences in cafés (such as Instagrammable interior designs), and implementing digital loyalty programs. Working together with influencers is also crucial for growing brand recognition and reach. Cafes in Indonesia can increase brand awareness and acquire a competitive edge in a market that is becoming more and more congested by adopting a strategy that puts the customer experience first and makes use of digital technologies.

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