Empowerment of Business Owners and Baristas through Digital Marketing Program at Kopi Johar Yogyakarta

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ABSTRACT

Human resources are one of the critical factors in the success of a coffee business in the digital era. Therefore, quality education and training are needed to improve business owners' and baristas' skills and knowledge. This research aims to empower business owners and baristas at Kopi Johar Yogyakarta through a digital marketing program. The objectives of this study are to improve the quality of human resources at Kopi Johar, understand the role of education in empowering business owners and baristas, and measure their knowledge of effective digital marketing strategies. The method used in this research is qualitative methods and descriptive , with data collection techniques through observation and in-depth interviews. The results showed that business owners and baristas at Kopi Johar require upgraded digital marketing skills. While they have a basic understanding of coffee culture and customer service, there is a significant need for further development in terms of digital marketing. This is evident from the high interest in the digital marketing training program and active participation in the training sessions. On the positive side, the trainees demonstrated improved skills in creating engaging digital content and online marketing strategies, potentially increasing Kopi Johar's visibility and sales in the future.

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INTRODUCTION

Education is one of the essential elements in achieving the goal of sustainable human resource empowerment. In an era that heavily emphasizes digital technology, it is not only a diploma that is needed but also skills and competencies that match the needs of the industry. The readiness of human resources to face the challenges and demands of the industry is crucial to ensure they can adapt and make a significant contribution (Nina Mistriani et al., 2020)

Human Resources (HR) is also essential and crucial in achieving the goals of an organization or company. HR is the main component that distinguishes compared to other resources, such as capital and technology because humans are the factors that control and direct the use of these resources. With competent and effective human resources, the management of capital and technology will achieve optimal results (Susan, 2019). President Joko Widodo, in his speech, stated several factors to strengthen human resources, namely healthy, intelligent, skilled, and prosperous. One way to improve competent human resources is to empower the community.

Community empowerment is an effort made to empower the community by realizing the potential abilities they already have. The process of providing communities with the means to exert a greater degree of control over their own lives is referred to as community empowerment. What we refer to as "communities" are groups of individuals who may or may not be physically connected to one another, but who share interests, concerns, or identities in common (World Health Organization, n.d.).

One way to develop human potential is by implementing educational programs based on the study of society. These activities explain the importance of understanding the community's needs and how to prevent problems faced by the community by paying attention to the potential that exists in the surrounding environment (Hadiyanti, 2008). Community empowerment can unite the hopes and ideals of the community to build a new paradigm in development that is people-centered and participatory. Within this framework, the efforts implemented to empower the community are divided into 3 (three) aspects:

- First, Enabling fosters and creates an environment conducive to the growth of community potential.
- Second, Empowering is strengthening the potential of the community through the implementation of concrete steps involving the provision of various inputs and the creation of various opportunities that will make the community more politically empowered.
- Third, Protecting is protecting and defending the interests of those who are vulnerable or weak (Munawar, 2011).

METHOD

This scientific paper was written using descriptive and qualitative methods. According to (Creswell, 2009), this qualitative research method will involve using several questions and collecting data from several participants, analyzing the data, and then interpreting the data. Data is collected through interviews and observations, so the primary data is obtained directly in the place or field. According to Esterberg in (Sugiyono, 2020), an interview is a meeting of two people to exchange information and ideas through questions and answers so that meaning can be contributed to a specific topic. Meanwhile, according to (Hasanah, 2016) observation is one of the empirical scientific activities based on the facts of the field or text through the experience of the five senses without any manipulation. Then, secondary data becomes supporting data to prepare this scientific paper related to empowering Human Resources (HR).

Some of the sources involved in the interview activities in the preparation of this scientific paper are Mr. Asa, the owner or owner of Kopi Johar; Florentinus Alfa, a barista from Kopi Johar; Muhammad Yoghastya Pratama, a barista from Kopi Johar, and Della, as a barista from Kopi Johar. This data collection process

occurred at Kopi Johar, Yogyakarta's coffee shop, located at Jl. Beo. 42 A, Mrican, Caturtunggal, Depok sub-district, Sleman, Yogyakarta.
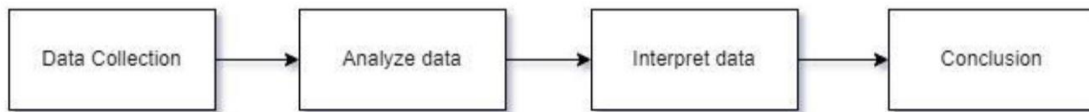

FIGURE 1: Research flowchart

RESULTS AND DISCUSSION

The activity of empowering business owners and baristas through digital marketing programs at Johar Coffee Yogyakarta was carried out for one day, involving four business owners and employees. This empowerment activity was conducted within two hours at Kopi Johar, at Jl. Beo. 42 A, Mrican, Caturtunggal, Depok, Sleman, Yogyakarta, Special Region of Yogyakarta 55281.

Based on (Soedarsono et al., 2020) revealed that Instagram application has become an effective marketing communication tools to disseminate the promotional message to the customers in quick way dan cost efficient as compare to the traditional media. Good results are also shown through the influence of digital marketing conducted by (Prasetio Utomo et al., 2023) where the results show that both digital marketing and service quality exhibit partial yet significant effects on customer preferences. Simultaneously, when considered together, these variables exert a noteworthy positive influence on customer preferences, with service quality emerging as the most impactful determinant. Then, research on digital marketing and coffee shops conducted by (Pramusinta, 2022) shows that the use of promotions using Digital Marketing, especially on Social Media such as Facebook, Instagram, and Google Maps, is used to attract consumer interest and can increase the number of consumers.

Digital marketing or Internet marketing uses electronic data and applications for planning and executing concepts, distribution, promotion, and pricing to create exchanges that satisfy individual and organizational goals (Untari & Fajariana, 2018). Several different digital marketing strategies are utilized to accomplish the primary goals of digital marketing: promote companies, establish preferences, and drive sales traffic (Wati et al., 2020). Digital marketing strategy can be crucial in keeping up with digital technology and developing a plan to attract consumers and lead them to a blend of electronic and traditional communication (Chaffey et al., 2009).

The implementation of this program has several activities, namely, socialization related to Digital Marketing material and conducting pre-test and post-test to measure how far they understand Digital Marketing. This empowerment activity is carried out to provide innovations to Johar coffee owners in conducting marketing activities through online platforms. "The implementation of this empowerment is carried out to improve skills and knowledge by Kopi Johar employees in digital marketing. Moreover, One of the programs we will do is socialization about content production on Instagram social media, mentoring activities regarding digital marketing communication at Kopi Johar, and conducting training in producing exciting and interactive content. The training is carried out in the form of socialization and education about the benefits of digital marketing communication, which is then continued by training in making photo and video content with baristas and other employees.

FIGURE 2: Socialization of Digital Marketing Materials by UMBY students
to Johar Coffee employees

FIGURE 3: Socialization of Digital Marketing Materials by UMBY students
to Johar Coffee employees

FIGURE 4: Documentation session with Mr. Asa

Training in creating content on social media is one of the leading programs by UMBY students based on this empowerment activity. This empowerment activity aims to develop the participant's ability to create creative and exciting content for online promotion on social media. During the empowerment event, the students also opened a discussion or question-and-answer session with the baristas regarding the digital marketing material the eight students delivered.

The owner of Kedai Kopi Johar, Mr. Asa, expressed his deep satisfaction with implementing the empowerment activities provided by the UMBY Communication Science students. He also expressed great hope that initiatives like this would continue and bring sustainable positive impacts to his coffee shop. "The digital marketing socialization activity by a group of Mercu Buana Yogyakarta students is perfect. We, who are engaged in the F&B sector, especially coffee shops, are reminded that as technology advances, we

cannot be complacent with the convenience of generous consumers and then ignore social media platforms as an entry point to increase sales," said Mr. Asa.

The organization of this empowerment activity reflects the great expectations of UMBY Communication Science students towards the owners and baristas at Kopi Johar. Through this initiative, group members can graduate with practical and accountable results. Then, the group members can also gradually adopt digital marketing communication strategies. The goal is to maximize the marketing of their coffee shop products. With the implementation of these strategies, all group members are expected to enjoy increased marketing results.

CONCLUSION

Based on the results and discussion above, an action that is carried out for the purpose of promoting a brand or product through the use of electronic (digital) media is known as digital marketing (Kotler et al., 2005). And also it can be concluded that the program carried out regarding the socialization of Business Owner and Barista Empowerment through the Digital Marketing Program at Kopi Johar Yogyakarta can be said to be successful. This can be seen from the increase in skills and knowledge of each employee. This success indicator is obtained from the digital marketing socialization program and pre-test and post-test. This activity program aims to develop participants' ability to create creative and exciting content for online promotion on social media. The owner of Kopi Johar expressed his satisfaction with the empowerment activity program provided by UMBY Communication Science students, and expressed his hopes for students and for his coffee shop. Students also expressed their hopes for the Kopi Johar shop

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