



Brand Awareness Heritage Gayo Premium Coffee Through the Product "Opini Kopi Merdeka" with The Creative Concept of Story Telling

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History:

Submit: April 15, 2023

Review: April 29, 2023

Publish: April 30, 2023

Keywords:

Brand Awareness, Heritage,
Independent Coffee Opinion,
Story telling

ABSTRACT

Coffee has long been one of the leading commodities in the world trade arena, therefore coffee has a long historical meaning and value, as a commodity in Indonesia. In the Gayo highlands in the Bener Meriah district, central Aceh and the Gayo Lues region, known since the 17th century during the VOC as a producer of special coffee, Gayo coffee has no doubt about its quality because it has been proven by the world through its participation in the world's largest specialty coffee exhibition. As a heritage of the Indonesian nation, Gayo coffee, which has international quality, needs to be reborn with a different and specific consumer nature, namely during the millennial generation, with the aim that the natural wealth of this commodity is better known and loved and its reputation is maintained. The method used is through research with a mix method approach, to get input in designing creative concepts. So as to form a bridge that can connect these two different generations, namely by creating an ethos and rhetorical spirit that is implemented through the brand name, Opinion Kopi Merdeka, as well as the visual style of the coffee brand and the concept of communication with a story telling nuance. Generating brand awareness, from the millennial generation who are moved by the ethos of freedom of opinion, which is exemplified in historical stories by a number of old figures from the nation's founders.

1. Introduction

Coffee, which is currently enjoyed by many fans in Indonesia and abroad, in the development and growth of its production and business, contains a lot of historical value, and a very deep meaning in the journey of a nation. Therefore, coffee has been able to build a personal closeness that is felt by every connoisseur. Lately, the trend of drinking coffee is very much enjoyed by various social groups and various generations. Creatively, it has given birth to the availability of various combinations of flavors from the blending of various existing varieties. This phenomenon goes hand in hand with the development of contemporary coffee shops among the millennial generation. But long before that, coffee had wandered and was present as a superior commodity, including in Indonesia. Nusantara Coffee serves original taste whose enjoyment cannot be denied, one of the famous ones is Gayo coffee. Gayo coffee is one of the Arabica coffee varieties originating from the Gayo Highlands which thrives in Bener

Meriah district, Central Aceh, as well as in the Gayo Lues region. The presence of Gayo coffee has also existed and is known since the VOC era in the 17th century.

In 1908, the Dutch government began to build a coffee plantation starting from an area of 100 ha. The impact of this plantation business activity, slowly, appeared villages around the plantation. The community also grows coffee by imitating the cultivation carried out by the plantations. But at that time, there were strict regulations, that the natives were only allowed to consume robusta coffee. Meanwhile, Arabica coffee itself was only allowed to be drunk by the colonialists and used as an export commodity. Around 2018, Gayo coffee was included in the largest specialty coffee exhibition in the world, the Specialty Coffee Association (SCA), a kind of coffee expo held in Seattle, United States. Another achievement of Gayo coffee is also because it was included in coffee tasting, as a special Indonesian coffee in Buenos Aires Argentina on May 24, 2018. On that occasion, other special Indonesian coffees were also present. Such as Toraja coffee, from Sulawesi, Mandailing coffee from North Sumatra, Bajawa coffee from Flores in eastern Indonesia.

In general, the Millennial generation is more familiar with coffee products from foreign countries. Therefore, the Millennial generation needs to know more about the richness and diversity of Indonesian coffees, especially Gayo premium coffee. Because Gayo coffee has participated in exhibitions and coffee tastings in foreign countries, and has received proud awards, it needs to be socialized to the Indonesian Millennial generation. In order for this local product to become one of their proud heritage, effective and creative socialization and strategies are needed, which are expected to foster nationalism in loving domestic products.

The concept of brand awareness, with a creative concept conveying the spirit of ethos and rhetoric through visual language and storytelling to the millennial generation. The goal is to maintain the nation's heritage in a sustainable manner. There are two sub-sections of theory and concepts used in this paper. This section consists of main concept theory and supporting concept theory. Theories and related concepts are used to analyze more in the design of creative concepts to answer the problems found in the research.

The theoretical foundation consists of several main theories and concepts used in the design of promotional media in this final work. Storytelling is the process of using facts told to communicate something. Some stories combine facts and add imaginative things to make them more interesting. Another theory quoted from askattest.com, storytelling marketing is the use of stories to communicate messages with the aim of making customers feel something from the story, thereby influencing their actions. Simply put, storytelling is an activity or activity to tell a story. Good or bad a story is something relative, depending on the opinion of the reader. However, as reported by Hubspot.com, a good story is one that is entertaining, educational, trustworthy, relatable, organized, and easy to remember. In its application, storytelling marketing can be found in various forms such as advertisements and content (videos, photos, captions) on social media. In addition, this type of marketing also has several types as follows.

Use stories to connect brands with customers. The story used aims to share the values that exist in the brand with customers. So that it can make them interested and believe. Storytelling can be used to attract customers or users to be interested in the company's products or services. Based on these facts, it is not surprising that this technique is often used by various professions, from content writers to product managers. According to Forbes, storytelling is the ability to unite and build stronger connections with others. In the world of marketing, telling storytelling to the right audience can make them feel empathy for the brand. When they feel empathy, the audience will find out more about the brand, which has the potential to make them a consumer.

Storytelling structure is needed in compiling and creating a storytelling framework so that the audience is impressed with what is conveyed, which consists of: Orientation providing information starting with questions so that the audience makes the audience curious. As an introduction stage, start with an explanation of the characters and each character in the story. When did the event occur Complication,

Creating conflict between characters that occurred, containing the friction that occurred, inviting the audience to feel the conflict. There are several kinds of conflict; natural conflict, psychology of conflict and social conflict. Resolution. In general, it is located at the end, which tells the resolution of the conflict that occurred, in other words the conflict of the characters is reduced or called the happy ending story. The storytelling structure can build the atmosphere of the story through various kinds of characters, events, conflicts and resolutions. Story Telling Functions: a) Increase a person's sense of pleasure both verbally and through the media; b) Adding someone's insight and knowledge so that they can present a point of view in assessing an event.

2. Method

Research method with approach, scope or object, operational definition, place, source and data analysis. The research design to obtain a number of data from the market and also coffee lovers, used a mix method approach. This means not entirely by means of in-depth interviews, but by making a questionnaire through the Google Form, the answers of which are descriptive. Determination of market segmentation based on the formulation of the problem regarding the reborn of heritage coffee for the demographic segmentation of the millennial generation. generation born from 1981 to 1994/1996. The millennial generation is also often referred to as generation Y. Currently, the average age of the millennial generation is 25 to 40 years. Geographical segmentation is Jakarta and its surroundings. As for the psychographic segmentation, they are those who are open-minded, free to accept the opinions of others.

Dissemination of questionnaires to get input from the target audience, through Google Forms, a platform that provides online form creation services, using a Gmail account that is integrated with Google Drive and Google Docs.

3. Results and Discussion

Brand Awareness

“Brand awareness is an asset that can last a very long time. Brand awareness is an intangible asset, which includes the brand, perceived quality, name or image, symbols, and slogans of a brand” (Aaker, 2013: 205). Brand awareness is also the ability of a potential buyer to recognize or recall that the brand is part of a certain brand category (Firmansyah, 2019: 39). Brand awareness certainly has a fairly close relationship with promotional strategies. To achieve the level of brand awareness, a series of visual graphic design displays is one of the promotional media that strongly supports the achievement of brand awareness. With an integrated graphic display, brands can be easily liked and convinced, brands can be recognized and remembered, and educate consumers so that brands can become top of mind for consumers.

Brand Awareness Level

There are 4 levels that must be passed by a brand to reach the level of brand awareness starting from Unaware of Brand, Brand Recognition, Brand Recall to the highest, namely Top of Mind (Firmansyah, 2019: 39). Among these stages, the first stage that must be done by a brand to reach the top is Brand Recognition (Brand Recognition) where producers begin to increase product introduction to consumers and still need tools to remember the brand. Brand recognition can be created by applying strong traits to a brand, in this case with a story telling strategy, so that if these traits are attached to a brand, the next stage occurs, namely Brand Recall or the ability of consumers to recall a brand when they are asked to do so. to mention the product.

Social Media

With all the conveniences offered by social media, online-based promotional media are growing rapidly in various countries, one of which is Indonesia. Social media is media in the form of sites and applications that involve internet-based technology. This internet technology-based media encourages and allows users to connect with each other (Triastuti et al, 2017: 16). Social media is a platform where

users can interact with each other interactively, share information and build networking. Social media is designed to help individuals or companies introduce their presence and inform about their products or services (Kennedy, 2015: 11). Online-based social media has various types such as social media YouTube as a platform for users to upload videos, Twitter as a medium where users can make short posts and share them via retweet, Instagram as a medium for sharing moments in the form of photos and short videos uploaded on the feeds page.

Benefits of Social Media as Promotion

Social media still has enormous potential to be developed and used as a promotional medium. According to Genelia's (2011:15) the following are some of the general benefits of social media:

a. Building relationships

Social media is an interactive medium so that without having to meet physically, a relationship can be built only by using social media

b. Building a brand

Social media can not only build human-human relationships but also build relationships between producers and consumers, where the attachment between users and a brand will increase recognition, educate consumers, increase brand awareness and consumer loyalty.

c. Publicity

With an unlimited reach on social media, a product can be introduced easily on social media by providing information related to the product.

d. Promotion

In addition to functioning to increase consumer awareness of new products, it also serves as a medium for promoting a brand.

e. Market research

By utilizing social media, a brand can find out their specific consumer mapping such as consumer age, demographics, consumer tendencies, consumer wants and needs to learn about competitors.

This is also in line with the opinion of Kennedy 2017: 15 about the benefits of social media in helping to achieve various goals, some of which are:

- a. increase brand awareness,
- b. Increase consumer loyalty and sales,
- c. Increase the number of new customers,
- d. Increase traffic from social media,
- e. Improving customer service,
- f. Increase the number of followers and potential customers.

Instagram

Instagram was invented by Mike Krieger and Kevin Systrom in 2010 which was originally an application for the iPhone under the name Burb. However, the application is very complex and the two inventors tried to make it simpler by focusing the application on one advantage, namely to share photography taken using a mobile phone.

Released in 2010 for iPhone users and 2012 for Android users. In the same year after Instagram entered on Android, the Facebook group acquired Instagram. Until 2013, Instagram was officially launched for Windows phones and launched a new feature in the form of direct messages which functions to exchange messages in privacy (Holmes, 2017: 5).

Instagram provides a variety of additional features that are constantly evolving. Some of the features provided by the Instagram application include (<https://about.instagram.com/features> accessed on October 25, 2020). Instagram is a free photo and video sharing app available on Apple iOS devices, Android, and Windows Phones. Users can upload photos or videos to their various followers or with groups. Users can also view, comment on, and like posts shared on Instagram (www.help.instagram.com accessed on October 24, 2020).

Meanwhile, according to Atmoko (2012: 3) Instagram is a photography-based social networking service. This social network was inaugurated on October 6, 2010 by Kevin Systrom and Mike Krieger which was able to capture 25 thousand users on the first day. Atmoko also explained that Instagram is a combination of the words Insta and Telegram which was later shortened to Insta and Gram.

Instagram Stories

Stories is a feature that allows each user to share everyday moments or experiences using text, stickers, music, GIFs or others with a 24-hour post duration. According to Instagram data, 68% of Instagram users are interested in a product through stories.

Instagram Feeds

A page feature where users can share and connect with people or things they really like. If the user uploads something on the feeds page, the post will last forever as long as the user does not delete it (does not have a certain period of time). On this page users can form an image of their account.

Instagram Direct

Direct is a feature for users to send posts, videos or messages privately to certain people only. In addition, Direct is also upgraded by providing a feature to make video calls with friends.

IGTV

IGTV allows users to watch videos from an account with a longer duration, in contrast to stories which have a limited amount of recording time of 15 seconds.

Millennial Generation

The millennial generation or also known as generation Y is the target of designing the promotion of the Gayo Premium Coffee Heritage Brand Awareness through the "Opinion Kopi Merdeka" product and its research.

Budiati, et al (2018, 14) in their writing explain, the term millennial was first coined by William Strauss and Neil in their book entitled *Millennials Rising: The Next Great Generation* (2000). They coined the term in 1987, when children born in 1982 entered pre-school. At that time the media began to refer to as a group connected to the new millennium upon graduating from high school in 2000. The millennial generation is also referred to as generation Y. This term became known and was used in editorials of major United States newspapers in August 1993.

Budiati, et al (2018, 18) also explained that the millennial generation is familiar with communication, media, and digital technology because they grew up in a time of technological advancement. They involve technology in all aspects of their lives. They also communicate openly due to the existence of social media in the development of communication technology. This openness encourages them to be reactive to any changes. Several points from the study of the Boston Consulting Group with the University of Berkley in 2011 about the millennial generation or generation Y in America are stated as follows.

1. Generation Y prefers to read through smart phones rather than the conventional way.
2. Generation Y is required to have a social media account as a means of communication and information.
3. Generation Y prefers cell phones over television because everything is available on cell phones.

By paying attention to the character of the millennial generation who are very close to social media, it is hoped that the promotion of the Gayo Premium Coffee Heritage Brand Awareness through the "Opini Kopi Merdeka" product is able to hit the target consumer of the millennial generation. With curiosity about new things that are trending, the design of the promotion of the Gayo Premium Coffee Heritage Brand Awareness through the "Opini Kopi Merdeka" product on Instagram social media is also expected to be well received by them.

Demographic Segmentation

a. Millennial Generation

b. 25 to 40 years old

c. Socio-Economic Status B

Gender ; Male and female

Psychographic segmentation: Those who value freedom of opinion, respect differences, and value the struggle of their predecessors

Hobbies: exercising, reading and liking things related to adventure

Targeting

Targeting is a segmentation evaluation process and to determine marketing strategies. Based on demographic, psychographic, and geographic segmentation, it can be selected:

1. Age, the dominance of premium coffee fans aged 25 to 34 years.

2. Gender, male or female, but with this communication approach more inclined to men, although not a few women who like premium coffee

3. Jobs, students to employees are the target market because they almost all have Instagram accounts.

4. Social class, is the socioeconomic status of middle class / B

5. Lifestyle, with people tending to follow technological developments, and lovers of adventure life.

6. The Jakarta area and its surroundings are the main targets of those who consume coffee in their daily lives.

Positioning

Is a premium coffee that has a heritage value of past rhetoric that is reborn to add to the creative spirit of the millennial generation. Brand Positioning is the beginning of a branding strategy. Brand positioning is an effort to communicate brand attributes in accordance with what consumers perceive as the target market (Ries & Trout, 2001).

Communication strategy

Communication strategy by continuously increasing brand awareness through efforts to communicate heritage values through storytelling that is full of rhetoric. Provides an overview of the spirit of life that is relevant to the quality of Gayo's premium coffee.

Creative Strategy

Determine the brand name, visual images, colors, packaging, promotional media that represent heritage values and the spirit of rhetoric. The content of storytelling is written descriptively through stories, the history of Gayo coffee, the history of the founding fathers of the nation, the spirit of fighting, the pride of the nation, which will be conveyed in the form of storytelling, which accompanies the communication of the coffee product to the target audience in every media used.

Creative Concept

His key message is the rebirth of the coffee legend. Inviting millennials to not only enjoy premium coffee, but this time consuming legendary coffee that has been born since the VOC era. Legendary coffee whose history is also in line with the spirit of the struggle for the birth of the Indonesian nation. Presented in a retro-style visual that refers to the design of the struggle in the era of the first world war. Explanation of the rhetoric and ethos of their legendary spirit delivered in a story telling style. Transferring the Ethos and Rhetoric of the Founding Fathers. The Spirit of Freedom to Think Through Opinions is the Freedom of an Intellectual. Has a significant Differentiation value

To more precisely achieve the target, the Opini Kopi Merdeka Brand uses a brand endorsement strategy, which will support the main performance of a brand which includes people, things, places. Endorsement by using a number of public figures who are already known by the target audience. Leverage Secondary Association (LSA) is a concept that describes the techniques for developing brand equity. The development of brand equity is an initial step so that the brand can be known, understood, and liked and

finally used as an option to fulfil consumer needs. LSA according to (Keller, 2013). Brand Leverage Endorsement by public figures including: Artists, Cultural People, Religious Figures, Economists, Professionals etc.

Visual Concept

From the creative concept, the visual concept that will be used is by setting first; Brand names IE; Opini Kopi Merdeka, this brand name reflects;

- a. The image of respecting freedom of opinion, respecting differences, and appreciating the value of struggle is depicted in the words, Opini and liberty or Merdeka. The naming represents the psychology of the target audience, as well as to maintain a strong differentiation compared to the names of coffee that are direct competitors.
- b. With the assumption that these three words will later give birth to a shorter nickname, namely the word Kopi Opini only.

Graphical visuals

The visual depiction using vector techniques is composed of seal and banner models, and is dominated by the image of a clenched arm, depicting the spirit and ethos of rhetoric. The visual style is leaning towards retro-style graphics, which is indeed popular in the era of the first world war.

Colors

Directly adopting the retro style at that time which tends to be dominated by contrasting colors of black and red and yellow ochre.

Packaging

The choice of packaging color is dominated by plain matte black, thus strengthening the appearance of the product label design and also the closing label as the key to the packaging. The airtight foil packaging uses a zipper, to maintain the quality of the coffee, it can last a long time.

Verbal Concept

To provide a stronger image as a visual concept with the theme of rhetoric and the ethos of the spirit of the legend, a tagline that will always accompany the visual promotion is set, namely; Brew the Coffee, Sip the World.

Art Works

Includes the main design, namely the label design which is also the brand identity or logo of Opini Kopi Merdeka's products. Which will be used on packaging and also as a logo on promotional designs with images of community leaders who will do testimony in the media.

Then design the lock. That is part of the logo that functions as a lock on the packaging. Which functions as a safety seal, if the packaging is guaranteed safe. Tone and Manner uses the style applied to labels and packaging.



Figure 1. Logo Design: Opini Kopi Merdeka and Product Label Design for packaging



Figure 3. Label lock design



Figure 4. Packaging Design 250 grams



Figure 5. IG Advertising Design with Story Telling Version 1 Opinion Kopi Merdeka



Figure 6. IG Advertising Design with Story Telling Version 2 Opinion Kopi Merdeka



Figure 7. IG Ad Design



Figure 8. Poster Design

Promotion of testimonials from a number of figures, public figures, professionals



Figure 9. Testimonials Advertisement by the Chancellor of Paramadina



Figure 10. Testimonials Advertisement by Young Ustadz



Figure 11. Testimonials Advertisement by Senior Artist of the Theater Koma



Figure 12. Testimonials Advertisement by Pure Graphic Artist

4. Conclusions

The introduction and appreciation of the Millennial generation towards the legendary sites of the Indonesian nation, is one way to grow rhetoric. Delivered in various ways to generate engagement, so it is hoped that this way, will regenerate the spirit of love for the nation. Basic intergenerational ties are always needed in building this nation's civilization, even though each generation has its own way and style. However, ethos and rhetoric is a common thread that will always colour every generation. The introduction through story telling of legendary coffee products is one way of introducing entertainment to generations who will continue to uphold the nation's existence.

The theme of storytelling in conveying information, is one way to make the target audience faster to understand the content that needs to be conveyed. It is hoped that some commercial products currently circulating in the market also have a concept to inspire love for Indonesian products and at the same time to foster the spirit of nationalism is very necessary. Extra creativity is needed for communicators to better appreciate how important it is to build nationality through various professional ways that can be done immediately.

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