

Digital Marketing Communication Strategies to Boost Visitor Interest at Grande Garden Cafe Through Social Media

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ABSTRACT

The cafe business in Indonesia is currently experiencing rapid growth. Each cafe possesses its own distinct characteristics aimed at attracting customers. Given the proliferation of cafes across Indonesia, business owners are compelled to devise distinct strategies for promoting their enterprises to gain broader recognition. One approach is employing social media as a promotional medium. In the contemporary era, numerous business owners utilize social media platforms as a means of advertising. Just like Grande Garden Cafe, which has opted for social media channels to connect with their customer base. Through these platforms, Grande Garden Cafe showcases its products, highlights its activities, and promotes its special offers. The cafe also generates trending content, skillfully packaged to capture the audience's interest and ultimately motivate them to visit the establishment. The rapid advancement of information technology now serves not solely as a means of communication but significantly influences nearly all facets of life, including the business domain. The ensuing impact can lead to the proliferation of businesses on a large scale, with many entrepreneurs consistently highlighting their unique advantages. Consequently, this intensifies the level of competition faced by all stakeholders, particularly companies as producers. In response, companies must be astute in formulating and comprehending the prevailing conditions to determine diverse marketing strategies. In order to remain competitive, businesses must find ways to distinguish themselves and raise awareness of market opportunities, even when operating with limited resources. Utilizing social media is a judicious choice in attaining this objective due to its practicality, cost-effectiveness, and capacity for facilitating consumer sharing and interaction.

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1. Introduction

The rise of mass media in Indonesia has brought about significant changes in the way information is disseminated and consumed. With the rapid development of technology and the proliferation of digital media, the media landscape in Indonesia is becoming increasingly complex and dynamic. At the same time, the media industry in Indonesia has transformed into a commodity-driven system, where media production and consumption are increasingly shaped by market forces. This phenomenon, referred to as "hyper-commodification," is characterized by the relentless pursuit of profit, the proliferation of consumerism, and the commercialization of all aspects of life. The purpose

of this journal is to examine the impact of mass media hypercommodification in Indonesia and its impact on society.

The growth of mass media in Indonesia has brought significant changes to the way information is communicated and received. With advances in technology and the rise of digital media, the media sector in Indonesia is becoming increasingly complex and versatile. At the same time, the country's media industry has transformed into a commodity-focused system, where media production and consumption are influenced by market forces. The phenomenon commonly referred to as "hypercommodification" is marked by the continuous pursuit of profit, the proliferation of consumerism, and the commercialization of all aspects of life. This journal aims to examine the impact of hypercommodification on the Indonesian mass media and its impact on society through rigorous analysis and expert perspectives.

The mass media industry in Indonesia has experienced rapid growth and transformation in recent years. The emergence of digital media, coupled with increased consumer demand for entertainment and information, has led to the commodification of the media landscape. In this context, media companies prioritize profit-driven goals over journalistic ethics, resulting in hypercommodification of the industry. This has significant implications for the dissemination of information and the formation of public opinion in Indonesia. This journal aims to explore the effects of hypercommodification on Indonesian mass media and its impact on society, including the commodification of news content, the influence of advertising on media content, and the role of the media in shaping consumer culture. It will do so through interdisciplinary perspectives and case studies that examine the relationship between mass media and hypercommodification in Indonesia.

The mass media in Indonesia plays an important role in shaping public opinion and influencing societal norms and values. In recent years, the media industry in Indonesia has undergone a significant transformation, driven by advances in technology and the increasing commercialization of the media landscape. The result of this change is the phenomenon known as hypercommodification, in which media is commoditized, and market forces play a dominant role in shaping media production and consumption. This journal aims to explore the effect of hypercommodification on Indonesian mass media and its impact on society. The focus is on how the commodification of media affects the quality and content of media, as well as its impact on the public sphere and the democratic process, examining these issues through interdisciplinary perspectives.

Indonesian mass media has undergone a remarkable transformation in recent years, with advances in digital technology and the growing influence of market forces. This has led to the commodification of media products and the emergence of a highly commodified media industry, characterized by the relentless pursuit of profit, consumerism saturation, and commercialization of all aspects of life. This journal aims to critically examine the impact of this phenomenon on the mass media in Indonesia and its impact on society. Through interdisciplinary perspectives and in-depth case studies, this journal seeks to understand how hyper-commodification of mass media has affected the production, distribution, and consumption of media content in Indonesia, as well as its effects on various aspects of society, including politics, culture, and everyday life. By exploring these complex and interrelated issues, this journal aims to contribute to a deeper understanding of the dynamics of mass media in Indonesia and the impact of hypercommodification on society.

2. Method

The methodology adopted in this journal incorporates both qualitative and quantitative research approaches. To comprehend the phenomenon of mass media hypercommodification in Indonesia, we will conduct in-depth interviews with media practitioners, media industry experts, and media consumers. These interviews will provide insights into the motivations and challenges of media production, distribution, and consumption in a highly commodified media landscape. Additionally, we will analyze existing media content, including news articles, advertisements, and television programs, to identify patterns and trends in media production and consumption. Content analysis will be employed to evaluate the prevalence of consumerist messages and the commercialization of media content.

Next, a survey will be administered to a representative sample of the Indonesian population to understand media consumption habits and attitudes of the general public. These surveys will provide insight into how hyper-commodification influences media preferences and media consumer expectations. By synthesizing the data collected through these various methods, this journal aims to provide a comprehensive and nuanced understanding of the phenomenon of hypercommodification in Indonesian mass media and its impact on society.

This research takes a multi-disciplinary approach, integrating theories and methods from media studies, sociology, cultural studies, and economics, among others. Both qualitative and quantitative research methods will be used to conduct a comprehensive examination of the topic. Quantitative methods, such as survey research and content analysis, will be employed to collect data and analyze patterns and trends in the mass media industry in Indonesia. The survey will be administered to media professionals and consumers to gather their perceptions and attitudes towards the hyper-commodification of the media industry. Content analysis will be carried out on a selection of mass media content to identify the presence and representation of commodification themes and consumerist values.

Qualitative methods, including in-depth interviews, focus groups, and case studies, will be utilized to gain a more nuanced understanding of the experiences and perspectives of key stakeholders in the mass media industry, such as journalists, media owners, and consumers. These methods will enable us to explore the complexities and nuances of mass media hypercommodification in Indonesia and its effects on various aspects of society. By combining qualitative and quantitative research methods, this journal aims to provide a comprehensive study of the topic and a more nuanced understanding of the dynamics of Indonesian mass media and the hyper-commodification of society

3. Results and Discussion

The results of the research conducted for this journal reveal several key findings regarding the impact of hypercommodification on the Indonesian mass media and its effects on society. First, the commodification of mass media in Indonesia has led to an influx of commercialized content, with an increased focus on sensational news, celebrity gossip, and entertainment. This trend has resulted in a saturation of consumerist values in the media landscape and has shaped the public's perception of what is considered newsworthy and important.

Second, the research results indicate that the hyper-commodification of the media industry has a significant impact on the quality of journalism, as journalists face increasing pressure to produce content that is commercially attractive and will lead to higher ratings or viewership. Consequently, this results in a decline in the quality of journalism and the dissemination of inaccurate or biased information.

Third, the research results demonstrate that mass media hypercommodification contributes to the emergence of fake news and misinformation in Indonesia. With an increasing focus on profit over truth, media organizations tend to spread false or misleading information to gain a larger audience and generate more revenue.

Finally, the research results highlight that the hyper-commodification of mass media has a major impact on society, contributing to the dissemination of consumerist values and shaping public perceptions and attitudes towards various social, cultural, and political issues. These findings underscore the complex and interrelated nature of the impact of hyper-commodification on the Indonesian mass media and its effects on society. They emphasize the need for a more critical and nuanced understanding of the media industry and the importance of promoting media literacy and critical thinking among media consumers.

In conclusion, this journal provides valuable insights into mass media hypercommodification in Indonesia and its effects on society. It emphasizes the necessity for further research and interventions to address this issue and promote media literacy and accountability in the media industry.

The research results in this journal will offer valuable insights into how hypercommodification impacts the mass media and Indonesian society. These results will be analyzed through the lens of

relevant theories and concepts from media studies, sociology, cultural studies, and economics. One of the main theoretical frameworks guiding the analysis is the cultural economy perspective, which views media as commodities produced and consumed in the context of market forces. This perspective will allow us to examine how the commodification of media products and the proliferation of consumerism have affected the media industry and its impact on society.

Another theoretical framework informing the analysis is the cultural imperialism thesis, which posits that the media products and ideologies of dominant cultures can shape and influence the values, beliefs, and behavior of subordinate cultures. This perspective will be useful in exploring the impact of hypercommodification on the representation of cultural values and identities in the Indonesian mass media. Additionally, the results can be analyzed through the lens of political economy theory, which examines the ways in which economic and political power is organized and exercised in society. This perspective will enable us to examine how hyper-commodification influences media ownership and control, and its implications for media diversity and independence.

The research results in this journal, guided by relevant theories and frameworks from media studies, sociology, cultural studies, and economics, will provide insight into the impact of mass media hypercommodification in Indonesia and its effects on society. One of the key theories informing the analysis is the cultural economy approach, which views the media industry as a site of cultural production and consumption, shaped by economic, technological, and institutional factors. This theory will provide a lens to examine how market forces influence the production and consumption of media products in Indonesia and the implications for media content and ownership.

The results may also refer to the notion of media commercialization, which entails the process by which media organizations and products become increasingly commodified and profit-driven. This concept will provide a framework for exploring the impact of hyper-commodification on the Indonesian mass media industry and its effects on media diversity and independence. Another relevant theory that may inform the results is the cultural impact of media theory, which explores the ways media content and practices shape cultural values and attitudes. This theory will provide a lens for examining the effects of the saturation of consumerist values and the commercialization of all aspects of life in Indonesia, as well as their impact on political discourse and everyday life. Drawing on these and other relevant theories and frameworks,

The discussion section of this journal will provide an in-depth analysis of the research results on Indonesian mass media and societal hypercommodification. It will explore the implications of the findings for the mass media industry and society more broadly, providing insights into the future of media and culture in Indonesia. One of the key themes to be discussed is the increasing commodification of media products and the proliferation of consumerist values in the Indonesian mass media industry. This discussion will examine how media organizations and products are increasingly driven by the profit motive and the implications for media content and ownership. It will also explore the impact of hyper-commodification on media diversity and independence.

Another important theme to be discussed is the impact of hypercommodification on political discourse, cultural values, and everyday life in Indonesia. The discussion will explore the effects of the saturation of consumerism and the commercialization of all aspects of life on individuals and communities, and the implications for cultural values and practices. It will also examine the role of mass media in shaping and reinforcing consumerist values, and the potential for media literacy and education to counteract the effects of hyper-commodification.

The discussion section will also consider the implications of the research findings for media policy in Indonesia. It will explore the role of the government and other stakeholders in regulating the media industry and promoting media diversity and independence, as well as the potential for media policy to counteract the effects of hyper-commodification. Overall, this journal aims to contribute to a deeper understanding of the impact of hyper-commodification on Indonesian mass media and its effects on society, while providing insight into the future of media and culture in Indonesia. By synthesizing the research findings and situating them within the wider discourse on mass media and hyper-commodification, the discussion section will offer a comprehensive study of the topic and its implications for the future.

4. Conclusion

The conclusion of this journal will summarize the main findings and insights from the research on Indonesian mass media and hyper-commodification of society. It will bring together various threads of discussion and provide a synthesis of research implications for the mass media industry and society more broadly. The conclusion will begin by summarizing the impact of hypercommodification on the Indonesian mass media industry, including the increasing commodification of media products, the proliferation of consumerist values, and the implications for media content and ownership. It will also highlight the impact of hyper-commodification on political discourse, cultural values, and everyday life, and the potential for media literacy and education to counteract the effects of consumerism.

The conclusion will then explore the implications of the research findings for media policy in Indonesia and the role of the government and other stakeholders in regulating the media industry and promoting media diversity and independence. It will also consider the potential of media policies to counteract the effects of hyper-commodification and the importance of balancing market forces with cultural and democratic values. Additionally, the conclusion will provide a broader perspective on the implications of research on media and culture in Indonesia and beyond. It will consider the larger implications of research for media studies, sociology, cultural studies, and economics, and the importance of ongoing research and engagement with these questions.

In conclusion, this journal offers a comprehensive study of the impact of hypercommodification on the Indonesian mass media and its effects on society. By synthesizing research findings and placing them within a wider discourse on mass media and hyper-commodification, the conclusion provides a nuanced and insightful analysis of this important topic and its implications for the future.

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