

UTILIZATION OF DIGITAL MEDIA IN MARKETING GAYO ARABICA COFFEE

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Abstract

The opportunity for the coffee industry in Indonesia is very good, especially with the increasing recognition of Indonesian coffee in Europe and America, especially specialty coffees such as Gayo coffee. Arabica coffee production centers in 2015-2018 are in the provinces of Aceh, North Sumatra, South Sulawesi, West Sumatra, and West Java. Aceh is one of the largest coffee producing regions in Indonesia. There are six districts that are centers of coffee production in Aceh Province. Central Aceh District and Bener Meriah District are the main production centers among the six districts. Product marketing that is quite effective during a pandemic is an activity that avoids direct face-to-face with the use of digital media as a communication medium, such as in the form of video marketing. Currently, digital communication media is an effective and efficient choice to market Gayo Arabica coffee. Technological advances have also changed the pattern of communication and product information search by consumers through digital media, many businesses are growing because of the availability of supporting technology. The use of technology that is currently a trend is one of the uses of digital media. The evolution of marketing strategies through content on digital media such as websites and other social media is a new way to get customers and reach targets. This activity aims to provide knowledge about marketing strategies through digital media, as a reference for future community service activities. The activity was carried out in Central Aceh District.

Keywords: Digital Media, Marketing Strategy.

1. INTRODUCTION

As the fourth largest coffee producer in the world, Indonesia places coffee as one of the leading commodities in the plantation sector. In 2017, the value of coffee exports was ranked as the fourth largest commodity in Indonesia with the value of coffee exports reaching 1.19 billion USD. The opportunity for the coffee industry in Indonesia is very good, especially with the increasing recognition of Indonesian coffee in Europe and America, especially specialty coffees such as Gayo coffee (Widaningsih, 2019)

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Gayo coffee is one of the most popular types of Arabica coffee in the international market. This opportunity can certainly be the main foundation for avoiding an economic recession which is the effect of the COVID pandemic. Product marketing that was quite effective during the pandemic was activities that avoided face-to-face meetings by using digital media as a medium of communication, such as in the form of video marketing. Currently, digital communication media is an effective and efficient option for marketing Gayo Arabica coffee. This is also supported by

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technological advances; many businesses are growing because of the availability of supporting technology. The current trend of using technology is one of them using digital media. The evolution of marketing strategies through content on digital media such as websites and other social media is a new way to get customers and reach targets. Subscribers can view and read videos and other forms of content. Therefore, changes in patterns and use of communication media used by the community need to be well understood before the steps to convey messages are carried out.

2. SOLUTIONS AND OUTPUT TARGETS

The use of digital media can be one of the ways/solutions in marketing activities for products or businesses that are owned in accordance with health protocols during this COVID pandemic, where people are advised not to meet face-to-face and go out of the house. Then, technological advances change the pattern of communication and product information search by consumers through digital media, this demands and makes us aware of the importance of using digital media in marketing activities. Currently, digital communication media is an effective and efficient choice for marketing activities for Gayo Arabica coffee. Therefore,

At this time the target achieved in the activity is that participants understand digital marketing, desire to carry out marketing activities by utilizing digital media, are able to determine digital media to use and know and determine strategies in digital marketing activities through marketing visualization (video). The targeted findings are in the form of scientific publications in community service journals, which are still in the process of preparing the journal.

3. IMPLEMENTATION METHOD

The problems that underlie the formation of activities to increase the marketing of Gayo Arabica coffee with the use of digital media are technological advances, changing communication patterns and product information seeking by consumers through digital media, the difficulty of disseminating information offline due to limitations on face-to-face/meeting with potential consumers during the period. COVID pandemic. So that a mentoring is carried out in the form of a participatory approach and refers to the adult learning process (adult-learning) which consists of: (1) Presentation of material equipped with a Power Point presentation, (2) limited discussion according to health protocols to prevent the spread of COVID.

At the initial stage, the presentation of material is complemented by a Power Point presentation and explained about the benefits of digital marketing and several types of digital marketing that can be done as well as marketing strategies that are currently trending and need to be master's in marketing products. In the second stage, namely limited discussions carried out in accordance with health protocols to prevent the spread of COVID, they were taught how to use digital media for the promotion of Gayo Arabica coffee products in Central Aceh Regency.

4. RESULTS AND DISCUSSION

a. Implementation of Community Service Activities

Community service activities related to the use of digital media in marketing Gayo Arabica coffee are carried out in the coffee production center areas in Aceh province, namely Central Aceh District. This district is one of the main coffees agro-industry locations in Aceh Province. The object of this activity is the KBQ Baburrayan Farmer Group. Carried out at the preparatory stage for the implementation of activities will begin with increased coordination and synergistic cooperation between the parties involved, namely Academic Activists (Lecturers) and the intended community groups.

b. Foreword and Opening of the Event

At this stage the event began with the opening by the MC, followed by remarks by the KBQ Manager Baburrayan, and the chief executive and joint prayers for the smooth running of this activity. Then proceed with the delivery of material by executive members.



Image 1. Speech and Opening Ceremony

c. Submission of Material and Discussion

Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner.



Figure 2. Submission of Materials



Figure 3. Discussion

d. Benefits of Digital Marketing

The number of digital marketing (DM) used by companies, proves that DM has many advantages and benefits that can be obtained. Here are some of the advantages of DM compared to conventional marketing.

1. Deployment Speed
2. Ease of Evaluation
3. Wider Reach
4. Cheap and Effective
5. Build a Brand Name

e. Types of Digital Marketing

- Website, Website plays a very important role in showing company professionalism, helping consumers know about your business, economical promotion and easy business media.

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- Search Engine Marketing, Efforts to make company websites easy to find in search engine systems. Search Engine Marketing is divided into Search Engine Optimization (SEO) and Search Engine Marketing (SEM). SEO is done by yourself, which takes longer and is cheaper, while SEM is paid but faster.
- Social Media Marketing, Distribute platforms on social media such as Facebook and Twitter because it can be done at minimal/free cost. This of course can enhance the company's brand.
- Online Advertising, Media promotion through the internet with a fee. This can get consumers more quickly and satisfactorily but somewhat more expensive than the previous type.
- Email Marketing, you can give the latest information about ongoing promotions or the latest products or services.
- Video Marketing, This way, you can immediately explain about your business, explain the product and how to use it and display customer testimonials.

f. Digital Marketing Strategy

The following are marketing strategies that are trending and need to be mastered by business people to help product marketing.

- Content Marketing, Content is the most important material, because everyone enters cyberspace, they will search for content with the keywords they enter. Many companies still don't understand the importance of trends and how content marketing underlies almost all digital marketing.
- Integrated Digital Marketing, The many types of social media today require a brand to have as many social media as possible to reach a wider audience. However, the use of many social media must be integrated with each other, so that there is no overlapping information.
- Embrace Relationship Marketing, Brands must foster good relationships that make them interested and feel comfortable with the offers being made. Understand what customers want and convince them with language that is easy to remember, promises, and makes them really feel that what is offered makes sense.
- Personalized Marketing, We can see how there is personalized marketing on e-commerce sites, emails and websites that adapt to advertisements and user interfaces for the benefit of relevant consumers. When you visit an online business once and then visit again, the website will know who you are.
- Visual Marketing, Visualization media such as videos are very easy for people to digest compared to writing in newspapers or books. Of course, this can be used to be able to promote products and services using visual technology such as videos. This is also reinforced by the fact that the Youtube site is the site with the 2nd most crowded ranking in terms of the number of visitors. Since then, visual marketing has continued to emerge, such as Instagram, Pinterest and Slideshare.

5. CONCLUSION

At this time the target achieved in the activity is that participants understand digital marketing, desire to carry out marketing activities using digital media, are able to determine the digital media used and know and determine strategies in digital marketing activities through marketing visualization (video).

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