

Relationship Marketing As a Solution for Culinary SMEs during the Covid-19

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Abstract: Competition between cafes is currently growing rapidly. The large number of cafes in the city of Bandung makes the distribution of market cakes less and less. There has been a shift in the role of cafes in the gastronomic industry, no longer just a place to eat, but also a place to get entertainment. But this condition is also widely used by other cafes. So a cafe cannot rely solely on food and atmosphere to build consumer loyalty. Supported by the current Covid-19 pandemic conditions that have made the cafe industry out of business. An effort is needed to continue to survive in this gastronomic industry. The right marketing communication strategy in the use of a marketing communication strategy. This study uses a qualitative approach with descriptive methods. There are two research results obtained, namely, the important role of strategy formulation of communication patterns starting from planning, implementation and evaluation in implementing a marketing communication strategy. then the role of cafe owners and social media as effective communicators in building consumer loyalty

(Abstract)

Index Terms: Component, formatting, style, styling, insert. *Relationship marketing, SMEs, Covid-19*

I. INTRODUCTION

Indonesia is a country that is rich with diverse cultures. The diversity of arts and cultures in Indonesia is a source of creativity in the country. This is because the progress of a country is based on the creativity that the country has. The greater the development of arts and culture that is cultivated in the country, the higher the creativity it has, and this becomes the capital to be able to survive in the face of global markets competing with international countries. These artistic and cultural roots are the identity of a country. For this reason, it is important to maintain the identity of a country.

One form of artistic and cultural creativity in a country is contained in culinary offerings. Indonesia with a variety of different crocodiles has many culinary offerings in each region. One of them is the Soto dish which is a type of soup such as soup, data from the Indonesian Museum of Records in 2014 recorded that there were 100 kinds of Soto in Indonesia. [1]. This is because the differences in culture that are owned are very diverse, resulting in different culinary offerings. But unfortunately this potential has not become an important concern for the community. Culinary is still considered only as a dish of food that is consumed every day. Only when in 2015 culinary became the government's attention, by seeing the increasing number of MSME players in the culinary sector. In 2017 the culinary sector was able to provide 41% of the total income of the creative industry in Indonesia [2]. However, this condition is still considered unable to support the creative tourism industry. This is due to the mindset of the Indonesian people who still consider culinary a symbol of daily eating. The hope is that the culinary potential in Indonesia can become gastronomic tourism so that it opens greater tourism opportunities by exploring the cultural customs contained in a food. This condition has not yet received attention from the government. To create gastronomic tourism, of course, government support is needed in realizing it, connecting various gastronomic tourism business actors.

This condition makes the development of gastronomy in Indonesia not optimal. Business actors still carry the context of culinary tourism by focusing on the taste of each food dish. However, currently the development of culinary tourism in Indonesia is growing very rapidly. This has led to the birth of new culinary tourism spots that carry various themes to attract the attention of visitors. So that visitors are not only spoiled with food offerings but also spoiled with a supportive atmosphere with interesting and different themes that are characteristic of each place. The themes that are carried out by each culinary venue have a big impact on the success of the culinary industry [3]. Including one of them serving coffee.

Indonesia has the best quality coffee in the world, coffee from Indonesia has been known since colonial times. Although coffee is not native to Indonesia, the quality of Indonesian coffee has become a leading export. The culture of drinking coffee in Indonesia has also emerged since colonial times, known as "brewed coffee". The process of "brewed coffee" itself is drinking coffee by brewing the coffee powder directly with water, which is then added with sugar as a sweetener. Starting from being sold in small, simple coffee shops, it became the main dish as a gathering and discussion for the farmers at that time. Apart from culinary delights, coffee in Indonesia is also used in traditional processions in a culture [3].

The habit of drinking coffee is now slowly starting to shift. As previously explained, farmers used to enjoy it in small shops. Nowadays coffee is a more upscale dish. This began with the emergence of cafes that served coffee in a classy style, supported by a more comfortable atmosphere. Besides that, the cafe itself is not only a place to hang out but also for business, doing assignments, even for relaxing. This is what underlies the development of coffee shops in Indonesia [4].

In the city of Bandung alone, the number of cafes serving coffee based on data from the Bandung City Tourism Office in 2018 reached 366 cafes. This number is considered high, resulting in tight competition between cafes. Various attempts were made to

attract consumers' attention. displays a different atmosphere to a different approach strategy. Bandung city itself as a creative city that has been established by UNESCO since 2015 to be the center of culinary development in Indonesia. This is confirmed by having the largest number of culinary SMEs in Indonesia, based on BeKraf data. One of the culinary offerings that is currently booming is a cafe that serves a variety of processed coffee [5].

Intense competition requires the right marketing communication strategy. Not many cafes use a marketing communication strategy. Most cafes only optimize existing facilities and infrastructure, supported by promotions to their customers. But this method does not make consumers give their loyalty to the cafe.

Consumer loyalty is very important for cafes, because consumers will always come back to the cafe if they want to drink coffee or just relax and enjoy the atmosphere of the city of Bandung. Loyal customers will always come back to the cafe they like. For this reason, it is important for a cafe to build a strategy that can produce loyal customers. Loyal consumers are not enough just doing promotions. Promotion is only to invite consumers to come to our cafe, but not necessarily loyal customers [6].

Loyalty is increasingly felt to be important, especially to support the culinary business during the current Covid-19 pandemic. Covid-19 is a virus that can be transmitted through airborne droplets. The Covid-19 virus provides quite severe symptoms for sufferers, especially those who have had a history of previous diseases such as hypertension and diabetes. [7]. As a result, people are afraid to gather and interact with other people, and this is an excuse for not visiting coffee shops. The condition of the Covid-19 pandemic is a serious blow to all business sectors, and this is felt in all countries in the world. The world seems to stop from all its activities, this condition makes it even more difficult, especially in business. Difficulties are felt not only for large companies, but also for SMEs such as cafe and coffee shop owners. This pandemic period is the most difficult period for culinary SMEs. Various restrictive policies from the government make the activities of each community very limited. There are no more people gathering and discussing at the cafe. all people are required to stay at home. Of course, this condition becomes a serious obstacle for cafe owners, which provide a gathering place for serving coffee. This policy also has a huge impact on culinary SMEs. The decline in turnover experienced by culinary players reached 70%. Not a few, eventually the cafes went out of business because they were no longer able to meet their operational costs [8].

Although currently, the culinary UKM players have gradually risen up, but the impact of this pandemic has been too heavy. The decline in people's purchasing power makes them finally have to try to attract consumer interest. one way to be able to restore this condition is to rely on consumers who have loyalty to the cafe. For this reason, this study will examine how the marketing communication strategy carried out by a cafe is to be able to win the competition amid the mushrooming of cafes in the city of Bandung. Especially to be able to survive in the current pandemic.

This research can be a solution for culinary SMEs and cafe owners as a solution in facing the current pandemic and competition. This study will examine the marketing communication strategy applied by the cafe, through two main discussions. How to build a communication pattern from a cafe to the community, by looking at the role of the communicator and the communication media they use. The approach to dissect this phenomenon using a qualitative approach with descriptive methods.

II. LITERATURE REVIEW

II.1 UNDERSTANDING INTEGRATED MARKETING COMMUNICATION (IMC)

Integrated Marketing Communication (IMC) memiliki definisi yang beragam. IMC didefinisikan oleh The American Association of Advertising Agencies pada 1989 sebagai berikut :

A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (e.g. general advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency, and maximum communication impact [9]

Integrated marketing communication emphasizes a two-way interaction process between marketing organizations and internal and external audiences, which is personalized, customer-orientated and technology-driven, by aligning the objectives, focus and strategic direction of each element of the promotional mix (advertising, sales promotion, personal selling, public relations, and direct & online marketing) and between the elements of the marketing mix (product, distribution, pricing, and marketing communications). Sales focuses on the needs of the seller; marketing focuses on the needs of the buyer. Sales are based on the seller's need to convert his products into money; marketing is based on the idea of satisfying customer needs through products and things related to creating, delivering, and ultimately consuming them [9].

IMC has several essential characteristics that provide a philosophical foundation for the strategy. Here are five IMC characters according to *Terence A. Shimp*:

1. *The consumer or business costumer must represent the starting point for all marketing communications activities*

All forms of IMC activity must depart from consumer behavior. Business actors need to know the character, needs, wants and interests of consumers based on outside-in (inductive), which is a method of understanding consumers empirically and factually in accordance with the reality and context (from consumer to company), on the other hand it is not based on the actor's deductive assumptions. Business (from company to consumer) which is often inaccurate. If business actors have obtained a comprehensive understanding of consumer behavior, the IMC strategy formulation will be more targeted. Targeting is the process of selecting the market segment with the most potential, or the most suitable, or the most likely to be the target market. Marketers are required to have a sharp analysis and feeling to determine targets. The targeting determination cannot be done carelessly. Technically, this process can be done with an outside-in approach. This approach departs from facts and real data obtained from the field. This is important because the outside-

out approach is more based on logical assumptions and analysis without sufficient reference to field data so that its accuracy and accuracy are still in doubt. [10].

2. *Use any and all marketing communications tools that are up to the task*

Not all marketing communication tools and media are effective in targeting the specified target market. For this reason, business actors must use relevant and contextual tools and communication channels (whether by means of advertising, sponsorship, sales promotion, PR, etc.). The method is by selecting these tools. If there is a slogan that says "the right man in the right place", in this context the appropriate slogan is "*the right tools in right task*" [11].

3. *Multiple messages must speak with a single voice*

Every marketing communication program must talk about the same thing so that no single communication activity conveys messages that are contradicting one another. All media and marketing communication tools must be coordinated and aligned to talk about the same brand so that wherever and whenever consumers see our products, they will still see the same message. [12].

4. *Build relationship rather than engage in flings*

IMC programs must be more context-oriented to build good relationships between brands and consumers. This is because IMC aims to create consumer loyalty to the product. For this reason, business actors must design programs that can build consumer loyalty in the long term, not the short term (*short term*) [6].

5. *Don't lose focus of the ultimate objective: affect behavior*

The ultimate goal of IMC is to influence the behavior of the target market. For this reason, IMC programs should not only focus on activities to encourage behavioral responses. The aim is to move consumers to purchase activities (move people to action). [13].

Based on this explanation, it can be concluded that the IMC concept is not just a promotion, but there is a role for communication to build perceptions in the minds of customers. This has been neglected in terms of marketing. In the marketing concept what has received a lot of attention is the promotion of both pricing and price competition to advertising strategies. In the current IMC concept, there is more emphasis on how every marketing communication activity that is carried out has an impact in the form of a good assessment which is a provision in building positive perceptions in the minds of consumers. This is what is called effective marketing communication. So that the impact resulting from the IMC strategy is not just product acceptance in the market, but creates products with a positive image and gets loyal consumers. [14].

II.2 CUSTOMER LOYALTY

According to Griffin, (2003) states that consumer loyalty is more associated with behavioral behavior than with attitudes. A loyal customer is someone who carries out the activity of buying goods or services that meet the following criteria: periodically repurchasing, buying other products offered by the same manufacturer, recommending these products or services to others [15]. According to Kotler, customer loyalty is a customer commitment to a brand, store, supplier, based on a positive attitude reflected in consistent repeat purchases. [9]

Loyalty or loyalty is closely related to trust, and customers or customers, if we know that actually customers and consumers are two different things, it can be concluded that what is meant by customers are people who have accustomed themselves to buying or using the services of a company over and over again. times alias more than once, in contrast to consumers, if consumers usually make transactions only once and not repeatedly, then it can be called a buyer or consumer. [16].

Getting loyal customers is not something that is easy to achieve. One of the efforts to build customer loyalty is by implementing the concept of customer relationship management (CRM). Several previous studies have explained the relationship between customer loyalty and CRM [17], [18]. This shows that consumer loyalty is present because of customer management. CRM is the concept of managing customer information that is managed optimally to maintain customer attention. The CRM concept is also used to attract new customers and retain existing customers. The interest in CRM and customer loyalty is when the CRM concept is used to retain consumers by making repeat purchases, until finally they become consumers who always interact with certain institutions or brands so they are called loyal consumers. [18].

Entering the era of 4.0 where more interactions use digital media, consumer loyalty is important. Given the market competition that occurs is no longer local competition but has opened up international competition [19][20][21]. Open access to information and communication through the presence of technology makes it easy to access information for every consumer. then the market competition that must be faced by my business community is getting wider and tighter. For this reason, it is very important to build consumer loyalty, keep consumers in line with the products produced. Likewise, entering the current pandemic era, where competition has become even tougher. It takes extra efforts to build consumer loyalty.

Consumer loyalty will not be realized only from discounts and other promotions. It takes an effort to instill a positioning in the consumer's mind. Embedding positioning requires an understanding of products, brands and institutions to consumers. This means that there is a need for a communication pattern carried out by business owners in conveying the meaning and understanding of the product or brand [22].

III. METHOD

This research uses a qualitative approach, with descriptive methods. The descriptive method is used to describe the phenomena that occur in the field. The data collection techniques used in this study were in-depth observations both in field and document

observations, supported by in-depth interviews with cafe owners, consumers and the community. For the validity of the data, the researcher used data triangulation techniques, by conducting repeated interviews with different times and places, the goal was to obtain actual information..

IV. RESULTS AND DISCUSSION

IV.1 CAFE STRATEGY TO COMMUNITY IN BUILDING CUSTOMER LOYALTY

Designing a marketing communication strategy for cafes in facing the current pandemic is an important thing to do. Especially if you want to survive in the culinary creative industry. Tight competition coupled with policies that limit public interaction are challenges that cafe owners must overcome.

The marketing communication strategy for the culinary creative industry is not enough just a discount or a discount. It is necessary to communicate the advantages and differentiation of the cafe. Like the communication process, of course, there are strategies starting from determining communicators, messages and media. In addition, it also needs to be considered who are the intended targets who will be loyal customers for the cafe. This is done because every communication process that is carried out will be adjusted to who the target is, so that effective communication can be realized.

The marketing communication strategy developed as a cafe marketing communication strategy consists of three main patterns, namely planning, implementing and evaluating. These three stages, the owner of the cafe has an important role in determining the strategy. The reason is because the owner of the cafe as the owner really understands the concept and style of the cafe, so the communication that is carried out must be adjusted to the original idea. In addition, the relationship built by the cafe owner with his environment has a big role in supporting the success of the cafe's marketing communication strategy. The implementation of these three stages shows the existence of good communication management, although not many cafes carry out the concept of a well-planned marketing communication strategy..

The first stage is the planning stage, at this stage the owner of the cafe designs all the marketing communication strategies that will be used. Starting from the communicator, the message, the media and who is the target and target of the cafe. The design of this marketing communication strategy shows the very large role of the owner in compiling a strategic plan. In fact, it is not uncommon for cafe owners to become early communicators to influence consumers. Even if cafe owners use the services of food bloggers or endorsers, the role of the initial cafe owners as communicators also affects whether endorsers and food bloggers want to review the cafe. This is in line with the IMC concept that one builds IMC with a relationship strategy [23]. In the IMC concept, it is explained how the initial implementation of IMC starts from understanding consumer behavior. an effective IMC strategy is to understand who our customers are and how they behave. Not a few culinary SMEs fail in business because they don't know who the consumers are. Understanding consumers means we understand how to interact with them. Building closeness with consumers can occur if an understanding of the characteristics and habits can be done, thereby reducing the distance between consumers and brands or institutions.

This has not been realized by many culinary SMEs, most of whom have developed a marketing strategy oriented towards price promotions and discounts. This kind of promotion will not last long. It is not prohibited to be used, promotions such as can still be used but only for fishing and are temporary. The rest is how to manage and understand who the consumers are. This concept is carried out at the planning stage. The goal is to find out the continuation of other marketing strategies. Basically, consumers as actors of communication have a role in determining what messages and media are in accordance with them. When we know who the consumers are, we can determine the communication style, message structure, language style and the media used to communicate with consumers. The more similar and according to the communication patterns used, the easier it is for consumers to accept and reduce the distance between brands or institutions and their consumers. This is in line with the IMC concept in understanding consumer behavior [14][10].

As previously stated, the next step in the IMC strategy is to compile a message. Of course this also means determining the communicator as the messenger of the message. During the current pandemic, where many culinary SMEs are in the worst position in terms of their business, a strategy that is acceptable to consumers is needed. The use of endorsers, in this case food bloggers, requires a large amount of money, and this creates additional difficulties for culinary SMEs [24], [25]. However, during the pandemic there were also many endorsers and key opinion leaders who provided opportunities for culinary SMEs to help promote their products and brands. These efforts can not significantly help in increasing the success in the competition in the market. This is because nowadays people are getting smarter in judging which is the language of advertising which is truly sincere in delivering it [26]. Especially for the culinary business, of course there are differences in taste and taste that each consumer has, meaning that it is not necessarily good that food bloggers say they are also good for consumers..

The message that is produced as a marketing communication strategy is no longer focused on the menu that is owned. Currently, the cafe is building a message by accentuating the atmosphere and interior of the cafe itself. This shows if there is a change in marketing communication at the cafe. Changes in the lifestyle of consumers into the background that cause a shift from the marketing strategy undertaken by the cafe. Currently, consumers' interest in coming to a cafe is not just enjoying food and drinks from the cafe. However, there is a lifestyle and entertainment that you want to experience when it comes to cafes. So that in composing the message, the atmosphere and interior of the cafe become one of the marketing communication messages that must be conveyed to consumers. The form of message as a tool for marketing communication at a cafe, not only displays photos of food, but currently the cafe's marketing message also presents the interaction and atmosphere in the cafe. Messages are also not only verbal, but messages are more dominated by using non-verbal language, through photos that are presented on Instagram accounts. In accordance with a pandemic, safety and health messages need to be conveyed to consumers. Given that consumer safety and

security are top priorities during the current pandemic. Examples include health protocol messages and rules. This is in line with previous research, marketing messages have an important role as a weapon in marketing products [27].

The activity of marketing messages before being used by the cafe is a discount, but through a discount it cannot provide an understanding of the brand and product. A strategy that has not been widely used by culinary SMEs is to present the story behind each dish. This is proof that the understanding of culinary in Indonesia is still just a taste, it has not become the gastronomic experience of every consumer. In fact, the message contained in each serving in the gastronomic concept will provide consumers with an experience directly from each serving. This is what will build the experience through the message contained in each presentation.

The character of urban society who tends to be more practical and wants things quickly, requires its own technique in conveying every marketing message. Even though they have high mobility, they always have time to pamper themselves, enjoying the cafe atmosphere accompanied by a cup of coffee. It is at this time that the culinary SMEs have an opportunity to enter their marketing message. The strategy undertaken by starbuck by including the natural consumer's name on each glass provides a personal marketing message to each consumer, and this strategy is suitable for urban communities. Indonesia with a strong culture should be able to become a strategy in conveying marketing messages. Putting it in a cup of coffee gives a cultural message of drinking coffee while chatting. That is Indonesian culture besides the story of each coffee with a different taste that is produced from each region in Indonesia, there is also a story between coffee connoisseurs in every sip. Because the Indonesian people have the character of being happy to socialize with their environment.

The use of the chosen communication media, most of the marketing communications are carried out on social media. This is also done because currently more community interaction is carried out on social media. During the current pandemic, almost 80% of the interactions carried out were more oriented to digital media [28]. This also encourages high access to information and communication by the public on social media. In addition, the use of social media also provides benefits for cafe owners in conducting marketing communications. Low cost, straightforward to the target and easy use, are the main keys in spreading the marketing message [29]. However, the use of social media must be supported by the ability to use social media. This is aimed at some of the results of previous research which emphasize the lack of adaptation of digital media for SMEs [30]–[32]. Many SME entrepreneurs have not been able to adapt to technology properly, as a result, the media literacy of UKM players is very low. This condition is a problem in itself for the development of SMEs in Indonesia. As explained in the introduction, we are currently entering the 4.0 era where the use of technology is an obligation to be able to survive in the midst of this market competition. Coffee brands from abroad they are accustomed to using digital media as a means of communicating with consumers. for SMEs, only a small proportion of them can optimize the use of digital media as a means of communication.

The current condition of the Covid-19 pandemic is that every UKM player is forced to be able to adapt to technology. Due to the demands and needs of all activity restrictions, SMEs are moving from the conventional market to the digital market. This is also done to meet the behavior of consumers who interact more in digital media. If the UKM does not adjust, be ready to close their business. This condition also makes social interaction activities carried out in digital media higher than real media [33].

This planning stage is usually carried out in the form of a team that works on an ongoing basis. Between communicator designers, message compilers and media operators. After all the maturation process of an idea, the next stage is the implementation process. The marketing communications team translates these ideas into direct application in the marketing communications strategy. At the implementation stage, what needs to be done is to monitor whether all actions are running according to what was planned before. The next stage that must be considered is the evaluation stage. Where this stage is a measure of the success of the plans carried out. This evaluation activity can be carried out by measuring the impact of the marketing communication process that has been carried out. This can be done through measuring engagement on social media [34]–[36]. Or through a small survey conducted directly to consumers. the results of this evaluation will later become input for redesigning the marketing communication strategy in the future. Many cafe owners do not carry out the evaluation stage, this is very unfortunate because the actions of communication are not measurable.

The evaluation process can also be done by building interactions with consumers [23]. one way to build relationships with consumers by accepting all the positive input given by consumers. some evaluation activities are conducted informally. By creating a simple form quiz whose purpose is to collect data from consumers. The interactions that exist can be in the form of light questions or several choices and ask consumers to choose what they are attracted to. Questions can be about the menu, services, facilities or programs in the future. When the results of the evaluation are realized, there will be more attention from consumers. The feeling of taking part in helping to develop a cafe is an effective way of building perceptions and relationships with customers.

Starting from the planning stage to the evaluation stage, everything is done using the IMC concept with the intention of conveying marketing messages, to building understanding in the minds of consumers about the brand or product. All marketing communication activities are designed to build positive understanding and perceptions, starting from communicators, messages and media tailored to target consumers. When interactions with consumers have been built through the IMC strategy, understanding is formed in the minds of consumers, making consumers more confident to interact with brands or products without coercion. This condition can occur because consumers understand that they are affixing the product. Customers build their own reliance to interact with brands and products, so that ultimately customers don't need to be forced to buy products. Likewise at the evaluation stage which is consumer-oriented in accommodating all input in interacting.

There is a match between the IMC concept and building consumer loyalty, where the two activities are consumer-oriented. Consumers are the main target in its management starting from adjusting consumer activities, managing consumer data and information, to receiving aspects of information conveyed by consumers. These two concepts indicate that to build a strategy for IMC and consumer loyalty, communication skills of the IKM players are needed to build positive interactions and perceptions from consumers. based on this explanation, promotional activities are no longer oriented only to promotional activities in the form of cutting prices, but there are more effective actions to maintain and build consumers who have loyalty to brands or products..

IV.2 THE ROLE OF COMMUNICATORS AND COMMUNICATION MEDIA IN BUILDING CUSTOMER LOYALTY

As previously explained, during the current pandemic, it is important to optimize consumers who already have product loyalty. This is because it is difficult to rely on new consumers in the current pandemic, because there are many factors that might hinder it. For example, competition between cafes, restrictions on direct interaction. So that only consumers who have interacted with the cafe can be stimulated again to be able to buy products from the cafe.

In this case, the communicator and the media have an important role in building consumer loyalty. Communicators, in this case the cafe owner, do various ways to be able to build a market. One of them is building closeness with the community. This is considered effective for building a specific market. Of course this can be done with the role of the cafe owner as a communicator. Relationships with several communities can be made from the owner's interaction with the surrounding environment. Starting from the experience of following the community, the cafe owner also invited other communities. As we all know the community has many members, and this is an opportunity and an advantage for the cafe. If it is related to the current pandemic condition, the strategy with the community is considered more appropriate in terms of the safety of the health protocol. Because consumers only interact with friends and familiar environments, so consumers know how safe their health is. In addition, in terms of the number of juka is limited so that it is considered in accordance with health protocols. This concept is a form of relationship marketing, by building relationships that aim to market products or brands. As cafe owners and communicators with communication skills, can build relationships with the social breadth of the cafe owners.

Building relationships with the community can be done by providing space for the community to explore and interact with fellow members of the community. Here the role of communication from the cafe owner as a communicator is needed. There needs to be a form of direct interaction from the cafe owner in the community. So that the closeness of the cafe owner and the community is built. Cafe owners have not done this much, even though the impact is felt to be effective. So that this strategy can be an opportunity for cafe business actors in helping the market from the community. This is in line with previous research, if in the era of digital relationships it is an effective way to build loyalty [37].

Likewise the media, the media have an important role in building loyalty. This can be done by optimizing the interactions that can be done through social media. Today, social media is no longer just a medium to convey messages. However, the media is diadalmnya and the role of a komunikator, there is a role in building marketing messages through content, there is the media itself and interactions with consumers. That is, social media today is not like a medium that is tasked with conveying messages, but today's media is like an environment where each individual interacts..

In social media, the accounts that are owned by each cafe are like communicators who provide various kinds of information to their consumers. Even though this account is managed by the operator, it must carry a special character in conveying each message just like the communication style of every communicator. This is intended as an effort to build differentiation in the marketing strategy. The communication style chosen should be the communication style of the cafe owner, because it is permanent. Cafe owners are not easy to change, so there is a tendency for communication styles to follow the communication style of the owner who is the representative of the communicator in social media accounts..

In addition, interactions with consumers need to be built in social media. This effort can help in building consumer loyalty. because in the interaction there is a role where consumers take part in developing the product. Some examples of these interactions are contained in the resulting content. This content invites consumers to actively know more about the cafe, from the menu to the atmosphere. The interaction can be in the form of a quiz, or information that invites consumers to comment. In addition, the membership system implemented by the cafe makes consumers make repeated purchases. This is not only because of the rewards they get but because of good service and the fulfillment of all the information they get through social media. This means that social media is like humans who serve consumers in terms of information. As stated by Griffin (2003), loyal consumers are consumers who make regular repeat purchases, buy other products offered by the same manufacturer, recommend these products or services to others. The interactions carried out on social media have succeeded in stimulating consumers to make repeat purchases and recommend products. In social media, recommendations are commonplace. When consumers are satisfied with products and services, they do not hesitate to recommend products by posting cafe content on consumer accounts. Social media has succeeded in building consumer loyalty from the information services provided.

V. CONCLUSION

Based on the results of this study, two understandable conclusions were obtained.

1. The communication pattern applied by the cafe owner consists of three stages. The first stage is planning. At this stage the cafe owner designs all marketing communication ideas and ideas. the actualization stage is the stage for communicating all these ideas. And the evaluation stage that can be done with a survey given to consumers.
2. The role of cafe owners and the media is very important in building consumer loyalty. Cafe owners as communicators build relationships with communities to build consumer loyalty in the real world. Meanwhile, social media acts as a communicator that builds consumer loyalty in social media.

VI. ACKNOWLEDGMENT

This research can be a solution for SMEs, especially in the culinary field, to be able to survive the Covid-19 pandemic. There are still many shortcomings in this study, however these deficiencies can be a gap for this research to continue. The study of the adaptation of the culinary industry in digital media can be an interesting theme for continuing research. Given that in the future, people are increasingly unable to escape digital media. For this reason, a study is needed on how the application of the culinary industry can adapt to digital media, as a new marketing communication style.

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