

The Effect of Coffee Brand Identity on Food Security in Sindang Marga Village, Ogan Lima District

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Article Info:

Submitted: 6 July 2023	Accepted: 21 July 2023	Approve: 13 August 2023	Published: 24 August 2023
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Abstract. Today, amidst the development of digital technology and the creative industry sector in Indonesia, many companies are optimising the use of creative copywriting in building their brand identity. Among the seventeen subsectors of Indonesia's creative industry, the food and beverage industry is one of the most developed. Copywriting is closely related to brand promotion activities because the message conveyed through copywriting is a bridge from the brand to consumers so that the products sold have a different character from competitors. Therefore, this research examines the influence of creative copywriting on the brand identity of coffee shops in Bandar Lampung by taking five case studies and classifying them based on the copywriting used. The results obtained from this research can later be used as a reference for consideration of advertising text when designing corporate identity.

Keywords: Copywriting, Brand Identity, Coffee Shop.

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INTRODUCTION

The skill or technique of conveying a message through writing is often referred to as copywriting. As one of the most important elements in advertising, copywriting, known as copy, can be used in various media such as advertisements, articles, blogs, slogans or to name a brand or product. In this regard, the purpose of copy used in advertising media is to entice consumers to make a purchase, make a phone call to find information, subscribe to a streaming service or follow the social network accounts of well-known brands.

In addition to consumer analysis, the choice of words and language style when writing texts requires creativity to be able to communicate the essence of the brand and generate innovative added value. In this case, unusual or interesting texts will help consumers recognise the product faster. Copywriting, throughout its history, proved that

the concept is not only about using text to analyse consumers, but also about the art of storytelling (McClung, 2016).

The success of copywriting is determined by a detailed selection of words with a clear purpose (Robert, 2012). These words are written to evoke feelings, thoughts or actions. They should be clear, concise, humorous and easily understood by consumers. In this regard, the use of text can give deeper meaning to a brand's visual communication, creating relevance for the audience, which ultimately has a positive impact on the brand identity itself.

Today, amidst the development of digital technology and the creative industry sector in Indonesia, many companies are optimising the use of creative copywriting in building their brand identity. In Indonesia, the creative economy has a special platform, namely the Creative Economy Agency (BEKRAF) established by President Joko Widodo in 2015, which was later merged with the Ministry of Tourism and Creative Economy (Kemenparekraf). Among the seventeen subsectors of Indonesia's creative economy, the food and beverage industry is one of the most developed.

Population growth and high economic growth will increase the demand for food, energy and water. Meeting the needs of these demands needs to be a common concern, so food, energy and water security is a necessity. As one of the important roles in human life, food security is an absolute prerequisite.

Food security is a condition of fulfilling food needs for households, which is reflected in the availability of sufficient food, both in quantity and quality, safe, equitable and affordable.

Food is the main basic need for humans that must be fulfilled at all times. The right to obtain food is one of the human rights, as stated in Article 27 of the 1945 Constitution and in the Rome Declaration (1996). These considerations underlie the issuance of Law No.7/1996 on Food. As a basic need and one of the human rights, food has a very important meaning and role for the life of a nation. Food availability that is less than the demand can create economic instability. Various social and political upheavals may also occur if food security is compromised. This critical food condition can even jeopardise economic stability and national stability.

In the 2019 Non-oil and gas Growth Forecast, the food and beverage industry is projected to grow rapidly by 9.86 per cent (Budianto, 2020). One of the rapidly growing beverage industry sectors in Indonesia is speciality coffee shops with the concept of coffee shops. Cafes were born because the need for coffee is so great but the time it takes to get it is relatively short (Musika, 2018). Many cafes have sprung up in the North Lampung area itself. Of course this creates intense competition between cafes. One strategy that can be used as a step to face intense competition is to strengthen brand identity through creative copywriting. Copywriting as part of branding is closely related to advertising because the message conveyed through copywriting is a bridge from brands to consumers so that the products sold can show a different character from competitors. By recognising what consumers need and want, they can help culinary business owners create attractive promotional content by focusing on consumer psychographics (Yogantari et al., 2019). Therefore, this study was conducted to determine the effect of creative writing on the brand

identity of coffee shops in Bandar Lampung. The results obtained hopefully can be a reference in thinking about copywriting when planning corporate identity.

LITERATURE REVIEW

1. *Copywriting*, Brand dan Identitas Brand

Unlike other creative professions, copywriting is a unique profession because the process starts with careful consideration of consumer needs and empirical knowledge of consumers (Bisoyi et al., 2013). It is these considerations that provide the facts & guide the holistic copywriting process. Copywriting is a word used for advertising writing techniques. In this case, it generally translates to the activity of writing text for the purpose of advertising or other forms of marketing (Adiprasetio, 2019). Furthermore, the pen strokes obtained in the practice of copywriting are claimed to be copy. The term refers to written content that has the purpose of raising enlightenment which in turn persuades a person or group that is included in the marketing target to take action. In this regard, Adiprasetio examines how Tirto.id uses creative copywriting in the field of journalism to market its writing online.

Copywriting has a standardised budget to follow & the method is subjective (Bisoyi et al., 2013). Established brands may have guidelines that a copywriter can follow (Adiprasetio, 2019). In this case, the copywriter only needs to check the guidelines to write effective & persuasive copywriting, for promotion & marketing purposes or communicating brand self-evidence. On the other hand, brands that don't have guidelines would require different methods in the copywriting process.

Creative copywriting uses the power of storytelling to grab the attention of the public. It usually uses catchy jargon and unique concepts to sell something (Hernández & Hernández, 2017). Creative copywriting is commonly used in the basics of creating adverts & all herbs to create brands. Creative copywriting is used to choose the perfect terms or phrases that are suitable for using the audience. Therefore, if a copywriter wants to write copy for a coffee shop brand using a youth audience, he or she must have generic knowledge of the target audience, the current interests of the youth, & how other coffee products are promoted, and specific knowledge of the brand's self-evidence to convey. That way, the copywriter can write copy that can express facts such as communicating using young people.

Competition in global business is shaping limitless choices for consumers. Business owners are looking for ways to connect emotionally using consumers, strive to be irreplaceable, & form long-term interactions using consumers. Powerful brands will stand out among the crowded marketplace. People give attention, trust, & confidence using the strength of the brand they choose. How a brand is perceived by the consumer will impact the success of the brand, whether the business is a start-up, non-profit, or product (Wheeler, 2017).

External expressions of a brand such as name, logo, tone, tagline, symbols, & visual appearance are self-evident according to a brand (Jain, 2017). Brand identity is crucial because consumers recognise & are able to differentiate according to competitors. Brand identity is how a business wants to be understood by consumers. Brand identity is something concrete & appealing to the human tool. Brand identity can be seen, touched,

held, heard, & can move (Wheeler, 2017). Brand identity triggers recognition, strengthens differentiation, and makes the brand's meaning accessible to consumers.

The identity of a brand has several sources such as the following table (Jain, 2017):

Table 1 Sources of Brand Identity [Source: Jain, 2017]

Symbol	Helps consumers remember products and services when looking at visual images. These include logos, people, geometric shapes, cartoon characters, etc. Examples: Marlboro with its cowboy, Duracell with its bunny character, McDonald's with its mascot Ronald, Fed Ex with its hidden arrow in its logo, and the tick icon on Nike.
Logo	hidden in its logo, and the tick icon on Nike. A logo is a graphic or marker that represents a company, product, service, or other entity. Example: the three stripes on Adidas identify the corporate logo.
Logotype	The logotype can be an abbreviation or the full name of the brand. Example: Kellogg's, Hyatt, etc.
Icon	An icon is a name or visual symbol that communicates the product being offered.
Slogan	Slogans are the best way to convey a message from the company to consumers. Examples: Nike's slogan "Just Do It" and Apple's tagline "Think different".
Signature tune	Signature tune is a unique sound that reminds consumers of certain brands. Example: Nokia and Windows in the early days of their products.

Brand identity has three important elements, namely; The first is meaning (Jain, 2017). Great brands don't exist for a reason. The brand identity should reflect the company's mission, history, culture, values, and character. The other element is differentiation (Jain, 2017). Among brands, they always compete with each other in the same category where they have the same goal, which is to attract consumers' attention. Differentiation is not enough for brands due to competition. A brand must show and communicate its differences while making it easy for consumers to understand what differentiates its brand from others. The last is durability and flexibility (Jain, 2017). Over time, a brand must commit to a central idea whose mission survives change and remains recognisable. An effective brand identity positions the company for future change and growth. It is supported by an evolving marketing strategy.

2. *Coffee Business Creativity*

The emergence of cafés has always been regarded as a sign of socio-cultural change in urban areas, brought about by rising incomes. Coffee drinking culture is becoming popular among urban Indonesians, not because of the latest trends from abroad, but because of generational renewal and especially the increasing appreciation of the younger generation that encourages quality improvement and creativity. The tremendous development potential of coffee is now being promoted as a way of life. Coffee that was once only a commodity is starting to change the paradigm of people in Indonesia. Indonesian coffee has good quality and is increasingly consumed (Azavedo & Gogatz, 2021). The collaboration of the coffee industry with various disciplines, such as manual design of coffee machines, visual communication design and marketing as sales promotion media, IT and interior design is an innovative creative work. By recognising what consumers need and want, they can help culinary business owners develop creative advertising strategies by focusing on consumer psychographics (Yogantari et al., 2019). With creativity, Indonesians try to innovate by serving quality coffee, so that the price of coffee is more populist and the market reach is wider. Coffee retail space no longer requires a large budget because consumers' coffee needs are increasingly out of balance with the desire to enjoy coffee for hours on the spot. This is what drives creative businesses in the coffee industry to innovate by creating the concept of coffee on the spot, meaning that coffee is prepared and purchased in one shop and can be enjoyed on the spot (dine-in) or taken to another place to be enjoyed (take away).

METHOD

Research on the study of the impact of creative copywriting on the self-identity of coffee shop brands in North Lampung, was carried out using qualitative & quantitative methods. The qualitative stage includes the process of collecting data through observation & documentation, followed by the process of analysing the data by integrating the output of data collection using relevant theories.

The quantitative stage includes the process of collecting data from respondents who are in the object. Qualitative data consists of data about the six problem objects that have been influenced by the research boundaries. Quantitative data in the form of percentage data according to respondents includes how consumers remember brand identity after seeing copywriting & how consumers respond to copywriting according to coffee brands.

Data sources are divided as 2 namely primary & secondary. Primary data is generated according to observations at 5 locations of the object of the problem & interviews with management according to coffee shops. Secondary data is generated by analysing output through the problem object's social media accounts & relevant internet sites.

RESULTS AND DISCUSSION

1. Data Collection

The first stage of data collection was conducted using digital media research. In this case, information was obtained on social media accounts related to the five case objects used, namely Lain Hati Coffee, Janji Jiwa, Kopi Khayal, Ngocok Es Kopi, Kene Keto Kopi, and Kopi Soe. Observation of the case subjects was conducted through social media accounts that observed the use of advertising copy on coffee brands. In this regard, it can be

concluded that the information found in the field is in accordance with the information contained in the social media of each coffee brand.

Table 2 Classification of Case Objects Based on Creative Copywriting

Number	BRAND	SLOGAN	MENU NAME
1	Kopi Lain Hati	Moving on	Iced Coffee Dilemma, Iced Coffee Playful, Iced Coffee Falling in Love, Iced Indifferent, Single Coffee, Iced Coffee Anxious, Iced TTM, Iced Spoilt
2	Janji Jiwa	Moving on	Milk Coffee, Dolce Coffee, Black Coffee, Milo Coffee, Milo Macchiato Coffee, Pandan Coffee
3	Kopi Khayal	My Coffee and My Imagination Let Be One	Khayal Milk Iced Coffee, Regal Milk Iced Coffee, Pandan Milk Iced Coffee, Avocado Iced Coffee, Banana Milk Iced Coffee
4	Ngocok es Kopi	Shake It Yourself or Get Shaken	Mocha Iced Coffee, Milk Iced Coffee, Taro Iced Coffee, Vanilla Milk Iced Coffee, Pink Iced Coffee
5	Kene keto kopi	Sing Kene, Sing Keto, Sing Dadi Engsap Mekenkem	Iced Balinese Coffee Teguh*, Kene Keto Coffee Teguh*, Oreo Coffee Teguh*, Mocha Coffee Teguh*, Green Tea Coffee Teguh*

2. Case Object Classification

Copywriting is the term for sales writing techniques (Adiprasetyo, 2019). In this case, it is usually translated as writing texts for advertising or other marketing purposes. In addition, the letter created in the practice of copywriting is called copy. This term refers to written content aimed at raising awareness and ultimately persuading individuals or groups within the target market to take action. After making observations on social networks, directly to the location of the five case objects. The researcher classified the text consisting of product names, slogans and menu names as part of brand identity. The external expression of the brand, such as name, logo, tone, slogan, symbol, and visual appearance are brand identity (Jain, 2017). The following table groups six creative writing-based case items for reference when preparing questionnaire questions to be distributed to coffee-loving respondents in Lampung Utara.

Table 3 Questionnaire results based on case object classification

Number	Question	Percentage Of Answers
1	Gender	62,9% women 37,1% men
2	Age	85,7% age 17-22 year 8,6% age 23-27 year 5,7% age 28-32 year

3	Coffee that respondents have tried	67,1% Ngocok Es Kopi 61,4% Janji Jiwa 37,1% Kopi Soe 24,3% Kopi Khayal 14,3% Kopi Lain Hati 8,6% Kene Keto Kopi
4	Favourite brand	41,4% Janji Jiwa 32,9% Ngocok Es Kopi 10 % Kopi Khayal 8,6% Kopi Soe 4,3% Kene Keto Kopi 2,9% Kopi Lain Hati
5	Reasons why consumers choose coffee brands	87,1% Flavour 12,9% Brand
6	Reasons to choose a coffee brand based on creative copywriting	48,6% Name of brand 35,7% Slogan 15,7% Name of menu
7	Reasons why respondents said copywriting is creative	40 % Triggering emotions 31,4% Triggering existence 28,6% Unique/different
8	The influence of creative copywriting on the decision to buy coffee products	70% Influential 30% No influence
9	The influence of creative copywriting on brand identity brand	95,7% Influential 4,3% No influence

3. Questionnaire Results

Based on the classification of case objects above, questionnaires were distributed to 70 respondents with the following results. From the table above, it can be seen that of the 70 respondents, 62.9% are male and 37.1% are female. For the age category of respondents, 85.7% are in the age range of 17-22 years, 8.6% in the age of 23-27 years, and 5.7% in the age of 28-32 years. Of the six case objects, the coffee most tried by respondents was Ngocok Es Kopi, followed by Janji Jiwa, Kopi Soe, Kopi Khayal, Kopi Lain Hati, where Kene Keto Kopi took the last position with 8.6%. Furthermore, the table above shows that the most preferred takeaway coffee brand by respondents is Janji Jiwa, followed by Ngocok Es Kopi, Kopi Khayal, Kopi Soe, Kene Keto Kopi, and lastly, Kopi Lain Hati. The table above shows that, 87.1% of respondents like the coffee they buy because of the flavour and 12.9% of respondents answered because of the brand. In addition to the taste of coffee, the questionnaire results in the table show that 48.6% of respondents chose coffee because of interesting/creative brand names, 35.7% of respondents chose because of interesting/creative slogans, and 15.7% of respondents chose because of interesting/creative menu names. The reasons why respondents consider the brand name, slogan or menu of the coffee they buy to be interesting/creative are; (1) Because it triggers emotions such as laughing or upset (40% of respondents), (2) Triggers existence (trending

or new product) (31.4% of respondents), (3) Different from other products (28.6% of respondents).

Then, through the table above, it can be seen that 70% of respondents answered that creative copywriting in the form of brand names, slogans, and menu names influenced their decision to buy products from the brand. Furthermore, the table shows that 95.7% of respondents answered that creative copywriting makes them remember the coffee brand.

CONCLUSION

From the results of the data collection above, it can be concluded that the creative text design of coffee in Bandar Lampung is in the form of brand, slogan and menu name. Usually with catchy slogans and unique concepts to sell their products. From the results of this study it can be concluded that in addition to the brand, the use of slogans with creative copywriting can also attract consumer attention. The success of copywriting is determined by detailed word selection and clear objectives. These words are written to evoke feelings, thoughts or actions. The six case objects above are unusual word choices, in this context the brand is the most interesting or creative thing for consumers, because it can be a trigger in product selection in addition to taste. In addition, consumers consider copywriting creative because it can evoke consumer emotions, which can also influence consumer purchasing decisions. So from this research it can be concluded that creative copywriting has an impact on the brand identity of coffee in North Lampung because it reminds consumers of the brand.

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