

## Marketing public relations strategy of coffee shop business during COVID-19 pandemic

Yani Hendrayani<sup>1</sup>, Muhammad Sulthan Alkautsar<sup>2</sup>, Hermina Manihuruk<sup>3</sup>

<sup>1,2,3</sup> Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Pembangunan Nasional Veteran, Jakarta, Indonesia

### ABSTRACT

In recent years, public interest in coffee shops has become a trend in Indonesia. However, in the Covid-19 pandemic era, there have been many changes in shopping patterns from offline to online, forcing coffee shops to adapt to new normal conditions and prepare MPR strategies following the conditions during the Covid-19 pandemic. Sallo Coffee is a coffee shop located in Jakarta. Maintaining relationships with customers for the long term is part of the job of Public Relations (PR). In this study, the author wants to know Sallo Coffee's Public Relations marketing strategy in maintaining customer loyalty during the pandemic. What is the challenge of implementing a PR marketing strategy during the pandemic to maintain customer loyalty? The paradigm used in this study is constructivism, in which researchers research public relations to reconstruct the existing reality. The approach used is a qualitative approach with descriptive research through interviews, observations, and documentation. The results of this study are that the current PR concept cannot be implemented with PR marketing strategies during the pandemic become limited under government regulations. Instagram social media is one of the media to promote Sallo Coffee products and provide product information to maintain relationships with customers or customer relations. The Internet is critical because the pandemic situation does not allow for as much physical contact as one would expect. With promotions on Instagram and social media, it can also be effective in maintaining customer loyalty during the pandemic.

**Keywords:** Strategy; coffee shop; marketing public relations; customer; pandemic

### *Strategi marketing public relations pada bisnis kedai kopi di masa pandemi COVID-19*

### ABSTRAK

**Ketertarikan** masyarakat terhadap Coffe Shop atau kedai kopi dalam beberapa tahun terakhir menjadi trend dan mendominasi dunia bisnis di Indonesia. Namun dalam situasi era pandemi Covid-19 ini, terjadi banyak perubahan pada pola belanja dari offline ke online membuat Coffee Shop harus beradaptasi dengan keadaan new normal serta dapat mempersiapkan strategi-strategi MPR yang sesuai dengan keadaan di masa pandemi Covid-19. Sallo Coffee adalah sebuah kedai kopi yang berada di Jakarta. Menjaga hubungan dengan pelanggan untuk jangka panjang merupakan bagian dari tugas seorang Public Relations (PR). Penelitian ini bertujuan untuk mengetahui strategi marketing Public Relations Sallo Coffee dalam mempertahankan loyalitas pelanggan di masa pandemi. Pada masa pandemi, apa yang menjadi tantangan untuk menerapkan strategi marketing PR dalam mempertahankan loyalitas pelanggan. Paradigma yang digunakan dalam penelitian ini adalah paradigma konstruktivisme yang mana peneliti melakukan penelitian dengan PR agar dapat merekonstruksi realitas yang ada. Pendekatan yang digunakan adalah pendekatan kualitatif dengan sifat penelitian deskriptif melalui wawancara, observasi, dan dokumentasi. Hasil dari penelitian ini adalah bahwa penerapan strategi marketing PR pada masa pandemi tidak dapat dilakukan semua sesuai dengan konsep PR yang ada karena keterbatasan aktifitas yang memang harus dijalankan sesuai dengan regulasi pemerintah. Media sosial Instagram adalah salah satu media untuk melakukan promosi produk Sallo Coffee serta memberikan informasi produk demi menjaga hubungan dengan pelanggan atau customers relations. Internet adalah kunci karena situasi kondisi pandemi tidak memungkinkan untuk melakukan banyak kontak fisik seperti yang diharapkan. Dengan adanya promosi di media sosial Instagram juga dapat dikatakan efektif sehingga loyalitas pelanggan terjadi di masa pandemi.

**Kata-kata Kunci:** Strategi; kedai kopi; marketing public relations; pelanggan; pandemi

---

**Correspondence:** Yani Hendrayani, Ph.D. Universitas Pembangunan Nasional Veteran Jakarta. Jalan RS Fatmawati Raya Pondok Labu Jakarta Selatan 12450. Email: [yanihendrayani@upnvj.ac.id](mailto:yanihendrayani@upnvj.ac.id)

**Submitted:** December 2021, **Revised:** June 2022, **Accepted:** June 2022, **Published:** August 2022

ISSN: 2528-6927 (printed), ISSN: 2541-3678 (online). Website: <http://jurnal.unpad.ac.id/profesi-humas>

Register with CC BY NC SA license. Copyright © 2022, the author(s)

## INTRODUCTION

In recent years, the business industry in the coffee shop sector has had relatively good prospects, increasingly having a significant role in improving economic conditions. This fact encourages or increases the interest of entrepreneurs to open a new similar business or develop an existing business, which has resulted in increasingly fierce competition in the Coffee Shop business. Every coffee shop that exists today will try to provide a different value to the products and services and the service provided to each customer. This added value is the strength so that customers see the differences that exist in a Coffee Shop, and as a result, customers can determine their coffee shop of choice.

The differences offered by each Coffee Shop in terms of products, expenses, and services are things that add value to this industry. Business people see an excellent opportunity to help run the business they build. One offline store business that is growing quite rapidly is the Coffee Shop business, which uses quality coffee beans from Indonesia.

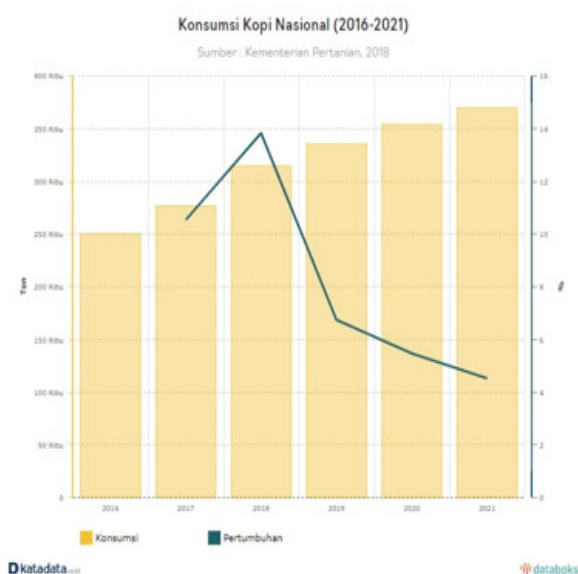
The Coffee Shop business is contagious to other business activists, which causes this business to be increasingly popular and famous in various circles and can also encourage changes in the lifestyle of the wider community,

especially young people. Several factors make Coffee Shop quite popular with various groups in society. The first one is a comfortable and modern place. The second is the affordable price. The third is using selected quality coffee beans that are typical of Indonesia. The last one is a varied menu.

In recent years, the public's interest in coffee shops has become a separate trend as if the coffee business in Indonesia can begin to dominate the business world. The domination of the Coffee Shop business has now become a profitable business. In August 2019, Indonesia's coffee shops reached more than 2,950 outlets. TOFIN's research results from HORECA (Hotels, Restaurants and Cafes). This company provides commerce solutions in the form of industrial products and services and the "MIX Marcomm" magazine.

Domestic coffee consumption in Indonesia in particular also experienced an increase in 2019. Based on the Global Agriculture Information Network data, domestic coffee consumption in 2019/2020 touched 294,000 tons. Based on the data from the Ministry of Agriculture above, coffee consumption in Indonesia will continue to increase, so that by 2021 coffee consumption in this country will reach 370,000 tons.

The statistics show that our country is confident enough to continue developing local



Source: Ministry of Agriculture, 2018

**Figure 1 National Coffee Consumption**

coffee because local coffee is in great demand and can be a big business opportunity to increase economic growth. In running a business, it does not just have to prepare material, but also science must be individual support in running a coffee business to become significant. Public Relations science can help a lot how a business that produces products can improve the company's image so that public interest in a company's product significantly increases (Sinaga, 2014).

Public Relations (PR) has now played an important role and a more significant role in building corporate image and product and brand image (Naumovska & Blazeska, 2016). Many small and large companies combine social marketing, company or product branding, and

advertising. Coffee Shop business people are smart enough to see opportunities. Behind the success of the Coffee Shop business people, there is a Marketing Public Relations (MPR) strategy used to accelerate business development (Sitepu, 2015). MPR can attract public or public attention to products, services, individuals, organizations, or ideas by publishing news to the media, thereby building awareness (Kotler & Keller, 2007).

The importance of communication combined with marketing, Kotler divides public relations into five types of marketing communication combinations (Kotler, 2002). Kotler explained that public relations are a communication activity of five types of combinations of marketing communication, namely (combination of promotions), which convey product images to the public. The other four elements are personal selling, advertising, promosi dalam menjual (sales promotions), dan penjualan langsung atau direct sales.

Through this study, Marketing Public Relations provides added value to the integrated marketing communication program in the coffee shop business. Factors that need to be considered are efforts to build market attractiveness by recognizing the customer's character and who is the target of sales. Publicity is part of advertising through the news about the product

to be marketed. News that aims to dramatize the product to increase the advertisement's effectiveness.

During a reasonably high business competition value pandemic, marketing a coffee shop requires challenging creativity. Steps taken at this stage advertising becomes the focus of publicity. Advertising has a greater influence on the lifestyle of coffee drinkers.

So that advertising is part of more effective promotion in building personal relationships with consumers, communicating the benefits of new products, demonstrating corporate social responsibility and building consumer trust, and maintaining products (Gaffar, 2007).

This study uses the Promotion mix Theory as a basis for discussion. The promotion mix, or marketing communication, is the main component of advertising, personal selling or personal selling, promotions and public relations used by a large company to achieve a marketing activity (Kotler, 2012). The company's overall promotional portfolio is also known as marketing communications includes a specific combination of advertising, public relations, personal selling, promotion and direct selling tools that continuously deliver customer value and build customer relationships (Kotler & Armstrong, 20108). In other words, the company's overall promotional portfolio (also known as the marketing communications

portfolio) consists of advertising, public relations, personal selling, sales promotions, and direct marketing to the organization or company to communicate the value and extend relationships with customers or consumers. From the explanation of these definitions, the promotion mix is a combination of public relations, advertising, personal selling, sales promotions, and direct marketing, which is applied to market the company's products.

Strategy can be said to be part of a business whose purpose is to determine the scope and direction of organizational development and how to initiate an effective strategy. Philip Kotler defines *strategic management* as a plan to expand the influence on the existing market both short and long term, based on market research, product assessment, promotion, and sales planning and distribution.

Researchers will investigate the big concept of the Coffee Shop Marketing Public Relations Strategy in increasing customer loyalty during the pandemic. In running the Coffee Shop business, the MPR strategy is essential for the business marketing strategy (Wang, 2017). Facing this pandemic period, the coffee shop business as one of the MSME businesses has experienced a decline. According to OECD records, MSMEs significantly impact this pandemic condition. MSMEs are very vulnerable to business disruptions because



Source: Katadata.co.id, 2021

Figure 2 MSME tactics to overcome the pandemic

they are often directly related to tourism, transportation, and food (Andrea, 2020). Moreover, the beverage requires fast suppliers, which are significantly affected by the pandemic (OECD, 2020). Likewise, the International Monetary Fund (IMF) data states that the global economy and finances are currently in crisis due to the pandemic situation and conditions. The macro and micro-business entrepreneurs have difficulty maintaining their business.

Coffee Shop itself is one example of Micro, Small and Medium Enterprises (MSMEs) large businesses went bankrupt, MSMEs became the

saviours of Indonesia's economic situation, increasing up to 350%. On the other hand, now MSMEs in the current Covid-19 pandemic can be a slump

During the pandemic, each country has policies to prevent the Corona Virus from spreading widely and breaking the chain of transmission. There have been many changes in shopping patterns from offline to online, making MSMEs such as Coffee Shops have to adapt to new normal conditions and prepare MPR strategies that are following the conditions during the Covid-19 pandemic.



Changes in people's spending patterns forced by circumstances like this do not make it possible to expand the offline shopping sector.

There are currently two problems in Indonesia: maintaining economic stability and maintaining public health. Businesses with physical shops for face-to-face contact like the Coffee Shop, a business with a Dine-In concept.

The International Coffee Organization provides information about coffee prices continuing to decline globally. Coffee prices fell even further when the World Health Organization (WHO) determined Covid-19 or Virus.

Customers, and some even went bankrupt due to the Covid-19 pandemic. Head of BPP Industry, Trade, and HIPMI ESDM Rama Data stated that, since the first information circulated about the Coronavirus entering Indonesia, business people's sales or selling power, such as restaurant and coffee shop businesses, decreased by around 30%.

One of the Coffee Shop businesses that researchers want to know more about is Sallo Coffee. 'Sallo' means longing in the regional language of West Kalimantan, meaning an expression of greeting or an expression of longing for someone in West Kalimantan culture. Sallo Coffee was founded for the first time in 2017, having a breakthrough in opening a coffee shop with 24-hour operating hours for

dine-in services directly at the coffee shop.

During the Covid-19 pandemic, coffee shop businesses expected their coffee sales products to be retained due to consumer loyalty. They are very loyal or loyal to the brand of coffee they produce, even though the percentage of sales must have decreased considerably.

All business people hope that their business will continue to sell well and that their products will still be in demand by the public. Of course, at this time, Sallo Coffee is struggling with how to restore or maintain customer loyalty during the pandemic, where everyone is advised to stay at home and cannot freely do their activities as before during the pandemic. Of course, maintaining the customer loyalty that Sallo Coffee gets can not be separated from the MPR strategy. They market a coffee product to guarantee customer loyalty even in times of crisis like this.

Sallo Coffee was greatly affected because it was part of the economic sector where Sallo Coffee had to change its operating hours following government regulations. With a pandemic like this, Sallo Coffee must continue to applicable government regulations, so the problems that arise are definitely in terms of profits and the decline in customer loyalty, especially for dine-in that Sallo Coffee gets will not be as big as when it was in regular times or before the pandemic.

The MPR strategy in Sallo Coffee describes the phenomenon during the Covid-19 pandemic, which should be investigated as the implementation of the MPR strategy in a coffee shop. Their status is that MSMEs must be able to survive in times of crisis to continue to increase the loyalty of Coffee Shop customers.

According to Ardianto and Soemirat, a tool in order to achieve profit from a product to increase sales in the market is Marketing Communication MPR (2005). MPR is a PR that has a function related to the company's business to carry out activities or marketing activities for products or services. With PR activities, marketing will touch the feelings and minds of potential consumers to create an attraction for the products offered by the company. PR activities can help provide value or meaning to consumers. So in a pandemic situation, the touch of the MPR strategy is very much needed.

Implementing the MPR is necessary for how business people such as Coffee Shops can survive and increase customer or consumer loyalty to remain confident in following the Dine in concept by implementing health protocols during the Covid-19 pandemic outbreak (Rahim, 2020). In this study, the author wants to know Sallo Coffee's Public Relations marketing strategy in maintaining customer loyalty during the pandemic

## RESEARCH METHODS

The constructivism paradigm is the paradigm used in this research. This paradigm believes that reality is the result of the development of the mind or the formation of humans or the individual himself (Moleong, 2018). That reality is changeable and shaped, multiple, and constitutes a whole. Reality is a form or ability of one's thinking.

The knowledge that exists in the human mind is developing according to the times and is not permanent. Qualitative research based on the constructivism paradigm believes that knowledge acquisition is not only the result of substantial experience but also the result of research themes or realities in the field.

Identifying humans or individuals in social reality is not object-centric but subject-centric. This study sees that reality can be dual. If humans do the reception (reception), the understanding carried out will be different for each individual (Sugiyono, 2011).

This research uses descriptive qualitative research methods to explore actual data and facts in detail that describe social problems in the community, identify problems or check social conditions or practices that apply in society, (Sugiyono, 2007). The approach used in this research is a qualitative descriptive approach. The qualitative approach aims to identify

social phenomena from the point of view of the informants or informants. Participants or informants are people or individuals who will interview, observe, and be asked to convey information as it is and their opinions (Bungin, 2007). In this study, the research results are qualitative data. Research in the form of qualitative describes the results in the field, from interviews with informants and literature studies in the form of sentences and diction. It does not test tentative estimates or hypotheses. Produces more than just statistical numbers or numbers with a more meaningful and broad meaning than just numbers or frequencies. The qualitative approach in this research is research that wants to understand the informant's point of view about the reception or acceptance of the Marketing Public Relations Strategy in maintaining customer loyalty during the pandemic.

To conduct research, decide on informants who have their characteristics know the Marketing Public Relations Strategy in maintaining customer loyalty, namely the owner or founder of the Coffee Shop and people. They work at the Coffee Shop and people or individuals in charge of the Coffee Shop. So the researcher chose the head of the MPR team, who understood how the Marketing Public Relations Strategy to maintain customer loyalty where the Coffee Shop was located in

South Jakarta, especially in Tebet Village as an informant from the researcher.

Through purposive sampling technique or sampling deliberately determined directly by the researcher, the selected vital informants can understand and recognize what is the focus of a researcher. Thus, the critical informant that the researcher chose was the manager of the coffee shop.

## RESULTS AND DISCUSSION

In the results obtained in the field, the manager of Sallo Coffee explained the direct impact of Sallo Coffee during the pandemic, namely the decrease in the number of transactions during the pandemic, which decreased by 50%. Furthermore, as a key informant, the manager of Sallo Caffé explained that in one day, the management determined that only 60 people could dine in at Sallo Coffee in a situation like this.

Increasing sales targets in a crisis needed efforts and strategies. The target they designed was through research every month or even every two weeks, namely through direct observation or comparison with other coffee shop businesses. Furthermore, Salo Café uses the software they have. The Salo cafe concludes that its sales target is in the 18-28 year age range.”

Leadership is a method to achieve a



creation. The goals and provisions of the target group or company are the results. A significant program or plan to involve the whole group or company that involves the activities of workers (Thompson, 1995). Sallo coffee as a coffee shop has a target to be achieved, which is a form of strategy. Sallo Coffee plans a strategy by holding meetings every two weeks and joint observations involving workers to further develop strategies that will be applied to determine company results. There are several plans for the company's benefit going forward, The program launched by Sallo coffee prioritized maintaining customer loyalty to their products.

According to the definition of Scott M. Cutlip, Public Relations is the use of management that constructs and provides long-term benefits for the sake of valuable and beneficial relationships between groups and audiences that affect the success or failure of the group or company. Public relations makes it easier for our complex and pluralistic audience to have certainty, set goals, and operate work or utility more effectively by offering to understand between organizations and agencies. A PR worker serves as a liaison between public and private policies. In achieving achievements as PR, the agency, organization, or company must develop beneficial and good long-term relationships with many publics who have their

characteristics, such as internal and external stakeholders.

From the results of research on Sallo Coffee when it comes to the definition of PR, according to Scott M. Cutlip, Sallo Coffee has tried to build relationship with customers is always to try to maintain a good level of service so that customers feel valued by Sallo Coffee. The impact of good service is that it can be long term so that customers will become loyal customers. After maintaining relationships with customers, Sallo Coffee also maintains long-term relationships with other coffee shops by creating coffee competitions that involve participants from other coffee shops to create a positive image in the eyes of the public. With the government, Sallo Coffee is trying to implement regulations regarding health protocols.

Marketing is a management utility to recognise service solutions to provide customer satisfaction (Harris, 2013). Tio Bagaskara, the MPR team who planned the product strategy, said that in marketing the product, they conducted research in which the research was to find out consumer needs. After doing research, the Sallo Coffee team was able to find out what the community wanted. After knowing this, they offer products to give customers satisfaction from Sallo Coffee products.

From these marketing activities, Sallo Coffee can benefit from selling its products.

Customer loyalty is a sign of customer loyalty or commitment to a brand, store, or supplier based on a very positive nature in the long term. In general, loyal means loyal, or loyalty means loyalty. In a loyalty, no individual is forced or forced, and loyalty will arise by itself without any coercion. Self-awareness is a form of consumer satisfaction with a product used. *Loyalty* is a commitment that leads to purchasing a product, even offering recommendations to customers (Tjiptono, 2008). In this study, findings in the field are several customers who fall into the Premium Loyalty category proudly consuming Sallo Coffee products by uploading Sallo Coffee products to be distributed on their social media, namely through Instagram.

Based on the answers from the three informants, they are Sallo Coffee loyal customers because they often repurchase Sallo Coffee products. In this case, the three informants are included in the Premium Loyalty category because they will make repeat purchases soon. Furthermore, regarding the implementation of the MPR, Renald Khasali stated that marketing is engaged in the service sector and customer satisfaction to earn profits. At the same time, Public Relations is needed by an organization and company because it is engaged in image improvement. So that the public has a reasonable opinion and impression of the company, and the

company will benefit.

Another thing about the marketing public relations program activities is that it focuses on good interactions with consumers through active communication. Interactions must produce an attitude of interdependence between members of the organization (both internal and external) that can occur due to the influence of communication.

The marketing process requires action to influence the knowledge, opinions and actions of the target audience, judging from the effectiveness arising from the process of a communication system, it is very dependent on the ability to respond to all good things, in the form of changes that occur (Morrisson, 2008). In the external environment and within the organization, according to the level of internal development of the organization itself. Persuasion goes hand in hand and supports each other to generate understanding in the recipients. So, they behave and think about the organization's wishes. This program makes it possible to achieve dynamic communication with high effectiveness.

The statement links the MPR definition above with the findings in the field in the form of Tio Bagaskara's answer as the MPR team of Sallo Coffee that the implementation of the MPR in Sallo Caffee is under what is defined by Rhenald Khasali. In terms of image,

Sallo Coffee is trying to deal with regulations regarding applying health protocols during the COVID-19 pandemic. In addition to creating a positive image Sallo Coffee also tries to maintain relations with the government to apply health protocols according to the rules. One facility for customers is a Membership card in the long term interest.

Stanton suggests that, in general, in the Marketing mix, there are four combinations in forming a marketing system in an organization, namely Product, Price, Place, and promotions (Stanton, 2012). Classical marketing methods such as the 4Ps above also apply to marketing over the Internet. However, there is much work in online marketing in other ways that are difficult to achieve outside of cyberspace (Hermawan, 2012). Relating to Products; Sallo Coffee is transparent that they provide quality coffee products. According to an interview with an informant, Ayu Kuswara, Sallo Coffee's manager, said their coffee is made from quality coffee beans. Price; their prices are pretty affordable, so customers like the researchers found answers in the three informants they are customers. The third customer gave the same answer: the Price of Sallo coffee products is very affordable.

As for the Place, or a place, according to the answers from key informants Ayu Kuswara and Tio Bagaskara, they have a concept of



Source: Researcher's documentation, 2021

**Figure 3 Sallo Coffe concept is comfortable and a spacious place**

a place that makes guests comfortable and a spacious place that allows it to accommodate large numbers of visitors.

The management of Salo Cafee builds a coffee shop that has its characteristics in order to be able to can avoid intense competition in the business world. In this case, the manager of Sallo Coffee explained that the comfort of the place and wholehearted service were the main menu offered to customers.

The Tagline, designed as Sallo Coffee Social, is intended to remind customers to want to visit. As a coffee shop, Sallo Cafe serves drinks. It gives a comfortable impression, both for hangouts and gatherings with friends and family, which can increase customer intimacy by constantly gathering together. Sallo Café customers have a unique name, namely Sallovers.

Based on the explanation given by the key informant, Sallo Coffee has designed an

excellent MPR strategy through Branding; Branding is very influential in getting customer loyalty so that it attracts consumers always to visit and consume Sallo Coffee coffee products. Salo coffee. Branding with the tagline “Sallo Coffee Social”, which invites customers to feel the closeness of Sallo to create a sense of comfort for customers

A customer informant also expressed this. The three informants stated that the Sallo Coffee place was very comfortable, spacious, and not far from the customer’s residence.

While the next point is Promotions; In terms of promotion, Sallo Coffee uses social media as a promotional tool; as revealed by Tio Bagaskara, they do promotions through Instagram. Informant 1 felt the same way; namely, informant 1 saw promotions through Instagram. word of mouth in marketing terms.

To implement an effective MPR strategy, there are seven tools (Kotler & Keller, 2009). Selecting appropriate tools for implementing the MPR strategy is essential. The tools chosen must follow what the purpose of Sallo Coffee is.

Sallo Coffee trusts online media as a publication media, especially social media, because, during a pandemic like this, people prefer to use social media rather than conventional media. Social media users, especially Instagram, are also trying to spread their wings with websites, TikTok, GoogleAds,

and others. The use of social media is the most accessible tool, and Sallo Coffee can attract attention and bring their customers and potential customers closer. Branding by Sallo Coffee’s intention be maximised to remain active to publish whatever it wants to convey to the public, such as product information, activities made, and photos of their coffee shop taken with good techniques to produce compelling images. Informant one replied that informant one knew Sallo Coffee from Instagram, and the content was considered attractive.

Virtual event considering that due to the pandemic period, which has to limit the number of people. The event activity by Sallo Coffee during this pandemic is a competition entitled “Sallo Virtual Latte Art 2020”. They decided to create a virtual event inviting all the coffee shops involved in the business to make coffee in their style. Competent judges in the coffee field judge Sallo Coffee.

Creating virtual events during the pandemic is also a way to attract the attention of potential customers and maintain customer loyalty during the pandemic. The winner will get a prize from Sallo Coffee. By attracting other coffee shops to participate in the competition, they can also attract other customers to grow interested in Sallo coffee products. Live Music every weekend also Sallo Coffee tries to attract customers to stay loyal but is held with health

protocols by placing employees who oversee the health protocols that have been set.

Sallo Coffee's extraordinary service in maintaining customer loyalty during the pandemic is to prepare a loyalty membership program with attractive promos. In addition, service improvement is also a concern because Sallo Caffe management believes that human relations are significant to maintaining customer loyalty. Being respectful, friendly, and polite to all customers and being polite is very important. In a pandemic condition that can be done apart from survival, the most important thing is that operational management can run well.

Another thing that Sallo Caffe did amid this pandemic was not only for customers but also taking advantage of relationships with fellow coffee shop business people, namely by holding a coffee presentation competition which was participated by participants from other coffee shops. This competition aims to improve relations and cooperation with other coffee shops for Sallo Coffee itself.

Sallo Coffee's efforts during this pandemic are trying to maintain good relations with customers by improving services such as maintaining a friendly attitude towards customers for the convenience of customers when they come or are in the Sallo Coffee environment feel comfort. Therefore, Sallo Coffee held a virtual event for coffee lovers

to serve the best coffees made by themselves to increase relations with coffee connoisseurs, other coffee shops, with customers, thereby generating public interest in Sallo Coffee products.

One of the MPR activities is making news in the media. So coffee determines the online media used in making news so that a wider audience can accept it. Print media are also used like magazines to do news. The use of appropriate media makes the dissemination of information about Sallo Coffee also quite effective. Online media at this time can also have the power to disseminate information to a broad audience so that more and more people recognize Sallo Coffee.

Sallo coffee strives to continue to involve the community or Community Involvement so that people do not lose confidence in their company by deciding to distribute or provide free coffee at outlets to enjoy Kalimantan speciality coffee free. During Ramadan, precisely during the pandemic, they provide free coffee to the surrounding community. This step is appropriate because it can attract people's interest and provide more value in the eyes of the surrounding community.

The formation of an image, something that Sallo Coffee has done, continues to get positive feedback from customers. By utilizing their social media as a place for indirect interaction



with customers, primarily through Instagram, they always provide product information and updates on the latest situation at Sallo Coffee, reposting what customers tag on their Instagram. By taking this step, customers feel valued. by Sallo and also creates a higher sense of loyalty to Sallo Coffee. Improved service to customers must remain friendly so that customers feel comfortable and still want to enjoy coffee products, so that repeat purchases can occur and increase product sales. An essential factor is Lobbying and Negotiation activities, so Sallo Coffee always tries to convince its customers that the prices of their products are very affordable. Sallo coffee determines the target customers so that the product prices they set can be right on target. By still ensuring affordable prices for customers, Sallo Coffee also ensures that with affordable prices, customers can also enjoy coffee with a good taste, so this can maintain customer loyalty to their products.

An indication of the importance of Social Responsibility activities is helping flood victims in Kalimantan. This activity carried out by Sallo Coffee is included in CSR, helping raise funds for the victims of the Kalimantan floods. Sallo Coffee cares about the social environment of the community. By carrying out social activities like this, it will also affect the company's image.

## CONCLUSION

Based on the research results that the researchers conducted on Sallo Coffee, the focus of this research is the Marketing Public Relations Strategy to maintain customer loyalty; researchers can conclude that Sallo Coffee during the covid-19 pandemic is a challenge for Sallo Coffee to implement the MPR strategy.

The reason is that implementing the MPR strategy is completely impossible because it collides with rules or regulations from the government regarding health protocols. Classical marketing methods such as the 4Ps also apply to marketing over the digital Internet. However, there is much work to be done in online marketing, and it is difficult to achieve outside of cyberspace.

To maintain relationships with customers, Sallo Coffee also optimizes social media, especially Instagram, to carry out sales promotions to provide product information to customers. The pandemic forces almost all activities to be carried out online, thus making Sallo Coffee use social media more for strategy implementation and maintaining customer loyalty. In this research, researchers saw findings in the field in the form of several customers who fall into the Premium Loyalty category proudly consuming Sallo Coffee products by uploading Sallo Coffee products to be distributed on their

social media, namely through Instagram.

In strengthening the strategy implemented by Sallo Coffee, they have carried out MPR activities according to Philip Kotler's seven concepts called PENCILS. Implementing PENCILS has proven that Sallo Coffee's customer loyalty persists. After that, Sallo Coffee tried to do its best in customer relations with the pull strategy. From the field findings, although implementing the MPR strategy due to the COVID-19 pandemic situation, Sallo Coffee was quite successful in maintaining the loyalty of their customers, especially dine-in. Customers who visited the coffee shop restrictions were put in place, but there were still many visitors. When entering the weekend, the customers were getting busier even though customers repeatedly visited Sallo Coffee during the pandemic.

## REFERENCES

- Andrea, L. (2020, October 15). Terimbas corona, 65% dunia usaha di Indonesia setop beroperasi. *Databoks Katadata*. Retrieved from <https://databoks.katadata.co.id/datapublish/2020/06/04/terimbas-corona-65-dunia-usaha-di-indonesia-setop-beroperasi>
- Bungin, B. (2007). *Penelitian kualitatif: komunikasi, ekonomi, kebijakan publik, dan ilmu sosial lainnya*. Kencana Prenada Media Group.
- Cutlip, S. M. (2007). *Effective public relations*. Jakarta: Kencana Prenada Media Group.
- Elvinaro, A & Sumirat, S. (2005). *Dasar-dasar public relations*. Cetakan Ketiga. Bandung: Remaja Rosdakarya.
- Gaffar, V. (2007). *CRM dan MPR hotel*. Bandung: Alfabeta.
- Harris, L.C. and Piercy, N.F. (2013). "Barriers to marketing development in the barristers profession", *Services Industries Journal*, 18(2/3), 221-8.
- Hermawan, A (2012). *Komunikasi pemasaran*. Jakarta: Erlangga.
- Kotler, P. (2005). *Manajemen pemasaran* (1 dan 2). Jakarta: Indeks Kelompok Gramedia.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran jilid 1* (12th ed.). Bandung: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Prentice Hall.
- Kotler, P. & Keller, K. L. (2017). *Manajemen Pemasaran*. Edisi 1. Alih bahasa: Bob sabran, MM. Jakarta: Erlangga
- Kotler & Keller. (2009). *Manajemen Pemasaran* 1. Edisi ketiga belas. Jakarta: Erlangga
- Makanabis.com (2020). Nasib kedai kopi kekinian pasca pandemi covid-19. *Makanabis.Com*. Retrieved October 27, 2020, from <https://www.makanabis.com/post/article/nasib-kedai-kopi-setelah-pandemi-covid-19>.
- Moleong, L. J. (2018). *Metodologi penelitian kualitatif*. Bandung: Remaja Rosdakarya.
- Morissan. (2008). *Periklanan komunikasi pemasaran terpadu*. Jakarta: Ramdina Prakarsa.
- Naumovska, L., & Blazeska, D. (2016). Public relation based model of integrated marketing communications. *UTMS Journal of Economics*, 7(2), 175–186
- Rahim, A. (2020). Bagaimana Kedai Kopi

- Bertahan di Tengah Pandemi? *Kompas TV*. Retrieved October 27, 2020, from <https://www.kompas.tv/article/112708/bagaimana-kedai-kopi-bertahan-di-tengah-pandemi>
- Sinaga, I. (2014). The effect of marketing public relations on brand image. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, 2(2), 184–189.
- Sitepu, R. (2015). Pengaruh marketing public relations terhadap brand image dan loyalitas pelanggan (survei pada wisatawan taman rekreasi Selecta, Batu). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 24(1), 86065.
- Stanton, W. J. (2012). *Prinsip pemasaran*. Alih bahasa: Yohanes Lamarto. Jakarta: Erlangga.
- Sugiyono. (2007). *Metodologi penelitian bisnis*. Jakarta: Gramedia.
- Sugiyono. (2011). *Metodologi penelitian kuantitatif kualitatif dan R&D*. Bandung: Alfabeta.
- Thompson, J. B. (1995). *The Media and Modernity: A Social Theory of the Media*. Stanford: Stanford University Press.
- Tim Publikasi Katadata. (2020). Siasat umkm lewati pandemi. *katadata.Co.Id*. Retrieved October 27, 2020, from <https://katadata.co.id/timpublikasikatadata/infografik/5ee2e4a459d6a/siasat-umkm-lewati-pandemi>
- Tjiptono, F. (2008). *Strategi pemasaran* (3rd ed.). Yogyakarta: Andi Offset.
- Wang, T.-C. (2017). Marketing public relations strategies to develop brand awareness of coffee products. *Science Journal of Business and Management*, 5(3), 116. <https://doi.org/10.11648/j.sjbm.20170503.15>
- Yosephine, M & Diniati, A. (2021) Strategi public relations Sinar Mas Land dalam membangun brand image perusahaan: *Jurnal PRofesi Humas*, 5(2), 208-28. <https://doi.org/10.24198/prh>