

STORYTELLING MARKETING DESIGN OF WANALAND COFFEE ROASTERY TO IMPROVE BRAND AWARENESS

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Abstract:

Background: The trend of coffee consumption in Indonesia encourages many business players in the coffee industry. Storytelling marketing is one of the tools that can be used to build brand awareness and, in the long run, will encourage consumer buying interest.

Purpose: This research aims to identify business activities and brand awareness levels and provide a storytelling marketing design for Wanaland Coffee Roastery.

Design/methodology/approach: Data was collected through in-depth interviews, online surveys, and literature studies. Quantitative data processing and descriptive statistics results are then analyzed using value chain analysis tools, brand awareness pyramids, and marketing storytelling.

Findings/Result: The results of this study are in business activities, Wanaland Coffee Roastery sells coffee in the form of beans offline and online. The promotional media used are Facebook, WhatsApp, Instagram, and word-of-mouth. Brand awareness that is derived from promotional activities that have been carried out is still minimal, so storytelling marketing is used to increase brand awareness. Storytelling design was organized into three scenarios by utilizing five digital communication channels: website, social media, Google My Business, e-commerce, and SEO/SEM.

Conclusion: Based on the research results, consumer brand awareness is still low. Therefore, the marketing storytelling design in this study is needed to increase brand awareness.

Originality/value (State of the art): Research conducted at Wanaland Coffee Roastery using a storytelling marketing strategy is the novelty of this research because no similar research has been found.

Keywords: brand awareness, coffee business, digital marketing, storytelling, value chain analysis

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INTRODUCTION

The coffee business is one of the most popular businesses in Indonesia. This is indicated by the level of search for the keyword 'coffee' on the Google search engine which shows an increasing trend over the past five years in Indonesia. The popularity of the coffee business in Indonesia has a positive impact on the level of demand for coffee by the local community. According to Toffin (2020), Indonesia's coffee consumption in 2018-2019 reached 258,000 tons, while in 2019-2020 it is predicted to reach 294,000 tons, or an increase of 13.9 percent.

Some of the things that influence the demand and consumption of coffee by local people are the growth of the middle class and lifestyle changes (Rochim, 2019). The increasing culture of coffee consumption by Indonesians is in line with the increasing number of business actors in the coffee industry, thus requiring business actors to be able to build brand awareness to get customer attention. Brand awareness can be a factor that determines consumers in making purchasing decisions, because the high or low level of brand awareness owned by a business reflects knowledge of their business existence by the public. Efforts that can be made by business people to build brand awareness in a tight industry like this are by utilizing technology and social media.

Along with the development of the digital era, the marketing approach that companies must use to consumers has changed. Companies must now be able to provide their own experiences and emotions for consumers when using products or services. One type of marketing that can be applied to touch emotions and provide experiences is content marketing using storytelling. Storytelling can be a two-way marketing tool for consumers and businesses because, by creating a storytelling concept related to a product, it can create a sense of empathy for the brand by among consumers. This is as stated by Octari (2020), that a story with a good narrative structure can increase emotional reactions, such as encouraging optimistic and warm feelings.

Psychologists have revealed that with storytelling, people can remember things better when compared to presenting raw data, because consumers prefer to remember a story (Youssef et al. 2018). When someone provides a story and is listened to attentively, the brains

of the two people begin to synchronize (Youssef et al. 2018), so the adoption of storytelling, can be an alternative solution in the content marketing approach to form an emotional bond with consumers.

Utilizing digital media as a medium for spreading advertisements, especially storytelling, can also speed up the time to communicate products because in digital media there is a possibility for a product to go viral. So storytelling by utilizing digital media can be used to help a business increase brand awareness, especially in an industry with tight competition such as the coffee industry. The large number of players and types of products in the coffee industry means business people must be able to innovate in promoting their products on their digital media, including Wanaland Coffee Roastery. Wanaland Coffee Roastery is a coffee production house that has been established since 2017. Wanaland Coffee Roastery's (WCR) target markets are coffee shops and end consumers. The majority of coffee bean sales are made by WCR to coffee shops, while sales to end consumers are quite limited. Based on data obtained from WCR, the level of sales of coffee beans in the period July to December 2020 was very fluctuating. According to the results of discussions with the owner, sales in this period were very fluctuating due to social restrictions that resulted in many WCR partner coffee shops going out of business, resulting in less demand by WCR consumers. Seeing this, the owner changed his business model from business-to-business (B2B) to business-to-consumer (B2C). However, WCR's B2B business model made the end consumers' brand awareness of the WCR brand to be less, due to the lack of promotional steps taken to communicate its products to the wider community.

One of the efforts to be made is to maximize the use of digital media to communicate their business, with the aim of creating brand awareness in the wider community. Brand awareness is closely related to consumers' emotional bonds. According to Pulizzi (2012), storytelling has now become part of a new alternative form of marketing and has been widely used by various brands in the world. So that a marketing approach using storytelling can be used to increase brand awareness, because the exposure of a brand's story makes consumers remember it more easily. Previous studies have mainly analyzed the effect of storytelling marketing on brand awareness, such as those conducted by Ajibulloh (2020), Novrian and Rizki (2021), and Permatasari et al. (2021). These

studies show the effect of storytelling marketing on brand awareness so that it can provide experiential marketing to potential customers. Based on this background and problems, this research was conducted to identify the internal business activities of Wanaland Coffee Roastery, analyze the level of brand awareness, build a storytelling scenario design, and design a communication channel strategy for disseminating storytelling scenarios to increase brand awareness.

METHODS

This research was conducted at the WCR business location in Seger Hamlet, Karanganyar Village, Kalibening Sub-district, Banjarnegara Regency, Central Java. The research was conducted for four months from December 2020 to March 2021. There are two types of data used in this research, namely primary data and secondary data. Primary data used by researchers was obtained from in-depth interviews and online surveys with respondents. Secondary data used by researchers is obtained from company sales reports, literature studies, and other documents sourced from the internet.

The technique used in determining respondents is non-probability sampling by purposive sampling. Respondents in this study are divided into two, namely internal and external respondents. Internal respondents are needed to obtain data on the main activities and supporting activities of the company, so that WCR business processes can be mapped in detail. External respondents are potential customers of WCR, totaling 30 people with the criteria of coffee consumers (at least consume coffee once a week) and active users of social media. There are three types of data collection techniques that researchers used in this study, namely in-depth interviews, surveys, and literature studies.

The data processing method used in this research is through qualitative data processing techniques and descriptive statistics. The results of the data processing were then analyzed using value chain analysis tools, brand awareness pyramids and storytelling marketing.

Value Chain Analysis

The analytical tool in this research is used to provide an explanation of the general description of the company and the detailed business processes that

occur in the WCR business using the Value Chain Analysis method. The data obtained in the Value Chain Analysis is through in-depth interviews with the owner as an internal business respondent. Porter in the book *Competitive Advantage: Containing and Substaining Superior Performance* (1985) describes the concept of Value Chain Analysis into two major parts, namely the main activities and supporting activities. The main activities consist of inbound logistics, operations, outbound logistics, marketing and sales, and services. Meanwhile, supporting activities include procurement, human resource management, technological development, and firm infrastructure. Then the results of this value chain analysis will be used to formulate a storytelling promotion program in digital media for WCR.

Brand Awareness Pyramid

The Brand Awareness Pyramid is used to measure the level of brand awareness of WCR, which is divided into four categories, namely top of mind, brand recall, brand recognition, and unaware of brand. The data obtained in determining the level of brand awareness WCR is through data processing questionnaires distributed to prospective consumers WCR.

Storytelling marketing

The results of the survey conducted with potential WCR customers will be used as a reference to design the storytelling marketing scenario. The survey includes brand awareness and an evaluation of WCR's brand story. In addition, a digital marketing channel is also prepared as a storytelling dissemination channel. This stage, is the final stage which is the output of this research, which is the design of WCR's storytelling marketing scenario to increase brand awareness. In this survey, assessments made by potential WCR consumers were obtained through questionnaires with Likert scale scoring techniques. A Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2013). The Likert scale used will have 5 scores with 1 as the lowest value and 5 as the highest value.

This research aims to formulate WCR marketing storytelling design to increase brand awareness. Before formulating the storytelling design, the researcher first mapped the internal business activities using Value Chain Analysis to determine the business picture

of WCR. In addition, WCR's brand awareness was also analyzed to determine how comprehensive the brand coverage is with the ongoing internal business activities. Then, the storytelling scenario design and digital communication channels are formulated to disseminate the scenario to increase WCR's brand awareness. The framework in Figure 1 is a sequence of how the research begins and ends.

RESULTS

Company Overview

Wanaland Coffee Roastery (WCR) is a coffee roastery or coffee production house that offers roasted coffee bean products. Located in the highlands of Kalibening or more specifically in Seger Hamlet, Karanganyar Village, Banjarnegara Regency, Central Java. The coffee beans used for its main product come from WCR's own farm. The type of coffee produced in the WCR garden is Arabica coffee. In addition, WCR also sells robusta coffee products purchased through coffee communities or coffee farmers in the Dieng and Karangobar areas. The market reach of its partner coffee shops covers the regional areas of Central Java,

East Java, D.I.Y., and West Java, while the market reach of its end consumers is very limited to the scope of the local area of Banjarnegara only.

WCR was first established in 2017 by five people, but over time the ownership of this business changed to be held by only one person named Toyo Rivani. The history of the establishment of WCR began in 2017. Coffee from the Kalibening area won the national Arabica coffee award in Bondowoso but at the same time there were no producers or sellers of coffee beans in the Kalibening area, but only coffee fruit that was directly sold outside the area. From this problem, the owner saw an opportunity and learned how to process coffee fruit into roasted coffee beans. After the coffee plants had begun to bear fruit, in 2019 WCR sold roasted coffee bean products using plastic pouch packaging that already had the WCR logo on it.

The WCR logo itself is adopted from the chameleon animal. The philosophy of using chameleon in the logo is the ability of chameleon to adopt to the surrounding environment well through changes in body color. It is expected that with the use of chameleon as a business symbol, WCR can always quickly adjust to the fluctuating state of the coffee business.

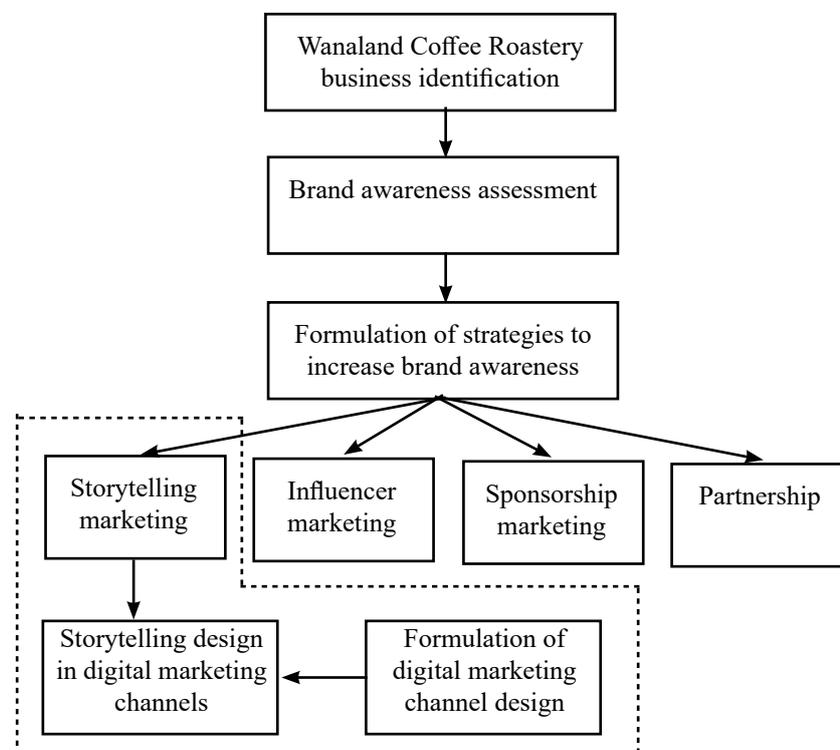


Figure 1. Research framework

WCR has a vision, which is to sell local coffee to the wider community at affordable prices. WCR realized this vision by selling quality coffee beans from the Kalibening area, which had previously won a national coffee contest. However, as time goes by, WCR sells more roasted coffee beans to coffee shops, making WCR's vision difficult to realize because if coffee beans are sold in coffee shops, the selling price to consumers will still be high. Thus, a new strategy is needed to introduce WCR coffee to the wider community to achieve WCR's vision.

Wanaland Coffee Roastery Business Activities

WCR's business activities were mapped using the Value Chain Analysis tool to be able to reveal in detail its internal business activities. Based on the results of in-depth interviews with the owner of WCR, it is known that the value chain that occurs in the business, according to Porter (1985), is as follows:

Inbound Logistics

WCR obtains its raw materials from its own coffee plantation. The coffee farm is still located in the same area as the WCR location, namely Karanganyar Village. WCR also cooperates with the coffee community to buy green coffee beans directly from coffee farmers in the Banjarnegara area for shortages. Coffee harvesting by WCR is usually done from late March to June. After picking, the coffee fruit is brought to the WCR business location using a two-wheeled vehicle. The coffee fruits that arrive at the WCR business location will then be directly processed without being stored first so that the quality of the coffee produced can be maximized. Prior to further processing of the coffee cherries, WCR conducts an inspection of the coffee cherries to separate the non-red coffee cherries that have been picked and those with defects. The inspection is not only limited to coffee cherries produced by WCR itself, but also to green coffee beans purchased from farmers.

Operations

WCR's business activities are divided into two, namely coffee production and coffee roasting business activities. In the coffee production business, WCR often uses two coffee processing methods, namely the natural process and the wine process. After picking and sorting the coffee cherries, the cherries are dried directly under the sun by spreading them on bamboo trays or on tarpaulins.

Drying is carried out for approximately 2 weeks. This coffee processing is called the natural process. While the wine process, the technical processing of coffee carried out by WCR is the same as the natural process, the difference is that the drying in the wine process takes twice as long or about one month more. After drying in both processes, the coffee beans are then separated from the skin using a machine. From these green beans, WCR usually roasts coffee beans with a medium level of maturity. The roasting process is done using a separate machine. The roasted coffee beans are then ready to be sold directly or ground first.

Outbound Logistics

Coffee fruits that have become coffee beans will usually be stored first by WCR in the form of green beans to have a longer storage life than roasted coffee beans. The coffee bean storage medium used is gunny sacks at room temperature. The management of coffee beans in the storage warehouse uses the FIFO (First In, First Out) system, i.e., coffee beans that enter the warehouse will come out first. WCR also stores coffee beans in the form of roasted coffee beans with the storage medium used, namely tightly closed plastic. Distribution is carried out directly by the owner of WCR if the customer is still in the Kalibening District area. If the customer's location is outside the Kalibening District area, the product will be sent by courier or taken by the customer himself to the WCR business location in Seger Hamlet, Karanganyar Village, Kalibening District. As for coffee shop customers, the product is usually sold in the form of coffee beans with packaging per kilogram. As for the end-consumer customers, the product is sold in the form of coffee powder whose grinding fineness level adjusts to the consumer's preference with packaging per 100 grams.

Marketing and Sales

WCR does not conduct paid promotions or advertisements but only promotes its products through coffee enthusiasts' forums on social media Facebook, Instagram, and WhatsApp, as well as through coffee community connections. On Instagram social media, WCR follows and has 90 and 77 followers respectively. This number is still relatively minimal to be able to maximally promote WCR's business to end consumers. New customers usually find out about WCR's business from recommendations from existing customers or word-of-mouth from existing customers. In addition,

WCR also marks its business location on the Google Maps application to provide instructions for customers who want to come directly to WCR's business location.

Services

WCR has its own standards at all stages of its business process. Starting with the selection of cherry-red coffee cherries as raw materials to the sorting of defective coffee beans after the roasting process. The establishment of standards in processing coffee fruit into coffee beans makes the products produced by WCR quality can be controlled well. However, according to the owner of WCR, it is not the quality of the coffee products but the packaging that is too simple, so that many consumers are hesitant to buy WCR products.

Firm Infrastructure

Monthly recapitulations and reports are conducted by WCR as a means of controlling the company's operational activities. In making sales reports, WCR does not differentiate reporting for its two lines of business operations but combines sales performance between coffee bean production and coffee roasting business into a single report. To evaluate sales performance, WCR determines monthly sales targets to be achieved with adjustments to existing production stock. Reporting is done by WCR at the beginning of the following month.

Human Resource Management

WCR is a micro business. All business process activities, from taking care of the coffee plantation to selling coffee beans, are done by the owner himself. Sometimes only at certain times when coffee is in harvest season, the owner employs one or two casual workers to help sort the coffee cherries. The owner of WCR is active in joining coffee community groups. This coffee community group is used by the owner to keep abreast of current market trends and demands. The owner of WCR also participated in several trainings organized by the local government in order to improve his skills in processing coffee with information obtained from his colleagues in the coffee community. While running their business, the owners of coffee production houses around the Karanganyar Village area uphold a family culture so that there are good relations between owners and a healthy business competition atmosphere is created.

Technological Development

The machine-based technologies used by WCR are relatively few, namely coffee bean separators, coffee bean pulverizers, and coffee roasters. The use of these few machine tools allows WCR to maintain the quality of the coffee produced. However, because the machine tools used by WCR are still relatively simple, WCR has not been able to handle production with a large capacity at once. WCR gets information about coffee product development from the coffee community. One example of product development that is being done is coffee processing with the honey process method.

Procurement

The raw materials used by WCR are coffee fruits harvested from its own plantation, so there are not many purchasing activities carried out. WCR only purchases coffee beans at certain times when the coffee stock is already low. Purchases are already in the form of green beans with natural processing. Other raw materials used are product packaging and product stickers. WCR uses product packaging in the form of plastic standing pouches purchased through online purchases. Product stickers in the form of the WCR logo are designed by the owner and printed with a volume that adjusts the purchase of product packaging and the same time span between product packaging orders.

Respondent Characteristics

External respondents in this study are potential WCR consumers consisting of 30 respondents with the characteristics of respondents seen based on age, gender, domicile, and occupation. Other characteristics include expenditure on consumption of coffee powder or beans within one month and social media that influence product purchases. Table 1 is an explanation of the distribution of respondents based on the characteristics of respondents.

Based on Table 1, it is known that the largest percentage of respondents aged 18-27 years (90%) and more than half of the respondents (57%) were male. The majority of respondents came from a wider scope, namely Kalibening District and other than Karanganyar Village. Then the job characteristics in this study are quite diverse. The media that has the most influence in purchasing products, according to respondents, is dominated by social media. As many as 87 percent of

respondents thought that social media was the most influential media in the product purchasing process. These results are supported by previous research, which also found the influence of social media on consumer purchasing decisions (Batee, 2019).

Brand Awareness of Wanaland Coffee Roastery

The brand awareness pyramid is used in this study to analyze the level of WCR brand awareness. By using the brand awareness pyramid, respondents are divided into 4 levels, namely top of mind as the top level, then brand recall, brand recognition, and unaware of brand as the lowest level. This brand awareness analysis was conducted on 30 external respondents who are potential customers of WCR.

Top of Mind

At this level, respondents were asked which coffee production house brand they remembered first when they wanted to buy coffee powder or beans. The results obtained are that 6 out of 30 respondents, or 20 percent, mentioned WCR as a coffee production house brand that is first remembered.

Brand of Recall

At this level, respondents were asked to mention two brands other than those previously mentioned when they wanted to buy coffee powder or beans. The results obtained were 5 out of 30 respondents or 16 percent mentioned WCR in this question.

Brand Recognition

At this level, respondents were shown the WCR logo in the form of a picture only and by cutting the WCR text. After being shown this logo, the results showed that 14 out of 30 respondents, or 47 percent knew the Wanaland Coffee Roastery brand but did not mention it in the top of mind and brand recall questions.

Unaware of Brand

At this level, respondents who have been given the WCR logo stimulus still cannot mention and do not know the WCR brand. Of the 30 respondents, it was found that 5 respondents, or 16 percent, belonged to this level.

Table 1. Distribution of respondent characteristics

Characteristics	Categories	n	%
Age (years)	18-27	27	90
	28-37	3	10
Gender	Male	17	57
	Female	13	43
Domicile	Outside WCR Location	20	67
	Karanganyar Village (WCR Location)	10	33
Work	Students	17	57
	Private employee	9	30
	Housewife	2	7
	Public Servant	1	3
	Farmers	1	3
Influential media in product purchase	Instagram	17	57
	Facebook	5	17
	WhatsApp	4	13
	Shopee	4	13

Based on the results of the analysis, it can be seen that the level of WCR brand awareness among potential customers is still low. This is because brand awareness is only concentrated in one village area, which is the village where WCR operates. As for the wider area, many potential customers are classified at the brand recognition level only and there are five people who do not know the WCR brand at all. Brand awareness is important to increase because it can affect customer interest in products (Sugiama & Pambudy, 2017).

Identification of Wanaland Coffee Roastery Brand Story

In an effort to increase brand awareness through the storytelling method through digital marketing channels, there are several brand story factors that need to be considered according to Allen et al. (2017), namely brand promise and brand personality. So an evaluation of these two factors is carried out before determining the content of the storytelling scenario. The results of the WCR brand story evaluation are as follows:

Brand Promise

Based on in-depth interviews with the owner of WCR, in marketing its products, WCR provides three things to consumers, namely affordable prices, unique flavors, and high quality coffee. Furthermore, to be able to know the main brand promise of WCR, validation was conducted with respondents. Based on the evaluation, it was found that respondents who know WCR as a whole think that 'WCR coffee products have their own unique flavor' as something that is obtained from buying WCR coffee products. When viewed from history, according to information from internal parties, the land in the WCR garden area, namely Karanganyar Village, before coffee plants were planted, was forest land and had never been planted by vegetable crops. According to Musika (2018), one of the factors that affect the taste of coffee is the condition of the land of planting. This is a factor that affects the taste of WCR coffee so that it has its own uniqueness, namely citrus and spice.

Meanwhile, in second place, 'better coffee product quality' is something that respondents get when buying WCR products. According to information from internal parties, the competitive conditions of coffee production houses in the Karanganyar Village area tend to help each other, so that the quality obtained between production houses is not much different. Then in the last rank of

brand promise, namely 'affordable price' is something that respondents get the least. When compared to coffee products circulating around the Kalibening area, roasted coffee bean products from production houses are more expensive.

Brand Personality

Brand personality itself has three dimensions, namely sincerity, competence, and status (Davies et al. 2018). So an evaluation assessment of the brand personality owned by WCR is carried out to find out the personality tendencies possessed by the brand. The results of the evaluation of WCR brand personality are in Table 2.

The most inherent characteristic of the WCR brand in the sincerity dimension is 'Providing honest information'. This attribute represents the delivery of product descriptions regarding the appropriate taste and quality to the transparency of the coffee bean raw materials used by WCR. Furthermore, competence is the dimension with the highest average score in the three dimensions of brand personality. The attributes 'offering products with guaranteed quality', 'working professionally', and 'careful and detailed in small things' in the competence dimension are related. During the production of coffee, WCR always conducts several sorting stages, namely the selection of coffee cherries that are not red, sorting green beans that have defects, and sorting roasted beans that are too or less ripe. This sorting process is carried out by WCR to maintain the quality of the coffee produced. With the results of coffee products with maintained quality, respondents consider that these three attributes have become characteristics of the WCR brand.

The status dimension of brand personality, according to Davies et al. (2018), is synonymous with something classy and, based on research from Azhar et al. (2023), is able to influence consumer loyalty to a product. Meanwhile, the status dimension in this study is the dimension with the lowest average score in the three dimensions of brand personality. Only one attribute in the status dimension that respondents consider inherent in the WCR brand, namely 'Gives the impression of elegance and not cheap'. Based on interviews with external parties, the perception of people in the Banjarnegara area is that coffee from highland areas such as Kalibening coffee, Dieng coffee, and Pejawaran coffee has its own elegant impression because it has a different taste from ordinary coffee or robusta

coffee commonly circulated in the market. From this perception, the majority of respondents agreed that the attribute ‘Gives the impression of elegance and is not cheap’ is attached to the WCR brand. The uniqueness of this product will influence consumer purchasing decisions (Nofrizal et al. 2021).

Storytelling Scenario

Storytelling scenarios are compiled based on the brand story owned by WCR. Then the preparation of the scenario is divided into three types based on the purpose of storytelling marketing according to Pan and Chen (2019), namely: origin story, function story, and effectiveness story. The following is an explanation of the storytelling scenario content design as a method to maximize the potential of WCR’s digital marketing channels.

Scenario A

Scenario A was developed based on the origin story type. The plot used is rags to riches, which is a plot that tells the journey of a brand from zero. WCR can start telling how the coffee processing process carried out at the beginning of the establishment resulted in an unsatisfactory product, then through many failures in the end a product with its own unique taste was obtained. The type of character used is the change master or a character that symbolizes transformation and self-development. The actor or narrator in this scenario would be better focused on the founder of WCR, highlighting the founder’s dedication to the desire to make coffee products of the desired quality consistently. Then the aesthetic used in Scenario A is authenticity. This type of aesthetic focuses on storytelling that is associated as close as possible to reality both from language style to the visualization of cinematography shooting.

Table 2. Brand personality evaluation results

Dimension	Indicators	Total	Mean
Sincerity	Provide honest information	3.30	3.16
	Give a cheerful and friendly impression	3.17	
	Offering uniqueness	3.17	
	Showing something new and not copying other brands	3.17	
	Trustworthy	3.17	
	Make a pleasant impression	3.13	
	Sincere in providing benefits to consumers	3.0	
Competence	Offer products with guaranteed quality	3.47	3.23
	Work professionally	3.47	
	Offer authentic products	3.27	
	Careful and detailed in small things	3.27	
	Gives a message that is serious, important and not playful	3.10	
	Provide a clear and firm message	3.07	
	Gives self-confidence	3.00	
Status	Gives an elegant and not cheap impression	3.17	2.98
	Offering classy products	3.03	
	Offering trendy products	2.97	
	Having a certain class level gives a sense of pride	2.97	
	Gives a sense of pride	2.93	
	Gives a sense of style or reflects a certain social class	2.90	
	Gives a sense of prestige	2.90	

Scenario B

Scenario B is structured based on the type of function story. The plot used is the quest or plot that tells about a result. According to Nareza (2021), coffee contains caffeine, which can increase alertness and focus. So WCR can tell the effect or result of drinking coffee, which is to increase alertness and focus as an effect of the caffeine contained in it. For example, WCRs can use a plot that shows someone is happier in the morning when drinking coffee compared to someone who has not drunk coffee in the morning. The character type used is ultimate strength or dedicated character. With this type of character, WCR can highlight that when the narrator faces a problem, he is not easily discouraged by continuing to look for solutions and the solution is WCR products. Then the aesthetic used in Scenario B is authenticity. The type of storytelling that focuses on product function is better when delivered by associating aesthetics as close to reality as possible. Because telling the function of the product as close as possible to reality can build trust between WCR and its consumers.

Scenario C

Scenario C was developed based on the effectiveness of the story type. The plot used is rebirth, which tells the story of brand renewal as part of adaptation to the environment. WCR can tell how they started their strategy in marketing coffee products to coffee shops, then explain the problems faced when selling products to coffee shops so that WCR is difficult to realize its vision and mission. After that, WCR told the adaptation of the business model or business that was carried out as a transitional step to reach end consumers, along with the founder's reasons for doing so. The type of character used is the hero, or a strong and competent character who can prove himself through bold action. The narrator in this scenario would be better played by the founder of WCR directly as a symbolic image of a competent and strong company despite facing a volatile business environment in the coffee industry. The aesthetic used in scenario C is conciseness. This type of aesthetic focuses on concise storytelling without sacrificing important points in storytelling so that the narrator will have a professional impression.

Digital Communication Channel Design

Based on the results of the analysis using the brand awareness pyramid, it can be concluded that WCR's brand awareness is still low because it only focuses on one area close to its business location. Based on the analysis of business activities, the low brand awareness is due to the lack of promotional activities carried out. A storytelling scenario was developed as promotional content for WCR to increase brand awareness. Then, to disseminate this promotional content, an action plan using digital communication channels was also developed.

Promotional activities are activities used by companies to disseminate information and are aimed at consumers (Warnadi & Triyono, 2019). Promotion is also a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing (Haryanto, 2013). Marketing efforts are increasingly developing along with the development of information technology, one of which is digital marketing.

Digital marketing is a marketing effort carried out by utilizing internet-connected devices through various digital strategies and media, and aims as a means of connecting companies with respondents through digital communication channels (Chakti, 2019). As for some access in digital marketing, including websites, blogs, social media (Instagram, WhatsApp, Facebook, Line), interactive audio video (YouTube, Vidio), interactive audio (podcasts, SoundCloud), and display ads. Digital media that features "views, likes, and shares" makes it easy for advertisers to measure, assess, and evaluate promotional performance directly from the audience (Hamzah, 2018). Furthermore, Cahya et al. (2021) found increased product sales influenced by media and promotional strategies. Some digital communication channels as a channel for disseminating promotional content that WCR can do include:

Website

The website can be the landing page of promotional advertisements that will be displayed on SEM, Instagram, and Facebook Ads. It is better to implement this website communication channel in the first month because it will be the landing page. The website design that is suitable for coffee bean products is using a simple, minimalist theme, with the selection of fonts

that are easy to read and contrast. On the first page of the website, a photo catalog of WCR products is displayed along with information related to taste, type of coffee and price. Product visualization is displayed by taking into account the aspects of the WCR brand story that have previously been evaluated. In addition to the product photo catalog, the website also includes personalization for potential customers, such as the correct way to brew coffee based on the type of coffee beans, and storytelling content about coffee.

Social Media

Based on the evaluation of internal business activities, WCR has promoted on the Facebook platform, but the account used is the owner's personal account and only promotes in groups. While on the Instagram platform, promotion is done by posting product photos on instastory and Instagram feeds but the audience based on followers is still very small and the content disseminated seems monotonous. Therefore, WCR needs to plan content to be distributed on both platforms. The content should be based on WCR's brand story and feature information on the flavor, type and price of the coffee beans being promoted. WCR also needs to pay attention to the visual quality of the upload, the use of appropriate and interesting captions and hashtags that match the visual upload, as well as the time of uploading. Sugiarto et al. (2022) through their research found that influencers and content have a significant effect on engagement and purchasing decisions.

Google My Business

One of the digital communication channels already owned by WCR is Google My Business. Google My Business is a feature on the Google search engine that makes it easy for potential customers to find out complete business information. However, this channel has not been used optimally in conducting digital marketing communication activities. WCR's Google My Business page has not displayed its story. Strategies that can be done to maximize the Google My Business page are storytelling through photos that display WCR's business processes. In addition, WCR can also ask consumers to review its coffee bean products on the review feature so that it can further increase the visibility of WCR's business on Google search engines and Google Maps.

E-Commerce

Based on internal information, although WCR already has a store in one of the e-commerce site in Indonesia, it has not been maximized properly because WCR is not actively conducting transactions in the e-commerce. The proposed strategy that can be used by WCR is to reopen the store in e-commerce site by focusing on one e-commerce only. The WCR e-commerce product catalog is recommended to use visualizations that display the impression of the WCR brand story. Writing product descriptions should also display flavor, type, and aroma information as information needed by potential customers, as well as storytelling related to the product. In addition to opening a store for free on Tokopedia e-commerce, WCR can also advertise its products using the TopAds feature. To increase brand awareness, WCR is advised to use the minimum budget allowed by Tokopedia, which is IDR25,000 per day. Meanwhile, to reach more specific potential customers, WCR is advised to use ad keywords that include the words 'specialty coffee beans' and 'Banjarnegara coffee beans'. Stores in e-commerce can also be used by WCR to make transactions to potential customers who visit the website.

Search Engine Marketing dan Search Engine Optimization

In addition to conducting digital advertising campaigns through social media and e-commerce, WCR can conduct advertising campaigns on search engines. Search Engine Marketing (SEM) can help a website appear on the first page of the search engine based on the keywords chosen in advertising. The writing of advertisements on WCR's search engine should describe information related to flavor, type, and price. Furthermore, for keyword selection, WCR should use keywords that specifically target consumer demographics to bring appropriate website traffic so as to minimize advertising costs. The results of research by Yuningsih et al. (2023) found that internet marketing has a significant positive effect on entrepreneurial marketing and competitiveness.

Managerial Implications

Based on the study's results, it was found that WCR's brand awareness was at the level of brand recognition by 46 percent, top of mind by 20 percent, brand recall by 17 percent, and brand unaware by 17 percent.

These results indicate that 46 percent of respondents know Wanaland Coffee Roastery products through the product logo shown. Visual design on a brand is all efforts in visualizing brand identity to make it look more straightforward and tangible (Swasty & Nur, 2021). Meanwhile, the top of mind level is still relatively low (20%). Storytelling marketing is one of the strategies needed to improve several aspects of brand awareness. Mavilinda et al. (2023) found a direct effect of storytelling marketing on customer engagement and an indirect effect on product purchasing decisions. Involving communication channels is also needed to reach a wider share.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

WCR has advantages in terms of cheaper production costs, Banjarnegara arabica single origin coffee bean raw materials, and production capacity that reaches 1.5-2.0 tons per year. Sales distribution is done by WCR itself for consumers close to the business location, while for distant consumers WCR uses couriers. Promotional media that have been used are social media Facebook, Instagram, WhatsApp, and word-of-mouth. Brand awareness that WCR has using brand awareness pyramid analysis is: 20 percent top of mind, 46 percent brand recognition, 17 percent brand recall, 17 percent unaware of brand. Storytelling that elevates WCR's brand story is composed of brand promise ('coffee product with its own unique flavor') and brand personality (sincerity and competence). The storytelling design was made into three (3) scenarios based on storytelling objectives, namely origin story, fiction story, and effectiveness story. Meanwhile, the communication channels designed for storytelling dissemination are website, social media, Google My Business, e-commerce, and SEO/SEM.

Recommendations

Future research can evaluate the effectiveness of each communication channel used for storytelling dissemination. In addition, what needs to be further investigated is the effect of the implementation of WCR marketing storytelling on brand awareness.

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