DIGITAL MARKETING STRATEGY IN FENOMENA CAFE OF THEMED SPORTS AND MUSIC IN SUPPORTING LOCAL CREATIVITY

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Abstract. Digital marketing plays a crucial role in integrating digital technologies to attract customers, especially through social media. This study aims to analyze the digital marketing strategy implemented by Fenomena Café, a café with a unique sports and music theme, in supporting local creativity. The research applies the RACE model by Dave Chaffey as the analytical framework and employs a constructivist paradigm with a qualitative descriptive method. Data were collected from three key informants (owner and social media officer) and three additional informants from the Fenomena Café community.The findings reveal that Fenomena Café successfully increased brand awareness (Reach) and audience engagement (Act) through creative content on social media platforms, such as Instagram and TikTok. However, the optimization of the conversion stage (Convert) and personalization of interactions remains a challenge. This study suggests implementing additional strategies, such as storytelling content, loyalty programs, and chatbot technology, to enhance the effectiveness of their digital marketing strategy. These strategies are expected to strengthen Fenomena Café's position as a creative hub while fostering stronger relationships with local communities.

Keywords: Digital Communication; Digital Marketing; Social Media; Local Creativity

INTRODUCTION

Fenomena Café is a culinary business with a unique concept that combines sports and music themes, creating a different experience compared to other cafes in West Jakarta. This concept is designed to support local creativity through various activities such as art exhibitions, music performances, and creative workshops, making it a center for local community activities. This uniqueness provides a special attraction for urban communities who are looking for a new atmosphere to enjoy their relaxing time.

In its interior design, Fenomena Café presents ornaments that reflect sports and music themes. These ornaments can be seen from dynamic sports-themed decoration elements to mini stages for music performances. This is in line with the statement of Kotler and Keller (2012) which states that visual elements can be a strong emotional appeal for consumers. With this interesting combination of themes, Fenomena Café offers a fun interaction space for visitors.

As a cafe that has only been established since 2019, Fenomena Café faces the challenge of increasing brand awareness and attracting customers. Competition in the cafe industry in West Jakarta is quite tight, with many other players also highlighting their own uniqueness. This forced Fenomena Café to adopt a digital marketing strategy to reach a wider audience and build a strong brand identity (Tasliman & Suryawibawa, 2019).

The cafe located in South Meruya, West Jakarta has grown rapidly in recent years. As the owner of the Fenomena Café, he stated that " Fenomena Café itself carries the theme of sports and music, so from the room ornaments to several menus named sports, while the music we provide facilities for friends who like to play music". These cafes offer a unique and attractive atmosphere for visitors, with decorations and designs inspired by sports and music. These cafes also often hold live music events on Fridays, Saturdays and Sundays, and sports matches, which are increasingly attracting visitors. For their menu, they have 30 types of coffee and non-coffee drinks, the facilities have a room capacity of 80-100 people, 2 floors supported by experienced Sound System Equipment, Musical Instruments, Catering and Event Organizers.

Based on these problems, this study attempts to answer the main question: How can the digital marketing strategy of the Fenomena Café with a sports and music theme support local creativity through social media? This question aims to analyze the effectiveness of the digital marketing strategy carried out by the Fenomena Café, especially in building brand awareness, increasing audience engagement, and supporting local communities. In addition, this study tries to identify the obstacles faced in the process of implementing digital marketing strategies on social media such as Instagram and TikTok.

Social media, especially Instagram and TikTok, are used by Fenomena Café as a means of promotion and interaction with customers. These platforms allow them to display attractive visual content that highlights the uniqueness of the cafe's theme, menu, and atmosphere. According to Atmoko (2012), Instagram is an ideal image-based media for displaying the visual beauty of products and creating a deep impression on consumers. Fenomena Café also organizes various activities that involve community participation, such as discussions, mini seminars, and music performances. These activities not only enrich the customer experience but also support local creators in displaying their work to a wider audience.

In today's digital era, marketing strategies that focus on social media are becoming increasingly relevant. According to Kotler and Keller (2016), social media provides a great opportunity to build direct interactions with customers. fenomena Café uses features such as Instagram Stories, Reels, and interactive content on TikTok to create closer relationships with audiences. In addition, the implementation of digital marketing allows for more accurate performance measurement through data analysis (Chaffey, 2014).

This research has several benefits that are expected to provide academic and practical contributions. Academically, this research can be a reference for Communication Science students and other related fields in studying the application of digital marketing strategies in creative businesses. From a practical perspective, this research provides recommendations for Fenomena Café and other business actors to optimize their digital marketing strategies to strengthen their brands, reach a wider audience, and support local creativity.

This research starts from the hypothesis that the digital marketing strategy of Fenomena Café through social media has a positive influence on brand awareness and the creative content activities carried out can support the involvement of local communities in arts and cultural activities.

In addition, the use of structured digital marketing through the RACE model is expected to increase the conversion of online audiences into loyal customers. With a focused approach, this research is expected to contribute to the development of digital communication science and its application in supporting creative businesses such as Fenomena Café.

LITERATURE REVIEW

CMC (Computer Mediated Communication). CMC (Computer Mediated Communications) is a communication process carried out through computers involving humans in a certain context. In a broad sense, CMC (Computer Mediated Communications) can be any form of communication mediated by digital technology (Stephen W. & Karen A., 2009). Communication can be categorized as CMC when two or more people can only communicate with each other or exchange information through a medium, namely a computer that is included in new communication technologies that use the internet such as using a smartphone. Actually, this is not just about computers and internet networks. Communicators need certain programs or applications on their computers to communicate. It's called a messenger application. In the era of globalization, messenger applications are becoming more global. This means that CMC is increasingly influencing the design of effective communication in the world of the Internet. Other phenomena in CMC also occur after the existence of 3G technology, Mobile Phones, Smart Phones, Personal Digital Assistants, etc.

Computer Mediated Communication (CMC) has several characteristics that distinguish it from face-to-face communication. The following are 6 characteristics of Computer Mediated Communication (CMC): (Wright, Kevin B., Lynne., M. Webb, 2011, p. 122)

1. Synchronicity refers to the extent to which message exchanges in CMC can occur in real time. Some forms of CMC, such as live chat or video conferencing, allow for immediate and direct interaction between users. On the other hand, there are also synchronous CMC communications, such as email or discussion forums, where messages can be delayed for a longer period of time before being responded.
2. Anonymity in CMC refers to the ability of users to hide or not reveal their personal identity directly. This can provide freedom in expressing opinions or participating in discussions without fear of revealing their true identity. However, it should be noted that anonymity also carries the risk of abuse or inappropriate behavior.
3. Customization in CMC refers to the ability of users to organize or modify their environment or

experience according to their preferences. For example, users can set their own viewing preferences, content filters, or set their own privacy.

4. Interactivity in CMC reflects the ability of two-way or more communication between users. Users can respond, reply, or participate in discussions, creating dynamic and mutually influential interactions.

5. Social presence in CMC refers to the experience of presence or feeling of presence in a virtual world that is similar to being present in the real world. This can be achieved through the use of avatars, visual representations of users, or other features that create a sense of presence in CMC interactions.

6. Large number of users: CMC often involves many users connected through a common platform or network. This allows for interaction and collaboration between many people from different geographic locations. . User homogeneity: User homogeneity indicates that in some CMC contexts, users tend to have certain things in common, such as interests, goals, or backgrounds. This can facilitate more effective communication and strengthen the sense of community within the CMC environment.

Digital Marketing. Digital marketing is a marketing approach that uses digital technology-based platforms to reach a wider audience (Sanjaya & Tarigan, 2009). This strategy includes various elements, such as search engine optimization (SEO), paid advertising, social media content, and email marketing. In digital marketing, businesses can leverage data and analytics to measure the effectiveness of their campaigns and make more informed decisions. This makes digital marketing one of the most efficient approaches in the modern business world.

Chaffey (2014) stated that digital marketing provides the advantage of being able to measure every stage of customer interaction, from awareness to purchase. In the case of Fenomena Café, the use of digital marketing through platforms such as Instagram and TikTok not only increases brand visibility but also strengthens relationships with local communities. By integrating visual and interactive elements, digital marketing allows Fenomena Café to create an engaging and relevant experience for their audience.

The RACE Model. The RACE (Reach, Act, Convert, Engage) model is a framework designed by Dave Chaffey (2014) to help businesses plan, manage, and optimize their digital marketing strategies. The Reach stage. Reach is about building awareness and visibility of your brand, products and services on other websites and in offline media to build traffic by driving visits to different websites such as your main site, microsites or social media pages. This involves maximizing reach over time to create multiple interactions using different media touchpoints, paid, owned and earned. Reach's goal is to build consumer awareness of the brand, products, and services owned by the company. Having social media as a page to introduce the brand is one of the media to influence brand awareness.

The Act stage. Act stands for Interact, at this stage it will generate prospects for the business and offer something of value to prospects to encourage the start of a relationship. This Act stage aims to make consumers act which can make visitors aware of the products they have. What is done is to attract visitors to visit social media and create interaction with visitors. The KPIs used in this stage are likes, comments, and total engagement from the uploaded content.

The next stage, Convert, is the process of turning audiences into customers by encouraging specific actions, such as purchases or registrations. Convert covers how to change customers from just an interaction to a purchase of a product or service. Both payments for online products are made online or offline. The KPIs used in this stage are sales (online or offline), revenue and average order value.

Finally, the Engage stage aims to build long-term relationships with customers through loyalty programs or relevant content. Engage covers how to maintain relationships with customers in order to create customer loyalty. Customer loyalty can be measured by repeated use of products or services, sharing content through social media, and measuring how active the audience is and the level of satisfaction of each customer. The KPIs used in this stage are content saved, content shared, online reviews and user testimonials. This model is particularly relevant to Fenomena Café because it allows them to understand the customer journey holistically and identify areas for improvement in their marketing strategy (Chaffey, 2014).

METHOD

This study uses a qualitative approach with a descriptive method to analyze the digital marketing strategy of the Fenomena Café in supporting local creativity. The qualitative approach was chosen because this study aims to understand the phenomenon in depth through the collection and analysis of descriptive data, not numerical (Creswell, 2014). In addition, the descriptive method allows researchers to describe how digital marketing strategies are applied to the Fenomena Café, especially through social media such as Instagram and TikTok.

The paradigm used in this study is the constructivism paradigm, which views reality as a result of social construction influenced by the interaction between individuals and their environment (Lincoln & Guba, 1985). In this context, the digital marketing strategy of Fenomena Café is seen as the result of a collaborative effort between the owner, marketing team, and target market audience. This paradigm is suitable to explain how Fenomena Café utilizes social media to build relationships with local communities and support their creativity. The research subjects consisted of three main key informants who have strategic roles in the digital marketing of Fenomena Café, namely the owner, social media officer, and marketing team members. In addition, three additional informants were selected from the local community who actively interact with Fenomena Café content on social media. These informants were selected using purposive sampling techniques, considering their roles and involvement in the digital marketing strategy carried out by Fenomena Café. Data collection was carried out through several methods, namely in-depth interviews, and documentation.

The data analysis technique uses the interactive model of Miles and Huberman (1994), which includes three main stages, namely (1) Data Reduction; Data obtained from interviews, observations, and documentation are summarized, simplified, and focused on information relevant to the research objectives. (2) Data Presentation; Data that has been reduced is presented in the form of narratives, tables, or diagrams to facilitate interpretation. (3) Conclusions and Verification; Conclusions are made based on the data that has been presented, then verified to ensure its validity.

The validity of the data was tested using source and method triangulation techniques. Source triangulation was done by comparing information from various informants, while method triangulation was done by comparing the results of interviews, observations, and documentation. This technique ensures that the data used in the study is valid and reliable (Patton, 1990). This study uses the RACE (Reach, Act, Convert, Engage) model by Dave Chaffey as the main analysis framework. This framework allows researchers to understand how the Café Phenomenon reaches audiences (reach), encourages interaction (act), converts audiences into customers (convert), and maintains customer engagement (engage). By using this framework, the study can provide a systematic overview of the effectiveness of the digital marketing strategy implemented.

RESULTS AND DISCUSSION

Digital Marketing Strategy Fenomena Café. This study shows that the digital marketing strategy of Fenomena Café through the RACE model has succeeded in increasing brand awareness and audience engagement, although there are several aspects that still need to be optimized.
1. The Reach stage has shown significant results in expanding audience reach through social media, especially Instagram and TikTok. The use of visual content such as short videos on TikTok and Instagram Reels, as well as collaboration with local influencers, are the main keys to attracting new audiences. This supports the findings of Atmoko (2012), which states that visual-based social media can create a deep impression on the audience and encourage them to further explore the brand identity offered. However, the number of audiences actively involved in the content of Fenomena Café still needs to be increased through additional creative strategies.
2. 2. The Act stage, which aims to encourage audiences to engage more deeply with the content, shows great potential but also faces challenges. Interactive content such as polls, live streaming sessions, and social media comments are key tools for building two-way interactions with audiences. The Fenomena Café has created higher audience engagement during promotions of community events such as music performances or workshops. However, the study found that engagement on direct promotional content, such as discounts or new menu launches, still tends to be low. This suggests that audiences are more interested in content that is informative, entertaining, and relevant to their

interests than direct promotional content.

3. The Convert stage is the biggest challenge for Fenomena Café, especially in converting online audiences into regular customers. Although promotions through social media have succeeded in attracting audience attention and encouraging visits to the cafe, more personalized and effective conversion strategies are still lacking. Fenomena Café has tried using incentives such as discounts for new customers and giveaways on social media, but the results have not been significant. This study notes that personalization in marketing interactions, such as addressing customers directly through personal messages or offering promotions that are relevant to their preferences, can increase conversion rates. This finding is in line with Chaffey's (2014) view, which emphasizes the importance of using analytical data to design a more focused conversion strategy.

4. The Engage stage shows that Fenomena Café has succeeded in building deeper relationships with the local community through activities that support creativity, such as art exhibitions, music performances, and workshops. These activities not only increase customer loyalty but also strengthen the image of Fenomena Café as a space that supports local creativity. However, loyalty programs such as regular customer discounts or exclusive memberships have not been fully utilized. Many audiences are not yet aware of the program due to lack of promotion. Humaizi (2018) stated that a well-designed community-based loyalty program can improve long-term relationships between businesses and customers. Therefore, Fenomena Café needs to develop a more attractive loyalty program, such as point-based incentives, exclusive access to certain events, or special prizes for frequent customers.

From the analysis results, the digital marketing strategy of Fenomena Café has had a positive impact in creating brand awareness and strengthening audience engagement. However, additional innovative steps are needed to optimize this strategy. First, fenomena café can integrate technology such as chatbots to provide a more personalized communication experience to the audience. Chatbots can not only help answer customer questions in real-time but also provide relevant recommendations based on customer preferences. Second, story-based content or storytelling can be used to build a stronger emotional connection with the audience. For example, the story behind a special menu or collaboration with a local community can create closeness between the audience and the brand. Third, fenomena café needs to expand the promotion of the loyalty program by using various digital channels to increase audience awareness of the benefits of the program.

Overall, fenomena cafe's digital marketing strategy through the RACE model has shown promising results. With proper optimization at the conversion and customer engagement stages, fenomena cafe has the potential to significantly increase the effectiveness of their digital marketing. This research provides valuable insights for other local businesses looking to use digital marketing to support local creativity and strengthen their position in an increasingly competitive industry. Integration between innovative marketing strategies and commitment to the local community will be the key to future success.

Digital Communication Fenomena Café Through Social Media Content. Based on the results of the analysis conducted by the researcher, the results show that there is a computer mediated communication process in the digital marketing of Fenomena Café. The digital communication process is formed through interaction between the audience and the parties working in the digital marketing of Fenomena Café and the computer mediated communication process. Interpreting digital communication as personal computer-based communication to send and receive messages or exchange facts through the platform (Priyono, P. E. 2022). Meanwhile, in the computer mediated communication process there are 6 characteristics (Wright, Kevin B., Lynne., M. Webb, 2011). Namely Synchronicity, Anonymity, Customization, Interactivity, Social presence, Number of users. Content on the social media of Fenomena Cafe is one of the ways used by Fenomena Cafe to interact with the audience. In addition to being a communication medium, Fenomena Cafe also uses content to increase audience awareness and engagement. The content uploaded on all social media and created by the Fenomena Cafe team reflects their distinctive characteristics, namely Cozy nuances, Instagramable, varied menus, contemporary, focused on the community and friendly to generation Z.

These characteristics are in line with the goal of the Fenomena Café, which is to reach generation Z with content that makes the audience aware of current trends through a relaxed and friendly

approach. In addition, the main principle of the Fenomena Café is to create a friendly and comfortable atmosphere for every visitor. Therefore, they tend to avoid discussing sensitive issues such as politics, religion, or other controversial issues, both when they talk in the cafe and when they write content on social media. This method is used to keep the environment relaxed, friendly, and fun for everyone. Several informants stated that the communication of the Fenomena Café is very good so that it is easy for the audience to understand. In addition, the Fenomena Café is known to be friendly in interacting, both directly and through social media.

Based on the interview results that have been analyzed by the researcher, the analysis results show that there are 6 characteristics regarding Computer Mediated Communication in the digital marketing of the Fenomena Café.

Synchronicity. In digital marketing, the Fenomena Café lies in the ability to interact with the audience interactively and in real-time. Fenomena Café creates a dynamic and personal experience through features such as live chat, quick replies to social media comments, and live streaming sessions on platforms such as Instagram and TikTok. With this method, customers feel heard and involved in responding to questions about the menu and receiving comments from the audience. High synchronicity allows the Fenomena Café to build stronger relationships with visitors, foster loyalty, and create the impression that every interaction is valued.

Anonymity. This allows for flexible interaction with the audience without revealing the identity of the manager. This allows the staff of Fenomena Cafe to concentrate on conveying information and building relationships through a brand persona that is interesting, innovative, and appealing to the audience. With this anonymity, Fenomena Cafe can create a professional impression, maintain a consistent message, and make the audience feel like they are talking directly to a friend who understands their needs and lifestyle. This anonymity also reduces personal bias and keeps communication inclusive.

Customize content based on audience preferences and needs. Every social media post of Fenomena Cafe uses a personal approach to make content relevant and interesting to the target market, especially the younger generation. Fenomena Cafe uses the latest trends to package promotional messages in an innovative way, from attractive visual designs to the use of casual and familiar language. In addition, interactive campaigns such as polls, challenges, or collaborations with local communities are customized with the aim of increasing customer relationships and loyalty. This strategy makes Fenomena Cafe excel in creating different and memorable online experiences.

Interactivity. Fenomena Cafe uses social media platforms such as to actively communicate with its audience through innovative and responsive content. The cafe's social media admins not only share information, but also respond to customer messages, comments, and questions in a friendly and casual manner. A more personal and inclusive digital experience results from these interactions, which makes customers feel closer to the brand. Fenomena Cafe also managed to increase engagement and strengthen relationships with its audience community by utilizing interactive features such as polls, Q&A, and live streaming.

Social Presence Shows a Friendly, Personal, and Engaged Approach. Phenomenon Cafe creates a presence that feels close to its audience through social media platforms. Each post is creatively packaged and relevant to the lifestyle of the younger generation, and interactions in the comments section or direct messages are done in a professional yet relaxed tone. Phenomenon Cafe's social presence shows that it is not just a brand but also a "friend" who cares and engages with its community. This fosters an emotional connection with the audience and increases customer loyalty.

Many Users. Located in a responsive, interactive, and unique approach to customers. Fenomena Cafe has many online customers, so they utilize social media such as Instagram and TikTok to build effective two-way communication. Fenomena Café has succeeded in building a strong relationship with the audience through friendly and creative comments and informative and relevant content. This strategy not only makes customers more engaged, but also strengthens the brand image as an inclusive, modern, and accessible place for the younger generation.

CONCLUSION

Audience Reach through Digital Marketing Fenomena Café (Reach) Café has successfully introduced their brand to a wider audience through the right use of social media, attractive visuals, and collaboration with influencers. This strategy is very effective in reaching the younger generation who are active on digital platforms. Digital Marketing Management and Interaction of Fenomena Cafe with the Audience (Act) even though they have carried out interesting promotions and events, there is still room to increase customer engagement with a more personal approach and a more attractive loyalty program.

Conversion Results from Digital Marketing Fenomena Café through Further Interaction to the Audience (Convert) has made the process of ordering and reservations easier, but can increase conversions further by utilizing technology such as chatbots and more aggressive promotions. Partner and Follower Loyalty of Fenomena Cafe through Social Media Content (Engage) Friendly and active interaction with the audience on social media has helped Fenomena Cafe build a loyal and engaged community, increasing customer loyalty.

Cafe Phenomenon builds a closer relationship with its audience by using digital communication features and new media. By using various digital tools such as email marketing, social media, Google Ads, and websites, they have managed to create an interactive and engaging customer experience.

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