

Marketing Communication Branded of Gayo Arabica Coffee (Comparative Study Bregendal and Seladang Coffee Shop)

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ABSTRACT. This research is entitled Marketing Communication Branded Gayo Arabica Coffee (Comparative Study of Bergendal Coffee and Seladang Coffee) by using a descriptive qualitative approach with comparison. The purpose of this study is to compare the Bergendal Kopi and Seladang Branding strategies through Brand Expression covering brand positioning, brand identity, and brand personality by covering the stages of research by conducting observations and interviews as well as documentation. The results of the Branding Strategy research conducted by Bergendal Koffie, Bergendaal Koffie's brand positioning with the four corner symbol as a sign that coffee requires four supporting elements, namely water, soil, air and sun, Bergendaal Koffie's brand identity comes from the Dutch language Berg (mountain) and Daal (valley).) with the tagline presenting what is promised as a brand personality. Bergendaal has consistency in maintaining the taste of coffee, because bergendal coffee only takes from three locations in Takengon, and Bener lively. Process it yourself with the tools you have so you can maintain the taste as promised. While Seladang Koffie carries the concept of Agrotourism (branding potitioning), the choice of the word Seladang to make it easier to remember, the sensation offered (Branding identity) Seladang coffee in the middle of a coffee plantation, serving coffee in the middle of a coffee plantation, so that it can be educational for visitors, open a discussion room (brand personality)

KEYWORDS: Marketing Communication, Brand Expression, brand positioning, brand identity, brand personality

INTRODUCTION

Talking about coffee is inseparable from the coffee culture that exists in society, (drinking) coffee is a tradition for most people, including Aceh. Aceh is one of the provinces that produce Arabica coffee in Indonesia. The largest coffee producers in Aceh Province are Central Aceh and Bener Meriah districts, with the coffee plantation area in this second district reaching 80% (96 thousand hectares) of the total coffee land area in Aceh Province (121 thousand hectares). With this land area, all of them are people's plantations with the number of farmers reaching 77 thousand Heads of Families (KK) (Plantation Office of Aceh Province, 2014). Therefore, the coffee commodity has an important role in the welfare of the people in Aceh Province (R. Fadhil, et.all, 2017)

One of the famous coffee areas in Aceh is the Gayo highlands, which is synonymous with Gayo coffee. Coffee is a plant that is passed down from generation to generation. So for the Gayo community, coffee is an important commodity that helps increase family income, moves the community's economy and at the same time increases local revenue (PAD) (D. Tulasi, 2012)

Gayo Arabica coffee is found in the Gayo Highlands and is generally Arabica coffee. Arabica coffee is very suitable for growing in the Gayo Highlands which has a geographical location between 3°45'0"–4°59'0"N and 96°16'10"–97°55'10"E. The altitude between 900 – 1700 m above sea level is an ideal habitat for Arabica coffee cultivation. According to the Gayo Coffee Protection Society (MPKG 2009) Gayo Arabica coffee production accounts for more than 90% of the total coffee production in Aceh Province

Gayo Arabica coffee is produced from Arabica coffee plants grown in DTG with an altitude between 900 – 1,700 m above sea level. Coffee fields with these elevations are generally found in mountainous and sloping areas. Based on the map of the Gayo coffee GI area, the total area of the GI area in the Gayo Highlands is 232,303 ha (MPKG, 2009). However, the results showed that the Geographical Indication area which corresponds to the altitude for Gayo coffee plants is between (900-1700 meters) covering an area of 160,856.7ha or (69.24%) of the total area of Gayo coffee GI area.

The growth of Gayo coffee has empirically changed the pattern of people in enjoying coffee which is not only served as a drink, but has led to the formation of tourism commodities and the culture of drinking coffee. Gayo people for generations has enjoyed coffee as a mandatory drink, especially served in the morning or at rest in the fields ice fields even until the evening. Coffee is always served when welcoming guests as a form of appreciation and serving guests, coffee is preferred for all people, both men and women, both young and old.

In its Marketing communication practice. Bergendaal Coffee shop and Seladang coffee shop are two business people who work with Gayo Arabica Coffee by having different Branding strategies, therefore this study is interested in examining more deeply how Bergendaal Koffie and Seladang Koffie carry out Marketing Communication through Branding Expression Strategies including brand positioning, brand identity, and brand personality

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Problem Statement

How does the comparison of Marketing Communication practices on the Gayo Arabica Coffee Brand in Bragendal and Seladang Kopi

Teoretical Framework

Marketing communication is an important part of running a business, whatever the business, marketing communication is needed to ensure business continuity, as the following expression, Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. . Marketing communications represent the “voice” of the company and its brand and are a means by which companies can establish dialogue and build relationships with consumers. Marketing communication for consumers can tell or show consumers how and why a product is used, by what kind of people, and where and when (Firmansyah, 2020: 2).

Marketing communication strategies also have an important role in marketing in this case, Adisaputro (2010: 18) explains that marketing communication strategies are continuous creative steps pursued by a company in order to achieve the best marketing targets in order to achieve maximum customer satisfaction. Marketing communication strategy is the method taken by the company to realize the mission, goals and objectives that have been determined by maintaining and seeking harmony between the various objectives to be achieved, the capabilities they have and the opportunities and threats faced in the product market.

Marketing communication has three main objectives, namely disseminating information (informative communication), influencing to make a purchase or attracting consumers (persuasive communication), and reminding the audience to make repeat purchases (recall communication). The purpose of marketing communication basically has the following effects: 1) Cognitive effect, namely forming awareness of certain information in the minds of customers; 2) Affective effect, which gives influence to do something expected is a purchase reaction from customers; 3) Conative or behavioral effects, namely shaping the pattern of audiences into subsequent behavior

Research Methode

This type of research is a comparative descriptive research using qualitative research methods (Qualitative Research). Qualitative research method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors or ways to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually or in groups.

Waters (Nugrahan Farida, 2014) said that qualitative research is research that prioritizes in-depth understanding and interpretation of the meaning, reality, and relevant facts. Consequently, the use of this method requires the seriousness of the researcher in conducting observations, abstractions, and interpretations through *verstehen*, with the following methodological implications. (1) Focusing on the observation of the social practice of the phenomenon that occurs. (2) Dig deeper into various aspects of information from the actors and pay attention to the existing structural-cultural dimensions. (3) Make maximum use of data triangulation. This research approach uses

Result and Discussion

Bragendal Coffee shop

The Bergendal coffee shop is located on Takengon-Biruen street, Simpang Teritit Village, Wih Pesam District, Bener Meriah Regency. And in the middle of a former Dutch airline coffee plantation. One of the archaeological evidences related to this coffee commodity is the discovery of the remains of a coffee drying factory (coffee beans). 2008, when Bergendaal Koffie started to break the stigma about Arabica coffee which was considered unsuitable for the people's tongue. The presence of Bergendaal Koffie at that time was widely criticized by residents who were generally Robusta coffee drinkers. However, Bergendaal Koffie products continue to flood the market with coffee grounds and coffee roasted arabica. Slowly, Bergendaal Koffie's products managed to be different and shape the coffee lover's taste for true coffee.

Bergendal coffee established since its inception in 2008 has been committed to maintaining the taste of coffee as promised. So far, Bergendaal has carried out marketing communication strategies in the traditional way. as stated by Yusrin (70) below

“We carry out marketing communications that are still very traditional so far, since we opened around 2008 if there are visitors who come we will put stickers on their cars with their approval too, our employees don't know that marketing communications are running”



figure 1: Yusrin (70) Yusrin Owner of Bragendal Coffee shop

Bergendaal coffee as a coffee processing company that has a vision of how Gayo (Aceh) coffee can become a master in its own region. The main objective of the Bergendaal Koffie business is to improve the quality of Gayo coffee starting from the Production system, Processing system and Marketing system of the economy which has an impact on the community as a whole and especially coffee farmers and is able to provide employment.

Yusrin (70) as the owner of a coffee processing business by selling coffee powder and opening a coffee shop with the same branding, namely Bergendaal. The coffee shop is located in the same location as the house and has been transformed into a cafe with visitors mostly from outside the area, because the people around Bergendaal usually drink coffee at home because drinking coffee has become a Gayo tradition. At first, Yusrin was concerned about the existence of Gayo Coffee, especially Arabica, at first it was rejected by some people with the assumption that the people's tongue was used to Robusta so that if they wanted to develop Arabica coffee, it was believed that they would not be accepted by the community. Yusrin with a civil servant background and being the head of the Industry and Trade and Cooperatives service at that time took early retirement with a strong determination he started his business in the coffee sector, especially Arabica

Seladang Coffee Shop

Seladang coffee shop is here with a new concept, namely coffee in the coffee garden. Armed with owning a coffee plantation on the hillside of Bur Ni Telong, on the Takengon- Bireuen route, precisely in the Mushroom Ujung area, Bener Meriah, about 25 KM from the center of Takengon City, Sadikin or more familiarly called Gembel (46) has tasted college but is looking for The real education is not in college but in the expanse of coffee plantations. With the reason that he wants to be free, Sadikin (Gembel) realizes his dream to create a new concept and break the tradition of coffee in a coffee shop.

Gembel named his place of business with Seladang Koffie. In Gayo language Seladang is the initial storage place for rice before it is knocked out of the bushes, Seladang is built in the middle of rice fields, especially during the harvest season. The opportunity for a coffee business in the middle of a coffee plantation for Gembel saw a change in behavior. "Actually this is a change in behavior, currently our society still thinks that coffee plantations are synonymous with rain, caterpillars (sesongot), and so on, this is what I want to change. The trick is to make the coffee garden a fun and interesting place first," (Masri Darmawan, 2016).





figure 2: Sadikir (61) owner of Seladang Coffee Shop

Gayo Arabica Marketing Communication with Branding Strategy through Brand Expression on Bragendal Coffee and Sladang Coffee shop

Marketing Communication of Branded Kopi Gayo Comparative study of Bergendaal Koffie and Seladang Kopi is reviewed from the Brand Expressions owned by the organization or company, including brand positioning, brand identity, and brand personality. In this study, we will look at two institutions that are engaged in the coffee business, namely Bergendaal Koffie and Seladang Kopi.

Tabel 1. Branding positioning strategies

	<i>BrandPostitioning</i>	BergendaalCoffeee	Seladang Coffeeshop
	Simbol		
	Benefits offered to consumers	Benefits of enjoying quality coffee	Feel the sensation of the place
	Brand/ brand excellence	Easy to remember	Easy to remember
	Consumer/segmentation	Coffee lover	Coffee panorama/attraction lovers
	Concepts construction	Brand image	Educational tour
	competition	similar products	Coffee attractions
	Strategy in winning the competition	maintain product quality	Public service, self space
	Coffe varian	Arabica coffee, Arabica Super Premium, Robusta, Luwak Bergendaal Medan Natural, Wine, Pea Berry, Specialty	Wine, Natural, Honey, Pea Berry, Semi washed, Fully Washed, Longberry

Source, *research's interpretation, 2021*

From the table above, it can be understood that the two coffee brands have their own characteristics in building trust in the community (consumers). Bragendal Kopi prioritizes product quality by presenting various packaged coffee variants and wide product expansion. Bragendal Kopi has been around for much longer than its competitor (Seladang) which has made it more dominant in the domestic, national and international markets. while Seladang presents a different concept, which combines three approaches (tourism, education and selfie) into drinking coffee. there is no superior between the two, because each has a different orientation.

Table 2. Brand identity

	Brand Identity	Bergendal Coffee	Seladang Coffee Shop
	Brand Message	Mountains and Valleys, Dutch plantations in Bener Meriah	Earth, as our place, chimney and cup.
	Logo		
	Slogan	Delivers what is promised	Get coffee from it's field
	packaging design		
	Branding awarness	has regular customers,	customer loyalty maintainance

both Bergendal and Seladang have an awareness of locality values which are represented through their packaged products. This can strengthen their position in local communities and the trust of local customers. Meanwhile, to reach global consumers, they only switch the language listed on the packaging from Indonesian to English to meet the needs of the global market as was done with Bergendal products.

Table 3. Brand Personality

	Brand Personality	Bergendal Coffee	Seladang coffee shop
	Consistency in meeting consumer needs	As promised	Providing a coffee place with a natural atmosphere
	The target to be achieved if consumers use the product?	Customer satisfaction in enjoying coffee	Satisfaction with enjoying the beauty of nature while drinking coffee
	The pleasures offered to consumers	The quality of predict	Phanorama and experiences
	The value of coffee with the brand offered to consumers?	According to the price	According to the type and quality
	How to survive in the midst of competition?	open a branch in the city of Medan	Beautify the coffee plantation

CONCLUSION

This research shows that there is an awareness that Gayo coffee entrepreneurs have to pay attention to the brand they have built, make it as simple as possible so that it can be remembered by the public at large, sticks in public memory, and gives an unforgettable impression. However, to foster consumer trust, not only maintain the brand, business actors have a big responsibility to maintain the quality of their products, maintain trust through the taste of coffee, preserve nature which is the main capital for Seladang Kopi to attract new customers and test the loyalty of their old. Customers.

Kopi Gayo branded marketing communications through comparative studies of Bergendaal Koffie and Seladang Koffie with Strategic Branding Expression covering Brand Potitioning, Brand Identity and Brand Personality can be concluded as follows: That Bergendaal Koffie and Seladang Koffie have Brand Potitining that is easy to remember, has clear segmentation, with the tagline Bergendaal "serving what is promised" focusing on the quality of coffee while Seladang Kopi is in accordance with the tagline, Ngopi at the coffee plantation, serves more to the atmosphere and educational tours.

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