Cafe Visitors As Promoters In The Millennial Era

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Abstract. Cafe has become one of the favorite places to be visited by millennials. Basically, millennials prioritize ego in self-actualization for existence, so they will record the activities they do if they find comfort and share it with friends on their social media. Social media is a measure of popularity, because the feature can display the most talked about topics by using hashtag facilities (#), the more members use the hashtags, the more likely it is to become a trending topic, so it is not uncommon for this social media to become a reference in raising a topic, even though it is still small, some cafes use the hashtag facility as a marketing strategy in social media, but that strategy is actually used more often by large companies to enhance brand image. Promotion can be strengthened by asking for help from influencers so that more and more crowded visitors, when the cafe is recommended by many people they idolized, the greater the ego of visitors to follow influencers in promoting, there is feedback for visitors when they share their stories on social media that is the existence rise and be considered contemporary. For the present millennial generation and raising their existence is a form of self-actualization in following the times.

Keywords: Cafes, millennial generation, Instagram marketing, influencer

1 INTRODUCTION

According to Kotler and Armstrong, the marketing mix is a device, a tactical marketing tool that can be controlled, products, prices, distribution, and promotions that are integrated by the company to produce the desired response in the target market.[9] With marketing mix, the cafe is a comfortable place to be used as a place to gather or just relax and unwind after activities. Cafes usually provide snacks and soft drinks as dishes and there is live music as entertainment. Along with the increase in the cafe business in the past few years as a result of the changing lifestyle of the community with the presence of a typical young lifestyle, the demographics of cafe visitors have also changed. The majority of the main targets of the cafe business today are young people aged 18-25 who dominate the current generation with 21,845,100 (Bappenas 2018).[10]

Some research results consistently compare different generations, with samples ranging from the 1950s to early 2000, showing differences in the characteristics of the 3 groups of generations, namely baby boomers, generation X and generation Y (Millennial). One of them is the Veteran generation or often also referred to as the silent generation is a generation that is conservative and disciplined (Howe & Strauss, 1991), baby boom generation is a generation that is materialistic and time-oriented (Howe & Strauss, 1991).[7]

Generation X is the generation born in the early years of technological and information development such as the use of PCs (personal computers), video games, cable tv, and the internet.). The emergence of generation Y is known as millennial or millennial generation. The phrase generation Y began to be used in editorials of major US newspapers in August 1993. This generation uses many modern communication technologies such as email, SMS, and social media such as Facebook, Instagram and Twitter, in other words the Y generation is the generation that grew up in the booming internet era. (Lyons, 2004).[7] Furthermore (Lyons, 2004) revealed the characteristics of generation Y are: the characteristics of each individual are different, depending on where he was raised, economic strata, and social family, communication patterns are very open compared to previous generations, users of social media are fanatical and their lives are strongly influenced by technological developments, more open to political and economic views, so they...
appear to be very reactive to the environmental changes that occur around them, have more attention to wealth.

According to current research generation Z has risen, also called iGeneration or internet generation. Generation Z has similarities to generation Y, but generation Z is able to apply all activities at one time (multitasking) such as: running social media using a cell phone, browsing using a PC, and listening to music using a headset. Whatever is done is mostly related to cyberspace. Since childhood, this generation has been familiar with technology and familiar with sophisticated gadgets that indirectly affect personality.[7]

The emergence of generation Y first then generation Z then changes the economic order, and the emergence of business opportunities in several industries, one example is the cafe business. Millennial generation is the generation with the highest number in the environment today (Bappenas 2018).[10] With a lifestyle of hanging out in cafes as a place of self-actualization. Behavior patterns that take place and embodied in the cafe include working with colleagues or mere ego fulfillment. Today's cafe managers also respond to these needs through the construction of cafes that are devoted to the millennial generation as the main consumers. Various approaches such as comfort and branding are used to attract interest and visitors, especially millennials.[7]

Lifestyle is a pattern of behavior in daily life in accordance with the character, interests, and preferences of a person who is influenced by the environment and social interaction around him. In the midst of technological developments and the popularity of social media, both of them contribute to a positive outlook and self-improvement among millennials (Barker, 2012; Gentile et al., 2012), and as a result millennial egos usually increase as evidence to express their existence in the environment around it. (Twenge and Campbell, 2012). Promotions that are usually through offline media such as banners posted or distributed brochures are less effective because those who see are not the intended segments, those who see are generally generations before generation Y, namely generation X who were born in 1960-1980, with differences in lifestyle with generations Y then often ignores advertisements that are submitted and therefore innovation in promoting a place must be right to the target market segment so that promotion through social media is an effective way, and that strategy is actually used more often by large companies to enhance brand image.[2]

Indonesia is one of the countries with the most attractive social media users in the world. Often various domestic issues become trending topics on social media Twitter or viral (fast spreading and popular) on other social networking sites. According to We Are Social data on world digital statistics released in January 2016, Indonesia has 88.1 million active internet users, an increase of 15% in the last twelve months.[3] Cafe has become one of the favorite places to be visited by millennials. Basically, millennials prioritize ego in self-actualization for existence, so how make café criteria as a recommendation to visit? So, what utilization of social media for café visitor? And Relation between cafes criteria and social media?

2 METHOD AND LITERATURE REVIEW

The approach used in this study is to use a literature review approach, in collecting data the authors collect data and information related to digital marketing and marketing systems through supporting data sourced from both national and international research journals accessed on Google Scholar and access articles on google. After conducting a literature review, the researcher summarizes, analyzes and makes a critical and in-depth synthesis of the papers being reviewed or reviewed. The results of this summary, analysis and synthesis are then written in the form of scientific papers which we often categorize into survey papers. It should be understood that a paper is generally divided into two: technical paper and survey paper. Technical papers contain the results of our experiments and research which are usually required to make new findings that contribute to knowledge in it. While the survey paper contains the results of a literature review, in this case, is a summary, analysis, and synthesis of hundreds or even thousands of papers on one research topic. (Romi: 2016).[13] This literature study aims to determine the criteria for a cafe to become a recommendation as a place to actualize-self for millennials and to find out the influence
and role of influencer marketing on one of the digital marketing strategies using social media Instagram.

2.1 Marketing Mix Theory

According to Kotler and Armstrong, the marketing mix is a device, a tactical marketing tool that can be controlled, products, prices, distribution, and promotions that are integrated by the Company to produce the desired response in the target market. [9]

Implication marketing mix on developing a café business:

1. Product: The owner café must provide variety and unique menus.
2. Place: comfort and Instagramable photo spots.
3. Price: low price or affordable prices.
4. Promotion: good service and with social media.

So, in developing a café business, it is necessary to pay attention to the marketing mix to produce the desired response from consumers, in this case there needs to be an attraction for millennial visitors so in a contemporary way it will make the marketing mix applied successfully.

2.2 Cafe Criteria as a Recommendation to Visit

According to research What Matters In Selecting A Café? A Case Of Millennials (Firmansyah, Egi et al. (2019)) there are generally three criteria which are considered important in choosing a millenial café, namely, comfort, affordable prices, and good service. [1] Millennial customers define comfort as the first criterion for choosing a café. Based on the research of the Hangout Selection Decision Support System with the Analytical Hierarchy Process Method (Eka Maryanti, Santoso (2019) using the AHP method makes it easier to make decisions about a product or service based on criteria and alternatives that are arranged into a hierarchy. This research finds that the criteria used are: The most important thing in choosing Millennial Hangout Places is Menu and Price with a value of 0.439 or 44%. [14] The results of the section the second of the studies studying differences in gender profiles shows that millennial men have different views from millennial women where millennial men prefer innovation menus while millennial women prefer comfort place, variety of menus, and unique menus, so these 3 criteria must be considered by the owner cafes to start a business or develop an existing café business, these criteria can be a benchmark for determining the success of determining market segments and marketing management. However, in responding to the competition, café owners should now also consider the convenience of visitors more because now the competition is shifting towards experience, which adapts to the pattern of people who now visit cafes as a lifestyle (Baker et al, 2002: Ajiwibawani & Edwar, 2015). [15] This phenomenon should motivate café entrepreneurs to think critically, provide creative café concepts, attract consumers to visit, one of which is creating a comfortable atmosphere and having photo spots that are contemporary and suitable for millennials. So, café criteria as a recommendation to visit are a café that has a concept and atmosphere suitable for millennials, provides a unique menu and prices that millennial visitors can afford.

2.3 Utilization of Social Media for Cafes Visitors

According Radityo KS (2012) emphasizes the importance of social media through the results of his research on 110 J.Co customers who follow J.Co social media which states that social media variables have an influence on consumer loyalty. [11] But in 2012 in Widyaningrum’s research (2012) in Kampung Batik Laweyan, Solo. A study with an exploratory design with a sample of owners and buyers in the area states that the use of technology in terms of marketing is still very minimal and lacking, therefore it is necessary to provide further counseling to make good use of social media. [12] According the owner of a restaurant in Purwokerto, said that the role of social media is very important, but now how to use and make the most of Instagram.

The most widely used social media in Indonesia, namely Facebook, Twitter, Instagram, and others. Instagram is the most widely used application today, because Instagram is an application that focuses on the use of images and videos. [3] Instagram also has a new feature that is currently in great demand namely called Snapgram. Snapgram itself is a feature where we post anything that wants to be posted to Instagram, so indirectly the users of the snapgram promote what they record
using the snapgram. Over time some people have realized that Instagram can be used as a medium
to market a product, so to further refine Instagram as a marketing medium must be supported by
marketing mix, digital and internet marketing theories, this theory is indispensable and mandatory
for cafe owners to understand how to start using Instagram as a marketing medium. Cafes
recommended by millennials should have an Instagram account so that millennial visitors can
share stories and include the Instagram Instagram name for later reposted by the cafe owner or a
special account for the cafe using the hashtag (#) facility because this is one of the other aspects
for attract them in actualizing themselves so that their existence and perceived rise.[3] But
indirectly, if viewed from both sides between cafe owners and visitors with them both reposting it
will both increase the number of followers and increase the existence of both. In Instagram,
anyone can become an endorser or commonly known as selebgram (celebrity endorser
Instagram).[6] The phenomenon of the emergence of this celebrity stems from the uniqueness that
is raised by the owner of Instagram account on every photo uploaded, especially those who have
an attractive appearance both physically and in terms of appearance. This uniqueness is what later
became the attraction of other Instagram users. The more followers they get, the more they like
and comment on their photos, the more followers become a sign that they are a celebrity.

Developing a cafe business through social media in this millennial era is very suitable
because by utilizing the current conditions with advances in technology it will be an opportunity to
promote its business, in this cafe business can be done by implementing the main market segment
namely millennial generation, then not only on generations millennial, even ordinary people will
want to buy and use products recommended by people they trust. For millennials, this will be more
effective if the cafe is recommended by them as a promoter and recommends places they visit to
be visited by their friends or followers they are on Instagram.

2.4 Relationship Between Cafes Criteria and Social Media

A cafe is a commercially managed food business that offers guests with service in an
informal setting without following a standard rule or service (as an exclusive dining room), types
of food or lower prices because they usually operate 24 hours, so you can be sure a cafe will
usually stay open when other restaurants are closed. (Sugiarto and Sulartiningrum, 1996).[4]

According to Marsum (2005), a cafe is a place for eating and drinking fast food and serves a
relaxed or informal atmosphere, but it is also a type of restaurant that usually provides seating
inside and outside the restaurant. Most cafes do not serve heavy food but rather focus on snack
menus such as cakes, bread, soups and drinks. However, on one side of the cafe is a place that
presents concepts of thought and reflects the practical life of time and place and individual
uniqueness. The cafe is a place to eliminate fatigue and contribute to the sociological conditions of
its users. (Tjora and Scambler, 2013).[4] The popularity of coffee shops or cafes that are on the
rise today is very interesting for millennials to go to these places. Visiting a cafe is one of the
implicit goals to prove their existence in the style of today's millennial lifestyle. The form of self-
actualization is channeled well through tangible evidence that is displayed clearly, namely the
results of status updates on various social media, especially on the feature stories on Instagram.
However, the arrival of millennials as the main target market for the latest cafes must coincide
with the provision of facilities and other attractions so that the frequency of their visits is
maintained, not just to satisfy curiosity and not come back again. Story updates are also a free
promotion conducted by visitors, usually they will include the location where the cafe is located,
indirectly their followers will be curious and have the desire to visit the cafe.

The average cafe visitors from millennial generation who prioritize the existence in the
association will show their existence through their activities and share it through social media
using hashtag facilities (#).[3] The Cafe Owner must pay attention to the criteria of cafes preferred
by millennials and be able to meet these criteria so that visitors feel satisfied and will indirectly
promote it to their age friends. So, community or millennial visitors, and it doesn't take long to
turn around capital. Promotional costs can be allocated to develop other aspects of the criteria such
as expanding the place and adding to a unique menu that millennials prefer.
2.5 Cafe Marketing Strategies Through Social Media Instagram With Influencers

Nowadays a lot of influencers are used to invite young people to visit a place and it is very effective. These influencers have thousands or even millions of followers on social media and it is not difficult to market to them as consumers. Instagram Marketing must certainly be supported by the influence of influencers.

Influencers are people who often act as influencers because their views, advice or opinions can influence purchasing decisions, in the era of globalization, various forms of information exchange occur in the digital sphere so that it will be easier to spread information to consumers if through influencers. If a digital influencer makes a post on social media, how many followers engage with their posts via likes, shares, retweets, comments.[6]

This engagement can occur if the intended digital influencers consistently build communication with their followers and have an image / reputation that matches the products offered. Aspects seen from influencers Reach refers to the number of followers of digital influencers. But a large number of followers does not always guarantee success. What's more important is knowing which fans match the target audience of the brand. Resonance is the level of engagement of followers with influencers’ shared content. Resonance determines whether the audience will actively forward content from influencers and then share it again. Relevance describes the level of conformity and similarity between the values adopted by digital influencers and product brand image. Relevance can be in the form of content created by influencers, and whether influencers have the same values, culture and demographics as brand target audiences. If this is collaborated in marketing the culinary business, of course this will be very helpful, because the influencer can have a very strong influence on his followers on Instagram when the influencer posts his endorse brand. In addition, with the influencer that can be achieved every second through social media, brand attachment and consumer loyalty to the product can be maintained. The use of this method will make the influencer play the role of a buyer or visitor of a place that is able to present positive things, the role of this influencer as one of the digital marketing strategies in the modern era. Influencers are seen as one of the best strategies to bring in potential customers when marketing using social media by utilizing the mass owned by an influencer, an influencer can create a better image and at a lower cost, an influencer in general is usually chosen based on the ability, expertise, level of popularity and reputation. Using this method a cafe can provide cafe information about available menus, convenient places and affordable prices through influencers and then delivered via Snapgram or posting in their feeds.

2.6 Marketing Communication Strategy

In the implementation of marketing communication strategies through Instagram, to support the creation of these strategies using Promotional tools in Instagram as a medium when promotion is advertising, sales promotion, direct marketing, and public relations.[3] Advertising (advertising) through the internet or online advertising is a method of advertising using the internet and the World Wide Web with the aim of delivering marketing messages (promotions) to attract customers.[8] In Instagram media, this kind of advertising is done by promoting on someone else’s Instagram account, for example by participating in freepromote or paid promotion which is held by several Instagram media accounts that indeed overshadow such advertising. Sales Promotion is a collection of incentive tools, most of which are short-term designed to stimulate the purchase of certain products or services more quickly and more by consumers or traders. (Kotler: 2005).[3] On Instagram, sales promotion is done by giving special discounts and by holding an online event in the form of a giveaway. This is intended to increase consumer loyalty which will have an impact on further purchasing activities.

According to Belch (2004: 20), the term direct marketing has the meaning as an activity that involves sales by seeking directly to target consumers by using one or several media such as direct selling applied using offline events as a form of marketing communication, namely in the form of Event activities offline as live music as a form of direct marketing is one form of introduction of a place for potential consumers. Public relations activities can not only be applied to marketing as a basis conventional, but can also be applied to online marketing. The application of public relations on Instagram is done by establishing good two-way communication to consumers.
3 CONCLUSION

Millennial generation is the generation with the highest number in the environment today, with a lifestyle of hanging out in cafes as a place of self-actualization. Behavior patterns that take place and embodied in the cafe include working with colleagues or mere ego fulfillment. Today's cafe managers also respond to these needs through the construction of cafes that are devoted to the millennial generation as the main consumers. Various approaches such as comfort and branding are used to attract interest and visitors, especially millennials. Utilizing millennial visitors as a promoter will cut the cost of promotion, but the cafe owner must establish communication with the visitors and be able to keep up with the times, as well as provide a convenient and Instagrammable place to be a photo spot that is trending and taking into account the price of each menu and must be reachable by millennials so that millennials are satisfied and feel that the place deserves to be recommended to their friends or as a place of their own customers and visited the next time, besides all that, there are the most important points namely the service carried out by the cafe to consumers because this is an impression first as a determinant whether it is appropriate or not to be recommended. Promotion through influencers also increase their interest to come and try to do as influencers do, so that the more people who share posts that describe satisfaction with their visit to the cafe, the faster it will be known by consumers, especially millennial generation.

4 SUGGESTION

The author hopes that research on this millennial generation can be continued and analyzed better, both from the reach of the millennial visitors studied to other impacts arising from this promotional activity and helping in the growth and development of today's cafes. If there are still many cafes that apply offline promotion then they must learn this online method and switch from offline to online but adapted to where the cafe is located if possible to go online it is strongly recommended to promote online and ask for help from visitors, influencers. Can also implement marketing strategies such as online advertising, sales promotion, direct marketing and public relations.

References
