

UNDERGRADUATE THESIS

**PROMOTION STRATEGY ANALYSIS
THROUGH UTILIZATION OF SOCIAL MEDIA INSTAGRAM
TO INCREASE SALES VOLUME IN BEANS CAFÉ CANGGU**



POLITEKNIK NEGERI BALI

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BADUNG
2025**

ABSTRACT

Putra, Gede Pande Mahendra Diana. (2025) Promotion Strategy Analysis Through Utilization Of Social Media Instagram To Increase Sales Volume In Beans Café Canggu, Tourism Department, Politeknik Negeri Bali.

This Undergraduate thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par, and Supervisor II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par

Keywords: Marketing, Social Media, Instagram, SWOT Analysis, Descriptive Analysis, Beans Café Canggu.

In a competitive business environment, business actors must create promotional plans that are on target, inventive, and adaptable to changes in consumer behavior and technical improvements. The purpose of this study is to examine promotional methods used on Instagram to boost sales volume at Beans Cafe Canggu, utilizing the SWOT analysis method and a qualitative descriptive methodology. Data were gathered through observation, detailed interviews with management, and accompanying documentation. The SWOT analysis was performed to determine the strengths, weaknesses, opportunities, and threats of Beans Cafe's promotional plan on Instagram. The results showed that Beans Cafe's position was in quadrant I in the SWOT matrix with The overall internal factors show that the total strength is 1.76 and the total weakness is 0.93, resulting in an IFAS factor of 0.89. The external factors derived from this study are 2.07 for the opportunity and 0.79 for the threat, resulting in an EFAS factor of 1.28, where the quadrant position indicates an aggressive strategy (growth-oriented strategy). Aggressive Strategy (Strength - Opportunity) is the most appropriate or effective approach. This strategy capitalizes on internal assets such as strategic location, product quality, and a strong brand image to seize external opportunities such as tourism expansion and healthy lifestyle trends. According to these data, an aggressive strategy is the most effective way to increase competitiveness and market share for Beans Cafe Canggu.

ABSTRAK

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Keywords: Marketing, Media Sosial, Instagram, Analysis SWOT, Analisis Deskriptif, Beans Café Cangu

Dalam lingkungan bisnis yang kompetitif, pelaku usaha harus membuat rencana promosi yang tepat sasaran, inventif, dan adaptif terhadap perubahan perilaku konsumen dan perbaikan teknis. Tujuan dari penelitian ini adalah untuk mengkaji metode promosi yang digunakan di Instagram untuk mendongkrak volume penjualan di Beans Cafe Cangu, dengan memanfaatkan metode analisis SWOT dan metodologi deskriptif kualitatif. Data dikumpulkan melalui observasi, wawancara terperinci dengan manajemen, dan dokumentasi yang menyertainya. Analisis SWOT dilakukan untuk mengetahui kekuatan, kelemahan, peluang, dan ancaman dari rencana promosi Beans Cafe di Instagram. Hasil penelitian menunjukkan bahwa posisi Beans Cafe berada pada kuadran I dalam matriks SWOT dengan Faktor internal secara keseluruhan menunjukkan bahwa total kekuatan sebesar 1,76 dan total kelemahan sebesar 0,93, sehingga menghasilkan faktor IFAS sebesar 0,89. Faktor eksternal yang diperoleh dari penelitian ini adalah 2,07 untuk peluang dan 0,79 untuk ancaman, sehingga menghasilkan faktor EFAS sebesar 1,28, dimana posisi kuadran tersebut menunjukkan strategi agresif (strategi berorientasi pertumbuhan). Strategi Agresif (Kekuatan - Peluang) merupakan pendekatan yang paling tepat atau efektif. Strategi ini memanfaatkan aset internal seperti lokasi strategis, kualitas produk, dan citra merek yang kuat untuk meraih peluang eksternal seperti perluasan pariwisata dan tren gaya hidup sehat. Berdasarkan data tersebut, strategi agresif merupakan cara yang paling efektif untuk meningkatkan daya saing dan pangsa pasar Beans Cafe Cangu.

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CHAPTER I

INTRODUCTION

1.1 Research Background

In the rapidly evolving digital era, marketing through digital media, commonly known as digital marketing, has become a vital element for various types of companies, including start-ups. Digital marketing refers to all marketing efforts utilizing electronic devices or the internet. With the increasing use of the internet and technology, digital marketing has now become the main weapon in a company's marketing strategy (Ningtyas & Diah, 2024). Today, many users with different purposes are members of virtual social networks and engage in various activities. Organizations, both large and small, have entered social media and are slowly trying to discover its benefits (Arsalani et al., 2021). With Instagram, of course, the easier sales of goods, because they can show photos of their merchandise completely (Widodo & Diah, 2018). The success of a promotion depends on the media used, as well as the timing and accuracy of the content in the promotion. Instagram is currently a trending social media platform due to its rapid growth and its popularity as an advertising medium among many people. Instagram is becoming an increasingly popular social media application as a tool for online business communication. (Ramadhan & Kusuma, 2023).

Social media has quickly become one of the most widely used communication and marketing tools in the world. According to an analysis conducted by Data Reports (2024) at the beginning of 2024, it was stated that "social media users in Indonesia reached 49.9% of the total population of Indonesia." The vast scope of

social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok has changed the way individuals and businesses interact, communicate, and share. According to Arsalani et al., (2021), social media significantly expands its audience through advertising and marketing, while partnerships with other platforms further contribute to user growth. Social media marketing, as an online marketing strategy, plays a crucial role in driving business within organizations and effectively reaching target communities. Digital Marketing can be simply defined as the promotion of products and services using digital media (online and offline) where online digital media comprises internet-based channels like websites, email, SEO, SEM, SMM, and platforms like Facebook, Instagram, Twitter, WhatsApp, Pinterest, LinkedIn whereas offline digital media includes television, radio, digital display advertising, mobile phone (SMS, MMS, Callback, ringtones) (Bhagat et al., 2024)

Currently, cafés are one of the rapidly growing businesses in Bali, especially in tourist areas. According to Nghi & Nong, (2020), it is a competitive market with thousands of existing businesses and more and more new entrants every single day. Canggu, which is a tourist area, experiences quite rapid progress every year. Many cafés and restaurants have opened in this area, effective management is very important for the agility, capability, and courage of a company in developing innovations and new ideas to ensure its survival and avoid being outperformed by competitors (Yani et al., 2023). leading to rapid competition. With the advancement of technology, many companies advertise their products through social media like Instagram. Not wanting to be left behind, Beans Café Canggu also takes this opportunity to promote its products. This company uses Instagram to promote its

food and beverages. This company uses Instagram because it is considered to better target international audiences and young people. They create interesting content and upload it regularly. Beans café also makes discount coupon a happy hour from 4 until 6 pm to increase their salesmen. However, despite the aggressive promotion through Instagram, giving coupon Card, and making a happy hour, sales decreased in June. Here is the sales table as follows.



Figure 1.1 Sales Report In 3 Months
Source: Beans Café Canggu sales report, 2024

Figure 1.1 shows that there was an increase in sales in May because their regular guest was always coming in that month, but in June there was a drastic decline. The decline occurred because Beans Café Canggu did not maximize its promotion through social media and Instagram. To boost sales at Beans Café Canggu. The company needs to understand the role of Instagram as a promotional and also develop new strategies in line with current market trends. From this issue, the writer is interested in conducting research at Beans Café Canggu with the title

“Promotion Strategy Analysis Through Utilization of Social Media Instagram to Increase Sales Volume in Beans Café Canggu”.

1.2 Research Question

The formulation of the problem in this research is;

1. How is the promotion strategy using social media Instagram in Beans Café Canggu?
2. How effective promotion strategy through the utilization of social media Instagram to increase sales volume in Beans Café Canggu?

1.3 Research Objective

The objectives of the research that the writer aims to achieve are:

1. To identify promotional strategies using Instagram social media at Beans Café Canggu.
2. To analyze promotional strategies through the utilization of Instagram social media to increase sales volume at Beans Café Canggu.

1.4 Research Significance

The benefits that can be outlined are as follows;

1. Theoretical Significance

This research can be used as a source of information for future researchers to enhance their understanding of marketing strategy through social media and Instagram.

2. Practical Significance

Practical significance can be divided into three for the writer, the campus, and the related companies.

a. Writer

This research can enhance the writer's understanding and knowledge of promotional strategies and can implement the knowledge gained during lectures.

b. For Bali State Polytechnic

This research can serve as a reference and information source for future researchers who have issues related to the promotional strategies covered in this study.

c. For Company

This research can be used to improve Promotion capabilities through Instagram or to plan appropriate strategies under similar conditions in related fields

1.5 Limitation and Scope of Research

This research is a qualitative study with data collection conducted at Beans Café Canggu. The variables in this study are promotional strategies and sales volume. The scope of this research is the Marketing Department. This study focuses solely on promotional strategy for the increase in sales volume at Beans Café Canggu. This research is only focusing on social media Instagram. This research also does not discuss comparisons of promotional strategies with other places.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The conclusion of this research is; Beans Café Canggu is in S-O (Strengths - Opportunities) strategy, which is derived on SWOT analysis and focuses on leveraging internal strengths to acquire and exploit external market opportunities. Pemanfaatan strategi promosi Instagram beans café canggu antara lain Running Instagram advertisements (IG ADS) by selecting high-quality Posts, Reels, and Stories, Collaborating with international influencers consistently once a month to increase brand awareness, Posting about discounts, happy hours, and bundle offers consistently on Instagram, Launching promotions such as collaborations with customers to post or share Stories by mentioning Beans Cafe Canggu's Instagram, offering rewards such as free snacks or light meals.

Aggressive strategy is effective for Beans Café Canggu to raise brand awareness while simultaneously increasing sales volume. This strategy is carried out through intensive promotions such as effective and targeted Instagram Ads, discounts, happy hours, collaborations with micro-influencers, and engaging Instagram content. As a result, this technique has the potential to broaden market reach, attract new customers, and increase existing customer loyalty.

5.2 Suggestion

As this strategy has been shown to boost brand awareness, customer engagement, and sales growth, Beans Café Canggu is strongly encouraged to keep up its aggressive strategic approach. Strong product positioning, eye-catching promotional packages, and proactive marketing activities have all contributed to the café's favourable positioning in the highly competitive Canggu culinary scene. To get the best and most lasting results, management must, however, carefully assess and resolve any weakness that now exists

The Instagram Admin's responsiveness is one of the most important aspects that needs to be addressed correctly because it is essential to sustaining real-time client engagement and enhancing the brand's online visibility. Furthermore, even though Instagram Direct Messages (IG DM) are now used for informal and personal promotional contact, they need to be improved in terms of response time, clarity, and consistency. Social media admin needs to be trained on Beans Café Canggu product. Another previously existing endeavour that ought to be prioritized is the reintroduction of the loyalty points system. In addition to promoting return business, a well-run loyalty program strengthens the emotional connection between the company and its customers.

Beans Café Canggu may greatly increase its operational effectiveness, boost customer satisfaction, and solidify its place in the market by resolving these internal issues and carrying out aggressive marketing campaigns. Together, these initiatives will eventually help businesses grow in a steadier, reliable, and sustainable manner. Maintaining momentum and guaranteeing the café's competitive edge in a market

that is becoming more and more dynamic will require constant assessment, creativity, and dedication to providing exceptional customer service.

Regarding the posting time in the morning 7 AM is the recommended time for posting because many users check Instagram during breakfast or their morning commute. So, Beans Café Canggu can adjust to that time to achieve better engagement. Additionally, to improve the quality of photos or videos, it would be best to create a Standard Operating Procedure so that the quality of the posts can be more consistent. Standard operating procedure can also be applied when responding to comments and DMs from customers, such as the response duration for comments or DMs, the use of engaging and persuasive language, and greetings when receiving comments or DMs.

Regarding the confusion of the Instagram social media admin about the target for promotions through DM, the author recommends that the target for promotions through DM should be adjusted according to the age of engagement on Instagram, specifically those aged 20-35 years, and also consider to the hobbies of potential customers, with a focus on those who enjoy traveling because they might visit the café while traveling and the target recommended is someone who actively views stories, replies to comments, and also likes on Instagram.

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