



DIGITAL MARKETING STRATEGIES FOR ENHANCING BRAND AWARENESS: A CASE STUDY OF HOLA KOFFIE IN BANDUNG CITY

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ABSTRACT

The intense competition in the coffee shop industry in Bandung requires business owners to develop effective marketing strategies. This study aims to analyze and design a digital marketing strategy to increase brand awareness for Hola Koffie, a coffee shop targeting young consumers with affordable prices and premium quality. The approach includes designing brand guidelines, implementing content marketing, advertising campaigns, and offline activations through Instagram, TikTok, and GrabFood over a four-month period. The results show that consistent implementation of digital marketing strategies can increase reach and engagement on social media, as well as support revenue growth. This study emphasizes the importance of integrating digital and conventional marketing to create effective communication and build emotional connections with customers.

1. INTRODUCTION

The coffee shop industry in Indonesia has experienced significant growth in recent years, driven by the increasing consumption of coffee, which has become part of the urban lifestyle. According to a report by The Economics (Ifthiharfi, 2021), national coffee consumption continues to rise year by year, especially after the COVID-19 pandemic, which shifted consumer habits. Bandung City, as one of Indonesia's creative hubs, has become a center for the growth of coffee shops, with the number of outlets increasing annually (Disbudpar Kota Bandung, 2023). This presents significant opportunities for coffee shop businesses, but also brings intense competition. Changes in consumer behavior, particularly among millennials and Gen Z, have influenced the dynamics of this industry. These generations tend to view coffee shops not only as places to enjoy beverages but also as social spaces, workspaces, and lifestyle venues (Sugiarti, 2024). In this context, effective marketing strategies are crucial to attract consumers and build brand awareness. According to Kotler and Keller (2021), brand awareness is a key component of brand equity that determines a company's competitiveness in a crowded market.

With technological advancement, digital marketing has become a vital element of modern business strategies. Digital marketing leverages various platforms, such as social media, to reach consumers more quickly and interactively (Wati, 2020). In Indonesia, social media has become an integral part of daily life. The "We Are Social" (2024) report shows there are over 139 million active social media users in Indonesia, with Instagram and TikTok being the most popular among youth. This makes social media an effective channel for increasing brand awareness and fostering emotional connections with consumers.

While digital marketing offers many opportunities, conventional strategies such as offline activation remain relevant in strengthening consumer relationships. Research by Rosyadah et al. (2023) emphasizes that combining digital and conventional marketing can have a more significant impact on increasing consumer loyalty. Therefore, an integrated strategy is essential for brands to stand out amid intense competition. Hola Koffie, as a local coffee shop brand in Bandung, faces challenges in increasing brand awareness following a rebranding process. Initial observations indicate that Hola Koffie lacks consistency in its visual identity and communication strategies on social media. The displayed content does not reflect a strong brand voice, making it difficult to compete. Additionally, Hola Koffie has limited understanding of digital marketing metrics, which impacts campaign optimization and performance measurement.

Given these challenges, this study aims to design and implement an integrated digital marketing strategy to enhance Hola Koffie's brand awareness. The strategy includes designing brand guidelines, creating creative content for Instagram and TikTok, executing paid advertising campaigns, and reinforcing conventional marketing through offline activations. This research is expected to contribute practical insights for local coffee shop marketing strategy development in the digital era, as well as enrich the literature on digital marketing and brand awareness.

2. METHODS

This study uses a qualitative descriptive project-based research approach to analyze and design a digital marketing strategy to enhance Hola Koffie's brand awareness. This method was chosen because the focus is on real-world implementation of an integrated digital marketing campaign, rather than purely conceptual analysis. It is designed as a single case study of Hola Koffie in Bandung. The object was selected due to the high level of competition in Bandung's coffee shop industry, Hola Koffie's need to build a strong brand identity after rebranding, and its target market of millennials and Gen Z who are highly engaged with digital media. Data used includes both primary and secondary data. Primary data was collected through direct observation of Hola Koffie's digital marketing activities, semi-structured interviews with the business owner and marketing team, and documentation such as social media screenshots and insights. Secondary data was obtained from Indonesia's social media reports (We Are Social, 2024), academic literature, and sales data from GrabFood. Data collection techniques included observing Instagram and TikTok accounts, interviewing management to understand marketing challenges, and gathering documentation such as sales reports and ad campaign results.

Data analysis was conducted descriptively in several stages. First, an internal and external situation analysis was carried out using SWOT and STP (Segmenting, Targeting, Positioning) to define the target audience. Next, a digital marketing strategy was developed, including creating brand guidelines, content pillars, and a content calendar for Instagram and TikTok. Implementation included publishing creative content, running paid ad campaigns via Instagram Ads and TikTok Ads, and offline activations such as community events to strengthen consumer connections. Evaluation involved measuring social media metrics such as reach and engagement and comparing revenue before and after the campaign. Success indicators of the strategy include at least a 30% increase in social media engagement, 25% follower growth on Instagram and TikTok, a 15% increase in orders through GrabFood, and consistent brand identity across all communication channels. This study aims to provide practical contributions for Hola Koffie to optimize its digital marketing strategies and theoretical contributions to the development of marketing literature in the digital age (Kotler & Keller, 2021; Sugiyono, 2019; West, 2024)

3. RESULTS AND DISCUSSION

Research Results

The digital marketing strategy was implemented over four months using Instagram, TikTok, and GrabFood. The strategy included the application of brand guidelines, creation of creative content, paid advertising campaigns, and offline activations. The implementation resulted in significant improvements in social media metrics and business performance. On Instagram, engagement increased by 45% compared to the previous period, with a 32% growth in followers. Video content formats such as behind-the-scenes and

new menu promotions had the highest interaction rates. TikTok also showed positive trends, with average views per content increasing by 50%, and viral music trends contributing significantly to audience reach.

Beyond social media success, the strategy also led to a 28% increase in GrabFood transactions during the campaign. Visuals on GrabFood were improved with more appealing menu designs and persuasive product descriptions, encouraging purchases. The application of brand guidelines resulted in consistent visuals across all communication channels, including color use, typography, and communication tone in line with the brand identity. Offline activations such as Persib match screenings and in-store promotions also helped increase direct customer visits. Overall, the integration of digital marketing and offline activities effectively strengthened brand identity and increased Hola Koffie's brand awareness in Bandung's competitive coffee shop market.

Instagram insight analysis (Figure 1.1) shows a significant difference between the two campaign periods. During the first period (November 1, 2024 – January 31, 2025), the account recorded 143,727 total views—a 40.5% increase from the previous period. Reach was recorded at 68,600, with a slight 7.2% decrease, but content interactions jumped to 692 (a 100% increase). Paid ads accounted for 53% of views, while organic content contributed 47%. Activity peaked at the end of December, likely driven by year-end campaigns and holiday momentum.

In contrast, during the second period (February 1 – May 5, 2025), performance declined in terms of views and reach. Total views dropped to 108,241 (a 24.9% decrease), and reach fell to 39,400 (a 42.9% decline). However, content interactions increased to 874 (a 26.3% rise). Organic sources dominated with 68% (up 44.7%), while paid ads dropped to 32% (down 39.6%). The largest activity spike was at the end of April, likely due to seasonal promotions or special events.

When compared, the first period outperformed in views and reach—mostly due to a larger paid ad budget. Meanwhile, the second period showed improved audience engagement through organic content, indicating a higher engagement rate despite lower reach. These findings suggest that paid ads are effective for expanding reach, while relevant organic content enhances audience interaction. Therefore, an optimal digital marketing strategy should balance both approaches for maximum social media performance.

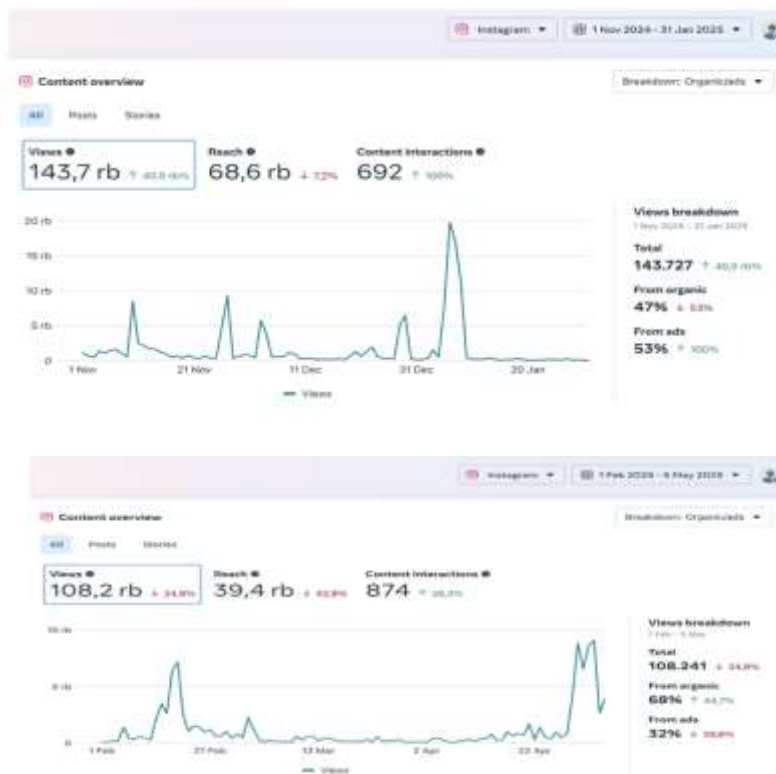


Figure 1. Instagram Insights Before and After Project Implementation

A comparison of both periods reveals that the first period performed better in terms of views and reach, largely due to a higher allocation of paid advertising. In contrast, the second period demonstrated stronger audience engagement through organic content, reflecting a higher engagement rate despite a lower reach. These insights indicate that while paid advertisements are effective for extending reach, compelling organic content plays a crucial role in fostering audience interaction. Hence, an effective digital

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marketing strategy should strike a balance between both approaches to achieve optimal social media performance.

4. CONCLUSION

This study demonstrates that a well-planned and integrated digital marketing strategy can effectively increase brand awareness and sales performance for local coffee shops such as Hola Koffie. A combination of branding guidelines, content marketing, and paid social media campaigns successfully expanded audience reach and improved consumer engagement. Moreover, the synergy between digital and offline marketing strategies positively impacted customer loyalty and emotional connection. Based on these findings, it is recommended that Hola Koffie continue optimizing social media use by adopting trend-appropriate creative content, utilizing paid ads to reach wider audiences, and maintaining consistent brand identity through clear branding guidelines. Additionally, business owners are advised to expand digital loyalty programs and integrate social media data analytics to support strategic decision-making. The findings also emphasize the importance of a hybrid marketing approach that combines digital and conventional strategies to navigate the increasingly dynamic F&B industry.

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