

# Examining Social Media Culture as The *Tuku* Coffee Shop's Brand Image on Instagram

Arsa Widityarsa Utoyo<sup>1,\*</sup>, and Nia Karlina<sup>2</sup>

<sup>1</sup>New Media Program, Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

<sup>2</sup>Visual Communication Design, Universitas Bunda Mulia Jakarta, Indonesia

**Abstract.** It is amazing how another company sector may be successful without innovations, yet there are ways to build a brand's image. The study focuses on evaluating Tuku Coffee Shop's Instagram activity to assess how its brand is represented. The method is quantitative, with questionnaires used to collect data from target respondents who follow @tokokopituku on Instagram. The study establishes four brand image dimensions: recognition, reputation, affinity, and domain. The greatest mean value is found in the recognition dimension, showing that Tuku Coffee Shop has established itself as a neighborhood coffee shop and is regarded as a pioneer in Jakarta's local coffee shop scene. The result sheds light on the Tuku Coffee Shop brand-building process through the analysis of Instagram data. The findings reveal areas for brand image improvement, notably in factors connected to the Tuku name, logo, and packaging. Also, this study finds that, out of 100 respondents, 68% agree that Toko Kopi Tuku is a pioneer and one of the first coffee shops in Cipete. In terms of being a pioneer for a coffee shop, it creates a new category known as a local coffee shop.

## 1 Introduction

The cultural repercussions of the contemporary digital revolution are already being seen. Phenomenon in the twenty-first century permeates all facets of a person's life through technology. Whether we are aware of it or not, Mary Cross, a professor at the University of Fairleigh Dickinson, says that the development of technology and new media has an influence that may be due to surround all facets of human existence [1]. Also, the availability of new media has an impact on the informational flood, which is why it is referred to as "too much information" [2]. Two communication professionals, claim that social media is an internet-based platform that enables users to engage and run immediately or later, with a large audience or not. This promotes the worth of user-generated material and the impression of interpersonal relationships [3].

Customers have more opportunities to express their ideas and experiences thanks to social media. By shared interactions and experiences on social media that are read and watched by other customers, consumer impressions are shaped. Consumers may now express their appreciation with products instantaneously by taking images, uploading them to social media, and sharing the experiences they've had. Events they have had can create a good or bad image that might impact the perception of a brand. This research tries to understand how a business or organization uses social media, especially whether it is done so strategically to enhance corporate communication and foster openness

and interaction with stakeholders [2]. Indonesia has a longstanding reputation as a coffee paradise. Agro Panggah Susanto, Director General of Industry at the Ministry of Industry (Kemenperin), expressed optimism that the development of the middle class and changes in the way of life of Indonesians will significantly boost the performance of the country's coffee processing business. Under President Jokowi's administration, the government has supported the creative economy, which has led to the emergence of several young creative entrepreneurs.

The majority of Jakartans these days live a lifestyle that includes enjoying coffee. Jakarta is a large metropolis with a good standard of living and purchasing power, which makes the coffee industry profitable. There are several cafes in Jakarta in addition to the well-known chains like Starbuck, Coffee Bean, Bengawan Solo, and others that have locations around the city. The author refers to these cafes as coffee or cafes. According to the author's observations and experiences in Jakarta, people frequent Jakarta's cafes for a variety of reasons, including meeting up with friends or colleagues, working or studying in one of the many establishments that typically offer free Wi-Fi, and spending time reading or unwinding on their comfortable chairs.

## 2 Theoretical framework

According to the author, the following periodicals are relevant to this research and can be used as references in

\* Corresponding author: Arsa\_w@binus.ac.id

furthering this research: A Technique for Mapping Instagram Hashtags is the title of a study done by Dr. Tim Highfield of the Queensland University of Technology and Dr. Tama Leaver of Curtin University. Using hashtags, which are a frequent tool for both Twitter and Instagram, this study suggests an approach for analyzing Instagram activity. It builds on current techniques for examining Twitter activity that employ hashtags. In the end, this comparison tackles important concerns about ethics and privacy for social media users and related research, which are considered for the foreseeable future of social media research.

This study employs both quantitative and qualitative methods. Social media as a Strategic Instrument for Business Communication, according to the study. This research tries to ascertain how Puerto Rican businesses use various social media channels. 400 locally owned Puerto Rican businesses' Facebook and Twitter accounts were analyzed for content in 2009. The major goal of this study was to determine whether stakeholder engagement and involvement takes place predominantly on social media platforms. This study demonstrates that Puerto Rican businesses do not utilize social media platforms to enhance contact with various stakeholders, which is deemed a failure to fully utilize the enormous communication opportunities that social media presents.

Computer Mediated Communication Theory, or CMC as it is more generally known, was the theory employed in this study. Social Interaction and the Internet, CMC broadly refers to almost all computer uses, including software for statistical analysis, remote sensing, and financial modeling, all of which are based on the idea of human communication, as an alternate approach to understand the phenomena of relationship building in this Computer Mediated Communication (CMC) paradigm. Joseph Walther also presented Social Information Processing (SIP) in 1992 [4]. The theory of social information processing looks at how people communicate on social networks. This theory discusses how individuals may establish and maintain connections utilizing computer media in the communication process, how they can get to know each other online without signals (non-verbal communication), and more. "A brand is an assurance. That is not observable. A promise is a brand or brand. even if it isn't true. The company's reputation, which is in the past tense, is described in this sentence. Trademarks serve as both promises for the future and reminders of the past. A brand is described by the American Marketing Association (AMA) as a name, word, sign, symbol, design, or combination of the two, designed to distinguish the products and services of one seller or group of sellers.



**Fig. 1.** Conceptual framework.

Using a quantitative approach, this research will examine Instagram social media material to determine how the Tuku coffee shop's brand is represented. This study is anticipated to provide light on the brand creation process that Tuku Coffee Shop through. Figure 1 shows the conceptual framework.

### 3 Methodology

This study's methodology takes a quantitative approach. A hypothesis with two variables or more is tested objectively by hypotheses using the quantitative technique, which also uses statistics. The hypothesis itself can be seen as a provisional claim that must be validated using field data before being accepted or rejected. This method involves utilizing words to examine and evaluate information from people or social groupings [5]. In this instance, the researchers watch and quantify the data that will be produced through a descriptive quantitative technique. By using hypothesis testing, the descriptive quantitative technique may be utilized to explain the causal connection between the variables, particularly social media, and the brand image of a coffee. The research that seeks to describe the link of a variable with other variables to evaluate a study is known as a descriptive quantity [6].

Samples are used for descriptive study, and the population can benefit from the findings. The information represents anything that is supplied or taken in accordance with the rules, indicating the type of conclusion that may be drawn. Nearly all the research's findings' supporting evidence is also referred to as the data. In fact, it might be argued that data and evidence are employed practically interchangeably. Data are observations made by the Board of Education Directors and documented in a manner. Data is the output of the computer. Test results are referred to as data. Primary data is information gathered by researchers, people, and organizations directly from the primary data source at the place of the investigation [7]. Direct distribution of questionnaires resulted in the direct acquisition and collection of the primary data. A series of written questions and/or responses to respondents are used as part of the data gathering process for questionnaires to address data on data [8]. An ordinal scale was employed in this study, which is a scale that classifies data in a sequential manner [9]. As a result, the metrics used to rank the data in this study will start out strongly agreeing to disagree. An ordinal scale will be used to distinguish between and categorize the study's data.

The researcher will use a Likert scale to measure the data once it has been categorised. Resins Likert created the Likert scale in 1932, and it is frequently used to gauge respondents' attitudes, views, and impressions of an object [10]. Responses to the questionnaire will be scored on a scale of 1 to 5, which represents strongly disagree, doubt, disagree, and disagree. The X and Y variables in this study will be measured using the scale, and the SPSS program will then be used to analyse the results. The population is made up of all values, computation outcomes, and measurements resulting from certain attributes for a complete and distinct objects group. Each study's population provides information on the size of the population as well as the scope of the study. The goal of this population is to be able to estimate the size of the sample drawn from the population's members and to restrict the generalization zone's applicability [11]. To guarantee that the information from the questionnaire could be utilised, a pre-test or instrument test was conducted. When a

questionnaire has been examined for validity and reliability, the information will be examined to meet the issues and goals of the research.

In this study, a pre-test was performed to see if the research was reliable or reliable for the respondents. After the pre-quality, test's questionnaires were then sent to the same target respondents. In this study's pre-test, there were 30 participants and a total of 34 questions. Validity is a claim about how well a questionnaire's results may reflect the researcher's objectives. A questionnaire's validity is evaluated using the validity test. A questionnaire is deemed legitimate if its questions can provide information about an outcome that the questionnaire is intended to measure [12]. Decisions based on validity tests have the following rationale:

1. The element or variable is legitimate if  $R > 0$ , and  $R$  Result  $> R$  Table.
2. If  $r$  is positive, the element, the variable, or the result  $r$  result  $r$  are all invalid.

Several statistical programs now can properly handle vast volumes of data, and with proper interpretation, the results may be utilized to help with strategic choices. Due to its simplicity of use and ability to swiftly handle massive volumes of data, SPSS is now the most widely used statistical software in both Indonesia and the rest of the globe. When a measuring equipment is used frequently under identical circumstances, reliability is a test performed to determine how consistently a measurement result will be. If the research tool consistently delivers an evaluation of anything assessed at a different period, it must be trustworthy [13]. If a measuring device is dependable or not, it may be determined using the Alpha Cronbach reliability approach.

The Cronbach Alpha is used to assess the validity and consistency of the inquiry parts. The Alpha Cronbach value must be positive; if it is negative, the result is regarded as untrustworthy. If an instrument's Alpha Cronbach value is more than 0.70, it is dependable. An estimating equation, or formula, is created in regression analysis to determine the value of the dependent variable given the known value of the independent variable. Regression analysis is used to make predictions when a dependent variable (dependent) and an independent variable (free) are included in a model [14]. In actuality, the difference between a single regression and a multiple regression is frequently made. Because simple regression in this study relies on a causal link between the independent and dependent variables, it may be examined. A variable is anything that changes and has several values. The variables have symbols with numbers. Variables can be demonstrated to be notions or structures as well. A concept is a broad phrase used to describe the central idea, which is the topic of inquiry.

#### 4 Discussion

From June 2015, the Tuku coffee shop has operated under PT. Maka direction. Jalan Cipete Raya was the

location of the first Tuku coffee shop location. The idea behind this Tuku coffee shop is to showcase a unique coffee shop right in the center of a residential neighborhood. It is believed that by doing this, a new habit and culture of drinking coffee would emerge in the neighborhood.



Fig. 2. Instagram @tokokopituku.

Utilizing SPSS version 25 to analyse the study's data. The whole Instagram following of @tokokopituku is the demographic that most closely matches the researcher's characteristics. On August 17, 2018, @tokokopituku has 38K followers and 89 posts on Instagram (Figure 2). All the 100 respondents who provided information for study fit the stated criteria, including following the Instagram account @tokokopituku. Age, gender, purchases made, how they learned about the Tuku coffee shop, and whether they follow @tokokopituku on Instagram are the characteristics of the respondents.

Table 1. Pre-test results of the validity of variable X (Instagram social media).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correction	Cronbach's Alpha if Item Deleted
Take Pictures	76.1613	1413.806	.821	.983
Photo Sharing	75.8387	1425.940	.561	.984
Social Media Active	76.4839	1399.191	.881	.983
Communication	75.7097	1401.280	.841	.983
Tuku Tagging	75.4194	1439.652	.731	.983
Friend Tagging	75.6129	1429.445	.438	.984
Share Tuku to Friend	75.4194	1422.918	.539	.984
Share to Friend	76.6774	1378.852	.554	.984
Smartphone Access	76.6774	1422.918	.931	.982
Computer Access	74.8065	1478.359	-.029	.986
Access Every Where	76.2258	1487.028	.786	.983

Access More That One	76.5806	1387.852	.930	.982
Search	76.5806	1381.318	.907	.982
Hastag	76.1290	1395.716	.823	.983

Table 2. Results of pre-test validity variable Y (Brand image).

Name	76.6129	1381.045	.917	.982
Name Meaning	76.2581	1399.465	.756	.983
Logo	75.3226	1413.692	.663	.983
Design Logo	76.2903	1413.946	.670	.983
Packaging	76.2903	1404.880	.695	.983
Interesting Pack	75.9032	1412.224	.749	.983
Budget	76.4516	1400.323	.862	.983
Standard Budget	76.5161	1382.991	.951	.982
Taste	76.4839	1387.725	.930	.982
Experience	76.5161	1393.658	.912	.983
Local	74.6129	1378.578	.940	.982
Pioneer	76.3548	1389.103	.863	.983
Consistent	76.5484	1380.523	.951	.982
Quality	76.5161	1382.125	.943	.982
Hospitality	76.3226	1390.692	.904	.983
Quickness	76.3871	1407.312	.867	.983
Repeat Order	76.5806	1376.318	.953	.982
Same Product	76.6452	1387.303	.937	.982
Oral Recommendation	76.6452	1387.503	.925	.982
Social Media Recommendation	75.9032	1396.090	.783	.983

If the value in the Corrected Item - Total Correlation column is higher than 0.2960 (on a scale of 30 respondents and a significance threshold of 10%), the brand image variable is regarded to be genuine. It is clear from the pre-test findings (Tables 1 and 2) that more than 0.2960 may be found among the 20 assertions. So, it may be determined that there are 20 claims that have been declared to be true in the Brand Image variable (Y). If the other claims for a given indication are false, there is at least one representative statement. Just 20 statements from the Brand Image variable will thus be utilized in the actual exam and sent to responders.

The Brand Image variable in this study has four dimensions, namely Recognition, Reputation, Affinity, and Domain. Keller said that brand image is a perception of a brand by using the memories of customers [15]. Four of the nine items in the Brand Image variable's Recognition dimension had a disproportionately high number of respondents who gave unfavourable responses (disagree and strongly disagree). 30% of @tokokopituku's Instagram followers are unaware of the significance of the name Tuku. The name Tuku is of Javanese origin, as stated at the opening of chapter 4, but the respondents' tribe and geographic location are unknown. Adding that words like *piro*, *alon*, *ora*, *opo*, and others that are frequently used by people every day but the term *tuku* is not Javanese. 26% of followers cannot recall the Tuku logo, 26% cannot comprehend the Tuku logo's form, and 24% cannot recall the Tuku package. The reason of Tuku's name was never explored in any of his 89 postings, it was discovered; rather, it was only clarified on the *tuku.coffee* website. never gave the logo's meaning a definition. Packaging Tuku

employs the same packaging as other beverages in general: paper cups for hot drinks and plastic cups for cold drinks, both of which are sealed using a machine. have distinction. Additionally, 24% of Instagram followers of @tokokopituku revealed that followers do not agree to suggest Tuku to others via social media in the Domain dimension.

In contrast to the assertion, the follower concurs with recommending Tuku to others vocally or by word of mouth. This was made fascinating when it was discovered that there was a substantial proportion in the Persistence dimension, which discovered that respondents felt reluctance to tag and share posts from respondents' Instagram. There are four dimensions to the Brand Image variable in this study, and the Recognition dimension has the highest mean value. As a result, Tuku must pay special attention to Recognition, particularly to the significance of the Tuku name, the logo's shape, its meaning, and its packaging. Tuku, meantime, has been successful in establishing his name as a neighbourhood coffee shop and is regarded as a pioneer in Jakarta's local coffee shop scene. This is evident from the four dimensions of the Brand Image variable's least mean average value.,

## 5 Conclusion

Since the sample used for this search only included a portion of the Instagram @tokokopituku followers, it is only possible to tell whether a follower has ever visited Tuku Coffee and experienced Tuku's goods. Also, there was worry that there would be an imbalance in responders because the questionnaires were delivered online, particularly for samples outside the Jakarta region. The following conclusions are drawn from the findings and discussion of the impact of Instagram social media material on the brand image of the Tuku coffee shop: The brand image of the Tuku coffee shop is significantly influenced by the social media content variable Instagram @tokokopituku, Theory of computer-mediated communication [16]. The internet, in this case social media, is a potent communication tool to influence other people, in this case forming a brand image. The Tuku coffee shop's message, that it is a local concept that gives an experience when clients purchase its products, the distinctive flavor of Tuku coffee, and the pricing appropriate to the product, is seen as effective in enhancing Tuku's reputation. Of the 100 respondents, up to 68% said they agreed that the Tuku coffee shop is a pioneer since it creates a new category for local coffee shops. In fact, it was discovered that 22 out of 100 respondents who had never purchased Tuku products agreed—50% of 22 respondents—that the Tuku coffee shop should be referred to as a pioneer.

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