

# The Effectiveness of Digital Marketing At Lilio Coffee Garden

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**Abstracts.** The impact of the Covid-19 pandemic has been not only on the manufacturing sector but also on the MSME sector since April 2020. Covid-19 has comprehensively affected aspects of life, including MSME actors. Digital Marketing is one way that can be used by MSME players who experience losses due to a decrease in income. This research was carried out to help MSMEs Lilio Coffee Garden in the new normal era by seeing the extent of the effectiveness of Digital Marketing through the Instagram application. This research uses a quantitative method approach, data collection using questionnaires and data processing using SPSS 26.1. Quantitative methods are implemented to measure the strength of advertising through the AIDA model. The questionnaire was conducted on Lilio's Instagram followers (@lilio.idn) with 1,650 populations. A sample of 95 respondents using the Slovin Formula with a tolerance limit of 10% was carried out to strengthen the quantitative findings. The results of the descriptive analysis of the AIDA model show that Instagram digital marketing has a good impact on consumer interest, encouraging them to make purchase decisions and visit.

**Keywords:** Covid-19; Digital Marketin; AIDA

## 1 Introduction

The impact of the Covid-19 pandemic has been not only on the manufacturing sector, but also on the MSME sector since April 2020. MSMEs are the most important pillar of the Indonesian economy. According to [1] the success of MSMEs should serve as a benchmark for Indonesian economic growth. Indonesia has 64.19 million MSMEs, of which 64.13 million, or around 99.92% of the whole business sector, are Micro and Small Enterprises (MSEs), which make up the majority of the country's MSMEs. The majority of MSMEs (82.9%) felt the negative effects of this epidemic, while just a small number (5.9%) saw favorable growth, according to the Katadata Insight Center (KIC).

According to Arifqi & Junaedi [2], A business catastrophe hit many MSMEs during the pandemic. Therefore, MSME actors need to have a survival strategy to be safe from the problem caused by the Covid-19 pandemic. Businesspeople should take the proper move and market on social media using internet-based media or technology. (2021). The development of technology is accelerating, which can be observed from the digital world and the internet that has developed around the world which has an impact on the world of marketing. This is in accordance with the statement [3], that Internet usage is increasing yearly.

Through the use of digital media, marketing trends today have changed from traditional to modern. According to an article on dataindonesia.id, there were 191 million active social media

users in Indonesia as of January 2022. Comparing that figure to the 170 million individuals in the previous year, there has been an increase of 12.35%.

Because it is simpler for potential clients to find all information about items and transaction procedures online, digital marketing methods are more profitable [4]. Social media and digital marketing can reach a large audience of consumers and lower advertising expenses [5]. According to Hendriah (2019), digital marketing is free. This makes it easier for users to observe direct interest and profits from focused efforts. It also decides on adjustment strategies with consumers between promotional content and business for better, easier and faster purposes [6].

To increase the effectiveness of marketing a product, companies must carry out various strategies to increase the expected profit. According to Mahmudi in [7], Effectiveness is the relationship between intentional outcomes; the more significant the contribution contributed to the outcome of the aim, the more significant the organization is in the activity plan. Digital marketing consists of various strategies with various interaction channels for closer customer communication. Silva et al. (2019), as cited in [8], To properly discover and choose effective marketing tactics and strategies, one must have a thorough understanding of digital marketing, which is a tool for effectively promoting a business [9]. The largest social media platform in the world by number of users is Instagram. According to We Are Social data, there were 1.45 billion Instagram users globally in April 2022.

Businesses prefer Instagram as a marketing medium to offer products to potential customers. So, Instagram in addition to being a tool for communicating can be used as a medium to provide products, Instagram allows each user to promote their products easily without spending much capital. One of the MSMEs that feel the benefits of Instagram digital marketing is a coffee shop business. Cafes are called coffee shops [10]. The development of the culinary industry, especially coffee shops, is growing rapidly, cafes are developing based on consumer behavior and the way cafes work is no longer only a place to eat, but have other functions as a place to socialize and other communication functions.

Lilio Coffee Garden, called Lilio, an MSME founded by Rio Bagus Permana in 2021. Lilio Coffee Garden is located on Jl. Daeng Cambodia Gg. Gurindam No.1 Tanjungpinang and is engaged in culinary and sells a variety of food and beverages with a price range of 16,000 to 65,000. Lilio also provides the best facilities such as wifi, prayer places, ablution places, cables, additional fans, and free white water to increase customer loyalty and attract potential customers to visit Lilio. After Rio Bagus Permana founded this garden-themed coffee shop, he used Instagram as a promotional medium for the products and places they offer to increase consumer interest in visiting. It can be seen in Figure 1.3 Lilio Coffe Garden has an Instagram account called @lilio.idn.

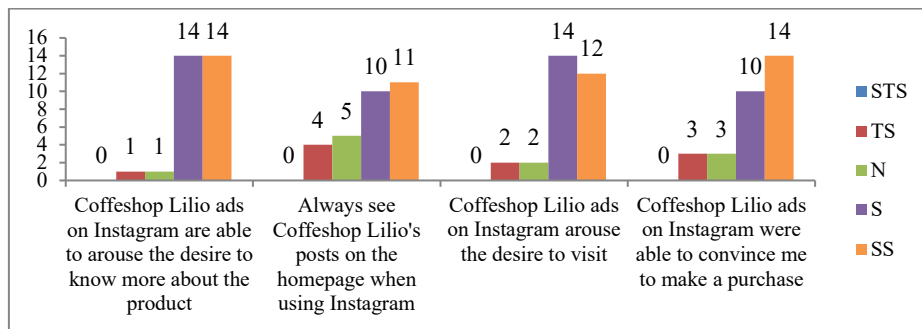
With this Instagram digital marketing, it makes it easier for consumers to recognize Lilio Coffee Garden MSMEs in Tanjungpinang City and can increase sales so that they can continue to survive during the pandemic and can compete with other MSME businesses. By offering several additional facilities to make consumers comfortable visiting Lilio Coffee Garden. Although the competition in the coffee industry in Tanjungpinang is very tight, Lilio Coffee Garden markets its products with attractive offers or through Instagram with an advertising strategy so that the advertised products have their charm so that they can compete in the same business. Shown in Figure 1.



**Fig. 1.** Lilio Coffee Garden Product Content

In this case, Instagram Lilio has not utilized her marketing communication media optimally. Still, Instagram Lilio is quite diligent in updating her content on Instagram, even though she is diligent in sharing very interesting content and has carried out various marketing strategies that can increase sales and consumer knowledge about Lilio.

Previously, researchers had conducted a pre-research on 30 Lilio Coffee Garden Instagram followers to meet the response of followers to Lilio Coffee Garden Instagram ads. This pre-research was used with AIDA (Attention, Interest, Desire, and Action). This can be seen in figure 2 of the pre-research diagram.



**Fig. 2.** Pre-Research Diagram

This shows that marketing communications carried out on Instagram did not significantly increase Lilio's sales (@lilio.idn) this is the basis for the author's explanation to conduct deepening research related to the use of Instagram social media as a marketing promotion media carried out by Lilio's Instagram account (@lilio.idn). This study's objectives are to determine the effectiveness of Lilio's Instagram ads (@lilio.idn) through AIDA theory.

## 2 Literature Review

### 2.2 Digital Marketing

In digital marketing, researchers made a concept regarding the research *"The Effectiveness of Instagram Digital marketing in the New Normal Era at MSMEs Lilio Coffe Garden"* using the AIDA (Attention, Interest, Desire, and Action) concept. AIDA is an abbreviation created as a reminder of the four stages of the sales process, namely Attention, Interest, Desire, and

Action This straightforward AIDA formula can be used to thoroughly prepare an advertisement [11]: According to [12], attention must possess the following two qualities: The message must: (1) be credible; (2) have significance (be meaningful). Interest is the curiosity a person develops in a product after becoming aware of and interested in media-delivered promotions. A desire is a desire that develops as a result of an appealing exchange process. Action is the process of making a purchase after making a choice.

### 2.3 Instagram

Instagram is a social media platform that may be used to promote company endeavors. This is possible because Instagram is one of the social media platforms with a young user base and is simple to access through smartphone applications [3]. According to Salamoon (2013), Instagram is a photo-sharing program that lets users upload pictures, apply digital filters, and publish them on different social media platforms, such as Instagram.

## 3 Research Methodology

The research method used is the quantitative method. Data collection techniques using questionnaires. The data analysis of this study is a quantitative descriptive analysis using Microsoft Excel and IBM SPSS 26. In a descriptive analysis of the effectiveness of using Instagram as a medium of reference with the AIDA (Attention, Interest, Desire and Action) theory with a population used in this study of 1,650, namely Lilio Coffee Garden Instagram followers (@lilio.idn). With a total sample of 95 respondents from the Slovin Formula results with a tolerance limit of 10%. All of these dimensions are processed by determining the average score, while the answers from respondents use a range of assessment scales.

## 4 Results and Discussion

### 4.1 Characteristics of Respondents

Researchers distributed questionnaires to 95 Lilio Coffee Garden (@lilio.idn) Instagram followers who actively use social media. Here are the characteristic data of the respondents:

**Table 1.** Characteristics of Respondents

No.	Characterization	Sum	Percentage
1	Gender		
	Man	37	38,9%
	Woman	58	61,7%
2	Age		
	13-17	2	2,1%
	18-24	91	95,8%
	25-34	2	2,1%
3	Work		
	Student	82	86,3%
	Private Employees	2	2,1%

Civil Service	2	2,1%
Entrepreneurial	2	2,3%
Other	7	7,4%

#### 4.2 The Effectiveness of Instagram Digital marketing with the AIDA Model

The following are the results of a descriptive analysis of the score calculation of each AIDA dimension:

**Table 2.** AIDA Dimension Score

No.	Dimension	Statement	Score	Information
1	Attention	Attention 1	74,7	Highly Effective
		Attention 2	71,6	Highly Effective
2	Interest	Interest 1	68,4	Effective
		Interest 2	67,4	Effective
3	Desire	Desire 1	70,5	Highly Effective
		Desire 2	64,2	Effective
4	Action	Action 1	73,7	Highly Effective
		Action 2	71,6	Highly Effective
Overall Average			562,1	Highly Effective

**Source:** *Results of primary data processing (2022)*

Based on the results of data from the distribution of questionnaires for the Attention dimension, Lilio's ad (@lilio.idn) on Instagram was able to attract consumers to pay attention to the ad with a score of 74.7. Likewise, Lilio's advertisement (@lilio.idn) on Instagram aroused the desire to know more about the product with a score of 71.6. Furthermore, for the Interest dimension, that followers always see Lilio's Instagram posts on the feed when using Instagram with a score of 68.4. And also, the message on Lilio's Instagram ad is easy to understand with a score of 67.4.

On the Desire dimension, Lilio's ad on Instagram can arouse the desire to visit with a score of 70.5. Furthermore, the caption on Lilio's Coffee shop advertised on Instagram provides why followers should see with a score of 64.2. In the Action dimension, Lilio Ads on Instagram convinced followers to make purchases with a score of 73.7. Then Lilio's Coffee shop ad on Instagram makes followers as soon as possible to purchase products or visit an average score of 71.6. So in this case, the overall average on Lilio's advertisement is that the effectiveness of Instagram digital marketing in the new normal era on MSMEs Lilio Coffee Garden, as measured by the AIDA approach, provides very effective results with an overall score of 562.1.

## 5 Conclusion

From this research, it can be concluded that Lilio's Instagram ads significantly impact their sales after using digital marketing effectively and efficiently. MSMEs are generally trying to overcome these problems by utilizing technological developments. Technology is developing very fast, which can be observed through the internet, impacting the marketing world.

Digital marketing strategies are more promising because they allow potential customers to quickly obtain product information and make online transactions (Purwana, 2017). In

increasing marketing effectiveness on a product, MSMEs Lilio Coffee Garden must carry out various strategies to increase the expected profit. In this case, MSME business actors in the implementation of digital marketing are creating interesting content, updating posts on social media regularly, establishing relationships with consumers through interactive marketing on social media, utilizing influencers and endorsements to help promote on their social media accounts, conducting sales promos such as giveaways on Instagram, inviting followers on Instagram to post and review their status, providing flexible shuttle and booking services (both on WhatsApp, Instagram and Facebook). The results of this study are expected to help MSMEs of Lilio Coffee Garden in a new recovery or new normal era to rise and can be used as a reference for the Tanjungpinang City government through strategic policies to help the development of MSMEs.

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