

PERSUASIVE COMMUNICATION STRATEGY OF ENTREPRENEURS "KOPI BROO CAFE" THROUGH SOCIAL MEDIA IN THE TIME COVID-19 PANDEMIC

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Abstract

The impact of the covid-19 pandemic which has changed almost the entirety of people's lives is something that is still being lived. One of those who feel the impact is the culinary field. The covid-19 pandemic requires people to stay at home, restricts people from tasting food directly, and even requires owners to temporarily close their businesses for a specified period of time. This change is a challenge for entrepreneurs to keep running their business. The use of language is one of the added values to attract the attention of visitors by creating good communication. This research focuses on the communication strategies created by entrepreneurs and their obstacles. The purpose of this study is to describe a communication strategy that is devoted to the use of language through social media and its barriers. The subject and place of this research is the entrepreneur of the "Kopi Broo" cafe in North Sumatra. The research method that will be used is descriptive qualitative method, by taking data through interviews, observations and literature searches. The results of the study describe (1) the communication strategy developed by the "Kopi Broo" cafe business actors sourced from the media Instagram. (2) The form of communication applied is to make the use of language in the form of storytelling content that is packaged in an attractive way to build business branding. (3) Obstacles that are felt when informing people who have never visited, so that their efforts are maximized.

Keywords: covid-19, communication, language, social media

Introduction

The COVID-19 pandemic has had an impact on the development of several businesses, be it small, medium or large businesses. Some businesses have been asked to shorten their operational schedules, or have been forced to close for a while. This is a challenge for business owners to maximize strategies, especially communication strategies for or increase the interest of visitors to come. The communication strategy used refers to the current situation, where most activities are carried out boldly, for that the use of social media will support the implementation of strategies implemented by business owners. According to Nida (2014), one of the characteristics of society in the modern world is the inseparability of their lives with

all things that blend technology. Technological developments have led humans to many changes (Kurniawati, 2018).

One of the businesses that has felt the impact of the COVID-19 pandemic is Kopi Broo Cafe, a business that is engaged in the culinary field. In the past year, especially during the implementation of the implementation of restrictions on community activities, this cafe has also had an impact. Not all cafes can stay stable by relying on online sales, let alone competition from bigger restaurants. During the early to mid-pandemic times, diners dropped 90% for dine-in. Because the atmosphere of the cafe is more supportive for eating on the spot, the decrease in the number of visitors is

increasingly felt. For a decrease in turnover of 60-70%. Therefore, business owners cannot remain silent. Business owners need to do something to respond so that at least the situation gets better. This is what makes cafe owners try to implement strategies that support business development for the better. This relates to the disclosure of language that is communicated even though it is hindered by distance. In the absence of direct conversation, many things can be communicated to develop a business, one of which is with the media as a language channel.

Persuasive Communication

In terms, persuasive communication is defined as a conscious effort to change thoughts and actions by manipulating motives towards predetermined goals (Ritonga, 2005). Persuasive communication is said to be communication with the aim of influencing others who hear, see, watch to further explore curiosity about something and participate in that thing. According to Effendy (2006: 5), paradigmatic communication is defined as the process of delivering a message by someone to someone else for to tell or to change attitudes, opinion, or behavior, either directly verbally or indirectly through the media.

According to Soleh Soemirat, et al. in his book *Persuasive Communication*, persuasive communication strategy is a combination of persuasive communication planning with communication management which aims to influence a person's attitudes, opinions and behavior (Soemirat, 2007:1.29). In line with that, Barata (2003) states that persuasive communication is also interpreted as communication carried out as an invitation or inducement to want to act in accordance with the wishes of the communicator. This persuasion effort focuses on trying to change or strengthen the attitudes or beliefs of the audience or on trying to get them to act in a certain way.

Persuasion is also understood as an attempt to change attitudes through the use of messages and focuses on the characteristics of communicators and listeners (Devito, 2011: 499). According to

Smith (2005:5) strategy communication begins with research and ends with an evaluation carried out periodically, this strategy is applied to certain environments that involve the organization and different publics related to good organization directly or indirectly.

Form of Communication Media

Media is a means used to deliver messages from communicators to communicants. Submission of the message indirectly with the media as an intermediary. The relationship between the media and persuasive communication is the selection. The media must be adapted to the characteristics of the content and the necessary needs so that the messages in the communication can be achieved properly and in accordance with the desired goals. Media that can be used as a messenger in a persuasive communication strategy, namely:

- a. Print media is one of the communication channels that contains written messages, which are usually accompanied by pictures to make it easier for readers to interpret them. This media is indispensable and needed for people who prefer to read.
- b. Electronic media, one of the media whose delivery is faster than print media which takes a long time. Electronic media are usually accompanied by supporting signals to send messages.
- c. Group communication, this is one of the media that is from the community. These groups are said to be interrelated social relationships, such as social gathering groups.
- d. Personal communication, is a form of communication that takes place face to face, the message is very personal, can be heard by those involved in communication.
- e. Internet, the use of the internet allows progress in all fields and makes it easier for people to access information anytime and anywhere.
- f.

Communication Strategy

Communication strategy is explained as an effort to create a form of communication from all the elements of communication that build something that will happen together. Communication strategies try to send messages through supporting businesses and media. In line with that, Cangara (2015) states, communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media), receiver to influence (effect) designed to achieve optimal communication goals. The selection of a communication strategy must be based on the intended subject, the content of the message being communicated and in certain situations, so that the delivery of the message is not interpreted in different ways and the purpose of communication can be achieved.

Method

This research is identified with a qualitative approach which aims to obtain facts from factually found phenomena in the form of descriptions, or the inclusion of arguments accompanied by facts. A qualitative approach is used to describe real things that are in the field and obtain an interpretation of the traces found correctly. This research was carried out at the Kopi Broo Cafee and continued with research from afar by observing the social media used by entrepreneurs in interacting with visitors on social media as a form of strategy that was observed. The location of the Kopi Broo Cafee was chosen as the main object to observe and conduct an interview process with the cafe owner. This research was conducted in September 2021.

The next step is to enter the stage of the data collection process. The data collected in this study is divided into two, namely primary data and secondary data. The data collection carried out in this study used unstructured interviews, observation, documentation and literature review. Unstructured interviews were conducted directly with the owner of the Kopi Broo Cafee business. The questions in the interview contain important aspects from

the business developed to the strategies and obstacles that are felt during the current covid-19 pandemic. Observation is based on direct observation, this allows researchers to record behavior and events as they occur in actual circumstances (Moleong, 2006:174-175). Observations were made by observing the Kopi Broo Cafee area and observing social media related to the use of language which is one of the strategies in the content posted on Kopi Broo Cafee social media. In the context of communication science, research using observation or observation methods is carried out to systematically and directly track the symptoms of communication related to social, political, and cultural problems of society (Pawito, 2008). Observations were made by non-participant observation.

After the data collection stage is carried out, the next step is to enter into qualitative data analysis. Qualitative data analysis is an analytical activity that is repeated and summarized appropriately. The data analysis technique for this study used Miles and Huberman data analysis techniques, namely data reduction, data display and data verification. The data obtained are qualitative data and analyzed qualitatively.

Miles and Huberman (2007) argue that the stages of data analysis include: data reduction, reducing irrelevant or unnecessary data in interview notes and analyzing observations that can be processed to the next step. Second, data presentation, namely presenting data in various forms, such as interview reviews, supporting documentation, or brief summaries of the results of the previous first step. This is done to make it easier to understand what is happening, make a more detailed concept based on what has been obtained in the previous step. Third, verify the data or conclude the data that has been presented.

Research Result

Kopi Broo Cafe Entrepreneur Persuasive Communication Strategy Through Social Media

Kopi Broo is one of the culinary businesses pioneered by Pradisya Putri who is often called Adis since 2019 in Medan, North Sumatra. This cafe was formed with a design like being in a park. With a unique and interesting concept, this cafe was built with a long journey full of challenges as an entrepreneur at a young age.

This time, one of the challenges that must be faced is developing a business when the current situation is not supportive due to the covid-19 pandemic. As an entrepreneur, we try to respond wisely to various warnings from the government related to several business sectors whose operational schedules must be minimized.

Therefore, business owners make several strategies that are directly related to communication, especially with visitors who have previously become regular visitors, and offer them to visitors outside the area who have never visited, one of which is through social media. Nasrullah (2015) social media is a medium on the internet that allows users to represent and collaborate, communicate with other users by interacting virtually. In line with that, Meike and Young in Nasrullah (2015) interpret the word social media as a convergence between personal

communication in the sense of sharing between individuals (to be share one-to-one) and public media.

The form of communication that is developed is not only just, but also requires persuasive meaning which means it requires sentences or forms of direct or indirect invitations that are present through content on social media, especially Instagram. Several persuasive communication strategies are carried out in the coffee broo cafe's Instagram social media, namely:

a. Cafe Atmosphere Posts

Posting a cafe atmosphere is one strategy that is said to be quite influential. Moreover, the use of language by business owners makes direct invitations to the audience in Instagram media. In the current situation, it is facilitated by the presence of media because the current generation is mostly doing activities online, one of which is communicating through social media. Young people also prefer to be treated to things that fall into the aesthetic category, with designs that are clear to the eye, especially if the posting is done regularly.



Picutre 1 Cafe Atmosphere



Picture 2 Cafe Front View

b. The Concept of Storying on Instagram

The concept of storytelling is considered as one that attracts visitors to come. The concept of storytelling is said to be direct interaction with visitors who see by telling the latest things that invite visitors to come. The concept of storytelling is carried out by the owner of the Kopi Broo Cafee on Instagram social media, by directly greeting followers on Instagram,

through Instagram stories, or from Instagram feeds. The goal is for followers to experience the story firsthand and make it interesting to come. In addition, in this storytelling concept, business owners often describe the latest things from the cafe itself, so that visitors already know and anticipate before coming. The concept of storytelling is one of the building blocks of a good relationship between business owners and visitors.



Picture 3



Picture 4

c. Providing Promos on Certain Days

Promo is one of the keys to developing a business, whether it's culinary or not, giving promos is said to be a spice in certain sales. At Kopi Broo, promos are usually given on certain big days. By using attractive language, business owners attract visitors with this promo. The promo is given as a form of

appreciation for visitors who have often come, and a form of initial introduction for visitors who are still starting to try. Not infrequently, starting from the promo until today, many regular visitors are said to regularly come to Kopi Broo.



Picture 5



Picture 6

d. Opening Opportunities for Outside Activities

Activities from outside are considered as positive things that visitors can develop while enjoying the atmosphere at Kopi Broo. To this day, many activities have been carried out, both public and certain people, one of which

is journaling workshops and blood donation. Apart from being a cafe engaged in the culinary field, this cafe also supports social activities that have a positive impact on occasion. Not infrequently, occasionally cafe owners and employees work together in activities outside the culinary field.



Picture 7 Journaling Workshop

e. Introducing the Menu with Interesting Sentences

The use of attractive language is a challenge for business owners to attract visitors to come. Usually, the menus offered on social media are unique menus that are rarely found in other places or menus that are the

favorite of almost all visitors who come. With it, it is easier for business owners to make one interesting thing that can make visitors come. Usually, business owners associate the activity that the visitor is currently undergoing, with a suitable menu to accompany the activity.



Picture 8



Picture 9

In addition to some of the things described above as a persuasive communication strategy, several hashtags or public accounts that review cafes become

a communication strategy that plays a role in developing cafes. Some visitors also often provide criticism and suggestions via google maps based on their experience there. This

is an evaluation for business owners, whether the strategies implemented to date have been implemented well or not. Business owners strongly agree to maximize activities through social media, considering that nowadays almost everyone communicates there.

Improving Persuasive Communication Strategies

Some of the obstacles that business owners feel are the difficulty of communicating with people who have never visited, because they are not too familiar with the state of the cafe, they are still just trying and don't come regularly. For this reason, business owners want to increase branding on social media by providing content that contains, not just promoting without something interesting. The business owner justifies, don't be too monotonous in selling, but give something that makes people's curiosity high and decides to come there. As for the price, stick with the medium price, not too high and not too cheap so that it is flexible for anyone who comes. Consistency in creating content on social media is something that business owners really maintain, because during the current covid-19, we are trained to interact online, one of which is promoting more maximally culinary businesses, besides maximizing branding in order to attract visitors by word of mouth.

So far, the strategies used especially in social media directly and indirectly have provided a successful upgrade in this cafe's business. With a fairly wide reach, social media can be accessed by anyone and anywhere, thus introducing the cafe conditions and attracting sympathy to visit. Until now there are also more and more old visitors and there are also new visitors who come several times. This increase is not only in terms of visitors, but also cafe management is more active, food and beverage menus are more creative. This increase is the result of improvements from the situation at the beginning of the pandemic. Over time everything can be resolved and there are improvements to some things.

Conclusion

The COVID-19 pandemic has indeed minimized activities outside the home and that has become one of the impacts felt by business owners, one of which is the Kopi Broo Cafe. However, several persuasive communication strategies have been implemented to maximize business development through communication on social media, especially Instagram.

The forms of persuasive communication strategies that have been carried out are (1) posting a cafe atmosphere, (2) the concept of storytelling on Instagram, (3) providing promos on certain days, (4) opening up opportunities for outside activities (5) introducing the menu with interesting sentences. One aspect that stands out is the use of the language of each content created. The use of language is able to maximize the interest of people to come, therefore language and social distance can be handled properly.

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