

Analysis Of Content Marketing Implementation On Kedai Twenties' Social Media

Rudy Vernando Silalahi¹, Angel Maria Mawikere²

^{1,2} Industrial Engineering, Pelita Harapan University, Tangerang
rudy.silalahi@uph.edu

Abstract: Kedai Twenties is a cafe that just opened in June 2021 and the problem faced by this cafe is the lack of awareness and knowledge of Kedai Twenties as a cafe that is suitable for work or study. This research uses observation and interviews, as well as surveys conducted by distributing questionnaires to the target market from Kedai Twenties, as well as documentation from Kedai Twenties and research data from research institutions. The results of this research show that the content provided is in the form of a video that is appealing, engaging, and informative. Nano influencers are also used in this video content to help boost brand awareness and knowledge of this cafe. The developed content is posted on social media platforms such as Instagram and TikTok. Instagram has reached 2,908 account, while TikTok has only 146. Meanwhile, the engagements for Instagram were 3,667, 101, 0, and 22, respectively, for plays, likes, and comments, as well as shares. In terms of engagement, TikTok received 163, 9, 1, and 2 plays, likes, and comments, as well as 2 shares, respectively.

Keywords: *Content marketing, Brand awareness, Marketing Communication.*

1. INTRODUCTION

Nowadays with the development of the times and increasingly sophisticated technology, it will be very helpful if a business uses digital marketing compared to traditional marketing in terms of marketing. These two techniques both aim to market products, but by using digital marketing, the marketing target of a business can be wider than using traditional marketing which only markets products around the business area of a business. Not to mention using traditional marketing, a brand can waste more time and money because it has to print billboards, brochures, pamphlets, and so on. This of course makes marketing activities run less effectively and efficiently.

Meanwhile, today's marketing communication also makes consumers expect brands to interact with consumers directly and by using digital marketing, consumers can communicate or interact and see feedback from consumers directly. The digital marketing goals include reducing costs,

achieving brand goals such as increasing brand awareness, building increased customer satisfaction, increasing market share, increasing sales revenue and much more. By using digital marketing, it can be used as a tool to sell and also build a brand. This is very helpful for a brand that is just starting out and wants to market its products or services to the target market of the brand itself (Juliana et al, 2020). Kedai Twenties is one of the cafe businesses located in Manado and only opened in June 2021 ago.

Based on an interview with the Project Marketing Manager from Kedai Twenties, this cafe has its own uniqueness such as building design and digital marketing marketing strategies, especially on social media by creating unique content. This cafe has a target market that is divided into two, namely teenagers and adults aged 17 – 27 years who like to do productive things such as work, study, or meetings as well as teenagers and adults who like to go to cafes to just chat or unwind with friends or relations. However, over time, the target market of this cafe has not been achieved, especially for teenagers as

well as adults who like to do productive things such as work and study.

According to the Project Marketing Manager of this cafe, there are still many who do not know and are aware of the existence of Twenties Kedai as a cafe that is suitable for carrying out activities such as studying or working.

Based on interviews, indeed the marketing of this cafe is also not optimal in terms of introducing this cafe as a cafe that is also suitable for doing productive things such as studying, working, or meeting so that people do not have the awareness or knowledge that this cafe is also suitable for doing business. productive things such as studying, working, or meeting so that people do not yet have the awareness or knowledge that this cafe is also suitable as a place to do activities such as studying and working.

Coupled with a survey conducted on 42 people who are the target market of Kedai Twenties and resulted in as many as 78.6% stating that Kedai Twenties is better known as a cafe that is suitable for gathering with friends because the place is nice and there are lots of good spots to take photos.

2. LITERATURE REVIEW

Marketing Communication

According to Kotler and Armstrong 2014, a brand has customer value that must be communicated to its customers. Necessary things communicated including the selling point or concept of a brand itself must be carefully planned so that its delivery to the customer can be understood and accepted in accordance with the purpose of communication (Kotler and Armstrong, 2014).

Just like the relationship between a parent and child, or a couple lovers, and other relationships, communication is also very important in a company

or brand to build profitable relationships with customers (Kotler and Armstrong, 2014). According to Kotler and Armstrong (2014), marketing communication or what is often called promotion is marketing activity consisting of several promotional tools used by a company or brand to communicate the value of a brand or the company to its customers persuasively and also to build relationships with customers. Marketing communication or called promotion there are several types, namely advertising, sales promotion, personal selling, public relations and direct marketing. In this research, specifically discusses one type of marketing communication, namely direct marketing.

Direct marketing is a direct marketing activity connect or communicate it with its customers who carefully defined or targeted. There are several direct marketing, one type is online marketing where the spread of online marketing is by using the internet has a good impact on buyers and serving marketers (Kotler and Armstrong, 2014).

According to Kotler and Armstrong (2014), in determining marketing goals, communication needs to know that the target market determined by a brand at which stage of the six buyer-readiness stages. Sixth buyer-readiness stages are awareness, knowledge, liking, preference, conviction, and purchase. Sometimes the target market may only know the name or a few things about a product or brand so that awareness and knowledge need to be built first.

Social Media Marketing and Content Marketing

According to Saputra et al (2020), social media marketing is a marketing activity that uses existing social media such as Instagram, Facebook, Twitter and other social media as a platform to either market or develop a brand. With the existence of social media marketing as a form of direct marketing, the traditional marketing method that used to focus on one-way communication has now become two-way communication because the audience can interact or provide feedback directly (Kotler, 2014).

According to Cooper (2021), the strategy for running social media marketing can also be by managing it yourself from creating content and attracting followers organically (organic social media) or creating paid advertising content (paid social media). Each social media has its own marketing strategy. For example, social media such as Twitter, the marketing strategy is to create content that contains interesting words. However, for social media such as Instagram, of course, it requires interesting visual content so that the target audience is curious (Anindyaputri, 2021).

For content marketing, it is actually not far from the term social media marketing, but the difference is that content marketing itself focuses on creating valuable, interesting, and consistent content and with social media marketing, this content can be expanded by the help of social media platforms (Anindyaputri, 2021). Content marketing and social media marketing both help to build and increase brand awareness of a brand (Anindyaputri, 2021). According to Kotler et al (2017), content marketing is a marketing approach that involves marketers to create, distribute, strengthen interesting and useful content for the target audience in order to create conversations about the content.

Meanwhile, according to Steimle (2014), content marketing is a useful marketing technique to encourage audiences to take profitable actions by creating and distributing valuable, relevant and consistent content. With this content marketing, it changes the role of marketers from being a promoter of a brand to being a storyteller or someone who likes to share stories. According to Gupta et al (2021), there are written and unwritten types of content such as videos, blogs, podcasts, infographics, and others.

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The following are the steps for creating content marketing according to Kotler et al (2017):

1. Goal Setting

Before starting to create content marketing, marketers must define clear goals to achieve in creating this content marketing. Content marketing goals can be classified into 2 broad categories, namely sales-related goals and brand-related goals. Sales-related goals refer to things related to sales such as lead generation, upselling, sales closing, cross selling, and sales referrals. Meanwhile, brand-related goals refer to things related to the brand itself, such as brand awareness, brand association, and brand loyalty/advocacy.

2. Audience Mapping

After the objectives have been clearly defined, then marketers must determine who the audience will be their focus. Defining a specific audience will help marketers to create sharp, deep content that will contribute to the effectiveness of telling a brand's story. Once marketers have determined which audience will be their primary focus and know the boundaries, marketers need to define their profile and persona. This can help marketers in imagining what the target audience would look like in real life. To find out what the profile of the target audience is like or what they need or want, what are their concerns or wants requires in-depth research so that

marketers can create specific content that can help relieve or relieve their anxiety and help achieve their wants or needs.

3. Content Ideation and Planning

After determining the goals and target audience, the next stage is the creation and planning of content ideas. Marketers must find ideas about the content to be created and do the right planning. There are two things to consider to help marketers find the right theme. First, good content has a clear connection to the lives of the target audience or consumers. Second, effective content not only thinks about the consumer but also reflects the character of the brand. The format of the content can also be presented in written or visual form.

Format of written content such as articles, study cases, books, newspapers, and others. Visual content formats such as infographics, games, videos, short films, comics, and so on. A combination of content that is about a relevant theme, an appropriate format, and a solid narrative can ensure a successful content marketing campaign.

4. Content Creation

With the stages mentioned above, it will lead to the most important stage, namely content creation. This content creation can be done internally, namely the creation of content from the brand itself or called in-house or it can also be done by using services from outside the brand or external sources. Creating this content requires a huge commitment in terms of time and money. If the content is unoriginal, high-quality, then the marketing campaign could be a waste of time or it might backfire for the brand. Content creation doesn't actually have a start and end date and it's an ongoing process that requires consistency from the creators.

5. Content Distribution

After creating content, marketers also need to choose the right channel to distribute so that it is easily found by the target audience. There are 3 main categories of media channels that marketers use to channel

their content, namely owned, paid, and earned media. Owned media is a channel asset that is owned by a brand and is under the control of the brand so that a brand can distribute content to media channels at any time the brand wants. Owned media include websites, blogs, social media accounts, company events, company publications, and so on. This media targets only the existing customers of the brand. This media is free because it belongs to the brand but to build and manage it requires significant internal resources.

Paid media is a channel that a brand pays to distribute its content. Paid media are included in traditional advertising media, namely print media, electronic media, digital media, and others. In digital, the most common paid media channels include banners, mobile advertising media, search engine listings, and so on. Because this media is paid, brands usually pay based on impressions or the number of times the content is displayed or it can be based on the number of actions taken by the audience such as clicks, registrations, or purchases.

This media is usually used to reach and get new audiences in an effort to build brand awareness and direct to owned media owned by a brand. Earned media usually does not stand alone and requires owned media and paid media to produce free coverage because this media includes coverage and exposure obtained by word of mouth. Usually if the content produced is of high quality, the audience is usually driven to make it viral through social media and communities. The exposure obtained is also usually the result of the relationship between the media and the public so that it can create what is known as news to be reported by word of mouth.

6. Content Amplification

With a content amplification strategy, the brand can help reach a much wider audience. To strengthen the content, you can usually use influencers or buzzers. Influencers are people who have a sizeable group of followers and audiences and they are highly respected. They are also content creators

who have built their reputation over time and some content or even everything they create can go viral. To use the services of these influencers, of course, marketers need to build and maintain mutually beneficial relationships with influencers. Once content is amplified by reaching a much wider audience, marketers also need to engage in the conversation at hand. Whether it's listening or participating in building an existing conversation.

7. Content Marketing Evaluation

The next step that is no less important after the content is distributed is evaluating the content. Strategically, marketers need to evaluate whether this content marketing strategy achieves the goals that have been previously set whether it is related to sales or with the brand itself. There are 5 metric categories that measure whether content is visible (aware), relatable (appeal), searchable (ask), actionable (act) and shareable (advocate).

The metric of visibility or whether content is visible can be measured in terms of reach and awareness. The most common metrics include impressions or the number of times the content was viewed, unique viewers or how many people actually saw the content and brand recall or what percentage of people can remember the brand name. In addition to metrics, it also includes page views per visitor or the number of pages people visit while on the website, bounce rate or percentage of people who leave after only visiting one page, and time on site or duration of visits.

Marketers also need to track and evaluate how well their content is being shared by the target audience. The share metric includes the share ratio or the number of shares shared with the number of impressions and engagement or engagement rate. For example on Twitter, for example, it is measured by dividing the total followers by various actions such as retweets, favorites, mentions, replies.

8. Content Marketing Improvement

Content is very dynamic because the creation of the

content itself needs to consider or adjust to the current developments by looking at the trends or needs and desires of the target audience and other things so that periodic improvements are needed.

Moreover, with content marketing when compared to traditional marketing, content marketing performance can be tracked based on themes, formats, and distribution channels. Performance tracking is very useful for analyzing and identifying opportunities for improvement in great detail. But the thing to remember is that content takes time to make an impact, so it takes persistence and consistency in implementing it.

Brand Awareness

According to Kotler (2009), brand awareness is the ability of consumers to recognize or recall about a brand in detail and to get the consumer to the buying stage. According to Aaker in Binus (2019), brand awareness is when people are able to recognize or remember that a brand is part of a certain product category.

Meanwhile, according to Shleyner (2020) brand awareness is all the attention that can be seen with various metrics such as mentions, shares, links, impressions obtained by a brand on all social media owned by the brand during a certain time span or period which produces statistically relevant data. . The ability of consumers to recognize and remember is very important to be studied more deeply because it will be the main factor that consumers behave or even direct consumers to the buying stage (Jallad, 2019).

According to Duriyanto et al (2004) there are several levels of brand awareness, namely:

1. Unaware brands

This level is the lowest level where consumers are not aware of a brand.

2. Brand Recognition

This level is the level at which consumers can recognize a brand after the assisted recall process is carried out.

3. Brand Recall

This level is the level at which consumers can remember or recognize a brand without any help.

4. Top of minds

This level is the highest level where consumers mention a brand or become the main brand among several brands that are in their minds.

3. RESEARCH METHOD

Preliminary Research

The first stage of this research is a preliminary study. At this stage, observations and interviews were carried out with the Project Marketing Manager from Kedai Twenties and a survey about the brand awareness of the Twenties Store. In general, the interview discussed the marketing developments carried out by Kedai Twenties and the problems currently being faced by the cafe, and a survey was also conducted on the brand awareness of the Twenties Store. From this stage, the main problems that exist and are discussed in this study are obtained.

Problem Formulation

After conducting a preliminary study, the next stage is the formulation of the problem. The problem that occurs at Kedai Twenties is that the awareness and knowledge of the target market of Kedai Twenties as a cafe that is suitable for carrying out productive activities such as work and study is still weak.

Research Objectives

After conducting a preliminary study and problem formulation, the objectives of this study were determined. The objective of this study is to build brand awareness and knowledge of Kedai Twenties as a cafe that is suitable for work or study with content marketing on social media.

Literature Study

The next step is to do a literature study. At this stage, a search for books, journals, articles, and other literature related to the topic of this research is conducted, namely marketing communication, social media marketing, and content marketing, brand awareness, Instagram and TikTok as well as previous research.

Data Collection and Analysis

The next stage after the research objectives have been determined is data collection and analysis. In this study, data collection was carried out by means of observation, interviews, good documentation from the Kedai Twenties as well as reports from the results of research institutes of research, and surveys in the form of distributing questionnaires to the target market or target audience from the Twenties Store which aims to find out consumer behavior and media habits. of the target audience.

According to Estika (2017), the lifestyle of teenagers or young people today is to spend their time in cafes relaxing, playing, chatting as well as doing assignments. In addition, according to CNBC Indonesia (2020), the trend of co-working spaces has actually increased during the pandemic because companies are implementing their employees to work remotely or work remotely but on the one hand employees need a comfortable place to work.

Also according to First Media (n.d.), there is a study from Savills Research where the future trend for the office sector is more towards flexible offices for companies that are starting to work from home. Even from the 2020 Future of Work Report: What Future Holds for Coworking & Remote Work in First Media (n.d.) which surveyed 360 individual respondents, it resulted in an average score of 77 from a scale of 1 to 100 which responded well to remote work. In addition, according to Kompasiana (2020), at this age there are many young people who may not have facilities or a conducive atmosphere in

their homes or boarding houses, so they need a co-working space as a place to study or do assignments, either individually or together with others. friends.

So from here it can be seen that, the target audience of this cafe are young people belonging to some of the Z generation and some of the Millennials generation, with the trends and pandemics that have occurred, their lifestyle has changed and the needs of young people have changed. currently to study or work in a cafe or coworking space.

Content Ideation and Planning

Next stage is the creation and planning of content ideas. In accordance with what is experienced by the target audience or target market of this cafe, the idea for this content is based on the story of teenagers and or young people in general where when a young person wants to do an assignment or work at home there is often a lot of distraction or noise around the house. The house that makes the atmosphere no longer conducive and disturbs the concentration of the young man and finally he decides to go to a cafe that is suitable for doing assignments that are equipped with facilities that are also comfortable for studying or working. Next is the creation and planning of content ideas.

In accordance with what is experienced by the target audience or target market of this cafe, the idea for this content is based on the story of teenagers and or young people in general where when a young person wants to do an assignment or work at home there is often a lot of distraction or noise around the house. The house that makes the atmosphere no longer conducive and disturbs the concentration of the young man and finally he decides to go to a cafe that is suitable for doing assignments that are equipped with facilities that are also comfortable for studying or working.

Based on research from consumers, the target audience prefers content in the form of videos and other types of entertainment content. So that the idea was packaged in an interesting and entertaining

way and edited by adding audio or visual graphic elements that match the content idea.

Content Creation

After content ideation and planning the next stage is the content creation. This content creation is done with the marketing team from Kedai Twenties or in house. At the time of content creation, videographers, talents, supporting talents, and assistants are needed to assist the process of taking videos or creating this content. Content creation also requires several supporting properties such as cellphones, laptops, books, bags, and tripods. This content is created in 2 places, namely at home and at the Twenties Store. In accordance with the idea or storyline of the storyboard content.

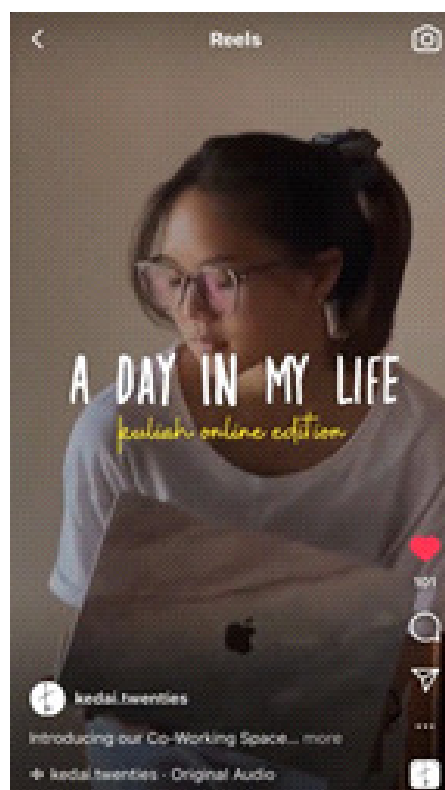


Figure 1. Instagram Video Content

Figure 1 is a snippet of video content that has been made to be uploaded on Instagram social media with a video duration of 48 seconds.

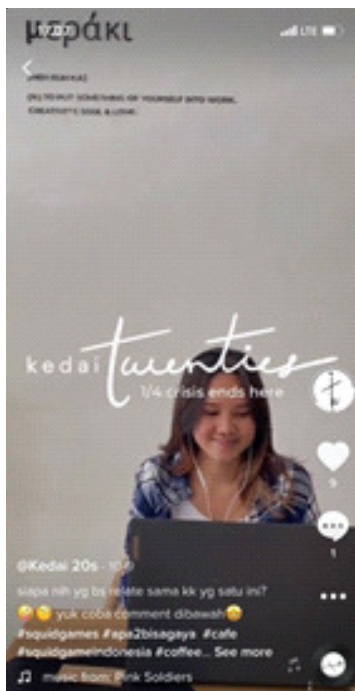


Figure 2. TikTok Video Content

Figure 2 is a snippet of video content that has been made to be uploaded on TikTok social media with a video duration of 58 seconds.

Content Distribution

In accordance with consumer research that has been carried out where young people or the target audience of Kedai Twetnies like to surf the internet, especially for social networking and also based on survey results from the target audience, this content is distributed on social media channels, namely Instagram and TikTok in particular. on the official account of the Twenties Shop itself and organically, that is, there is no need to spend anything.

Content Amplification

For this stage, this content itself uses a buzzer or an individual who has a big influence on social media or better known as a nano influencer because for this content creation itself uses organic channels, namely social media such as the official Kedai

Twenties account on Instagram and TikTok. So for this content itself as a model for making video content, a student who is active on social media and has 2,632 followers on Instagram and the video content created is also not only uploaded through the official account of Kedai Twenties Instagram, but also uploaded by friends. other friends so that the content uploaded by other friends also helps this content to go viral and be discussed by other people and can reach more people to build brand awareness of this café.

Content Marketing Evaluation

After that, it is necessary to evaluate the marketing content that has been created and uploaded to the designated social media channels, especially Instagram and TikTok. To evaluate this content, on social media such as Instagram and TikTok there is an insight or metric to help see brand awareness.

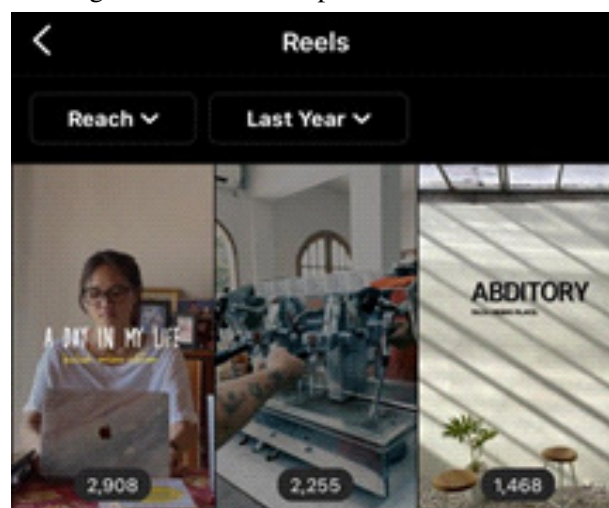


Figure 3. Instagram Reach Metric Result

Figure 3 shows the results of the Instagram reach metric. In the reach metric, uploaded video content got 2,908 results. This video reaches up to 2,908 accounts. If you look at the number of followers from Kedai Twenties, there are only 1,341 as of November 10, so this video also reaches accounts that don't follow Kedai Twenties on Instagram. This means that despite using organic social media, this video has managed to reach thousands of accounts on Instagram.

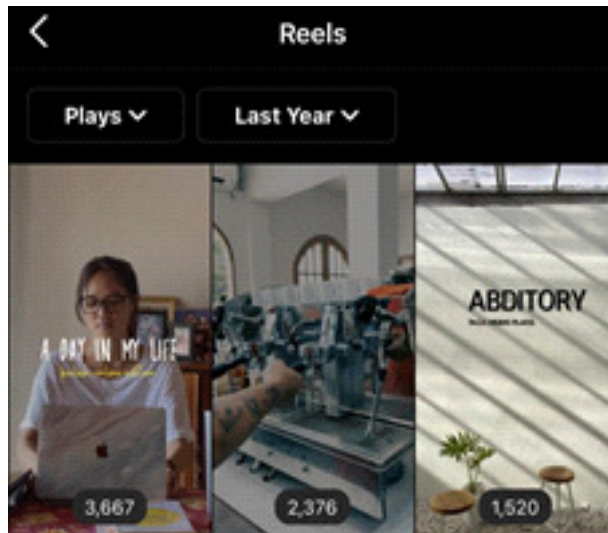


Figure 4. Instagram Plays Metric Result

Figure 4 shows the results of the Instagram plays metric. In the plays metric, video content that has been uploaded gets 3,667 results. This means that this video has reached thousands of accounts on Instagram and has been viewed 3,667 times by 2,908 accounts.

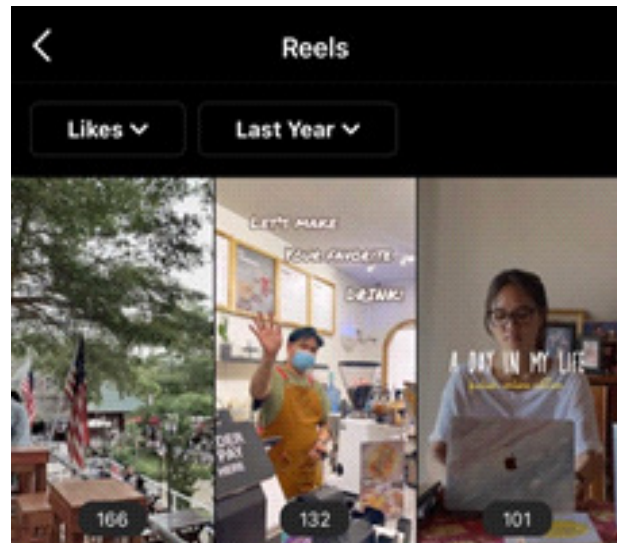


Figure 6. Instagram Likes Metric Result

Figure 6 shows the results of the Instagram likes metric. In the likes metric, uploaded video content gets 101 results. This means that there are 101 people who have liked this video content. This means that in terms of likes, it has built engagement from the target audience on Instagram.

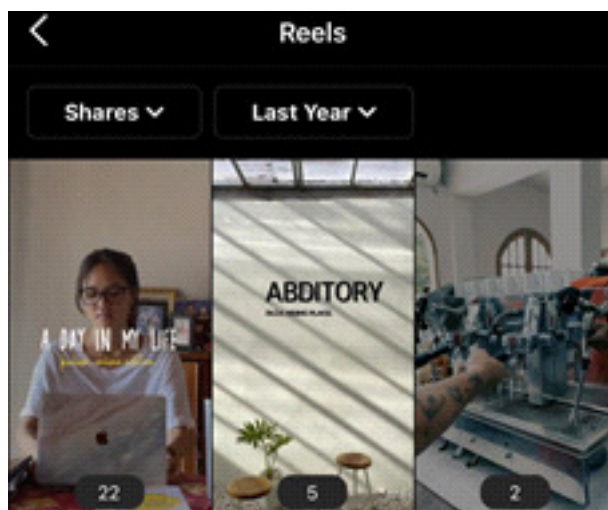


Figure 5. Instagram Shares Metric Result

Figure 5 shows the results of the Instagram shares metric. In the shares metric, uploaded video content gets 22 results. This means there are 22 times this video content was shared with other accounts. This means that in terms of shares, it has built engagement from the target audience on Instagram.

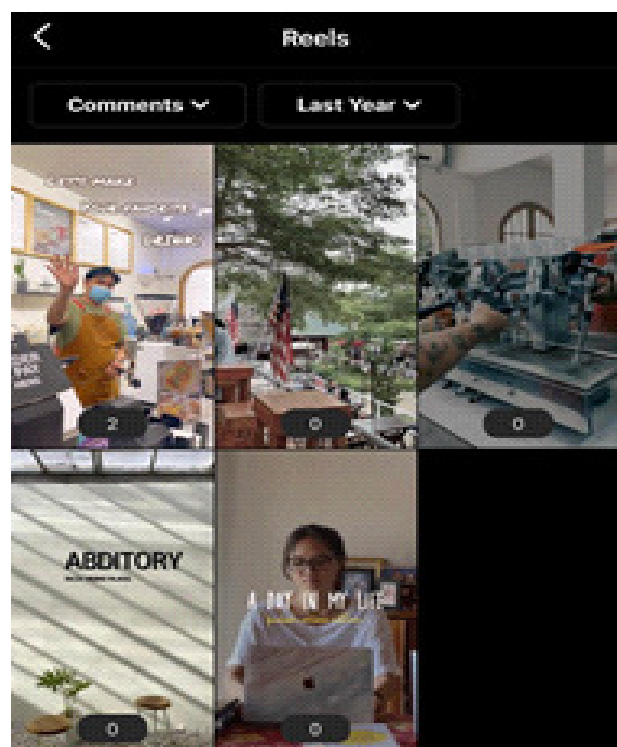


Figure 7. Instagram Comments Metric Result

Figure 7 shows the results of the Instagram comments metric. In the comments metric, uploaded video content gets 0 results. This means that interaction with the audience from Kedai Twenties has not been built.

So it can be said that the people who watched it did not watch it until the end of the video because the total duration of this video was 58 seconds. And there are only 5.18% of people who watch this video to the end. So you could say that out of 146 people, only about 7 people watched this video until it was finished.

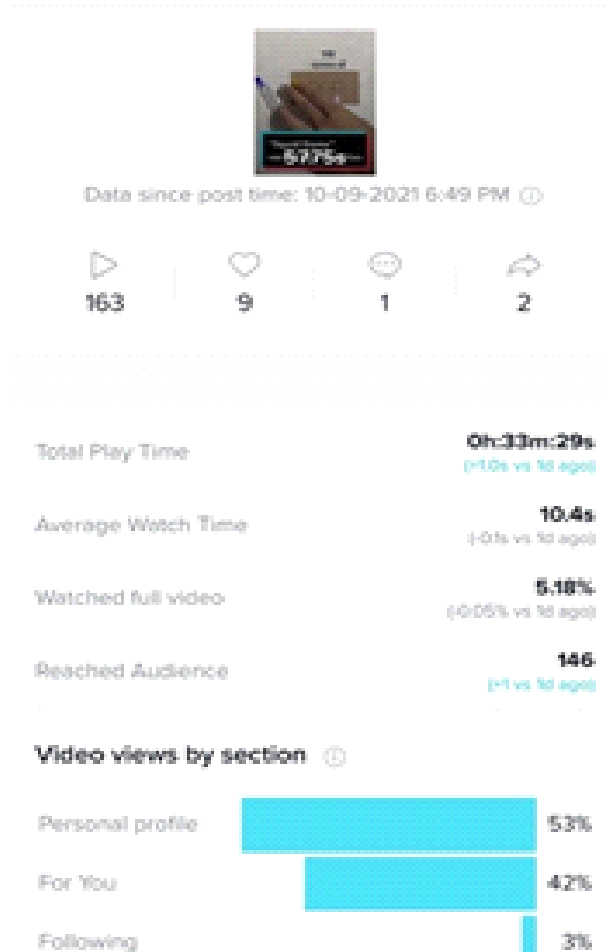


Figure 8. Tiktok Result Analytic

Figure 8 shows TikTok analytic results containing several metrics. Based on the video content that has been uploaded on TikTok social media, the audience reach is 146 accounts and has been watched 163 times. In addition, this video content also got 9 likes, 1 comment, and there were 2 people who shared this video content. On TikTok there are also other metrics, namely total play time and average watch time where the total play time of 146 people is only 33 minutes 29 seconds, and the average watch time of people watching this video is only 10.4 seconds.

Content Marketing Improvement

The last stage of content marketing is content marketing improvement. After looking at the results of the evaluation of the metrics contained in both social media, it can be seen that there are several things that can be improved for content creation in the future. When viewed for video content, Instagram reaches more people, namely 2,908 people than video content on TikTok, which is only 146 people.

Likewise, the engagement of each video, namely the comments, likes, and shares metrics for Instagram itself, no one has commented yet, but it has received 101 likes and 22 shares. For TikTok only 1 person has commented, there are still very few who giving likes that is 9 people compared to Instagram which is 101 likes. Likewise with the plays metric, Instagram video content gets as much as 3,667 while TikTok video content only 163.

In TikTok there are also metrics that can see whether people watch it until the end of the video or not. And it was found that there were still very few people who watched video content on TikTok until the end of the video. So from here it can be seen that the video content on TikTok needs to be improved again both in terms of video themes, stories to be raised, video duration, and so on because the content on TikTok has not received the same or more engagement, reach, and impressions. higher than that generated by content on Instagram.

5. CONCLUSION

After going through the data collection and analysis stage, namely the stages of creating content

marketing, a content marketing strategy has been made in accordance with the interests and desires of the target market from the Twenties Store in the form of video content that is interesting but also informative enough to convey the things that Kedai Twenties wants to communicate, namely Tavern Twenties wants to be known as a cafe that is suitable for study and work.

After being made, this video is distributed through social media Instagram and TikTok also uses nano influencers as talents in the video content to help build brand awareness of Kedai Twenties. Then for the results of the video content, on social media Instagram itself has managed to reach 2,908 accounts that have watched while for TikTok itself there are only 146 accounts. Instagram video content when viewed from the engagement side, both plays, likes and comments as well as shares, respectively, got 3,667, 101, 0, and 22.

As for TikTok itself from the engagement side, both plays, likes and comments and shares respectively, also received as many as 163, 9, 1, and 2. It can be said that video content on Instagram reaches more people to build brand awareness because it can be seen from the results both in terms of reach and engagement that there are still more results obtained from content videos on Instagram compared to those on Tiktok.

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