

Jurnal Ilmu Komunikasi
ULTIMACOMM

Vol. 13, No. 1

ISSN: 2085 - 4609 (Print), e- ISSN 2656-0208

Journal homepage: bit.ly/UltimaComm



The Use of Viral Marketing Through Instagram to Increase Brand Awareness

Deni Yanuar, Zakirah Azman, Febri Nurrahmi, Fithria Qamara

To cite this article:

Yanuar, D., Azman, Z., Nurrahmi, F., & Qamara, F. (2021). The Use of Viral Marketing through Instagram to Increase Brand Awareness, *Ultimacomm*, 13(1), 145-168.

<https://doi.org/https://doi.org/10.31937/ultimacomm.v13i1.1984>

Ultimacomm publishes research articles and conceptual paper in the field of communication, mainly digital journalism and strategic communication. It is published twice a year by the Faculty of Communication of Universitas Multimedia Nusantara



Submit your article to this journal [↗](#)

Published in Partnership with



Full Terms & Conditions of access and use can be found at
<http://ejournals.umn.ac.id/index.php/FIKOM/about>

The Use of Viral Marketing Through Instagram to Increase Brand Awareness

Deni Yanuar, Zakirah Azman, Febri Nurrahmi, Fithria Qamara

Program Studi Ilmu Komunikasi, FISIP, Universitas Syiah Kuala

Email: deniyanuar@unsyiah.ac.id, kirah.azman@unsyiah.ac.id,

febri.nurrahmi@unsyiah.ac.id; fithriaq@gmail.com

Received April 5, 2021; Revised Jun. 28, 2021; Accepted Jun. 29, 2021

Abstract

The advancement of digital communication has increased the competition, forcing companies to be even more strategic in devising their marketing plans. The planning includes a strategy that can increase brand awareness, such as viral marketing. Viral marketing has been implemented by a local coffee shop in Banda Aceh. This research sets out to describe the use of viral marketing through Instagram to increase brand awareness by Harvies Coffee. The researcher aims to analyze the process through their Instagram messages. This research refers to the Elaboration Likelihood theory to identify the characteristics of Harvies Coffee consumers. Harvies adopts a high integration strategy in its viral marketing. This research employs a qualitative method by using a descriptive approach. The researcher interviews five informants consisting of one key informant and four supporting informants. Informants are selected based on certain criteria in purposive sampling technique. They include the owner of Harvies Coffee, Harvies Coffee creative team members, and their customers. The research finds that Harvies' brand awareness among consumers has increased to brand recall after implementing viral marketing by using Korean drama Start Up on Instagram.

Keywords: Brand, Awareness, Word of Mouth, Viral Marketing, Marketing Communication, Instagram.

INTRODUCTION

The development of technology produces innovative ideas in almost every area of our lives. Technological developments also encourage developments in the business world, one of which is marketing activities (Nurlaela, Tresna, 2013). Changes in the disruptive digital era in Indonesia are beginning to be evident in business life, forcing people to adopt a new lifestyle (Kasali, 2017). Disruption can be seen as a positive thing because it has encouraged dynamic innovation that is more efficient, effective and sophisticated (Kasali, 2017). Digital disruption can be defined as a transformation caused by the development of digital technology and digital business model which results in the ups and downs of business assessment over existing products (Yasa, Nyoman, 2018).

The economy has grown rapidly thanks to the growth of grow-up businesses in various business sectors. One approach is through viral marketing by utilizing social networks, both online and offline to convey advertising and promotional content to the consumers. The implementation of the said approach sometimes surprises consumers and it needs creativity to use viral marketing. Unexpected things will become acceptable to consumers so they are exposed to the strategic messages. This is due to the role of technology in Indonesia, such as the internet. The internet has become a basic need in daily life. A survey conducted by the Indonesia Internet Services Providers Association (APJII) in 2018 revealed that the number of internet users in Indonesia had reached 171.17 billion people or 64.8% of the total population of about 264.16 million people (APJII, 2019).

Belch (2009 in Budiman, (2017) said that the internet has offered an opportunity to market to customers, including loyal customers or business-to-business. E-commerce is included in product sales. The internet is moving forward and the advancement of the digitalized world marks a new era called new media. New media knows no limit in accepting messages.

Due to digital disruption, business owners need to be more creative in creating and marketing their products, and in using technology to promote their products. Business owners also need to think carefully about the characteristics of their target market, their habits and lifestyle (Adriyan, 2018). Consumers don't only buy products based on their needs, but they also buy based on interests and ideas on what they might need to buy (Ritzer, 2008).

The distribution of messages is made easier thanks to social media. Scott mentions relevance (2011 in Budiman, 2017) , in which a number of people study a product and connect it to relevant issues, which can be fetched from the internet. As more and more people go online, more activities are also conducted online. It is also the case with marketing communication. The advancement of communication technology has encouraged marketers to keep up with the latest trends in ICT (Situmorang, 2010).

Viral marketing is a method that can be used to promote products in a marketing communication activity. This approach can make people happily recommend the products to other people (Hamdani & Mawardi, 2018). By adopting viral marketing, a business can allocate low budget to promote products because they can rely on customers' word-of-mouth (Rayport, 1996). The promotional activity is conducted to raise brand awareness.

Brand awareness is a tool to influence customers in making decisions at the stage of alternative evaluation. Customers typically want quality products with a competitive price (Adriyan, 2018). Customers will prefer a product that is stuck on their mind rather than unfamiliar products. Social media can be an opportunity for marketers to boost public trust and establish customer relationships, so that they can easily boost their brand awareness (Hariyanti & Wirapraja, 2018).

Brand awareness plays a role in shaping the strength of a brand (brand equity) as long as how much consumers are aware of the brand. How the brand can be in the consumer's memory, so when asked about a brand a customer can immediately say the brand he remembers (Atmaja, Lukas, 2008). Brand awareness becomes important when the product category that we have or production is a product category produced by many companies such as beverage or food categories, so how we use the application so that our products are always an option is an important step (Fajariah, 2016).

A coffee shop in Aceh has used the theme Third Space as their opportunity to seize market share in Aceh, businesses make coffee shops as an alternative space, in addition to homes and offices. The third space could have been the first space for some Acehnese. Some Acehnese people choose to drink coffee at coffee shops instead of at home. Aceh itself has become a city of a thousand coffee shops. It is hard to find a spot where there's no coffee shop (Zulfikar, Putra, Syah, Ismar, Sadiqin, ihsan, & Pohan, 2018).

One of the coffee shop owners who have used the internet is Tomy Harvie, the owner of this Harvies Coffee, a shop often markets its products through instagram social media accounts. Then Harvies Coffee reopened with a new concept and branding in 2019 until now Harvies Coffee already has three outlets in Banda Aceh, a subsidiary in food (Dapur Liar) and 10.000 followers on Instagram. This figure becomes the highest when compared to other similar businesses in Banda Aceh which has only 500-2000 followers. Harvies Coffee has also been covered by the national television, NET TV's Net Lifestyle program, Weekend List episode on December 13, 2014. Net TV discussed Aceh coffee and Harvies became one of the coffee shops that became a popular and highly recommended spot to visit because it has a unique concept of place and brewing techniques (Weekend List Net, 2014).

Here's a comparison table of the number of followers on the three instagram accounts of the most frequently appeared coffee brands when researchers conducted initial interviews with several students in Banda Aceh in October, 2020.

Tabel 1 Comparison of The Number of Followers on Instagram Account

No	Users	Number of followers
1.	@harviescoffee	10.1 K
2.	@kalaberdua	2.748
3.	@tokokopikiri	2.703

Source: Research on Instagram

The initial interview conducted on September 15, 2020 to Harvies Coffee owners and some instagram users who often post Harvies products in their insta story features said

that Harvies products have a consistent taste and unique logo design to be published on social media, in addition to the homy concept adds its own comfortable impression on its customers, some others mention that Harvies products often appear on their instagram account timeline so it encourages them to visit.

Based on the background above, I aim to identify and describe how the viral marketing process is run by Harvies Coffee. This research aims to find out the process of implementing viral marketing conducted by Harvies Coffee Banda Aceh through Instagram media. This research is important to contribute in providing science in the field of communication science from theory and concept. This research is expected to be a literature student majoring in Communication Science, especially in the field of marketing communication. This research is also important because through this research it is expected that entrepreneurs or similar business owners can refer to the practices in marketing and can increase creativity in marketing techniques.

Elaboration Likelihood Model (ELM) is a theory used in this study, a theory of persuasion that tries to identify when a person will be affected and is reluctant to be influenced by information obtained (Littlejohn & Foss, 2009). This theory mentions that there are two routes to change attitude, namely central routes and peripheral routes. This theory is reinforced by two psychologists Richard Petty and Jhon Cacioppo. This theory explains persuasion can appear at high or shallow use and can occur in both. When a customer buys a product the customer will face a central route or peripheral route (Norhabiba, 2019).

Criticism of the Elaboration Likelihood Model (ELM) seems to assume a high argument for a success, in which the central route is dealing with a change in habits, while the peripheral route is more to do with a temporary change in attitude. The question that represents this action is how people's attitudes can be changed easily, and how to change the attitudes of people who have a dogmatic type (Paramamita, Diah, Wigati, Hestining, Oktavianingsih, & Sanjaya, 2015). Although there are weaknesses this model is able to answer the change in attitude that can result from the spread of stimulus that is temporary but can affect the attitude to remain confident in the application of viral marketing used by Harvies Coffee.

The concept of this theory becomes the first basis in identifying what the thought process adopted by customers when determining products they want to buy so that companies can more easily establish what kind of actions are appropriate in achieving the target (Irwandy & Rachmawati, 2018). In this study, researchers used this theory in hopes of identifying how the character of Harvies Coffee consumers so Harvies Coffee chooses to use the application of viral marketing in promoting its products.

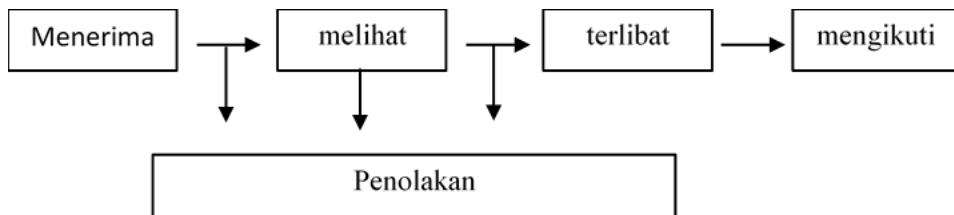
Viral marketing is one of the efforts implemented using the network impact of communication technology used well for a wide number of consumers and lightning similar to computer viruses that can hack network systems around the world (Velina, 2010 dalam Budiman, 2017). According to Strauss (2014), viral marketing is the power of word of mouth that occurs when consumers inform a message to others through posts on social media. Viral marketing was developed by Jeffrey F. Rayport. The article titled *The Virus of Marketing* explains that viruses are like diseases that will spread and impact many objects. This object can be utilized into a marketing program, in the hope that messages can be spread quickly and at a low cost but can have a big effect for marketers (Situmorang, 2010). Viral marketing is a concept that many marketers use by relying on loyalty customers to convey the satisfaction they get through social media that they have to other users in order to give confidence to choose and use the product. (Helm, 2000).

The desired hope of the success of viral marketing is WOM, which is a situation where customers want to say and tell about their satisfaction with the product to others (Situmorang, 2010).

In addition, there are two psychological factors that encourage people to share their satisfaction with others positively (Situmorang, 2010):

1. **Peer Pressure** is the effect that arises against the group for a lifetime, having the same type (peer group) as expected individuals are able to change behavior, habits in order to join the group.
2. **Prestise** or pride is a necessity that everyone has. Everyone wants recognition and is seen as well and appreciated by the people around him. Society tries to make itself seen by others, by obtaining luxury products, exist in public and trying to make themselves competent so that others have a good view.

The chart below describes four viral processes that close with rejection. This shows that whether the message disseminated will make consumers feel important and interesting to inform it. This can be seen by what the message will be delivered and what it will look like to affect the actions of consumers, at the time of a rejection then the message will not be effectively even lost before it reaches the target.

Table 1 Viral process

Source: Richardson (2004)

Brand Awareness is closely related to the strength of the brand in spreading certain signals, memories, with the ability of customers to know the uniqueness of the product with other products (Keller, 2013). Brand Awareness is the power of potential customers in knowing, having a memory about a brand so that it is included in a category of choice in their memory. It shows that there is a strong involvement by consumers about the selected product category. That way, brand awareness can create a broad market and change market behavior. If awareness of the brand is lacking, it is believed that the strength of the brand must be low then brand awareness must be strong from every application made (Durianto, Darmadi, Sugiharto, & Toni, 2001).

There are four stages of brand awareness according to Hermawan (2010) :

1. Unaware of Brand, consumers are not aware of the existence of a brand so it is necessary to make efforts to remind the brand to customers.
2. Brand Recognition, brands began to be introduced so that consumers remember the brand again.
3. Brand Recall, the stage of determining the main choice of a brand without the need for help, is the opposite of Brand Recognition.
4. Top of Mind, is a brand already attached to the consumer's mind. Defined a definite choice that is on the minds of consumers.

Instagram is an application from one of the developments of the tech world which works almost similarly to Twitter, but has a difference that lies in its users (Atmoko, Bambang, 2012). Instagram can add insight to society and be a reference in developing creativity, because Instagram has tools that can edit images to be beautiful, more art and better. Instagram is often utilized by marketers as a very precise and relevant promotional media in this era, Instagram is expected to be a proper promotional tool and in accordance with segmentation and target markets.

Harvies Coffee is the first arabica coffee shop in Banda Aceh that carries the concept of homey place or located in a house. Different from the coffee shop in general located in the shop or shop, Harvies Coffee managed to attract the interest of the public, especially

teenagers in Banda Aceh, in addition to the concept of the place, Harvies Coffee also stands out with the technique of making arabica coffee using traditional tools. Harvies Coffee has also been covered by the national television media, NET TV in its program Net Lifestyle Weekend List. On December 13, 2014 Net TV discussed Aceh coffee and Harvies became one of the coffee shops that became popular because it has a unique concept (Weekend List Net, 2014). The most significant difference between Harvies Coffee and other coffee shops is in the technique of brewing coffee using manual brewing tools such as vietnamese drip coffee maker, syphon coffee maker and pour over. This is different because in general arabica coffee is brewed using an espresso electric machine. In addition, customers can also directly see the process of making coffee because Harvies carries the theme of open bar.

Harvies Coffee also actively interacts with its customers through social media, namely Instagram, until now the number of followers of @harviescoffee accounts has reached 10.000 followers, when compared to the number of followers of other coffee shop instagram accounts in Banda Aceh, Harvies Coffee became the coffee shop account with the highest number of followers on instagram social accounts. Nowadays similar coffee shops are mushrooming, even big brands from the capital have also started to enter Banda Aceh, as a businessman Tomy has been aware of this since the beginning so that he and the team are prepared with all the application and his own way to remain the best local brand. In this study, I will review the application of marketing used by Harvies Coffee during its operation.

The research sets out to answer the question: how did Harvies Coffee in Banda Aceh use viral marketing on Instagram to boost its brand awareness?

METHODS

Descriptive qualitative is a method used in this study because researchers want to describe how Viral Marketing is used on Instagram to increase brand awareness of a product. The method used uses phenomenology. This research interviewed five sources, namely one key informant and four supporting informants. The selection of informants is done using purposive sampling techniques chosen based on certain criteria, namely Harvies coffee owner, Harvies Coffee creative team and Harvies Coffee consumers. To collect data, I interviewed selected informants according to criteria, observed Harvies Coffee consumers and conducted documentation searches related to research. The authors used qualitative data analysis techniques for Miles and Huberman models (Emzir, 2012).

Table 2 List of research informants

No.	Name	Age	Job title
1.	Tomy Harvie	31 years old	Harvies Coffee owner
2..	Teuku Fadhil	22 years old	Head Barista of Harvies Coffee 1
3.	Fani Atiqah	22 years old	Influencer
4.	Dian Islami	23 years old	Unsyiah student
5.	Humaira	24 years old	Local civil servant

Source: Research Data

RESULT

The Implementation of Viral Marketing on Harvies Coffee’s Instagram

The results were obtained by interviewing five informants, including a key informant who is the owner of Harvies Coffee and four supporting informants consisting of one person from Harvies coffee internal team, one influencer in Banda Aceh and three Harvies coffee customers with established criteria.

For a key informant, Tomy Harvie, I asked the objectives of the application of viral marketing. I interviewed Harvies Coffee owner about how the application of viral marketing can be utilized by Harvies Coffee so that products go viral and can increase brand awareness. I asked the second informant, Mutia Rahayu, who works as content creator and copywriter of Harvies Coffee instagram account, questions about whether the application applied can affect publicity. I also interviewed Fani Atiqah, an influencer who often promotes Harvies Coffee products on his instagram account. From this informant, I want to know the reasons why consumers were willing to promote Harvies Coffee products. Other informants are harvies coffee consumers who have met the criteria of informants that have been determined by researchers, including Humaira, Dian and Khansa. From this supporting informant, I want to know the consumers’ response about Harvies Coffee products to the application of viral marketing.

Using Instastory

In the study of documentation, researchers monitor instagram that has been utilized by Harvies Coffee in conducting viral marketing of marketed products, the focus of this study is the form of content and messages that want to be conveyed both on Instagram feeds and on insta story features. I also found that the virality of Harvies Coffee brand initially occurred unplanned or incidentally.

“Ah yes, it’s unexpected.. I’m not at all updated on things like that” (interview with Tomy Harvie, September 15, 2020).

Therefore in the stages and process of viral marketing at Harvies Coffee itself has not been organized and structured.

Collaborating with Net TV on Weekend List

Harvies Coffee in its first year can be known by the public because of its uniqueness in the presentation of Arabica coffee as well as the unusual concept of the place, this then attracted the attention of an informant account about @IloveAceh on the social networking site Twitter, to make a review about Harvies Coffee. The account's review then attracted the attention of national TV station Net TV in its show Weekend List to cover directly Harvies Coffee coffee shop in Banda Aceh, from the coverage, Harvies coffee name began to be discussed and went viral among teenagers.

Picture 2. Screenshot of Weekend List’s Harvies Coffee edition



Source www.youtube.com/channel

The first application of viral marketing conducted by Harvies Coffee was in 2014 by utilizing its uniqueness and difference from other coffee shops so as to attract the attention of the public.

“NET TV came to cover us because at the time, first, our location which is not Penerapans, and then we have unique coffee presentation.” (interview with Tomy Harvie, January 11, 2021).

According to Tomy, the coverage by Net TV boosted the popularity of Harvies Coffee, especially among Banda Aceh millennials.

Picture 3. Unique way to share information on job vacancy

NYARI ORANG HILANG !!

BARISTA - WAITERS

Mengerjakan Sholat 5 waktu
Jujur dan Mau Belajar
Gak Banyak Drama apalagi Baperan
Berpenampilan Bersih/Rapi dan Ramah

APA KAMU MERASA SESUAI DGN SYARAT KAMI ??

KIRIM LAMARAN ANDA (cv, fotocopy
KTP, dan Pasphoto Warna)

ke E-mail : harvies89@gmail.com

note : tidak melayani sms, WA, Telp dan DM



Source www.instagram.com/harviescoffee

Collaborating with an influencer

In 2019 Harvies Coffee worked together with a social media influencer, also known as buzzer, Khalil (@khaliltoktok) to create content to promote Harvies Coffee, including videos with promotional messages.

“I gave him a script and then Khalil made a video content which consisted of messages that I want to convey. There were four points that I highlighted and he developed the ideas and concept. He had the idea to create a song, and so on,” (interview with Tomy Harvie, January 11, 2021).

In this case, Tomy initially only intended to create a portfolio of advertising videos to be posted on his instagram account. However, unexpectedly the video received a positive response and went viral among millennials.

“Khalil’s influence.. yes quite [influential. At that time even some stores also made the same concept, for example making the same content, like we make songs.. and use Khalil too”. (interview with Tomy Harvie, January 11, 2021).

Khalil and Harvies' collaborative video at the time was in the form of a song with its core messages delivered through lyrics using the melody of the song Dance Monkey. The virality of the dance monkey song itself, became one of the factors that drove the post's virality with Khalil using song as the background music of the video.

Picture 4. Screenshot of Video Dance Monkey



Source www.instagram.com/tommyharvie

Using a Booming Korean Drama

Then, in 2020, precisely last December, Harvies went viral again by discussing a popular Korean drama *Start Up*.

“Actually we also benefited from those moments, last month yes, remember not fitting Korean drama Start-Up drama? Actually I am not a fan of the drama hehehehe, just because.. because the drama was much talked about.. finally I try to watch it, and okay.. it turns out like this so, hehe now I know, so finally I try to discuss with Mutia, and Mutia seems very enthusiastic so because that’s her interests so .. he brought the topic.” (interview with Tomy Harvie, January 11, 2021).

The viral momentum of Korean drama *Start Up* is utilized by Harvies Coffee, through its Instagram account, starting from December 4, 2020, Harvies held a campaign related to the drama *Start Up*. In its implementation, Harvies utilizes the Insta Story on @harviescoffee Instagram account as a medium of delivering his message. I interviewed Mutia Rahayu as an admin and creative team at Harvies Coffee who are tasked in maximizing the Insta Story feature on Harvies Instagram.

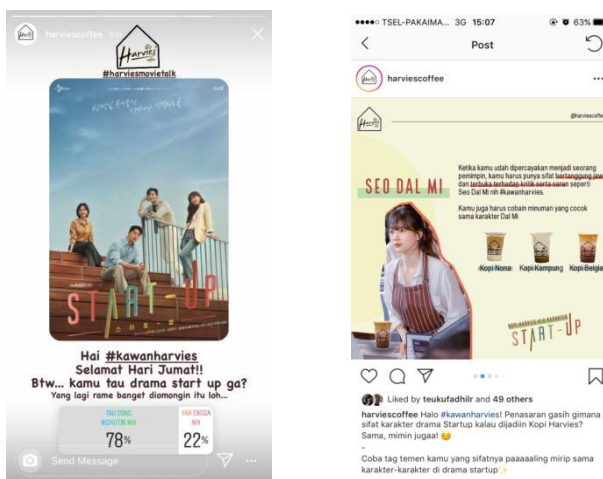
“So actually because the Start Up is viral, we take that momentum, so that we get high engagement, and people will find and talk about it.. talk about Start Up. They discuss the Korean drama because a lot of people love Korean dramas.” (interview with Mutia Rahayu, January 16, 2021).

In the implementation stage, Harvies Coffee's creative team first conducted a simple research on the knowledge of Harvies followers about Korean drama Start Up by using the "poll" feature in its insta story with questions related to the drama.

“Before we get into the core of the content, there were steps. First, we touched on the topic and asked for their opinions. We wanted to know what they thought about [the drama] Start Up to get the followers’ attention. The responses were amazing. Then we discussed the topic and we blended with some of our products. For example, which character in the drama that they like, and so on, and then we talked about Harvies.” (interview with Mutia Rahayu, January 16, 2021).

Seeing the enthusiasm and response from his followers, Harvies then proceeded to the next stage of inserting the drama materials and hooking them with Harvies products, to enter the core of the campaign that provides special packaging with additional stickers of start up drama characters every purchase of all Harvies products while sticker supplies are still there.

Picture 5. A Harvies polling featuring Korean drama Start Up characters on @harviescoffee’s instastory



Source www.instagram.com/harviescoffee

Picture 6. Campaign sticker featuring Korean drama Start Up on Harvies product



Source: www.instagram.com/harviescoffee

According to Tomy, during the Start Up campaign, sales of Harvies products for two weeks increased significantly, in addition to insights or engagement on Harvies instagram account also increased drastically. For example, for normal content such as photos of Harvies Coffee atmosphere could gain 300-400 views. But when Harvies displayed contents related to the drama Start Up, viewers of the insta story reached 1.800.

“And it was amazing that time yes, just the day we brought the topic, em.. the number of views jumped, which usually range 300-400 viewers for regular stories, and at that night we gained 1800 views” (interview with Tomy Harvies, January 11, 2021).

From the campaign, Harvies also got new customers who are K-Pop lovers,

“Especially consumers who are KPop lovers, there are new customers,” (interview with Tomy Harvies, January 11, 2021).

The number of instagram followers also increased from 10.1 K to 10.4 K. This shows that the application of viral marketing used by Harvies Coffee by utilizing the viral drama Korea Start Up managed to increase publicity or brand awareness of Harvies Coffee products.

In general, consumer involvement in the application of viral marketing run by Harvies Coffee is quite high, characterized by the postings of Harvies content on their respective social media, according to an interview with one of Harvies Coffee's consumers,

consumers know about Harvies Coffee because they often sees posts about Harvies Coffee through its friends' Instagrams.

“I found out about Harvies from my friends’ social media posts. And then a friend of mine asked me to visit the coffee shop.. so I’m curious too after I saw my friend’s snapgram [about Harvies].” (interview with Humaira, January 18, 2021).

In addition, the reason they want to post Harvies products on social media is because Harvies products are considered a content that can increase self-existence, in addition because Harvies managed to create an emotional bond with its consumers.

“Because the baristas are friendly so I want to endorse it or I don’t have anything else for digital content so I snapgram” (interview with Fani Atiqah, Januari 13, 2021).

The application of viral marketing at Harvies Coffee is done by utilizing the social networking site Instagram. Harvies Coffee utilizes Instagram because it has become the most popular media and very easy to use to find promotions, and reach the public at large.

“Our target market is those aged 18-30 and they usually use Instagram. Even though we also use Twitter, we don’t have the source to maximize our Twitter account” (interview with Tomy Harvie, January 11, 2021).

In addition, the instagram feature is relatively easier and faster in disseminating information than other media.

“We can get insight on age, region, gender, everything.. on Instagram. Most of Harvies followers are millennials, students or employees, so they know latest update. We use algorithms or data insight to know our followers’ characteristics.” (interview with Mutia Rahayu, January 16, 2021).

Through instagram account users who have registered their account as a business account can also access analytics or insight facilities that allow users to get data related to the performance of their instagram account, such as demographic data, reach and engagement on content, number of profile impressions, number of visits and much more.

The challenge when Harvies Coffee used viral marketing is when Harvies Coffee tries to post content which discusses issues relatively irrelevant to its core business. Like when

using viral marketing by discussing korean drama Start Up, not all Harvies customers are Korean fans.

“It’s not as smooth as it looks like.. because as I expected before, if one likes K-Pop, another one probably doesn’t, right? So our customers are divided like that. Not all of them like K-Pop but most of them do. So, those who don’t like K-Pop often question [the approach]” (Interview with Tomy Harvie, January 11 2021)

In overcoming the crisis, Harvies Coffee created a time limit for one content, such as Start Up content only lasted for two weeks, after which Harvies created a counter content to balance it.

“But we can’t talk about Kdrama all the time, because Harvies is not just any coffee shop, but it’s K-Pop.. so we have to adjust, so we can’t talk about KPop all the time. But we acknowledge that we get high engagement when we talk about KPop.” (interview with Mutia Rahayu, January 16, 2021)

When I asked about the negative response of viral content about the korean drama, both Tomy and Mutia both confirmed that there were customers who gave negative responses.

“There was one time when.. umm.. from 10,000 followers, there was only one.. ehhe. But it’s okay. Everyone likes different things. Maybe that one person doesn’t like Kdrama so he/she can’t get what our contents talk about.” (interview with Mutia Rahayu, January 16, 2021)

When I asked about the negative response of viral content about the Korean drama, both Tomy and Mutia confirmed that there were customers who gave negative responses.

“When we do something, someone might not like it. That’s normal. So long as it’s not complaint over our products. If it’s about our products, let say, from the scale of 10, 5 complain then it’s a problem. We need to evaluate it. But if it’s about content, I think it’s a temporary thing. It’s not always about Korea. We only rode the wave of Start Up’s popularity. So maybe this one person is not comfortable with it.” (Interview, January 11, 2021).

For Tomy, as the owner of Harvies, such criticisms are used as evaluation material for Harvies itself in order to be better in the future and to understand its customers better. Harvies also has scheduled a monthly evaluation by disseminating evaluation form or

customer satisfaction research using Google form presented through a link on the instagram account bio @harviescoffee.

Picture 7 Survey on Customer Satisfaction at Harvies Coffee



Survey #kawanharvies - Harvies Coffee
harviescoffee.com

Harvies
coffee

**#kawanharvies .. yuk bantu kami
jadi lebih baik 😊**

1. Untuk Produk Harvies , level manis seperti apa yang anda rasakan ?

a. Kurang Manis b. Sudah Pas
 c. Sangat Manis

2. Untuk Produk Harvies, Intensitas Kopi seperti apa yang anda rasakan ?

a. Soft b. Sudah Pas c. Strong

Source www.instagram.com/harviescoffee

From the results of interviews conducted on 3 customers, it can be concluded that the average Harvies customer undergoes both routes on the concept of Elaboration Likelihood Theory, but for the dominant, dominated by peripheral routes. In one interview with harvies coffee consumers researchers found that peer influence is very influential in the selection of Harvies Coffee products.

“Yes, I knew [about Harvies] from a high school friend” (interview with Dian Islami, January 18, 2021).

Harvies Coffe's consumer character is dominated by peripheral lines, where consumers are comfortable with the product and there has been a change in attitude over a long period of time.

“I fell in love with Harvies Coffee’s cream cheese coffee right away. It suits my taste bud. Maybe that’s what makes Harvies Coffee stand out.” (interview with Humaira, January 18, 2021).

Based on the popular characteristics of Harvies Coffee’s consumers and based on the Elaboration Likelihood theory, the selection of the application of viral marketing is quite appropriate because Harvies’ content on the application of viral marketing fulfilled one form of peripheral message, that is liking.

“Actually because of their enthusiasm about our promotional stickers, some actually came just to ask for the stickers so they can keep it. It was sticker in the cup of Harvies products, but some of them don’t want the sticker to be stuck on the product because they just want to keep it as a collectible item.” (interview with Tomy Harvie, January 11, 2021).

In the application of viral Harvies Coffee that utilizes the drama Start Up, it is evident that some customers buy Harvies products just because of the actor's sticker promo from the drama.

“The concept of viral marketing utilized by Harvies Coffee aims to create brand awareness of its products. The first contemporary coffee brand in Banda Aceh, with the presence of new competitor brands, needs an application to keep the Harvies brand known and remembered by the public. Harvies Coffee is able to provide different quality and service from similar products in Banda Aceh, namely to be a market leader or become the first brand for the category of milk coffee in Banda Aceh. “Actually we want to be the pioneer of a shop that is different, so we started with a non mainstream approach?” (interview with Tomy Harvie, 11 Januari 2021).

Harvies Coffee has become popular among other new coffee shop brands in Banda Aceh. In addition, franchised coffee brands from the capital city also do not really affect the popularity of Harvies Coffee in the Banda Aceh community. Harvies Coffee managed to become the only local coffee brand which sells iced milk coffee.

“Harvies has good potential actually, because we're the first to make iced coffee. And I've been lucky to go to Bandung first yes, iced coffee is popular. And I took it to Banda Aceh and it's very popular. And after the boom there will be players who will replicate, the pattern is just like that. Tome, we business people do not see competitors anyway, competitors will do anything, even imitate perhaps. According to what I think, even anything will be imitated. We do not need to focus on the competitors, which we focus is to our market, like you guys for example. What do you like, what kind of atmosphere [do you like], that's what I learned, so we are not trying to be known as the best coffee shop among other coffee shop, that's not the point. We want to be known as well as our customer, that's what matters.” (interview with Tomy Harvie, September 15, 2020).

Creating brand awareness is not a tough obstacle for Harvies Coffee, the challenge is to maintain the image that has been formed since the beginning, therefore in building its

brand awareness Harvies Coffee is more focused on building good relationships with its customers, including understanding what consumers love, and achieving a high level of emotional bonding.

“I always prioritize to enrich insights. I like to explore new things, like to watch YouTube, to see what’s interesting at the moment so we can connect to followers through social media so we should know what to talk about. We don’t always sell something, that way followers will get bored easily. We need something entertaining, games maybe to maintain their level of interest.” (interview with Tomy Harvie, September 15, 2020).

Brand awareness is closely related to how far a product publicity has occurred. It is also related to how high Harvies Coffee products can experience WOM (word of mouth) or the level of desire of consumers to recommend Harvies products. In this case, WOM conducted by Harvies Coffee is WOM that relies on the internet or online known as viral.

In Harvies products, it can be concluded that the Harvies brand is in the third level of brand recall. Harvies itself has a flagship product that is the choice of consumers who are not in other coffee shops, namely Nona Coffee, and Nona Coffee is indeed a best seller, in other words Nona Coffee is the reason why they should go to Harvies Coffee.

“What’s your favourite coffee? Ahh nona coffee is unrivaled. We get that often.” (Interview with Mutia Rahayu, January 16, 2021).

In addition, Harvies engagement when creating viral Korean drama Start Up content through social media instagram reached +719.1% interactions, with post interactions reaching +811.5% (1,659) and story interactions reaching +401.8% with the number of shares reaching 154 shares. The total impressions during the period November to December were as follows, +36.3% interaction with accounts reached increased to 76.7K (+11.4%), content interactions increased to 2,005 (+36.3%) and the addition of followers from 10.1 K to 10.4 K (+0.9%) within the period of just a month.

DISCUSSION

I use the theory of Elaboration Likelihood with the aim of seeing how the character of consumers Harvies Coffee so Harvies Coffee choose to use the application of viral marketing in promoting its products. In the results discussed earlier, it was found that Harvies consumers are dominated by consumers who go through peripheral persuasion channels, but it does not close the possibility that these consumers will eventually also go through the central persuasion line.

1. On the central route, initially Harvies coffee consumers know Harvies Coffee from the media and other people's recommendations, but in the end consumers choose Harvies because it suits their tastes and needs.
2. On the peripheral route of previous interviews with consumers, it is known that the visuals of Harvies products attract enough attention to be used as content on social media.

According to Cialdini (1994, in the book Dainton & Zelle, 2012), there are seven lines of signs of using messages on peripherals, in the results of the study obtained that of the seven existing peripheral messages, Harvies Coffee only applies two, namely:

1. *Liking*. In this study, said the message was focused on the emphasis on Korean drama Start Up dramas dedicated to KPop fans.
2. *Social Proof*. In this study, messages from the peers have a high influence in targeting new consumers.

These peripheral messages emphasize emotional reactions and usually don't change consumer behavior for long periods of time, but they are temporary or short-term (Massolo, Asyer, 2015).

The application of viral marketing is closely related to word of mouth if used offline but if used online it can be said viral marketing (Situmorang, 2010). According to Klopper (2002) there are six elements of viral marketing, but in this study, the most dominant viral marketing element used by Harvies Coffee there are three elements, namely:

1. ***Exploits Common Motivations And Behaviors***

In this study, Harvies Coffee in the application of the first viral marketing in 2019, utilized the song Dance Monkey as a jingle melody in a promotional video of Harvies Coffee's product in collaboration with @khaliltoktok, where Khalil's name at the time as a stand-up comedian was on the rise. Dance Monkey song itself is a song released by Australian singers Tones and I. In the same year, the song received quite good attention from the world, reported from [Billboard.com](https://www.billboard.com) since its release the song Dance Monkey has broken the record to peak in the top 10 in a week and heard more than 25 million times through Spotify worldwide. The virality of this song is utilized by Harvies Coffee so that Harvies Coffee's content goes viral as well.

2. ***Utilizes Existing Communication Networks***

In this study Harvies Coffee has benefited from reviews of twitter accounts @IloveAceh about its coffee shops so that it makes Harvies Coffee noticed at by National TV Net TV and from the coverage Harvies get attention or

awareness from the public, in addition to this element Harvies also make use of its good relationship with content creator @khaliltoktok to be able to convey the marketing message of its products easily, in addition to human relationships, Harvies Coffee also utilizes the social media network instagram as a promotional media. Harvies Coffee chose instagram because instagram currently holds a large percentage on the social network. Instagram is able to have a wide influence (Budiman, 2017).

3. *Takes advantage of others resources*

In the viral marketing conducted by Harvies Coffee in 2020, Harvies Coffee utilizes the existing source of viral Korean drama Start Up.

4. *Provides for effortless transfer to other*

In this element Harvies Coffee uses Instagram to convey its marketing messages, the reason is because instagram has complex features but easy to use, as in the insta story feature that is often used by Harvies, there is a reply, share and reaction feature that makes it very easy for Harvies to track the characteristics of its customers, these features also make it easier for Harvies Coffee followers to share Harvies messages/uploads to others with just one click. This interaction can be seen from the level of insight obtained by Harvies Coffee. In addition to utilizing the medium of messaging, Harvies himself also often creates content using common languages so that it is easy to be understood by his followers, such as replacing the word brewing so that the message can be delivered easily and can be forwarded back without the need for effort and a large cost. In addition, with a special hashtag for harvies customer designation that is #KawanHarvies make it easier to remember the brand Harvies Coffee and have an emotional closeness to the brand.

In general, the application of viral marketing run by Harvies Coffee including viral marketing high integration strategy, has an application in involving consumers directly to new consumers (Skrob, 2005). Consumer engagement here is meant by the postings of Harvies content on their respective social media, the important thing in the success of running viral marketing, is with consumer engagement (Wahyuni, 2016)

Supporting factors of Viral Marketing

Psychological factors that influence customers to disseminate satisfaction about a product to the community (Situmorang, 2010) is:

1. *Peer Pressure*. In this case the researchers concluded that some consumers of Harvies Coffee when doing word of mouth is based on peer pressure factor, where most of them get recommendations from peers.
2. *Prestise*. From the results of the research that has been discussed, some of the reasons consumers want to spread the message about Harvies on social media is because Harvies is considered a cool brand among millennials.

How It Became Viral

The steps of viral marketing in Harvies Coffee, according to Richardson (2006) are:

1. *Receive*. Harvies customers receive the messages through instastory posts on Instagram account @harviescoffee.
2. *View*. On Harvies insta story data recorded viewers traces on the insight and impressions feature.
3. *Engage*. This stage can be seen from how many followers interact with @harviescoffee account, through the number of replies, comments and likes.
4. *Forward*. On business Instagram, users can see the number of content shares through Instagram insights.

However, in that stage it could happen or followers do not proceed to the next stages. At Harvies Coffee, the process went viral in new media.

Brand Awareness

Brand awareness is related to the strong brand to certain signals, memories, and customers are able to distinguish the brand from other products (Keller, 2013).

There are four stages of brand awareness according to Rangkuti (2004). According to the results of the researcher interviews with all informants in this study, researchers concluded that the Harvies brand is in the third level of brand recall. Based on how to measure the success of brand awareness according to RedComm Indonesia, Harvies can be seen from the description of instagram insight data @harviescoffee through reach and mentions.

Harvies itself has a flagship product that is the choice of consumers who are not in other coffee shops, namely Nona Coffee, and Nona Coffee is indeed a best seller, in other words Nona Coffee is the reason why it should go to Harvies Coffee, so the Harvies Coffee brand always appears among other brands when I make initial observations on a number of USK students.

CONCLUSION

Harvies Coffee has implemented viral marketing at least thrice, namely in 2014, 2019 and at the end of 2020. The first viral marketing happened without any planning, while the second and third viral marketing is done with certain stages although not neatly structured. Viral marketing at Harvies Coffee can successfully build brand awareness because the word of mouth process is successfully carried out in accordance with the factors that affect it. Based on the results of the study, the application of viral that reaches the forward stage or discussed using word of mouth. In this case, through social media Instagram is the third viral application when Harvies Coffee utilizes the viral drama Korea Start Up. This is marked by the increasing level of impressions on instagram insights that reached +36.3. Data obtained from all informants, I concluded that Harvies brand is in the third level of the pyramid of brand awareness according to Rangkuti (2004) namely brand recall, the stage at which a brand has actually reached the top of mind. Efforts to do viral marketing for familiar brands such as Harvies Coffee do not cost a lot. Efforts made in creating brand awareness focus on how to maintain the existing brand image so that it is irreplaceable with new brands. Based on 6 elements of viral marketing by Klopper (2002), the most dominant viral marketing element used by Harvies Coffee exploits common motivations and behaviors, taking advantage of other resources. Utilizes existing communication networks and provides for effortless transfer to others. Whereas if viewed based on the division of viral marketing group viral marketing strategy Harvies Coffee belongs to the group of high integration strategy.

REFERENCE

- Adriyan, I. (2018). *Viral Marketing Sebagai Strategi Dalam Meningkatkan Brand Awareness (Studi Deskriptif Kualitatif pada Fanpage Facebook Indihome witel Yogyakarta)*. Universitas Islam Negeri Sunan Kalijaga Yogyakarta.
- Akmal, S., & Fairusy, M.A. (Eds). (2018) DE ATJEHERS: Dari Serambi Mekkah ke Serambi Kopi. Banda Aceh: Padebooks
- APJII. (2019). Penetrasi & Profil Perilaku Pengguna Internet Indonesia. Retrieved April 2, 2020, from <https://apjii.or.id/survei2018s/download/TK5oJYBSyd8iqHA2eCh4FsGELm3ubj>
- Atmaja, L. S. (2008). *Teori & Praktik Manajemen Keuangan*. Yogyakarta: Andi Offset.
- Atmoko, B. D. (2012). *Instagram Handbook*. Jakarta: Media Kita.
- Budiman, V. C. (2017). *Strategi Viral Marketing Produk Chitato Indomie di Instagram Dalam Membangun Brand Awareness* [Skripsi, Universitas Multimedia Nusantara]. UMN Repository. <https://kc.umn.ac.id/2699/1/CHRISTOPHER%20VARIAN-%2013140110300%20READ%20ONLY.pdf>
- Dainton, M., & Zelley, E. D. (2012). *Applying Communication Theory in Professional Life* (3rd ed.). Thousand Oaks: SAGE Publications.
- Durianto, D., Sugiarto, & Sitinjak, T. (2001). *Strategi Menaklukan Pasar : Melalui Riset Ekuitas dan Prilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Emzir. (2012). *Metodologi Penelitian Kualitatif Analisis Data*. Jakarta: PT. Raja Grafindo Persada.
- Fajariah, N., Thoyib, A., & Rachman, F. (2016). Pengaruh Brand Awareness, Perceived Quality, dan Brand Image terhadap Brand Loyalty pada Generasi Y di Indonesia. *Jurnal Aplikasi Manajemen*, 14(3), 471–480. <https://doi.org/10.18202/jam23026332.14.3.08>
- Hamdani, M. Y., & Mawardi, M. K. (2018). Pengaruh viral marketing terhadap kepercayaan konsumen serta dampaknya terhadap keputusan pembelian. *Jurnal Administrasi Bisnis*, 60(1), 163–171.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15(1), 133–146.
- Helm, S. (2000). Viral Marketing - Establishing Customer Relationships by “Word-of-mouth.” *Electronic Markets*, 10(3), 158–161. <https://doi.org/10.1080/10196780050177053>
- Hermawan, K. (2010). *Grow with Character: The Model Marketing*. Jakarta: Gramedia Pustaka Utama.
- Irwandy, D., & Rachmawati, D. (2018). Penerapan Elaboration Likelihood Theory Dalam Mempengaruhi Konsumen Pada Pemilihan Produk Telepon Genggam. *WACANA, Jurnal Ilmiah Ilmu Komunikasi*, 17(2), 201. <https://doi.org/10.32509/wacana.v17i2.644>
- Kasali, R. (2017). *Disruption*. Jakarta: Gramedia Pustaka Utama.
- Keller, K. L. (2013). *Strategic brand management: building, measuring, and managing brand equity* (4th ed). Boston: Pearson.
- Klopper, H. B. (2002). Viral marketing: a powerful, but dangerous marketing tool. *SA Journal of Information Management*, 4(2). <https://doi.org/10.4102/sajim.v4i2.159>

- Littlejohn, S., & Foss, K. (2009). *Encyclopedia of Communication Theory*. SAGE Publications, Inc. <https://doi.org/10.4135/9781412959384>
- Massolo, A. N. (2015). *Hubungan Tingkat Kredibilitas Komunikator dengan Minat Beli Listrik Pintar (Studi Korelasi Antara Tingkat Kredibilitas Komunikator Program Sosialisasi Listrik Pintar PT. PLN (Persero) APJ Yogyakarta dengan Minat Beli Masyarakat Pedukuhan Sawah untuk Menggunakan Listrik Pintar*. [Undergraduate Thesis, Universitas Atma Jaya Yogyakarta]. UAJY. <http://e-journal.uajy.ac.id/7832/>
- Norhabiba, F. (2019). Aplikasi Elaboration Likelihood Model Theory dalam Iklan Calon Gubernur 2018 terhadap Perilaku Memilih. *KANAL: Jurnal Ilmu Komunikasi*, 6(2), 101. <https://doi.org/10.21070/kanal.v6i2.1932>
- Net Lifestyle. (2014, Dec. 14). *Weekend List – Kafe Kopi Harvies Banda Aceh* [Video]. Youtube. <https://www.youtube.com/watch?v=c8GpEAb6d2c>
- Nurlaela, T. S. (2013). *Efektifitas Viral Marketing Terhadap Keputusan Pembelian PT.ABC*. [Undergraduate Thesis, Universitas Widyatama]. <https://repository.widyatama.ac.id/xmlui/handle/123456789/2575>
- Paramamita, P.D., Wigati, M.H., Oktavianingsih, T., & Sanjaya, H. (2015). *Elaboration Likelihood Model* [Unpublished Manuscript] Universitas Indonesia, Jakarta. <https://www.coursehero.com/file/padfqv/KRITIK-KELOMPOK-Elaboration-Likelihood-Model-ELM-seolah-olah-mengasumsikan/>
- Rangkuti, F. (2004). *Manajemen Persediaan Aplikasi di Bidang Bisnis*. Jakarta: PT. Raja Grafindo Persada.
- Rayport, J. (1996). The Virus Marketing. Retrieved April 2, 2021, from <https://www.fastcompany.com/27701/virus-marketing>
- Richardson, S. A., Sloan, R. G., Soliman, M. T., & Tuna, I. (2006). The implications of accounting distortions and growth for accruals and profitability. *Accounting Review*, 81(3), 713–743. <https://doi.org/10.2308/accr.2006.81.3.713>
- Ritzer, G. (2008). *Sociological Theory* (8th ed.). New York: The Mc Graw Hill Company.
- Situmorang, J. R. (2010). Pemasaran Viral – Viral Marketing, *Jurnal Administrasi Bisnis*, 6(1), 63–75. <https://doi.org/https://doi.org/10.26593/jab.v6i1.369.%25p>
- Skrob, J. R. (2005). *Open Source and Viral Marketing: The viral marketing concept as a model for open source software to reach the critical mass for global brand awareness based on the example of TYPO3* [Unpublished Manuscript, University of Applied Science Kufstein, Austria]. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.494.8779&rep=rep1&type=pdf>
- Wahyuni, I. (2016). *Strategi Viral Marketing Melalui Instagram Dalam Meningkatkan Penjualan (Studi Deskriptif Kualitatif pada Selfie Contest Avoskin Beauty)*. [Undergraduate Thesis, Universitas Islam Negeri Sunan Kalijaga]. <https://digilib.uin-suka.ac.id/id/eprint/20142/>
- Yasa, I.N. (2018). Peran dan Upaya Pengembangan Literasi Informasi Peroustakaan Sekolah Pada Era Disrupsi. *Arcaya Pustaka*, 5(2). <https://doi.org/10.23887/ap.v5i2.17410>