Brand Image of Papa Toms Café

(Papa Toms Café's Phenomenological Study in Building Brand Image on Instagram)

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Abstract – One of the effective social media for marketing communication is Instagram. It is an online platform where millions of people interact virtually every day. It has great potential for a promotional and marketing practice. This research was conducted to determine the implied sense on Papa Toms Café in building brand image on Instagram. The research used analytical description method with a phenomenological approach. The theory used a theory of Integrated Marketing Communications (IMC) so that it will be able to reveal the sense of Papa Toms Café in building brand image through Instagram. Based on the research results above, it can be conclude that (a) Subjective Sense; Regarding to the IMC Theory, the communication elements applied by Papa Toms Café in the use of Instagram medium to improve brand image is a means of publicity and direct marketing so that they can carry out sales/marketing directly to consumers, (b) Objective Sense; Papa Toms Café uses Instagram medium to improve brand image which has an objective sense as a means of creating brand awareness. The existence of an open space to communicate between Papa Toms Café and online customers in order to create loyal customers considering the increasingly competitive culinary business competitions, posting schedules must be continuously implemented so that the objectives of the IMC elements carried out can be optimally achieved for Papa Toms Café's marketing objectives.

Keywords – Brand Image, Communication, Media, Consumers.

I. INTRODUCTION

One of the ways in achieving competitive advantage is to create a good brand image in order to attract consumers. Brand image is what consumers perceive about a brand. Hence, building a brand image, especially a positive image is important because without a strong and positive image, it is very difficult for a company to attract new customers and retain the existing ones, and at the same time charge them a high price. (Nugroho, 2011). Social media are microblogging and social networking service which are currently growing rapidly. One of the effective social media for marketing communication is Instagram. It is an online platform where millions of people interact virtually every day. It has great potential for a promotional and marketing practice. Therefore, Instagram is potential to use as a promotional and marketing medium for products, services or company branding (Ahmad, 2009).

The development on the use of social media. Quoted from https://inet.detik.com/cyberlife, that every year the number of social media users continues to increase, it proves that the existence of the internet has changed almost everyone communication's ways. The high level of social media users at the moment, especially Instagram users can make them easier to access various kinds of needs, but basically there are many social media users do not understand how to operate them wisely. According to the data from statista.com as of November 2019 the number of monthly active users (MAU) that is globally earned by Instagram in Indonesia reached 61 million (61,610,000) out of the total population of 265.5 million. It means that 22.6 percent or almost a quarter of the

Indonesian total population is instagram active users. Besides, instagram which was first released for iOS device based officially operated since October 6, 2010. In the first quarter of 2017, the development had been significant in Indonesia since the increasing of 45 million active Instagram users each month. Since then, the number of social media active users of instagram in Indonesia continued to increase up to 20 percent in 2019.

According to the Lampung Province's regencies/cities in 2014, there were 1507 culinary tourism destinations which were further divided into 789 types of restaurants (including cafes) and 718 types of restaurants spread across 15 districts/municipalities throughout Lampung Province.

The capital city of Lampung, Bandar Lampung City itself has already owned 138 main culinary destinations that can be explored by various elements of people on social media, especially for both domestic and foreign tourists. Along with its development, various culinary destinations in Bandar Lampung City have received the best recommendations and promos from national traveling sites, one of which is from Traveloka Eats, as published on the page https://www.traveloka.com/id. One of these culinary destinations in Bandar Lampung City is Papa Toms Café, which is published on the page https://www.traveloka.com/id-papa-toms-cafe.

It is also due to the phenomenon of the existence and development of social media use by Indonesian people, like in Bandar Lampung city which is utilized by Papa Toms Cafe by using social media as marketing platform, especially Instagram. The menu contents which are displayed on social media of Papa Toms Cafe include menus offered to consumers, discounts' promotional packages and new menus. This Marketing Communication is conducted by Papa Toms Cafe to keep communicating with its consumers in order to encourage consumers come and enjoy the menus at Papa Tom's Cafe.

In addition, the consumers' curiosity regarding to the brand that occurs at Papa Toms Cafe shows that the effort of Papa Toms Cafe is a persuasive marketing or desired to try products that have been publicly known from the cafe or can be called as brand image (Hasan, 2014). As one of the most popular and favorite culinary destinations in Bandar Lampung City, Papa Toms Café is a reflection form of business development and the pleasure of tasting various culinary delights from an experienced travelers that had traveled to various countries. Papa Toms Café takes a concept of hanging out with friends and family. Begun from a hobby of tasting various types of global food, then developing business opportunity based on hobbies and interests increasingly motivated Thomas Agatha to be creative by building a café and creating various types of food and drinks. This research was conducted to determine the implied sense on Papa Toms Café in building brand image on Instagram.

II. LITERATURE REVIEW

Phenomenology derives from the word of phenomenon and logos. The phenomenon means visible reality, while logos means science. Hence, phenomenology is a science that is oriented to get an explanation of the visible reality. According to Alfred Schutz, a theory of phenomenology is defined as identifying problems from the real world of meaningful sensory experience, something that initially occurs in our separately individual consciousness and then collectively, in the interaction among consciousness. This part is a chapter where consciousness acts on incompletely sensory data to create sense in which we can see the ambiguously same ways from that distance.

The main objective of phenomenology is to study how phenomena are experienced in consciousness, thought, and in action, like how these phenomena are aesthetically valuable or acceptable or phenomenology tries to find an understanding of how humans construct sense and important concepts in an intersubjective framework. It is because our understanding of the world is effected by our relationships with other people. Although the sense that we create can be traced in the actions, works, and activities that we do, there are still other people's involvement in it.

The definition of Sense in the Kamus Besar Bahasa Indonesia is purpose, intention of speaker or writer. According to Schutz, sense has two types, namely subjective sense and objective sense.

a. Subjective sense is a reality construction in which a man defines certain components of reality that are meaningful for them.

b. Objective sense is a set of senses that exist and live within the framework of the culture as a whole that is understood together more than just idiosyncratic.

This research used the theory of "Integrated Marketing Communication (IMC)". Integrated Marketing Communication (IMC) is a concept in which a company integrates and coordinates various communication channels to send a clear, consistent, and convincing message regarding the company and its products. (Kotler and Armstrong; 2005). According to Kotler and Armstrong (2001) defines marketing mix as a set of tactical and controlled marketing tools that are combined by the company to produce positive response desired by the target market. The marketing mix consists of things that a company can do in order to influence products' demand. These possibilities can be divided into four variable groups known as the "P Four": product, price, place, promotion.

1. Product (product)

According to Kotler and Armstrong (2008), product is a thing that can be offered to the market to get attention, purchased, possessed, used, or consumed that can satisfy consumers' wants and/needs.

2. Price (price)

According to Kotler and Armstrong (2008), price is the sum of all values that consumers exchange in order to get benefit from owning or using the product or service.

3. Place

According to Kotler (2007), place is a variety of activities carried out by companies to keep products available for the target customers.

4. Promotion (promotion)

According to Kotler and Armstrong (2008), promotion is a program that provides information to consumers about product advantages.

The four elements of the marketing mix above are interconnected and influenced each other, so it needs a marketing communication activity that leads to consumers' satisfaction to obtain positive response in the target market.

The following definition is brand image (brand image). According to Tjiptono (2011), brand image is a description of consumers' association and trust on a particular brand. Meanwhile, according to Keller (2013), brand image is consumers' perception on a brand as a reflection of the brand associations that stick in the minds of consumers.

According to Hawkins and Mothersbaugh (2012), brand image refers to the schematic memory of a brand. Brand image relates to what people think and feel when they hear or see the brand name. Based on the several definitions above can be concluded that brand image is a distinguishing sign that can be remembered, liked, transferred, adapted, protected and has sense used in business, as well as responses about brand association and trust in consumers' minds when hearing or seeing a brand name due to their previous experiences with the brand. Brand image has several benefits stated by Rangkuti (2008), namely:

1. Brand image can be created as an objective in the company's strategies.
2. Brand image can be used as a basis to compete with other brands with similar products.
3. Brand image can also affect the sales of products.
4. Brand image can be used to evaluate the effects and quality of marketing strategies.
5. Brand image can be generated from other factors out of the company's strategies.

Marketing on social media is defined as a practice of facilitating dialogue and sharing of content between companies, influencers, prospects and customers using various online platforms including blogs, professional and social networks, video and photo sharing, wikis, forums, and related web technologies to take advantage of brand lovers or company to promote its brand through various social media (Hasan, 2014). The use of social media as means of marketing communication is currently needed in the era of information and communication in order to maintain and develop every business. The existence of social media is used as means of information which is expected to influence users to use the products that are informed through the social media.

Instagram is a popularly social application within smartphone users. The name of Instagram is derived from the word "Insta" which comes from "Instant" and "gram" from the word "telegram". So, Instagram is a combination of the words Instant-Telegram.

The word use can be interpreted as an application to send information quickly in the form of managing photos, editing photos, and sharing to other social networks. According to Albarran (2013), Instagram is a social networking site for sharing photos created in October 2010. Instagram users can take photos, edit them using the available effects, and share their photos to social networking sites. Instagram which was launched in 2010 and immediately popular among other social media. Recently, Instagram has been very popular among celebrities and politicians since July 2012. Instagram has been operated by 80 million users and has also been purchased by Facebook. In September 2012, Zuckerberg reported that Instagram had been operated by 100 million people (Diamond, 2015).

Instagram users are rapidly growing because of the advantages offered by the various features of the Instagram itself. The advantage is in the form of convenience when uploading photos where photos can be obtained both through the camera or in the cellphone album. Instagram can directly use effects to adjust the coloring of the desired photo. According to Diamond (2015;298), Instagram has many common features as other popular social networks. The additional value is that we can share the photos to almost entire other social networks. Here are some popular features that will be found on Instagram and so are other social media:

1. Profile, the profile must be created as attractive as possible to attract new visitors.

2. Followers, are people that can follow a brand and vice versa.

3. Hashtag, it aims to attract other followers who have the same interest as the company

4. Automated or push notifications), this notification lets you know that people viewed or commented on a posted photo.

5. Connect to a social network, as previously explained, an Instagram can share photos so easily either with the Instagram's followers or other social media.

6. Location Tags, marketers can insert a photo's location when they upload it so that the photo is recognizable to a particular area and can be searched using that location. It is important for local business.

7. Photo contest, Diamond (2015) defines that if someone can attract followers' attention, but do not do post photos regularly, it will lose them quickly.

III. METHOD

The research used analytical description method with a phenomenological approach. The theory used a theory of Integrated Marketing Communications (IMC) so that it will be able to reveal the sense of Papa Toms Café in building brand image through Instagram. This research method was chosen because the problem is recently concerned in life, especially at Papa Toms Cafe Bandar Lampung. Through the phenomenological approach, it is expected that the description of the phenomenon that happens in the field will be able to interpret the sense and content deeper.

The sampling technique in qualitative research is referred to as interviewees, informants or participants. In this research, the subject is Thomas Agatha (the owner of Papa Toms Café). The data resources are taken from the primary data and secondary data.

IV. RESULTS AND DISCUSSION

Papa Toms Cafe is one of the cafes that provides a variety of food and drink menus. This cafe was founded by Mr. Thomas Agatha on February 14, 2016 and is located at Ki Maja Street No.11 Wayhalim, Bandar Lampung. Now, it has 8 employees. The profile of the owner of Papa Toms Café whose full name is Fajar Thomas Agatha or usually as Thomas Agatha also called as Bang Thomas (39 years). He is a young entrepreneur from Bandar Lampung and also founder of several youth associations.

The advantage of Papa Toms Cafe Bandar Lampung is because this place is not only a cafe but also a restaurant. Moreover, the area is surrounding Way Halim street, Bandar Lampung known as a center of snacks. In addition, Papa Toms Cafe is also memorable place. Moreover, apart from being a culinary tourism destination in various online social media, it has also been registered in the various online transportations (Gojek, Grab and Maxim) and has been registered in Google.search application so that it is easily found.

This research had been conducted before the COVID-19 pandemic spread and had finished during the Covid-19 pandemic. In the time of covid-19 pandemic, various human activities were limited, including the fulfillment of daily needs, in this case the fulfillment of the need for food. The government's prohibition on crowding or carrying out activities that gather large crowds is

stated in the Decree of Head of Indonesian Police (Kapolri in Bahasa) Number Mak / 2 / III / 2020 concerning Government Policy in Handling the Spread of the Corona Virus (Covid-19), this causes various activities to be limited and adapt to these conditions, including activities in the culinary such as restaurant sectors. One of the impacts is on Papa Toms Café so that the owner should think the way how to keep operating the café normally and increasing the sales in the midst of covid-19.

Subjective Sense

Subjective sense is a reality construction where a man defines certain components of reality that are meaningful for them (Haryanto, 2012). The owner of Papa Toms Café Bandar Lampung, Thomas Agatha said that the sense of using Instagram (IG) medium is to create Brand Image Papa Toms Café and the desire to introduce directly the types of food, drinks, and even snacks served by cafe and restaurant that always serves them fast and on time, especially on certain menu that has become a communities' favorite, especially for customers and followers of the Papa Toms Café's Instagram.

According to Tomas Agatha, Instagram as a branding medium is as a means or the main tool in the form of marketing because what will be displayed on Instagram is what will be offered to the public, so that the public can know every product of a certain company. This is related to the activities carried out by frequently posting on instastory with the aim that the public will often see and Papa Toms Café gets attention from the public which is then expected to become a follower who will eventually become a Papa Toms Café consumer. Several ways that Thomas Agatha did to get the public's attention on Papa Toms Cafe's business account include:

1. Inserting a Brand or Logo in a Business Instagram Account

Creating a brand or logo for a company is crucial for starting a business on Instagram. so that people can get to know our company or business. Logo should be simple, meaningful and can interpret the business purposes.

2. Paying attention to the posting time. According to Thomas Agatha, there are effective times in the use of social media by the followers. We should recognize these effective hours posting, so that we can get an optimal response from the them. Based on Thomas Agatha's experience, posts that have quite a lot of feedbacks occur at 12.00-13.00, and 18.00-22.00.

3. Being consistent with the content design on feed Instagram, make sure that the images uploaded on social media have a consistent design.

4. Inserting a little text in the image, if you want to upload an image with text make sure that the text content in the image is not too much so that the photos can create optimal feedback from the followers. In addition, use a consistent font, use an attractive font and suitable with the company's character to attract customers.

Today's digital marketing has reached the social media use in implementing marketing communications, especially social media of Instagram. Nowdays, almost all companies or businesses use this social medium in delivering information, persuading, and offering their products to consumers. In delivering messages through Instagram, the content of information that Papa Toms Café Bandar Lampung wants to deliver is as a cafe and restaurant with a close and familiar service model to consumers.

Based on the analysis results, Papa Toms Cafe in building a brand image on Instagram initially posted every day of 5 times on instastory, used hashtags up to 30 hashtags, copywriting etc. But now it's not consistent anymore because Papa Toms Cafe feels that it already has regular and loyal customers. Currently what is being done is more likely not to find new customers, but to keep the old customers. According to Thomas Agatha, the real restaurant's income is 100% from the customers, 80% is from customers who come back to purchase and the rest is derived from the new customers. The Brand Image what is currently being implemented is more about rebranding the old customers to stay connected. Then, preparing the procedures of customers' handling If one day they get something unpleasant, for example under standard meals, then Papa Toms Cafe will compensate them by giving free meals and getting voucher for the next meal. This happens because of in accordance with Thomas Agatha, customer trust on brand image must continue to be maintained and as a way to avoid the bad image of Papa Toms Cafe. That's why the brand image policy at Papa Toms Café that customers must get the best service. This is in line with the results of research on image restoration at Kawan Baru Restaurant conducted by Selvina Lengkong, Mariam Sondakh and JW Londa. The results of the research concluded that better and maximal service are the key and the goal of Rumah Makan Kawan Baru in obtaining a positive image of the company itself, because trust, satisfaction and customer loyalty are the priorities. In addition, Papa Toms Cafe also continues to maintain the brand image

by continuing to communicate with customers, saving the customers' Whatsapp number and Papa Toms is too so that they can continue to maintain and even improve engagement with customers.

According to the analysis results, Papa Toms Café Bandar Lampung not only wants to be known as a comfortable place with a unique café concept, but also it provides an unusual, strategic and supportive place so that the place concept is differently arranged and conceptualized can be recognized by various similar competitor cafe-restaurants in each region. At the beginning of branding through Instagram, the first thing to do in accordance with Thomas Agatha is to change the Instagram account into a business account so that all posts can be seen by consumers or the public. In other words, the IG account is used as a storefront. On his Instagram profile, Thomas includes his address, contact number, and also other related Papa Toms Cafe Instagram accounts (@maktincul and @dietlampung). Then, Thomas Agatha started posting photos with captions or hashtags so that the followers could start seeing what products are being offered.

Based on the IMC theory of communication elements applied by Papa Toms Cafe in building brand image on Instagram are:

1. Publicity

Instagram as a means of publicity, Papa Toms Cafe posts training and mentoring activities for young entrepreneurs where the owner of Papa Toms Cafe is the speaker. Thomas Agatha stated that so far these training activities have generated many young entrepreneurs and beginners both in the culinary field and in other fields such as fashion, herbs, health, etc. The material usually presented by Thomas Agatha is related to social media marketing.

2. Direct Marketing

Instagram as a means of marketing communication to increase brand image for Papa Toms Cafe is that it can make direct sales, by offering, doing, soft selling or hard selling to its customers/followers. It is done by sending DM (direct massage) to the active followers' account, comment on the active followers' story/post, click likes on the active followers' post/story so that they will keep engaging. Papa Toms Cafe posts on instastory every day in order to improve the brand image, this way is very effective to make followers curious so that they will try the menus at Papa Toms Café. Certainly, paying attention to the use of interesting and curious words. For example, the drink menu "Drink Papa", there are several types where all the photos are uploaded on the instastory along with the testimonies. On the instastory's video, the consumer will give testimony in enjoying drinks and showing an expression as if the viewers feel the drinks, so that they will taste that drinks too.

According to Thomas Agatha, the use of Instagram as a today's branding medium is an effective way compared to the old ways such as distributing brochures, installing banners, or other offline methods that are less effective to reach a wider market.

Objective Sense

Objective sense is a set of senses that exist and live within the overall cultural framework that is understood together. The owner of Papa Toms Café Bandar Lampung, Thomas Agatha stated that the sense of using Instagram (IG) is to improve Brand Image of Papa Toms Café, build brand awareness, so Thomas said that he used this method to talk to the wider public on IG about how many people know Papa Toms Café as a brand. As a result, from IG can be known the public brand awareness, especially the ability of customers / consumers to recognize or remember Papa Toms Café as a brand, including from the name, image, or logo used by the café as a brand. Thomas does not deny that brand awareness is crucial in a business activity, because brand awareness is able to create customers' trust, encourage customers to be loyal on products or services, and mak Papa Toms Cafe easier to get more new customers. It is a way to improvebrand awareness. One of the effective ways is to use and optimize social media, in this case focused on Instagram. It is due to the social media users continue to increase every year. The sales promotions that are offered will be able to constantly remind consumers of the brand of a product so that they can create the product image and indirectly build relationships with customers (Zainal and Yuni Septi, 2019).

In increasing the brand awareness, Papa Toms Café communicates directly via comments or DM (direct messages) with followers. The delivered messages on IG are not textual (Zainal 2021), but truly communicate person to person to customers. Thomas Agatha must ensure that Papa Toms Café accounts consistently interact with its followers. The followers of Instagram accounts are actually very happy if the account they follow is very humankind. Besides, they are also interested in seeing a little on the manufacturing process or behind the scene processes of the brands they follow (source:www.socialmediatoday.com). Building relationship or building communication with other accounts can be done in various ways, for example, asking questions in follower

posts, answering questions raised by account followers, or holding competitions. Competitions are quite powerful way to get more followers by giving terms and conditions that following the certain account as one of the conditions for the competition, the new Instagram's followers will increase rapidly.

The media selection in building brand image of Papa Toms Café explained that there are two subjects used to deliver information content to the target market. First, is the media selection which is the channel to deliver the message. The second is the target market, to whom the message is delivered. For media selection, the use of Instagram is successfully considered medium as good marketing communications because it plays with visual language that is able to have the strongest allure compared to other social media.

Based on the analysis results of the usefulness of Instagram, it is very effective for Papa Toms Café not only as a promotional medium, but also as a building medium of brand awareness product and cafe name because it can reach anyone, anytime, and regardless of the users' condition, their preferences, where they like to hang out, what cellphone they use, what age they are, what gender they are, what hobbies they like, what their marital status is, what their political party is which can be seen from the IG Ads feature. The concept of Instagram as a medium for building brand awareness, Papa Toms Café is no longer chasing followers (number/quantity). According to Thomas Agatha, the number followers' like is not too important, the important ones is the quality of customers that are loyal, repeat orders or continuous order. The similar research was also conducted on @dapurfit who used social medium as a means to improve brand awareness. Dapur Fit uses information contents on Instagram about the experience of its customers in order to enable its customers to also get appreciation and provide recommendations through electronic word of mouth or e-WOM so that it affects @dapurfit brand awareness (Meiliana Agustine and Yuliana Riana Prasetyawati, 2020).

If it is related with the IMC theory, the elements of marketing communication run by Papatoms Cafe in building Brand Image on Instagram, is Interactive Marketing. Papa Toms Cafe has 3 IG accounts, namely @papatoms.id, @maktincul, and @dietlampung, all of which are active in interacting with their followers, tagging each other, mentioning each other and supporting each other in their posts. These three instagrams are also supported by the owner accounts, namely @Bangthomassss and @realbangthomas. On his IG account there is various information about Papatoms Cafe, information about places, menus, etc. The use of the Instastory feature by Papa Toms Cafe is recently being a trend and considered to reach a lot of viewers, The advantage of Instagram stories is that they play visual roles so that they make the followers interested in seeing the contents of the stories uploaded by Instagram of Papa Toms Café Bandar Lampung in the form of photos to videos that show the atmosphere at Papa Toms Café Bandar Lampung at that time. Apart from using Instastory, the Instagram of Papa Toms Cafe also uses hashtags to reach the target market. It is considered to make customers easier to find the location, especially the Papa Toms Café Bandar Lampung. Based on the research, there is no specific schedule of how many photos and exactly what time should be posted in every day by Papa Toms Cafe's Instagram.

The creative form of the message is in the form of contents such as photos and unique captions because they show a relaxed, interesting, out of the box, flexible, and touching for every follower of the Papa Toms Café Bandar Lampung IG account. The content is in the form of product content, the café's atmosphere, and consumers who come. The language selection in writing captions on Instagram @papatomscafe.id uses slang language because it looks more interesting than using formal language because it feels boring.

The use of Papa Toms Cafe's Instagram makes consumers easier to provide feedback directly. Instagram gives consumers access to positive or negative feedback, which is valuable information from the consumer's point of view. Besides, their feedback can build consumers' ability to recognize or continue to remember Papa Toms Café as a brand, including names, images, logo, promos and also certain slogan that have been used by Papa Toms Cafe in promoting its products in order to create Brand awareness. Papa Toms Cafe tries to treat customers special by operating an IG account that does not use an external administrator, even since the beginning of publication until now Thomas Agatha has operated it by himself. The textual sentences are not used, he had better communicate verbally like person to person, especially dealing with a problem, a conflict to customer's inconvenience. Hence, the type of communication that is carried out is humanity based (touching feelings) to Papa Toms Cafe's customers and IG followers who are always actively following the cafe's development. It indicates that followers need to follow Papa Toms Cafe's IG account in order to make them easier obtain updated information and menus offered by Papa Toms Cafe.

V. CONCLUSION

Based on the research results above, it can be conclude that (a) Subjective Sense; Regarding to the IMC Theory, the communication elements applied by Papa Toms Café in the use of Instagram medium to improve brand image is a means of

publicity and direct marketing so that they can carry out sales/marketing directly to consumers, (b) Objective Sense; Papa Toms Café uses Instagram medium to improve brand image which has an objective sense as a means of creating brand awareness. The existence of an open space to communicate between Papa Toms Café and online customers in order to create loyal customers considering the increasingly competitive culinary business competitions, posting schedules must be continuously implemented so that the objectives of the IMC elements carried out can be optimally achieved for Papa Toms Café's marketing objectives.

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