EVALUATION OF STRATEGIES AND IMPLEMENTATION OF STARBUCKS COFFEE TO ESTABLISH THE IMAGE OF INDONESIAN COFFEE

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ABSTRACT

This study discusses about the strategy communication and implementation used by Starbucks Coffee Indonesia to establish the image of Indonesian coffee. Concepts and theories used in this study are the image and the four planning work program based on Cutlip, Centre & Broom in Defining the problem or opportunity, Strategy, Implementation and the last is evaluation program. The method used in this research is qualitative method with in depth interviews, observation, and documentation. The established wish image of Indonesian coffee is Indonesian rich in diversity types of coffee. From this study it was found that Starbucks Coffee does not have a strategy and specific implementation in shaping the image of Indonesian coffee. Strategy and implementation used to establish the image of Indonesian coffee is the same with the strategy and implementation which is used for other coffee in Starbucks. There is no special treatment for established the image of Indonesian Coffee, although Starbucks coffee has always adjusted the value of wherever Starbucks located. Besides, Starbucks Coffee never performs an evaluation to measure the success of the program. From these activities can be seen that there are some customers who already know about the image which is established by Starbucks, while others people simply know that Starbucks sells coffee from Indonesia. As a recommendation, Starbucks should have a strategy and specific implementation to establish the image of Indonesian coffee.

Keywords: Evaluation, Images, Implementation, Strategy

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I. INTRODUCTION

Indonesia is one of the countries which have a lot of nature sources. It is an archipelago country from Sabang to Marauke. There are a lot of islands which produce much kind of nature sources. The results and its products from Indonesia can compete with other countries products. Because of that reason, the local products from Indonesia should be more liked by Indonesian. In fact, nowadays, many Indonesian have lifestyles which is different from Indonesian culture. The changing of lifestyles in Indonesia since the people used the products from other countries, include fashion, foods and drinks. The reasons why Indonesian have different lifestyles since they want to be more up to date and look sophisticated by consuming the brand from other countries. One of the changing lifestyle includes in what kind of drinks that Indonesian drink. For instance, Indonesia known as one of the country which produces the best coffee in the world. So, it makes a habit for Indonesian to have coffee in their spare time. In fact, having coffee nowadays, is one of the activity which shows who you are by checking in the place where the place you drink your coffee. That’s why Starbucks coffee wants to open the branch in Indonesia.

Starbucks coffee in Indonesia provides many kind of Indonesian coffee. A long time ago, Starbucks Coffee sold many kinds of Indonesian coffee, like Kopi Bali, Sumatra and Komodo Dragon Blend. But in the meantime, the coffee that still prevail are Sumatra, Komodo Dragon Blend and the new comer one is Sumatra Blue Batak. They are still prevailing because the unique taste with low acidity, sweetness and chocolate flavor in the coffee which makes the customers wants to try. In addition, customer can choose the coffee which they want and able to grind depends on their request. Even though Starbucks comes from other countries, but it still includes the local value in Indonesia.

After Starbucks found the types of Sumatra coffee which is very exotics and has the uniqueness, the earthy smell which is different from other coffee. Starbucks is very interested to introduce and to sell Sumatra coffee to the world. Indonesian coffee is imported to all of the Starbucks branches in the world and is served as a regular coffee. Starbucks also makes an icon for Sumatra coffee which used for its packaging; the picture of Sumatera tiger which means the taste of coffee is dark like a tiger but still has a unique taste.

Starbucks efforts to introduce Indonesian coffee can be success, if they use the suitable strategies. Like as the before explanation, Starbucks sells three types of Indonesian coffee but the specific types of Indonesian coffee which will be explained in this study is Sumatra, Komodo Dragon blend and Sumatra Blue Batak which only available in Starbucks Reserve in Grand Indonesia Mall.
II. PURPOSE OF THE STUDY
This study aims:
1. To know the strategic communication and its implementation which is used by the Starbucks coffee in establishing the image of Indonesian coffee
2. To know the strategic evaluation and its implementation which is used by the Starbucks coffee in establishing the image of Indonesian coffee

III. LITERATURE REVIEW
Relevant theories in literature are as follows:
1. Definition of Communication, according to Raymond S. Ross in Mulyana (2005) communication is a process to sort, to choose, and to send the symbols to help the receiver know the meaning or gives the respond from his mind, which in line with the sender. Based on the experts, they have different definition of communication, however those definitions have the same meaning which communication is a process of transferring information from sender to receiver. In communication, there are a lot of elements, such as a sender, message, media, receiver, effect and feedback.

2. Planning of Communication, according to John Middleton in Cangara (2013) planning of communication is a process to allocate communication sources to achieve the goals of organization. Planning communication aims to solve difficulties in the process of communication to communicate effectively.

3. Definition of Public Relations, based on British Institute of Public Relations in Cangara (2013) Public Relations is a planned and sustained effort to establish and maintain goodwill and mutual understanding, between an organization and its public. Cutlip, Center and Broom (2006) stated that a process planning of work program goes through 4 steps which have a based to implement a public relations work program.

Sources: Cutlip, Center and Broom (2006)
Explanation:
1. Defining Public Relations Programs (Situation Analysis)
   “What’s happening now?”
2. Planning and Programing (Strategy)
   “What should we do and say and why?”
3. Taking Action and Communicating (Implementation)
   “How and when do we do and say it?”
4. Evaluating the Program (Assessment)
   “How did we do?”

4. Definition of image, according to Rosady (2014) the definition of image is Image come from an organization and a form a service that to be achieved of PR in information system in globalization era is inseparable from the form of the quality of services that have been awarded, the value of trust and a mandate from the public as well as the good will showed by the agency or company concerned.

IV. RESEARCH METHODOLOGY
   The method used in this study was qualitative method, which means using data from fact, event, and reality (Creswell, 2010). In qualitative method the data discussed with in depth interviews, observation, and documentation. Data contained in this method, are more than one point of view that comes from informants or participants. This study will be conducted in Head Office of Starbucks Coffee, and some of Starbucks shop in Starbucks Grand Galaxy Park (mall), Starbucks Mayapada Tower (office) and Starbucks UI Depok (campus). This study also has a subject, there are interviewees (Staff of MPR Starbucks Coffee Indonesia, Store Manager that from selected stores, Barista, Customer) and the last but not least, there is an Indonesian Coffee Community which called “KopiKoe”.

V. FINDINGS
   The image of Indonesian coffee is such a less formed because they do not know that their country is producing the best coffee beans. Most of them, just know how to drink coffee that already mixed with milk, sugar, cream and it usually called late or cappuccino. It can be seen from many coffee shops that comes from foreign opened in Indonesia especially in Jakarta and it can be seen also, coffee shop from Indonesia less wanted because the growth of coffee shops not that much as coffee shop from other country. Based on problem that was found, there are two important things that become a problem, such as: Indonesians don’t know about the specialty of Indonesian coffee and choose to consume the coffee from other countries.
VI. DISCUSSION

After doing research on the strategy and implementation of Starbucks coffee in shaping the image of Indonesia, it was found that there is no specific strategy for Indonesian coffee and the lack of emphasis even protrusion and special promotions on the Indonesian coffee. Indonesian coffee is treated the same as other coffees in Starbucks. Strategy and implementation at the time of regular and seasonal have their respective advantages. At the time of regular sales of coffee such as Sumatra, Sumatra Blue Batak and Komodo Dragon Blend, no other coffee mix in one package are available during seasonal. While the seasonal Indonesian coffees are more highlighted, because it contain a mixture of aging Sumatra coffee with coffee that comes from abroad.

Based on this study, it can be seen that the Starbucks Coffee promotions use the "four stages" for shaping the image of Indonesian coffee according to Cutlip, Center & Broom (2006) as follows:

1. Situation Analysis
   In this case Starbucks see that the problem is a lack of recognition, understanding and knowledge of the public about the coffee comes from Indonesia.

2. Strategic
   There are two kinds of strategic, such as: internal and external. Internal strategy aims to provide knowledge to the baristas in to master the characteristics of coffee available at Starbucks, and there is an external strategy addressed to customers in two ways: whole bean sales and the introduction of regular and seasonal contained in five seasons. However, there is no specific strategy for shaping the image of Indonesian coffee.

3. Implementation
   The third step is implementation. In internal implementation, activities carried out are provided training by coffee class and coffee master class gathering, while the competition is done by holding activities such as coffee ambassador.

   While external implementations are also present two times, during regular and seasonal times. At the time of regular, implementation is done by displaying regular Indonesian coffee such as Sumatra, Sumatra Blue Batak and Komodo Dragon Blend parallel with other types of regular coffee. Not only that, there are activities such as coffee tasting, coffee talk and COW (coffee of the week). Meanwhile, the seasonal is divided into five seasons every year: Autumn, Holiday, Winter, Spring and Summer activities that carried out coffee tasting, coffee talk and digital coffee talk.

   While MPR could not be separated from these activities, the MPR has a role to create a workbook in every season, where such material is made by each of the relevant divisions, and also have a responsibility to publish through communication tools such as social media, namely Instagram, Facebook or Twitter and also making a marketing materials such as poster board menu or basketball signage.
4. Evaluation

Starbucks is not making an evaluation of the customer, whether they are known or not of the Indonesian coffee. Evaluation is performed by a barista with competitions such as coffee ambassador, but there is also no competition about Indonesian coffee.

It was found that the wish image of Starbucks Coffee in Indonesia is rich in coffee diversity. While the mirror image of Indonesian coffee in most customers already knows the image to be formed by Starbucks coffee in shaping the image of Indonesian coffee. But from others, just knowing that Starbucks sells coffee from Indonesia such as Sumatra, Sumatra Blue Batak and Komodo Dragon Blend through the coffee packaging or activity displayed in stores, tasting coffee, coffee talk and COW.

VII. CONCLUSION

From this study it can be concluded:
1. There is no specification strategic to establish image of Indonesian coffees. Starbucks treat Indonesian coffees same like the coffees from other countries
2. Based on the interview, the interviewees said that the strategy and implementation activities are not enough to establish the image of Indonesian coffees. While, from the customers’ image they hope it is formed in the minds of customer. They still don’t know about the Indonesian coffees, and choose the coffees from other countries such as latte or cappuccino.
REFERENCES


