

Storytelling for Storyselling “Klinik Kopi” Yogyakarta

Virginia Ayu Sagita¹, Medi Trilaksono Dwi Abadi², Mochammad Fauzul Haq³, Revta Fariszy⁴, Keny Rahmawati^{5*}

¹²³Department of Public Relations UPN “Veteran Yogyakarta

⁴Department of Communication Science UPN “Veteran” Yogyakarta

⁵Department of Bussiness Administration UPN “Veteran” Yogyakarta

*Corresponding author, email: keny.rahmawaati@upnyk.ac.id

Article History:

Received: 26/05/2023

Revised: 05/06/2023

Accepted: 15/06/2023

Published: 30/06/2023

Abstract

The development of the current coffee shop is very rapid. This condition is proven by the growth of new coffee shops scattered throughout the city. In the Special Region of Yogyakarta, there are approximately 3,000 coffee shops. The research focuses on one of the coffee shops that are quite famous and interesting in Yogyakarta because it is included in one of the *Ada Apa Dengan Cinta* (AADC) 2 movie scenes, namely Klinik Kopi. Qualitative methods and data collection techniques with in-depth interviews and observations were used in this study. The conclusion from this study is that storytelling is used in Coffee Clinic marketing, which is a form of soft selling using the message design logic from Barbara O'Keefe to attract consumers amid the many coffee shop competitions in Yogyakarta, and the 4P marketing mix does not run significantly in Coffee Clinic marketing. The owner has his way of designing the message he wants to convey to his consumers. The communicant has the same opinion about a coffee story, which is interesting to hear from the communicator.

Keywords: Klinik Kopi, Message Design Logic, Marketing Communication

Introduction

The International Coffee Organization released interesting statistics in 2018. It was found that Indonesia is the fourth-largest coffee-producing country in the world after Brazil, Vietnam, and Colombia. In May 2018, 22 geographical indications for Indonesian coffee were registered, including Gayo Arabica Coffee, Toraja Arabica Coffee, and Pupuan Bali Robusta Coffee. The culture of drinking coffee has a long history dating back to the Dutch colonial era. In the past, many Indonesians were ordered to plant coffee beans through a forced planting program initiated by the Dutch. Even though there have been ups and downs, the "coffee" culture has survived.

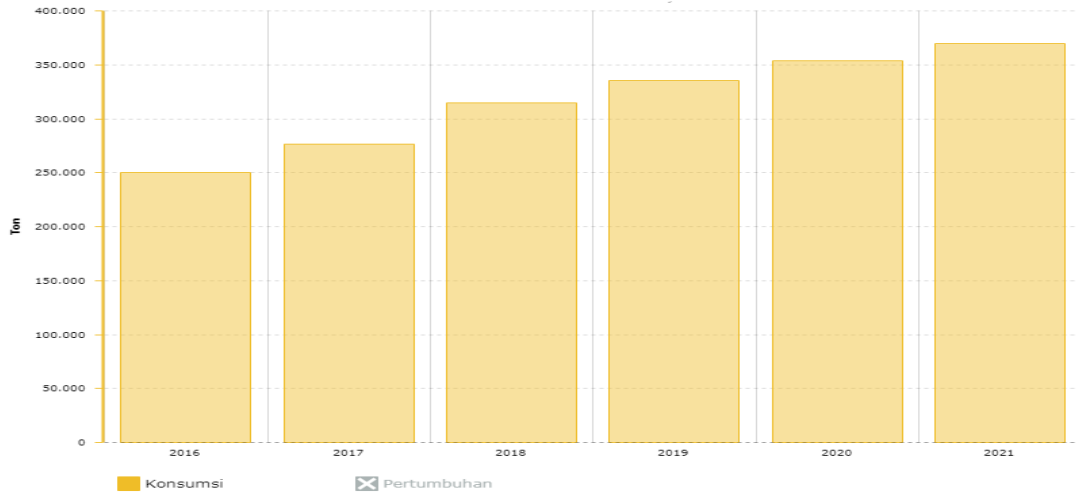
Currently, coffee culture is experiencing a rapid increase. Coffee is a popular tradition that must be integrated into today's lifestyle, evidenced by the number of coffee shops mushrooming in Indonesia. The research results of Toffin and Mix Magazine show that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets. This number has almost tripled compared to only around 1,000 coffee outlets in 2016 after the film *Filosofi Kopi* (Philosophy of Coffee) was released.

The more coffee shops there are, the tighter the competition will be. Before the film *Filosofi Kopi*, there were already big players such as Starbucks and Excelso, and now many modern coffee shops are standing. If you do not want to be run over by competition, there must be differentiation, eventually creating cafés with various concepts. Call it Fore Coffee, with an online-to-offline system that makes it easier for customers to buy coffee. Thanks to this concept, Fore Coffe received an injection of US\$9.5 million from East Ventures, SMDV, and Pavilion Capital. The differentiation made by coffee shops is in terms of service and product variants. *Kopi Janji Jiwa* is starting to sell a new product called *Jiwa Toast*, a sandwich with various fillings such as shrimp, chicken bulgogi, and rendang.

Cafes are currently in great demand by various groups, especially students. This situation is due to the growth phase when various coffee shops are busy trying to capture the attention and interest of their customers. Today's coffee shops often discuss new concepts that are one of the attractions of modern coffee shops, such as offering various menus and choices of coffee that can be drunk straight from the bottle or can, handmade coffee, and many more coffees from various countries—coffee-growing regions in Indonesia. Consumers also pay attention to menu variations, such as menus without coffee, various dessert menus, heavy menus, and other snacks. Price and convenience of location are also aspects that consumers, especially students, emphasize when choosing which coffee shop to visit. These aspects become issues that influence consumer desires and decisions to make repeat purchases.

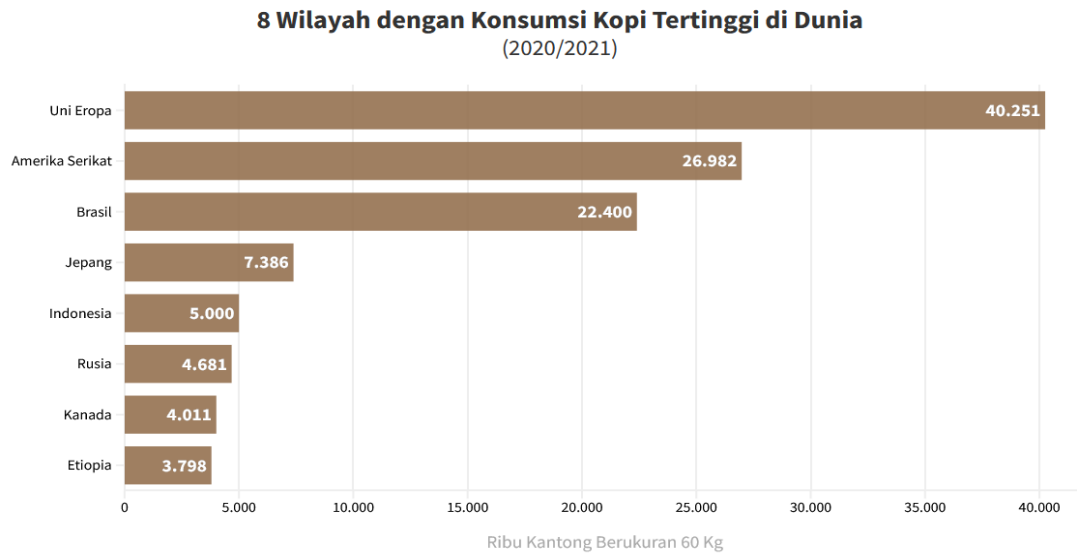
This condition also happened to the people of the city of Yogyakarta. Apart from being a place to hang out with friends, coffee shops are usually the destination for certain activities. Yogyakarta, known as a tourist and student city, certainly has various kinds of cafes that are popping up everywhere nowadays. One of the businesses that business people are interested in is

the coffee shop business. The reason is that this business is considered very promising with today's coffee-drinking habits.



Source: Ministry of Agriculture 2021

The International Coffee Organization (ICO) predicts that coffee consumption in Indonesia will reach 5 million bags weighing 60 kg between 2020 and 2021. Volume increased by 4.04% over the previous season's 4.81 million 60-kg bags. This makes the 2020–2021 season in Indonesian coffee consumption the greatest in the recent decade. Coffee consumption in Indonesia increased by 8.22% every year from 2016 to 2021, and coffee production is expected to reach 795,000 tons in 2021, with a consumption of 370,000 tons and a surplus of 425,000 tons (Prasetya, 2020).



Source: International Coffee Organization (ICO)

According to the International Coffee Organization (ICO), coffee consumption in Indonesia will reach 5 million bags with a weight of 60 kilograms in the 2020–2021. Volume increased by 4.04% from 4.81 million 60-kg bags last season. This condition makes Indonesian coffee consumption in the 2020–2021 season the highest in the last decade. Coffee consumption in Indonesia in the 2016–2021 range has experienced an average growth of 8.22% per year, and in 2021, coffee troops are predicted to reach 795,000 tons with consumption of 370,000 tons and a surplus of 425,000 tons (Rizaty, 2022).

Yogyakarta's coffee industry's growth has increased significantly in the last ten years. This is marked by the increasing number of coffee shops in the Special Region of Yogyakarta (DIY). There are 3,000 coffee shops registered in Yogyakarta spread throughout the Special Region of Yogyakarta, making Yogyakarta one of the cities with the most densely populated coffee shops in Indonesia. This number is much higher than several other big cities around Yogyakarta, such as Solo, which only has 400 coffee shops, and Semarang, which has 700 coffee shops (Kumparan, 2022). Currently, several coffee shops have their concepts and characteristics to attract consumers.

Klinik Kopi has been in business since July 2013 and offers a large selection of Arabica coffee beans from all over Indonesia, namely Takengon, Bajawa, Baliem, Kintamani, Ciwidey,

Sunda Jahe, Nagari Lasi, Blue Batak, Lencoh Merapi, Java Tobacco, Papua, and others. Klinik Kopi believes that the perfect roasting process also influences the best coffee taste; therefore, since April 2014, we have started a roasting clinic (micro-scale roasting) to produce fresh coffee flavors that you can enjoy at the Klinik Kopi every day. This is also applied by Klinik Kopi, which is known from the film AADC 2 and carries a unique concept.

In terms of theoretical concept, the success of communication depends on context, which is influenced by space and time. Because the success of an internal communication plan in a given period is not certain to be successful for implementation at the time or in different groups. If you want to use an existing plan to achieve your communication goals, it should be updated according to the existing context (Basuki & Ashrianto, 2020).

This was refined by the Message Design Logic Theory initiated by Barbara O'Keefe (Stephen W. Littlejohn et al., 2017) to explain how the human thinking process generates messages. O'Keefe explained that there are three basic logics in designing messages, namely: 1) Expressive logic: logic that sees communication as a way of expressing oneself and expressing feelings or thoughts. The message contained in this logic is open and reactive. In this case, the logic of expression is egocentric or medium-centric; 2) conventional logic, which sees communication as a game that is played according to several accepted rules and norms, including the rights and obligations of each participant. This logic aims to design messages that are polite, appropriate, by applicable standards, and acceptable to both parties; 3) rhetorical logic, which sees communication as a way to change the rules through negotiation. Messages made are flexible and focus their understanding on the other person. Communicators tend to repeat situations so that goals (including persuasion and politeness) can be integrated into a coherent whole. The success of communication depends on context, which is influenced by space and time. Because the success of an internal communication plan in a given period is not certain to be successful for implementation at the time or in different groups. If you want to use an existing plan to achieve your communication goals, it should be updated according to the existing context.

In the communication process, the message is a collection of communication symbols that have meaning and function to convey an idea to others. The communicator plans to convey

the message to the communicator through specific communication channels. The coding (encoding) of the message is adjusted to the characteristics of the message channel chosen to convey the message to the media because the communication channel determines how the message is compressed. Messages on the medium are received through the message-decoding process (Utari, 2015).

It is also necessary to include marketing communication as a tool of analysis. Marketing communications are means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell” (Kotler & Keller, 2016). Meanwhile, to carry out effective marketing communications, a communication mix consisting of eight main communication models is used, including advertising, sales promotion, events and experiences, public relations, direct marketing, and interactive word-of-mouth marketing (Darmayanti, Putu Widya. Oka, I Made Darma. Hidayana, 2023).

Marketing communication capabilities may assist organizations in obtaining a competitive edge, particularly for exporting firms that can balance their national and worldwide communication strategies (Falahat et al., 2020). This marketing communication strategy refers to planning activities owned by an organization or company regarding allocating resources to generate profits. This can be done by promoting their products or services and then targeting specific consumer groups. This marketing communication strategy functions to systematically disseminate informative, persuasive, and instructive messages to audiences to get the desired results. Starting a business necessitates meticulous calculations, especially when promoting products or services. Marketing typically requires specific talents, such as communication. However, only some microenterprises have mastered the science of communication or marketing, and their attempts are typically imaginative (Fariszy et al., 2022).

The traditional marketing mix of 4P (product, price, place, and promotion) has given way to 4C (co-creation, currency, community activation, and conversation). In digital media, segmentation and targeting are shifting toward customer community confirmation. Furthermore, in traditional marketing, positioning and distinctiveness give way to branding and code clarification (Ghaisani et al.. Afifi, 2022). Every organization or company that stands, of course, must have a strategy that is carried out to achieve the targets that the vision, mission, and goals

of the company have determined. The strategy is carried out to illustrate the targets to be achieved. A good plan is required to boost communication segmentation and take advantage of digital technology such as cell phones and social media applications (Utami et al., Pitoyo, 2021). In addition, we also use storytelling as a method to create a brand. According to Dias and Cavaleiro (2022) storytelling has potential roles to influence costumers in the marketing process. By using storytelling, the customer can share similar feeling related to the stories, so between the marketers and the customers could form a bond. However, storytelling could be challenging because digital environment can provide diverse meaning and influence the dynamic construction in the story (Aimé, 2021).

Method

Qualitative research is a situated activity in which the observer is located. Qualitative research is a series of interpretive, material acts illuminating the world. These activities have a positive impact on the planet. They deconstruct the world into representations such as field notes, interviews, dialogues, photographs, recordings, and self-memos. This level of qualitative research comprises an interpretative, naturalistic approach to the world. This means that qualitative researchers explore phenomena in their natural settings to make sense of or interpret events in terms of the meanings that people attribute to them (Creswell, 2018). This study examines participants' perspective by using interactive and flexible strategies (Miles et al., A Michael. Saldana, 2014).

The qualitative research style aims to construct reality so that its meaning can be understood, naturally paying attention to processes, events, and their authenticity (Rademaker, 2011). Qualitative research considers reality as the result of reconstructing individuals involved in social situations. Epistemologically, qualitative research forms an intense interaction with the reality it investigates. This research also constructs cultural reality and meaning by focusing on interactive processes and events (Sosial et al., 2020). Authenticity is crucial in qualitative research because researchers are directly involved in gathering information and facts. At the same time, the reality is subjective and varied, as the participants in their research saw it.

This study collects data from in-depth interview techniques, observation, and narrative

stories from “Klinik Kopi” owners. Order coffee, and ask the owner of the coffee the questions that form the basis of this research without being noticed. This was done for approximately eight months for data collection. Every time I visit to buy coffee, the writer always talks by inserting questions. In addition, the authors also asked consumers who were at the Klinik Kopi without them knowing that they were being researched. Just chatting is like talking to new people by observing the circumstances around them. The authors obtained results from data collection techniques, in-depth interviews, and observations that can be written in this study. When people narrate stories, they choose details from their stream of consciousness. According to Aristotle, every whole story has a beginning and a middle. People must reflect on their experience to give the details of their experience a beginning, middle, and end. Telling tales is a meaning-creating experience because it involves selecting constitutive details of experience, reflecting on them, organizing them, and making sense of them (Seidman, 2019).

The data collection method follows the rules of qualitative research (Yin, 2011). This study uses two data collection techniques which are described as follows:

1. Interview

The researchers interviewed the proprietor of Klinik Kopi. In-depth interviews were conducted to determine Klinik Kopi's planning, business operations, and marketing communication. The interview data is primarily a flow chart and map of the marketing communication process.

2. Observation

Researchers observed social phenomena from the perspectives of locales, actors, and activities. Aside from supporting facts, observations can indicate that Klinik Kopi's marketing communication operations flow naturally.

Discussion

Klinik Kopi is a coffee shop in Yogyakarta. The journey of the coffee clinic began in July 2013. The coffee clinic provides many Arabica coffee options around Indonesia, including Bajawa Kintamani, Sunda Jahe, Java Tobacco, Papua, and others (Kopi, 2018). The owner of the Coffee Clinic, Pepeng, also known as Mas Pepeng, and his crew travel around Indonesia to

obtain selected coffee beans from various types of coffee found throughout the region. The urge to achieve the highest quality beans comes from the inspiration for the unique stories of each type of coffee bean.

"We believe that the perfect roast also influences the best coffee taste. Therefore, since April 2014, we have used micro-roasting to create a fresh coffee taste that can be enjoyed daily at Klinik Kopi" (Pepeng, personal communication, September 2022).

Pepeng is most known for his 2016 debut feature, AADC 2. In one scenario, the main character is seen duplicating at Klinik Kopi. Consumers have grown since the film's release compared to the prior year.

"Yes, since AADC 2, customers have started to arrive from various regions traveling to Yogyakarta. Ranging from ordinary people to officials visiting here" (Pepeng, personal communication, September 2022).

1. The concept of Marketing Communication

Considering what Klinik Kopi has accomplished, the marketing mix (Kotler & Keller, 2016) becomes less significant. Only the product, placement, and marketing aspects of the marketing mix—product, price, price, placement, and promotion—are maximized by Klinik Kopi. Pepeng thoroughly investigates its products through study and refinement until product display is maximized. The price is then set at an affordable level for the community, typically between Rp. 15,000 and Rp. 20,000 for a cup of coffee.

Regarding marketing, Klinik Kopi's proprietor has his way of delivering stories, including soft selling. However, one component is noticeably less stressed, and that is location. "Every time visitors bring large cars, consumers must park their cars on the main road because there are not enough roads and there is not a large parking lot," said Pepeng (personal communication, September 2022). Because Klinik Kopi is located on a small and narrow street, large vehicles must park on the main road and walk approximately 100 meters.

Klinik Kopi is a home-based business that has very flexible hours. Even marketing this business is also very flexible. Klinik Kopi's owners only travel a little out of town to get the best coffee. Mas Pepeng markets the Klinik Kopi in his way, namely by educating consumers who come to the Klinik Kopi and through Instagram social media. @klinikkopi. As part of Klinik

Kopi's digital storytelling approach, documented photographs and narratives of Klinik Kopi's tour across Indonesia play a significant role in Klinik Kopi's enhanced efforts to impart knowledge about local coffee to its clients. Klinik Kopi uses its Instagram account as the primary digital platform to launch digital narratives that will lead to Klinik Kopi's webpage to amplify the effect of its narrative to gain consumers' sense of belonging and attachment to Klinik Kopi as a brand, as their trusted barista, favorite coffee craftsman, and dependable coffee merchant with all of his stories (Amalia & Sudiwijaya, 2021).

“We come with a simple mission: to educate our costumers on how to enjoy coffee properly and to share the story behind every coffee we serve” (Pepeng, personal communication, September 2022).

Klinik Kopi fosters emotionally connected engagement with its consumers. Consumers that have an emotional connection with Klinik Kopi participate in the communication process generated by Klinik Kopi, beginning interactions by posting 'likes,' reposting/re-gramming, commenting on material, and behaving as members of Klinik Kopi's community (Amalia & Sudiwijaya, 2021). Inviting customers to journey with the brand and providing them with material relating to their interests allows them to interact with their customers and be a part of that communication. Customer engagement requires the use of stories. Content marketing targets the emotional foundation of consumer needs by delivering a solution. Everything revolves around online content. It must be valuable, relevant to the need, and persuasive for the brand (Zlateva, 2020).

Marketing targets, communication channels, concept generation, and content design are all part of the planning process (Ghaisani et al., Afifi, 2022). The material must be generated and distributed by the company's many departments involved in the sales process (Zlateva, 2020). Large corporations seek people with storytelling experience. The role of copywriters comprises journalists and editors, who, in conjunction with the analytical tools provided by the various platforms, produce effective practices that are examples of immersing the audience in the "Company" persuasive scenario.

“When I arrived, I got order number 40. Yup, to be able to order, all visitors have to queue like in a clinic. After the queue number is called, visitors can enter a fairly small room where the barista is ready to mix the coffee according to their taste. The barista is quite friendly and likes to chat. Apart from asking what flavor of coffee I wanted, he also

told me the history of the coffee he got. He also did not forget to explain the ethics of trading coffee with coffee farmers throughout Indonesia. These stories and knowledge are very important and make this coffee shop different from other coffee shops. It was time for me to taste the coffee I had ordered that he had concocted. I chose three coffee beans: Bu Nur, Padusi, and Senggani Coffee Beans. Each of these choices presents a completely different yet special taste for everyone. The distinctive taste of each coffee bean is felt on the tongue. For example, the Bu Nur coffee beans are sour but present shades of starfruit flavor, while the Padusi coffee beans offer fruity and aromatic nuances. Unlike the two previous coffees, Senggani coffee beans tend to taste sweeter. All three are equally solid" (Klinik Kopi visitors, personal communication, September 2022).

Social media marketing is crucial to a company's growth and ability to compete in the commercial sector (Riski et al., 2021). The hunt for new channels for content delivery provides an opportunity to reach a different target audience segment. Storytellers shape stories and tailor content to a specific target. The most challenging problem in content marketing is engaging people's thoughts away from home or the office.



Source: Instagram @klinikkopi

The picture explains storytelling when consumers come to the Klinik Kopi, and the owner explains about the coffee beans he just bought from Ethiopia, namely Ethiopia

Yirgacheffe Worka. In the Instagram upload, there is storytelling in the caption written by the admin about the process of buying coffee beans from Ethiopia and these coffee beans are the choice of Pepeng's wife. The marketing technique always used is to describe the process of making a coffee that consumers will enjoy. Pepeng said *"I tell the process of how these coffee beans are taken, then processed, until they become a treat that deserves to be enjoyed by buyers who are interested in listening to my story or by buyers who are just curious. Consumers who visit my place can see which ones are interested. Listen to stories about the coffee process or just want to come without wanting to know the story of a cup of coffee. Even in my Instagram posts, it can be seen that I have never sold anything but rather posted to educate about coffee. A story that I always present on Instagram is a different and new thing for Klinik Kopi."* (Pepeng, personal communication, September 2022).

2. Message Production

Klinik Kopi provides information about its products by educating consumers. We have seen in the Instagram posts below, which explain how each roastery will collaborate with coffee farmers. Pepeng did this to produce unpopular coffees for consumer consumption at prices that were quite cheap—for example, Pak Jarwo's Coffee, Padusi, Yellow Catura, and others.



Source: Instagram @klinikkopi

The logic of preparing messages by Barbara O'Keefe explains that there are three logical thoughts in composing messages: expressive design logic, conventional design logic, and rhetorical design logic. The following are the results of the analysis regarding the preparation of messages for each category:

a. Expressive design logic

This logic sees communication as a way to express feelings and thoughts; in other words, this logic of expression is more open and reactive. This logic shows that the communicator can express himself by writing and conveying his message without regard to the communicator's response. Pepeng conveys coffee education to consumers in his style while brewing coffee for his customers.

"Where are you from? Love sour coffee? Sweet? Bitter? Do you prefer strong or light? We have several coffee beans from various regions with different tastes. What do you want to make? The light one, Pak Jarwo's coffee, is lighter; the taste is sweet, not too sour. This coffee takes its name from the farmer, Pak Jarwo. He is the one who processes coffee, from picking, drying, and peeling to green beans. We found a clear, sweet aroma of passion fruit and a ripe orange taste in Pak Jarwo's natural Temanggung coffee" (Pepeng, personal communication, September 2022).

b. Conventional design logic

This logic sees communication as a game according to a series of procedures. This logic aims to create polite communication according to group rules. This logic can only work if group members follow the existing communication rules. This logic is considered successful when there is a reaction between group members.

"How are you today, sis or brother? What kind of coffee do you want to drink? If you like sweet aromas, there are If you like the bitter aroma, there is also I made a soft one for you, so it's calmer to go through the day after drinking coffee" (Pepeng, personal communication, September 2022).

c. Rhetorical design logic

The logic that sees communication as a way to change the rules through negotiation. Messages organized according to this logic are usually gentle, flexible, understanding, and focused on the communicator. Writing and speaking with a rhetorical design is less difficult than writing and speaking with a typical message. When compared to blunt

messages that don't care who the media is or traditional advertising that employs polite language. The rhetorical design in this situation attempts for communicators to have the same opinion regarding the message presented. Furthermore, this model demonstrates a flexible writing style while still paying attention to the contents of the message, allowing the communicator to dispute or agree with the information presented.

"Life is too short to drink bad coffee. Our business is not like other coffee shops but more independent and personal. It is more like a hobby, but still a living. If it is just a hobby, it means just spending money continuously. However, in our business, hobbies are channeled as well as providing income. What makes it unique is how long we roast the coffee beans. We only roast light, not medium. The average coffee bean is roasted for 10 minutes not to cause a bitter taste" (Pepeng, personal communication, September 2022).

3. Message Receipt

The intended recipients of the message in this study are Klinik Kopi customers and Instagram followers of @klinikkopi. It may be seen in the findings of consumer interviews and text analysis on Instagram (@klinikkopi), which analyze how the communicant receives messages from the communicator. The communicant has the same opinion regarding the substance of the message given by the communicator, so the communicant accepts the message as it is without hesitation. Second, the communicant negotiates the message's contents since he disagrees; hence, there is a negotiation of the message's contents received. Finally, even though the communicant completely comprehends the message, he rejects it. People who utterly reject the message from this communicator are already highly familiar with the contents of the message yet choose to respond in a way that contradicts the contents of the message sent by the communicator.

"I always take the time to stop by the Coffee Clinic whenever I am in Yogyakarta. The taste of the coffee served is different because it is half-roasted, resulting in a different aroma and taste. Even though the road to Klinik Kopi is very narrow, I am willing to walk from the main road and queue with other customers. Apart from that, I am very proud of Pepeng; he always remembers the customers who have come many times and are always greeted in a friendly manner. At first, I did not know Pepeng, but in the end, after I came here 2-3 times ago, Pepeng recognized me and we could talk about coffee" (Klinik Kopi visitors, personal communication,

September 2022). It can be seen that the communicant has the same opinion about a coffee story which is interesting to hear from the communicator.

Klinik Kopi visitors said *"I do not feel exposed to marketing exposure from Pepeng. Pepeng always educates his customers who come to the Coffee Clinic. Education by telling stories in a friendly and warm manner, like family. This is a different experience that I have never had before. We can exchange information about coffee and discuss it like old friends. Even though I just got to know Pepeng when I visited the Klinik Kopi"*. Communicants can discuss, exchange ideas, and negotiate each other's opinions over coffee in Indonesia with the communicator.

Conclusion

Based on existing research results, the 4P marketing mix does not occur perfectly because there are aspects of it that are not fulfilled or are inadequate, which the owner of Klinik Kopi did not think of. Klinik Kopi has a location in the owner's house. In the theory of message design logic, the owner has his way of designing messages to be conveyed to his consumers. This case can be seen from the results of interviews and posts on Instagram (@klinikkopi). One way is storytelling for soft-selling products sold by Klinik Kopi. This method has been applied since the beginning of Klinik Kopi. Finally, Klinik Kopi is better known for its story from Pepeng. This story is what consumers have been waiting for when they want to try a cup of coffee brewed by Pepeng. Consumers who come also have great curiosity about making a cup of coffee. Stories and education about the process—where the coffee beans come from, how to roast them, and how to brew them until they taste and smell good—are ways to market their products. This model is done by Pepeng directly when consumers come to Klinik Kopi and are done by writing captions on Instagram posts by @klinikkopi.

References

- Aimé, I. (2021). The dynamic construction of brand storytelling. *Journal of Strategic Marketing*, latest article (2021). DOI: <https://doi.org/10.1080/0965254X.2021.1908404>.
- Amalia, A., & Sudiwijaya, E. (2021). Klinik Kopi's Digital Narratives to Maintain Digital Marketing Communication During Covid-19 Pandemic. *Conference (JCC 2021)*, 596, 52–56. (<https://www.atlantis-press.com/proceedings/jcc21/125964730%0Ahttps://www.atlantis->

[press.com/article/125964730](https://www.press.com/article/125964730)).pdf

- Basuki, B., & Ashrianto, P. D. (2020). Implementasi Integrated Marketing Communications Vasektomi dalam Upaya Peningkatan Akseptor Kb Pria Lestari. *Jurnal Ilmu Komunikasi*, 17(3), 280. <https://doi.org/10.31315/jik.v17i3.3777>.
- Creswell, J. W. (2018). *Qualitative Inquiry Research Design Choosing: Among Five Approaches*. In *Https://Medium.Com/* (4th Editio). SAGE Publications.
- Darmayanti, PW, Oka, IMD, and Hidayana, F. F. (2023). *Peran Digital Marketing Dalam Pengembangan Desa Wisata di Kabupaten Tabanan*. 3(2). <https://doi.org/10.53356/diparojs.v3i2.78>.
- Dias, P, and Cavalheiro, R. (2022). The role of storytelling in the creation of brand love: the PANDORA case. *Journal of Brand Management* (2022) 29:58–71. DOI: 1 <https://doi.org/10.1057/s41262-021-00254-6>.
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y. Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing, and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting and Social Change*, 152(November 2019). <https://doi.org/10.1016/j.techfore.2020.119908>.
- Fariszy, R. Sagita, V. A. (2022). Disruption of the covid-19 pandemic in micro business marketing communication: A case study on Fransis Pizza & Dimsum Shumpit Revta. *The Indonesian Journal of Communication Studies*, 15(1), 46–65.
- Ghaisani, Clariza Orivia. Afifi, S. (2022). *The Implementation of Digital Marketing Communication Strategy In Cultural Tourism: A Case Study in Yogyakarta*. 15(1), 66–86.
- Jupp, V. (2015). Purposive Sampling. In *The SAGE Dictionary of Social Research Methods*. <https://doi.org/10.4135/9780857020116.n162>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* MARKETING MANAGEMENT Marketing Management. In *Marketing Management* (15th ed.). Pearson Education.
- Kumparan. (2022). *Ada 3.000 Kedai Kopi di Seluruh Yogya, Terpadat di Indonesia*. <https://kumparan.com/pandangan-jogja/ada-3-000-kedai-kopi-di-seluruh-yogya-terpadat-di-indonesia-lympBAIlgDYG/full>.
- Littlejohn, SW, Foss, K. A., & Oetzel, J. G. (2017). *Theories Of Human Communication*, Eleventh Edition. In *Waveland Press, Inc.* (Vol. 53, Issue 95). <https://doi.org/10.1017/CBO9781107415324.004>.
- Miles, MB, Huberman, A Michael, and Saldana, J. (2014). *Qualitative Data Analysis* (H. Salmon (ed.); 3rd ed.). SAGE Publications.

- Prasetya, A. D. (2020). *Penikmatnya Semakin Meningkat, Bisnis Kopi Masih Menjanjikan*. <https://merahputih.com/post/read/penikmatnya-semakin-meningkat-bisnis-kopi-masih-menjanjikan>.
- Rademaker, L. L. (2011). Is a Picture Worth a Thousand Words Qualitative Research from Start to Finish: A Book Review. *The Qualitative Report; Fort Lauderdale, 16*(4), 1425–1428. <http://www.nova.edu/ssss/QR/QR16-5/rademaker.pdf>
- Riski, M. Z., Susilo, M. E., & Ardhanariswari, K. A. (2021). Social Media Marketing Strategy in Building Brand Engagement. *The Indonesian Journal of Communication Studies, 14*(1), 44. <https://doi.org/10.31315/ijcs.v14i1.5071>.
- Rizaty, M. A. (2022). *Konsumsi Kopi Indonesia Terbesar Kelima di Dunia pada 2021*. <https://dataindonesia.id/sektor-riil/detail/konsumsi-kopi-indonesia-terbesar-kelima-di-dunia-pada-2021>.
- Seidman, I. (2019). Interviewing as Qualitative Research. In *Contemporary Psychology: A Journal of Reviews* (3rd ed.). Teachers College Press.
- Sosial, J., Kriyantono, R., & Rakhmawati, F. (2020). *Qualitative Study on the Hidden Ideologies Influencing Public Relations Practitioners' Fashion Choice*. *10*(1), 10–22.
- Utami, Sabrina Rahma. Pitoyo, P. (2021). *Communication strategy of the Communication and Informatics Department of Payakumbuh in disseminating Covid-19 information in March–August 2021 Sabrina*. *14*(1), 92–104.
- Utari, Y. N. W. P. (2015). *Pola Komunikasi Dalam Media (Studi Deskriptif Kualitatif Peran Komunikator sebagai Pembuat Pesan dan Komunikan sebagai Penerima Pesan dalam Akun Twitter @GNFI (Good News From Indonesia) terkait Pemberitaan Positif tentang Indonesia)*. *3*, 1–19.
- Yin, R. K. (2011). *Qualitative Research from start to finish*. The Guilford Press.
- Zlateva, D. (2020). Some Aspects of Storytelling as a Part of Content Marketing. *Publishing Research Quarterly, 27*(2), 117–123. <https://doi.org/10.1007/s12109-012-9264-5>.