Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabuana Coffee (KoSa) in Mekarbuana Village, Karawang

[1]**Dini Yani**, [2]**Muhammad Yusuf**, [3]**Ery Rosmawati**, [4]**Zenita Apriani**
[1,2,3]Universitas Buana Perjuangan Karawang
[4] STIA Bandung

E-mail : [1] diniyani@ubpkarawang.ac.id,[2]eryrosmawati@ubpkarawang.ac.id,
[3] zenita@ubpkarawang.ac.id

ABSTRACT

Karawang Regency which is famous for its Industrial City turns out to have a lot of natural potentials that are not known by the wider community, even the native people of Karawang. One of the villages in South Karawang actually has so much natural potential that is located at the foot of Mount Sanggabuana. To support the income level of the community. One of them is through the introduction ofdigital marketing, where one of the biggest obstacles at this time is that digital promotion has not been carried out properly and correctly by the community so it is necessary to socialize the introduction of digital promotion.SMEs engaged in the production of Sanggabuana Coffee are digitized so that they can help SMEs to improve product quality and help SMEs understand the importance of digital marketing so that later they can reach a wider market. It is not surprising that the digitization program for MSMEs in Mekarbuana Village, Kec. Tegalwaru Regency. Karawang received a good positive response from the local community because it really helped the community, especially MSME actors. It is hoped that MSME actors can understand digital marketing so that later the marketing reach will not only be limited to Mekarbuana village but will extend outside the region in order to boost the economy.

Keywords: Branding Brand Image, Digital Marketing

INTRODUCTION

Currently, Indonesia is a producer as well as a consumer of coffee. Based on data from the International Coffee Organization (ICO) in 2020, as a coffee producer, Indonesia is in 4th position after Brazil, Vietnam, and Colombia. Meanwhile, as coffee consumer, Indonesia's coffee consumption for the 2016/2017 period reached 4.6 million 60 kg/lb (60 kg) packages and in 2020, coffee consumption reached 5 million. This data shows that coffee is a drink that is very popular with the people of Indonesia. For the people of Indonesia, drinking coffee is a tradition to celebrate the values of togetherness and strengthen the ties of brotherhood between communities. So, drinking coffee started as a tradition and then developed into a business opportunity by opening a coffee shop. The existence of this coffee shop can accompany various daily activities ranging from work, entertainment, and social needs for coffee lovers. (Adhitia & Jaya, 2021)

The history of coffee is said to have started in the 9th century in Ethiopia. However, coffee cultivation and trade only became popular in the 15th century with Arab traders in Yemen. Coffee reached Europe in the 17th century but did not grow well there. European nations then used their colonies to cultivate coffee plants. Indonesia, which was occupied by

the Dutch, has played a big role in the history and distribution of coffee types in the world. The history of coffee is closely related to Muslim civilization in the era of the Caliphate. Muslim civilization has had a great influence on the development of world civilization, both in terms of science, technology, culture, art, literature, and culinary arts. The culture of drinking coffee is one of them as below.

Figure 3.
Muslim Coffee Drinking Culture
Source:**https://www.sasamecoffee.com/**,2021

That said, the coffee plant was first discovered on the African continent, to be precise in an area that is part of the country of Ethiopia, namely Abyssinia. Ethiopian people started consuming it in the 9th century. At that time coffee was not widely known in the world. Coffee beans became commercial after being brought by Arab traders to Yemen in the mid-15th century. Coffee was popularized as a drink by Muslims. The term coffee was also born from the Arabic, *qahwah* which means strength. Thanks to its more advanced civilization than Africa, Arabs cultivate their coffee and export it all over the world. PeopleIslambegan to distribute coffee through Mocha Port, Yemen. Based on coffee history literature, this drink had become a major commodity in the Islamic world. Coffee drinks are very popular among pilgrims to the City of Mecca even though they have been declared a forbidden drink several times. Pilgrims drink it to drive away sleepiness and stay awake during night worship.

During the Ottoman Empire in the 15th century, coffee was the main dish in every household celebration. It was through Turkey that this black-brown bitter drink became known and liked by Europeans. Cultural and language differences make the Turkish nation call qahwah to be kahveh. Starting from here, the Dutch people know and call it coffee.

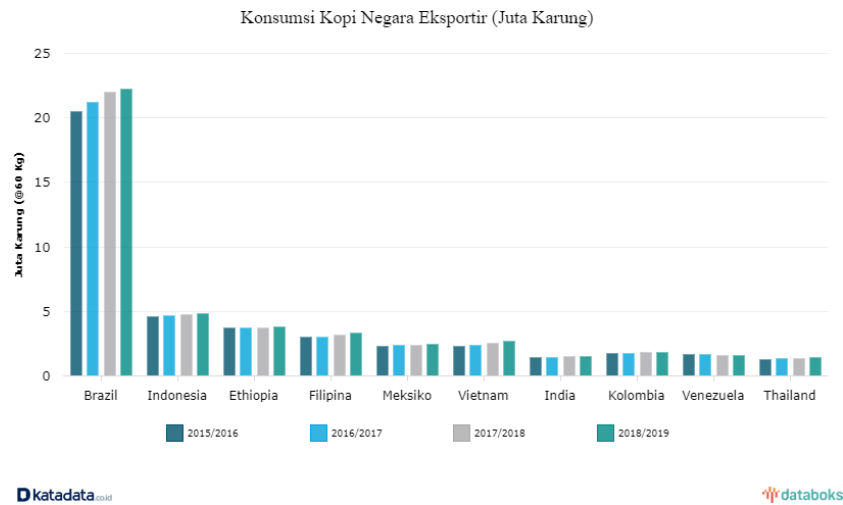## 10 Countries with the World's Largest Coffee Consumption

Konsumsi Kopi Negara Eksportir (Juta Karung)

Figure 4.
Source :https://databoks.katadata.co.id/ , 2021

Apart from the manufacturers of **coffee** the world's largest coffee consumer, Brazil is also the largest. According to the International Coffee Organization, from 2015 to 2019, the amount of consumption has continued to grow. In the 2015/2016 period, the country consumed 20.5 million 60 kg sacks. Its growth increased by 2.8% until the 2018/2019 period. Just below Brazil, Indonesia is the second largest coffee-consuming country, namely 4.55 million 60 kg bags of coffee. The number also continues to increase, until the 2018/2019 period the growth is positive 1.8%.

Domestic Coffee Consumption in Indonesia 2014-2019 Period (ICO)
Source: International Coffee Organization (ICO), 2020

Konsumsi Kopi Domestik di Indonesia Periode 2014-2019 (ICO)

Figure 5.
Source:https://databoks.katadata.co.id/,2021

International Coffee Organization (ICO) data notes that consumption trends **coffee** in Indonesia has continued to increase over the last five years. In the 2018-2019 period, total domestic coffee consumption reached 4,800 bags with a capacity of 60 kilograms (kg). In fact, in the 2014-2015 period, the amount of domestic coffee consumption was only 4,417 bags. Then, in the following year's period, it reached 4,550 bags.

Mekarbuana Village has a huge tourism area potential. This tourist area in the village of Mekarbuana, Tegalwaru District, Karawang Regency is located in the south of Karawang Regency, this tourist location with the main object, namely the natural tourism of Mount Sanggabuana with an altitude of 1,074 meters above sea level. The Sanggabuana Mountains come from the word "Sangga" which means nine indicating Wali Nine and "Buana" which means a place that is often used for gathering, in the spread of Islam to several areas such as Cirebon, Garut, Pamijahan Tasikmalaya, Banten, Demak, Kudus, and others. - other. It can be concluded that the full meaning of Sanggabuana is rough "The Gathering Place of the Nine Guardians, also known as the Wali Songo". The current status of Sanggabuana Mountain forest area has the status of a protected area, so it is necessary to control the area so that it is by the status and function of the area as a water catchment area in Karawang district. It is feared that the more developed tourist objects in Sanggabuana will create new environmental problems so a good tourism concept or management is needed, along with the development of tourist objects in Sanggabuana this should be able to have a positive impact on local residents by empowering local residents as workers at tourist sites.

Apart from the tourism potential, there are other potentials in Mekarbuana Village such as the potential for agriculture, plantations, and industry. One of the potentials in Mekarbuana Village is the agricultural potential, for an area of 1.71 km² of available rice fields, 6.01 km² of plantations with 1.2 km² of a forest, and 0.02 km² of ponds or ponds. Mekarbuana Village is also one of the villages that has a forest with state-owned status covering an area of 10.81 Ha. The industrial potential of wood is 3 industries and woven industry is 5 industries, cloth industry is 3 industries. The agricultural potential that we are currently developing to build new tourism is coffee farming, with the concept of a coffee village towards ecotourism.

LITERATURE REVIEW
E-Commerce, E-Marketing And Social Media

According to(Wardhana, 2015)In the business world, sales and marketing are very important parts so many ways are taken by companies to improve their sales and marketing system, from traditional to modern ways. Along with the rapid development of technology, many companies are using technology to improve their company's sales and marketing systems. The application of technology, especially the internet in the world of commerce, is a common concern, for both the government and the community. Marketing terminology via the internet is known as e-commerce. E-commerce can be defined as a modern business method that meets the needs of organizations, traders, and consumers to cut prices while continuing to improve the quality of goods and services and improve delivery services, by

using the internet. E-commerce activities have various types, including e-banking, online billing, and what is no less important is online marketing, both carried out by large companies and companies in the SME category. E-commerce, which is based on online or internet media, allows website visitors to access websites created by SMEs, and select products and services offered by SMEs in a virtual catalog. When a visitor wants to buy something he or she likes, they just add it to their virtual shopping cart. Items in the virtual shopping cart can be added or removed. The Virtual cashier will ask name,

Mohammed, Fisher, Jaworski, & Paddison (2003), e-marketing is the process of building and maintaining relationships with customers through online activities to facilitate the exchange of ideas, products, and services that provide satisfaction to both parties. Nugrahani (2011) stated that the development of information technology applied in business is called e-commerce which is not only used by large companies but also used by SMEs in marketing their products. By using e-commerce, SME product marketing can become wider and can achieve greater profits. Digital technology has changed the way humans speak, communicate, act, and make decisions.

The digital marketing strategy should be aligned with the organizational strategy. In the development of digital technology in such a way, organizations are sometimes tempted not to listen or see what the market wants. Often with existing technological advances, business organizations are tempted to show their technological sophistication without hearing what the market says. Organizations can learn about listening by providing space for customers or communities to comment on websites, blogs, and even social networks such as Facebook or Twitter that are purposely created, (Wardhana, 2015).

According to(Sulaksono, 2020)Social media allows businesses to reach consumers and build more personal relationships. Zhu and Chen (2015) (Sulaksono, 2020) divide social media into two groups according to the nature of connection and interaction:

a) *Profile-based*, namely social media based on profiles that focus on individual members. This group's social media encourages connections that occur because individuals are attracted to social media users (eg Facebook, Twitter, WhatsApp).

b) *Content-based*, namely social media focuses on content, discussion, and comments on the content displayed. Its main goal is to connect individuals with content provided by certain profiles because the individual likes it (eg Youtube, Instagram, Pinterest).

Social media has opened doors for businesses to communicate with millions of people about their products and has created new marketing opportunities.

*Branding*and Brand Images

Supranto and Limakrisma (2011: 25) state that brand image is what consumers think and feel when they hear or see a brand and what consumers learn about the brand. So it can be concluded that brand image is a set of brand associations that consumers can feel and think about that are created and maintained by marketers to form in the minds of consumers. According to Kotler and Keller (2009:403) brand image is many beliefs, ideas, and impressions held by someone about an object. Meanwhile, brand image is the perception and belief held by consumers, as reflected by the associations embedded in consumer memory. According to Aaker and Alexander in Fitriani, et al (2017:27) state that brand image indicators consist of

three components: 1) Corporate image, which is a set of associations that consumers perceive of companies that make products and services; 2) User image, namely a set of associations perceived by consumers for users who use goods or services, including the user himself, lifestyle, or personality and social status; 3) Product image, namely a set of associations that consumers perceive of a product, which includes product attributes, benefits for consumers, users, and guarantees. or personality and social status; 3) Product image, namely a set of associations that consumers perceive of a product, which includes product attributes, benefits for consumers, users, and guarantees. or personality and social status; 3) Product image, namely a set of associations that consumers perceive of a product, which includes product attributes, benefits for consumers, users, and guarantees.(Rose & Nofiyanti, 2020)

Kotler (2002, in Marisah, 2019: 33) in(Autar et al., 2022)Mentioning a brand image or brand is a name, term, sign, symbol, design, or a combination of these things, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors' products. Mulitawati (2020: 24) adds that brand image is one way to gain a competitive advantage in maintaining consumer loyalty. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Consumers who have a positive image of a brand will be more likely to make a purchase. With branding through social media,

Digital Marketing

Digital marketing includes all marketing efforts using electronic devices or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and potential customers. It can also be referred to as 'online marketing', 'internet marketing', or 'web marketing'.

Digital marketing is defined as using a variety of digital tactics and channels to connect with customers where they spend most of their time: online. From websites to a business's online branding assets - digital advertising, email marketing, online brochures, and more, there is a spectrum of tactics falling under the umbrella of "digital marketing." (Desai, 2019) (Triadinda, 2022)

"Digital marketing is the marketing of products or services using digital technology, especially on the Internet, but also including mobile phones, display advertising, and other digital media."

Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, direct email marketing, display advertising, books, and optical discs and games become more common in technological advances. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callbacks, and on-hold cell phone ringtones. (Desai, 2019)

RESEARCH METHODS

This research was conducted as part of the community service process which was carried out to increase sales of MSME products in Mekarbuana Village, Kec. Tegalwaru Regency. Karawang through digital marketing strategy. This research is qualitative descriptive research based on data obtained through interviews with Sanggabuana Coffee MSME owners. To provide an overview related to internal and external factors as well as some examples of existing marketing strategies, materials related to the use of digitization for MSMEs and marketing strategies through digital media are also provided.

Time and Place of Research

This research was conducted on October 19 2021 to January 7, 2022. For Sanggabuana Coffee-assisted MSMEs the research was conducted at the product processing location and for other MSMEs and the community, socialization was held at the Village Hall located in Mekarbuana Village, Tegalwaru District, Karawang regency.

Research Target/Subject

This research is entitled Tegalurung Village Economic Recovery Strategy through Innovation and Digitalization as the strength of MSMEs. The target/subject of this research is MSME actors including the assisted UMKM, namely Kopi Sanggabuana UMKM. To determine the fostered MSMEs, surveys, observations, and interviews were carried out with MSME actors according to the criteria of the fostered group

RESULTS AND DISCUSSION

Sanggabuana is a coffee plantation area located in Karawang, West Java. Maybe there are still many who haven't heard of Sanggabuana coffee. This coffee comes from Mount Sanggabuana in Karawang. This 390-hectare coffee plantation produces Robusta coffee beans with a bitter taste characteristic of Robusta in general and a high level of caffeine.

Currently, coffee farmers in Sanggabuana can produce hundreds of tons of coffee beans every month. However, the coffee beans that are produced are still randomly picked, not red-picked. This creates challenges in the form of marketing difficulties for farmers. "We, the farmers, still harvest randomly. Meanwhile, consumers want quality coffee with a good standard, we want red picks," explained Deden, one of the farmers in the Sanggabuana coffee plantation when met by Kompas.com on Monday (2   0/1/2020).

For information, coffee beans themselves are processed from coffee berries. There are two types of picking processes that farmers can do, original picking and red picking. Origin picking is the process of picking origin, taking all the coffee beans, whether they are still green or red. While picking red is the process of taking coffee beans that are only red. Red coffee beans are a sign that the coffee is ripe. It is usually these red-picking seeds that are sought after by consumers because they are considered to have higher quality.

Karawang regency has a robust variety of Sanggabuana coffee. Farmers on the slopes of Mount Sanggabuana have cultivated these commodities. This coffee has disease resistance and has a lower price than Arabica coffee. This coffee is an identical or typical commodity

from Karawang Regency, even though this coffee has not been able to compete with other coffee brands in general, so the demand for sanggabuana coffee production in Karawang is very rapid. According to the Central Bureau of Statistics (2021), in 2017-2020 coffee production in Karawang by 2.07% with a total production of 207.00 tons in 2017, 2.072% with a total production of 207.20 tons in 2019, and 2.18% with a total production of 218.00 tons in 2020.(Itihadah et al., 2022)

According to Wijaya et al. (2019) in(Itihadah et al., 2022)Sanggabuana coffee is a typical commodity of Karawang Regency, this commodity has not provided maximum income to farmers. One indicator of increasing revenue is the marketing aspect. Existing institutions such as BUMDes (Village Owned Enterprises) can play an active role in assisting in developing the marketing of Sanggabuana coffee.

BUMDes Buana Mekar is one of the institutions in Mekarbuana Village which has a coffee-based business unit. BUMDes Buana Mekar carries out activities to provide facilities and infrastructure, and oversees all coffee cultivation activities for farmers, from planting, maintenance, harvesting, and post-harvesting. In addition, BUMDes Buana Mekar also processes and markets coffee. Marketing carried out by BUMDes is through the Sanggabuana Coffee Shop in ready-to-drink beverage products such as Espresso, Cappuccino, and Vietnam Drip.(Itihadah et al., 2022)
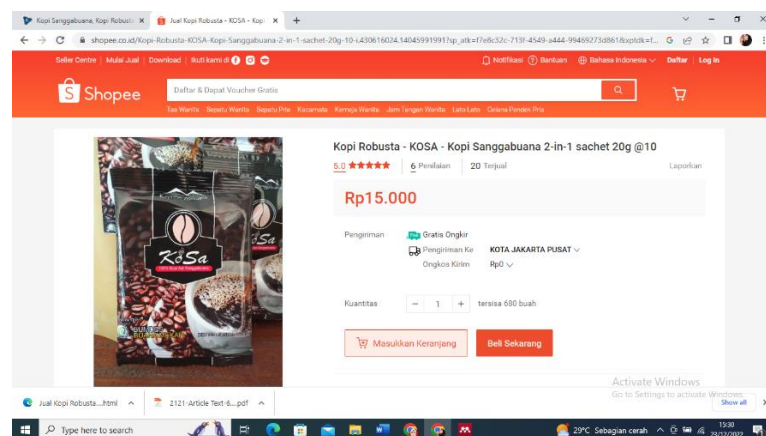

Figure 6.
Sales Via MarketPlace Shoppe Sanggabuana Coffee

In one of the KoSa Sales Accounts on the Shoope Marketplace, it was recorded that he had sold 20 planks for at Rp. 15,000,. / Renceng, this proves that KoSa has been selling digitally through the Shoopee Marketplace, but sales are still very low. So it is necessary to upgrade KoSA (Kopi Sanggabuana) back to the community. One of them is by promoting through social media.

Figure 7.
Sanggabuana Karawang Coffee Tour at Cafe 99

The natural atmosphere must be preserved, especially the Alam Puncak Sempur vehicle, apart from enjoying the natural atmosphere there is also a service atmosphere, namely Cafe 99 which is located in Calingcing Village, RT 08 Cintalaksana Village, Tegalwaru District, Karawang Regency, West Java.It is known that Cafe 99 is certainly one of the favorite places for young people, many visitors forget their worries as if they are hypnotized by its beauty while sitting and relaxing while drinking coffee, which is the specialty of Sanggabuana coffee. Eris Suhendra, one of the sole owners of Cafe 99 Kampung Calingcing, while smiling jokingly while sitting relaxed told the media, Friday (12/3/21). "I only have Cafe 99 Karawang, this is only for sharing, sitting, and relaxing. Cafe 99 is open to all people, both young people, and related parties. Here there are lots of various foods, snacks, dry bread, toast, and other fast food, of course, it can be enjoyed by the lower class. Please for connoisseurs of coffee lovers to come to visit and enjoy nature by enjoying Cafe 99's Khas Coffee. Invite him.https://baruseven.net/,2021.

So that it is hoped that it will bring out the potential advantages possessed by Mekar Buana Village. This will be an attraction for tourists both local and from other regions who will enjoy the beauty of the village of Mekar Buana with special Karawang coffee offerings Sanggabuana Coffee (KoSa) as well as promoting the KoSa Brand, namely Sanggabuana Karawang Coffee becoming more widely known both nationally and Internationally.

CONCLUSIONS AND RECOMMENDATIONS

The results of the research at this early stage yielded a common perception of the concept of establishing an ecotourism-based coffee village, where there was an agreement with the program that had been launched by the Village Head, that the establishment of a coffee village would be faster, namely in 2023.

The Mekar Buana community received information and input submitted by the coordinator of interest starting from Human Resource Management, Promotion, and Financial Management. The results of this research are certainly expected to provide positive benefits and contributions to the place implementation of this research, in this case, of course, the village of Mekarbuana. The collaboration in formulating the Kampung Kopi concept is expected to increase the potential for tourism development in Mekarbuana and this will

certainly make a positive contribution to regional income and also improve the economy of the surrounding community by involving the community to establish MSMEs by developing existing potential. one of which is the establishment of a center for agricultural products or souvenirs (Souvenirs), culinary tours and or others that can provide financial value. To manage MSMEs, a good digital promotion strategy is needed.

The introduction of digital promotion to education on this marketing information system, of course, will provide a longer time so ongoing research still needs to be carried out under what has been programmed to support research on the establishment of this coffee village development. products through mentoring and training processes to support the successful establishment of the coffee village program, so that the coffee village can become a tourist destination that not only sells tourism products but also provides ecotourism-based education.

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