

Social Media Marketing:
Studi Kasus *Social Media Marketing* 28 Coffee melalui Instagram @28coffee.id
dalam Upaya Menjangkau Khalayak di Masa Pandemi COVID-19

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Abstrak

Pandemi Covid-19 yang mulai menerpa diawal tahun 2020 lalu memberikan pukulan telak bagi segala industri komersial karena adanya pembatasan aktivitas sosial. Keterbatasan ruang gerak kemudian memaksa para industri komersial memanfaatkan teknologi yang berkembang saat ini, terutamanya dalam upaya menjangkau khalayak. Fenomena pertumbuhan kedai kopi semakin marak berkembang di Indonesia, salah satunya di Daerah Istimewa Yogyakarta. 28 Coffee sebagai salah satu kedai kopi lokal di Yogyakarta turut memanfaatkan penggunaan teknologi, melalui media sosial instagram sebagai langkah mereka dalam menjangkau khalayak agar tetap bertahan di masa pandemi ini.

Penelitian ini berbasis deskriptif kualitatif dengan metode pengumpulan data melalui wawancara mendalam dan dokumentasi unggahan media sosial instagram milik 28 Coffee. Objek penelitiannya ialah mengetahui bagaimana strategi pemasaran 28 Coffee melalui media sosial instagram dalam upayanya menjangkau khalayak. Hasil penelitian menemukan bahwa 28 Coffee dalam upayanya menjangkau khalayak di masa pandemi ini melakukan langkah-langkah *social media marketing* yang berdasar pada *relationship building*, *brand building*, *publicity*, *promotion*, dan *market research*. Upaya menjangkau khalayak melalui *social media marketing* dapat dikatakan berhasil, karena 28 Coffee mampu memperoleh omset penjualan hingga 180% di masa pandemi ini.

Kata kunci: 28 Coffee, *Social Media Marketing*, Khalayak

Abstract

The Covid-19 pandemic, which began to hit in early 2020, dealt a severe blow to all commercial industries due to restrictions on social activities. The limited space for movement then forces the commercial industry to take advantage of the technology that is currently developing, especially in an effort to reach the audience. The phenomenon of the growth of coffee shops is increasingly developing in Indonesia, one of which is in the Special Region of Yogyakarta. 28 Coffee as one of the local coffee shops in Yogyakarta also takes advantage of the use of technology, through social media Instagram as their step in reaching the audience to stay afloat during this pandemic.

This research is based on qualitative descriptive with data collection methods through in-depth interviews and documentation of 28 Coffee's Instagram social media uploads. The object of the research is to find out how 28 Coffee's marketing strategy is through social media Instagram in its efforts to reach the audience. The results of the study found that 28 Coffee in its efforts to reach audiences during this pandemic took social media marketing steps based on relationship building, brand building, publicity, promotion, and market research. Efforts to reach the audience through social media marketing can be said to be successful, because 28 Coffee was able to obtain a sales turnover of up to 180% during this pandemic.

Keywords: 28 Coffee, *Social Media Marketing*, Audience