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Strategy In Digital Marketing Communication Of Asiang Coffee As A Culinary Specialty Of Pontianak City

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ABSTRACT

Hot drinks in the form of special dishes such as coffee are a dish that is widely loved by the people of Indonesia and the world. Coffee becomes a link for its connoisseurs in carrying out many activities, such as meetings, social gatherings, seminars and many other activities that are often carried out by its connoisseurs. Indonesia as a tropical country has a climate that is very suitable for cultivating coffee plants. Many types of coffee are produced in the archipelago, from Sabang to Merauke, one of which is Asian Coffee which is a typical type of coffee from the city of Pontianak. This special drink began from a small stall with a cart located on Jalan Agus Salim, Pontianak City. How the initial steps to provide a traditional and cultural coffee blend in its process of stirring, blending as one of the efforts of Asian Coffee's involvement as a contributor to the cultural value of its coffee tradition for coffee lovers in Pontianak City. In this study, the researcher wants to elevate the strength of local culture to become one of the tourist destinations for those visiting the city of Pontianak. A local wisdom can bridge the consolidation activities involving local communities and visitors as a form of Indonesian culinary brand campaign. With the changing times, coffee drinks continue to evolve, and even coffee shops are popping up. They deserve to be preserved and not abandoned, leading to their extinction. This research employed a descriptive qualitative approach, using in-depth interviews and supported by literature reviews and content analysis.

Keywords: *Digital Marketing Communication Strategy, Local Wisdom, Culinary Brand, Asian Coffee Pontianak*

1. INTRODUCTION

The culinary industry is one sector of the creative economy that continues to show significant growth in Indonesia. This growth is driven not only by increasing consumer demand but also by lifestyle changes that have made culinary activities part of social and cultural experiences. In this regard, coffee is one culinary product that plays a vital role in Indonesian society.

Coffee is no longer seen solely as a beverage, but also as a medium for social interaction that brings together various levels of society. Coffee shops often function as informal public spaces that enable social communication, discussion, and the exchange of ideas among members of the community (Oldenburg, 1999). This phenomenon demonstrates that coffee has a social dimension that goes beyond mere consumption. Furthermore, as a tropical country, Indonesia boasts a geographically favorable environment for coffee cultivation. Various types of coffee are produced in various regions of the archipelago and have developed into distinctive culinary identities in each region. Thus, coffee serves not only as an economic commodity but also as an integral part of local cultural identities.

Pontianak, the capital of West Kalimantan Province, is known for its strong coffee-drinking tradition. The presence of numerous traditional coffee shops demonstrates that coffee culture is deeply embedded in the city's social life. One coffee shop with historical significance and a cultural icon in Pontianak is Kopi Asiang. This traditional coffee business began as a small cart stall located on Jalan Agus Salim in Pontianak City. Over time, Kopi Asiang has developed into a popular culinary destination among both locals and tourists. Kopi Asiang's uniqueness lies in its coffee-serving process, which maintains traditional brewing and stirring techniques.

In today's digital era, advances in information technology have brought significant changes to marketing strategies across various business sectors, including the culinary industry. Businesses are required to leverage digital technology as an effective marketing communication tool. Digital marketing communications enable companies to reach a wider audience while building long-term relationships with customers (Chaffey & Ellis-Chadwick, 2019). In the context of Kopi Asiang, implementing a digital marketing

communications strategy aims not only to increase sales but also to strengthen the brand's image as part of Pontianak's cultural identity. Therefore, a study of digital marketing communications strategies is crucial to understanding how Kopi Asiang maintains its presence amidst the dynamic development of the modern culinary industry.

2. LITERATURE REVIEW

Marketing communication strategies in the culinary industry, particularly for coffee-based products, have been widely discussed in modern marketing literature. The development of the coffee industry is not only related to consumption but also reflects changes in lifestyle, social interaction, and cultural identity. In this context, coffee is understood as part of a social experience with symbolic and cultural value.

The concept of "third place," introduced by Oldenburg (1999), explains that coffee shops function as informal social spaces outside the home and workplace. This function makes coffee shops a medium for social interaction, the exchange of ideas, and the formation of communities. This aligns with the phenomenon of Kopi Asiang, which serves not only as a place for consumption but also as a social space that strengthens relationships between individuals in the Pontianak community.

From a marketing perspective, communication strategy is a crucial factor in building relationships between products and consumers. Chaffey and Ellis-Chadwick (2019) emphasize that digital marketing communication enables companies to reach a wider audience and build sustainable consumer engagement. In the digital era, marketing communication is no longer one-way but interactive and based on the consumer experience.

The Segmenting, Targeting, and Positioning (STP) concept proposed by Kotler and Keller (2016) serves as the primary framework for designing effective marketing strategies. Market segmentation allows companies to identify consumer groups based on specific characteristics, including geographic, demographic, psychographic, and behavioral. With appropriate segmentation, companies can identify potential target markets and design more relevant communication strategies.

In the context of consumer behavior, Schiffman and Wisenblit (2015) explain that psychological and social factors significantly influence consumption decisions. Consumers consider not only product functionality but also the symbolic value, experience, and identity inherent in the product. This is evident in consumers' preference for traditional coffee, which offers authentic experiences and cultural values.

The positioning concept proposed by Ries and Trout (2001) emphasizes the importance of creating a strong image in the minds of consumers. Effective positioning must differentiate a product from competitors through consistent uniqueness. In the coffee industry, differentiation is often built through taste, consumption experience, and cultural values.

Furthermore, the Integrated Marketing Communication (IMC) approach introduced by Schultz et al. (1994) emphasizes the importance of integrating various communication channels to deliver a consistent message to consumers. IMC encompasses various elements such as advertising, sales promotions, public relations, and digital communications. Belch and Belch (2018) add that the success of IMC is greatly influenced by a company's ability to manage the consumer experience as part of its communications strategy.

In practice, word of mouth is also an effective strategy for building consumer trust. Shimp (2014) states that this communication has a high level of credibility because it originates from direct consumer experiences. In the digital era, word of mouth has evolved into electronic word of mouth (e-WOM) through social media and digital platforms.

Based on these studies, it can be concluded that an effective marketing communications strategy in the coffee industry depends not only on product promotion but also on the ability to integrate cultural values, consumer experiences, and the use of digital technology. This is particularly relevant in the context of Kopi Asiang, which combines the uniqueness of local traditions with the dynamics of modern marketing communications.

3. METHOD

This study uses a qualitative approach with descriptive methods to analyze the marketing strategy of Kopi Asiang in Pontianak City, specifically the application of the concepts of Segmenting, Targeting, Positioning (STP) and Integrated Marketing Communication (IMC). The qualitative approach was chosen because this study aims to understand the phenomenon of marketing communication strategies in depth based on conditions occurring in the field.

The data sources in this study consist of primary and secondary data. Primary data were obtained through observations of the marketing activities and conditions of the Kopi Asiang shop, as well as analysis of information related to the implemented marketing strategies. Meanwhile, secondary data were obtained through a literature review of books, scientific journals, and academic references related to marketing concepts and marketing communications, particularly regarding the STP and IMC theories.

Data collection techniques included observation, documentation, and literature review. Observations were conducted to directly observe consumer activity, the shop's atmosphere, and the characteristics of the products offered. Documentation was used to collect data in the form of photographs, media information, and promotional materials related to Kopi Asiang. Literature review was conducted to obtain a theoretical basis to support the research analysis.

The data analysis technique was conducted descriptively qualitatively, namely by organizing the data obtained, then interpreting the information based on the

marketing theory framework, specifically the concepts of Segmenting, Targeting, Positioning (STP) and Integrated Marketing Communication (IMC). The results of the analysis were then presented in the form of a narrative description to explain how Kopi Asiang's marketing strategy is applied in the context of the local coffee industry in Pontianak City.

4. FINDINGS AND DISCUSSION

History and Identity of Asian Coffee

Kopi Asiang is a thriving culinary icon in Pontianak, West Kalimantan. Founded by a Chinese-Indonesian entrepreneur named Asiang, the coffee shop started as a small, humble business. Over time, Kopi Asiang has built a strong reputation, becoming widely known among both locals and tourists visiting Pontianak. The coffee shop's popularity stems not only from the quality of its coffee but also from the owner's unique personality, who often serves customers shirtless. This uniqueness has developed into a distinct identity that distinguishes Kopi Asiang from other coffee shops and enhances its appeal as a culinary destination.

From a social and cultural perspective, Kopi Asiang's existence is inextricably linked to the coffee shop tradition, which has long been deeply rooted in the lives of the Pontianak community. Coffee shops in this region serve not only as places to consume beverages but also as social spaces that facilitate interaction between individuals and community groups. Activities such as discussions, information exchange, and daily economic interactions often take place in these coffee shop spaces. Thus, coffee shops can be understood as informal public spaces that play a vital role in building social networks and strengthening the dynamics of urban life. Kopi Asiang represents more than just a culinary venture but also reflects the cultural practices that have developed within the social life of the Pontianak community. Its existence is part of the local identity, demonstrating how the tradition of drinking coffee has transformed into a space for social interaction and a symbol of regional culinary culture.

Characteristics of Asian Coffee Products

One of the factors that makes Kopi Asiang so appealing lies in the characteristics of the product it offers. The coffee served is hand-crafted by the owner, maintaining a unique service style, working shirtless and using traditional serving techniques. The coffee is brewed using a simple method using a cloth filter, preserving the coffee's natural aroma and character. This method produces a strong, rich flavor, which is a key characteristic of the product.

This distinctive flavor also differentiates Asian coffee from modern coffee products, which generally use machine-brewed technology. This demonstrates that a product's success doesn't always depend on the use of modern technology, but rather on consistently maintaining traditional methods that have proven effective in meeting consumer preferences.

From a marketing perspective, these unique product characteristics contribute to a strong brand identity. This identity makes Kopi Asiang easily recognizable and creates a unique consumption experience for visitors. Thus, product uniqueness not only serves as a differentiation factor in market competition but also as a crucial element in building consumer image and loyalty to the brand.

Communication Strategy and Unique Attraction

One of Kopi Asiang's most appealing aspects is its ability to capture public attention without relying on intensive modern promotional strategies. The coffee shop's popularity grows largely through word *of mouth* . Customers' unique experiences are then shared with others, indirectly building the shop's image and reputation within the community.

This phenomenon demonstrates that marketing communications don't always rely on formal promotional media like advertising or structured marketing campaigns. In many cases, powerful consumer experiences can actually serve as a more effective promotional tool. These experiences encourage consumers to voluntarily share their stories with others, creating an organic process of information dissemination.

In the case of Kopi Asiang, the uniqueness of the shop's owner, who works shirtless, is one element frequently recounted by customers. This uniqueness has subsequently developed into a distinctive narrative that has become embedded in the coffee shop's identity. From a marketing communications perspective, this phenomenon can be understood as a form of symbolic communication that plays a role in establishing product differentiation. This differentiation not only strengthens brand identity but also creates a unique appeal that makes Kopi Asiang easily recognized and remembered by consumers.

Market Segmentation in Asian Coffee Marketing Communication Strategy

Market segmentation is a fundamental concept in modern marketing strategy, aimed at identifying consumer groups with relatively similar characteristics, needs, and behavioral patterns. According to Philip Kotler and Kevin Lane Keller, market segmentation is the process of dividing a heterogeneous market into smaller, more homogeneous consumer groups based on shared characteristics. Through this process, companies can design more targeted and effective marketing strategies tailored to the needs and preferences of each consumer group. Thus, market segmentation enables businesses to determine a more targeted marketing approach.

From a marketing communications perspective, segmentation plays a strategic role because it forms the basis for determining communication messages, media selection, and the approach used to reach consumers. According to Terence A. Shimp, marketing communications is the process of conveying information about a product or brand to consumers with the aim of influencing their attitudes, perceptions, and behaviors toward the product being offered. Therefore, market segmentation can be seen as an important initial step in

designing an effective and integrated marketing communications strategy.

The market segmentation process for Kopi Asiang in Pontianak, West Kalimantan, was conducted by considering several key dimensions: geographic, demographic, psychographic, and consumer behavior. These four dimensions provide a more comprehensive picture of the characteristics of the consumers who are the primary target in Kopi Asiang's marketing communications strategy. By understanding these various segmentation dimensions, business owners can tailor their marketing communications strategies to be more relevant to the needs and preferences of their target consumers.

Geographic Segmentation

Geographic segmentation refers to the process of grouping consumers based on their geographic region or location of residence. According to Philip Kotler, geographic segmentation allows companies to tailor marketing strategies to the social, cultural, and environmental characteristics of a particular region. Through this approach, companies can understand consumer needs and preferences, which are influenced by their geographic context. In the context of Kopi Asiang, geographic segmentation focuses on the community in Pontianak, West Kalimantan.

Kopi Asiang has a strong connection with the local community, having long been a part of the city's culinary culture. These coffee shops serve not only as places to enjoy coffee but also as social spaces that bring together diverse groups. Various social activities, such as discussions, information exchanges, and leisure activities, often take place in these coffee shops, becoming part of Pontianak's thriving coffee culture.

From a marketing communications perspective, focusing on the local market allows Kopi Asiang to build an emotional connection with consumers through an approach based on local cultural values. This closeness not only strengthens the relationship between business owners and consumers but also makes Kopi Asiang a culinary icon with historical and cultural value for the people of Pontianak. Thus, geographic segmentation serves not only as a marketing strategy but also as a means of strengthening the local identity inherent in the brand.

Demographic Segmentation

Demographic segmentation is the grouping of consumers based on demographic characteristics such as age, occupation, education level, and socioeconomic status. According to Leon G. Schiffman and Joseph L. Wisenblit, demographic segmentation is often used in marketing strategies because these variables are relatively easy to identify and have a strong correlation with consumer behavior patterns. Through this approach, companies can understand consumer characteristics more specifically, thus designing more effective and targeted marketing strategies.

Kopi Asiang's target demographic spans a wide range of age groups, from young people to older adults. Customers at this coffee shop come from diverse backgrounds, including students, workers, and tourists visiting Pontianak, West Kalimantan. This demographic diversity demonstrates that Kopi Asiang has broad appeal and is able to reach a wide range of audiences.

Younger generations are generally attracted to the popularity of this coffee shop and the cultural values inherent in its identity as a local culinary icon. Meanwhile, older age groups tend to use the coffee shop as a space for social interaction, discussion, and informal networking. From a marketing communications perspective, this diverse demographic segment presents an opportunity for Kopi Asiang to deliver an inclusive communication message that is accessible to a diverse group of consumers from diverse backgrounds.

Psychographic Segmentation

Psychographic segmentation concerns grouping consumers based on lifestyle, values, interests, and personality traits. According to Philip Kotler, psychographic segmentation provides a deeper understanding of consumer motivations in making product or service choices. This approach looks at consumers not only from a demographic perspective but also from the mindset, preferences, and value orientations that influence their consumption behavior.

Kopi Asiang's psychographic segmentation is aimed at consumers who value tradition, authenticity, and authentic social experiences. The coffee shop is known for upholding traditional coffee-serving methods passed down through generations. This authenticity appeals to consumers who appreciate local cultural heritage and authentic culinary experiences.

The social experience created within a coffee shop is also a crucial element in psychographic segmentation. Many consumers come not only to enjoy a cup of coffee, but also to experience the unique atmosphere of a traditional coffee shop, steeped in cultural values and the social interactions between patrons. From a marketing communications perspective, this psychographic dimension serves as the foundation for Kopi Asiang in building an authentic brand image while simultaneously representing strong local cultural values.

Consumer Behavior Segmentation

Behavioral segmentation involves grouping consumers based on consumption patterns, loyalty levels, and the benefits they seek from a product or service. According to Philip Kotler and Kevin Lane Keller, behavioral segmentation allows companies to understand how consumers use a product, the frequency of use, and the reasons underlying their choices. Through this approach, companies can identify consumer behavioral characteristics that influence purchasing decisions.

Kopi Asiang's primary target behavioral segment is coffee connoisseurs who prefer authentic and consistent coffee flavors. Consumers in this segment generally have a habit of regularly visiting coffee shops as part of their daily routine or as part of their social lifestyle. This activity is not only related to product consumption but also to the social experiences created within the coffee shop environment.

Kopi Asiang offers a coffee experience with a distinctive flavor through a traditional brewing method that has been consistently maintained for years. This consistency in maintaining quality flavor is a key factor in fostering customer loyalty. From a marketing communications perspective, this consumer behavior pattern provides Kopi Asiang with the opportunity to build long-term relationships with customers through a consistent product experience and the social interactions that occur within the coffee shop.

Targeting Strategy in Asian Coffee Marketing Communications

According to Philip Kotler and Kevin Lane Keller, *targeting* is the process of evaluating previously identified market segments and then selecting one or more segments deemed to have the greatest potential and align with the company's capabilities and resources. Determining the target market is a crucial step in marketing strategy planning, as each consumer segment has distinct characteristics, needs, and preferences. Therefore, selecting the right target market allows companies to design more effective and relevant marketing communication strategies for their target consumers.

targeting strategy in Pontianak, West Kalimantan, can be understood by grouping consumers into three main categories: *primary target* , *secondary target* , and *residual target* . This division demonstrates that Kopi Asiang is not solely focused on one specific consumer group but also seeks to reach a wide range of segments of society interested in coffee drinking.

primary target audience is traditional coffee connoisseurs, particularly those from the older generation who have long been familiar with the distinctive flavors of this coffee. This consumer group generally has a relatively high level of loyalty because they are accustomed to authentic and consistent coffee flavors. Therefore, Kopi Asiang's primary strategy is to maintain product quality and improve service without changing the distinctive flavors that have become the shop's primary identity. However, the emergence of other coffee shops adopting traditional coffee concepts and serving styles presents a challenge in maintaining customer loyalty.

Kopi Asiang also targets *secondary customers* , namely the working class and the younger generation. This segment has distinct characteristics from previous generations, as they tend to seek more dynamic social experiences while enjoying coffee. Therefore, the strategy is to create a cafe atmosphere that maintains a traditional feel while remaining comfortable for the younger generation to gather, discuss, and work informally. This approach reflects an effort to adapt to changing lifestyles without losing the authentic values that characterize Kopi Asiang.

The *residual target group* includes the general public and tourists visiting Pontianak. For this consumer group, Kopi Asiang is seen not only as a place to enjoy coffee but also as part of the local culinary experience. Therefore, one strategy that can be developed is to introduce coffee-based derivative products that can be used as regional souvenirs. However, this development also faces challenges, particularly related to limited business locations and limited production capacity. This situation requires careful management of business expansion to avoid diminishing the *personal branding value* and uniqueness inherent in Kopi Asiang's identity.

Positioning of Asian Coffee in Consumer Perception

Positioning is a strategy for positioning a product or brand in the consumer's mind, creating a clear and distinct characteristic that differentiates it from competing products. According to Al Ries and Jack Trout, *positioning* is a communication strategy aimed at building a specific image in the minds of consumers, making a product or brand easily recognized, understood, and remembered. In other words, *positioning* serves to shape consumer perceptions of a product's value and superiority compared to competitors in the market.

positioning strategy focuses not only on product quality but also emphasizes the coffee shop's cultural and historical values. One of the key elements in Kopi Asiang's *positioning* is its distinctive and consistent traditional coffee flavor. This flavor is achieved through blending coffee using traditional brewing methods that have been maintained for decades. Consistency in maintaining the quality and flavor of this coffee is a crucial factor in building consumer trust and maintaining customer loyalty.

positioning *is* also strengthened by the *personal branding* of the shop's owner, Asiang, who is widely recognized by the community. The owner's direct involvement in the coffee serving process provides a unique experience for visitors. In this case, the coffee shop not only offers a product in the form of coffee drinks, but also provides a unique social experience for consumers. This condition strengthens Kopi Asiang's authentic image compared to many modern coffee shops that emphasize interior concepts, space design, and aesthetics.

Another aspect that strengthens Kopi Asiang's *positioning* is the nostalgic and historical value inherent in the shop's existence. Kopi Asiang is known as one of Pontianak's legendary coffee shops, having survived for decades. The continuity of the coffee recipe, passed down through generations, lends this shop a strong historical significance. This value not only holds symbolic meaning for the local community but also serves as a unique attraction for tourists seeking a traditional regional culinary experience.

In marketing communications theory, strong *positioning* allows a brand to establish clear differentiation amidst market competition. According to Terence A. Shimp, an effective marketing communications strategy must convey a consistent message about the brand's identity and values to consumers. In this context, Kopi Asiang has successfully positioned itself *as* an authentic traditional coffee shop, possessing strong cultural values, and offering a unique social experience for coffee lovers.

Integrated Marketing Communication (IMC) Approach in Asian Coffee Promotion Strategy

Integrated Marketing Communication (IMC) is a strategic approach to marketing communications that emphasizes the integration of various communication channels to deliver a consistent brand message to consumers. According to Don E. Schultz, IMC is a marketing communications planning process that integrates various forms of communication, such as advertising, sales promotions, public relations, and digital communications, to produce a unified and effective message. Through this approach, companies can build sustainable relationships with consumers through consistent, coordinated, and mutually supportive messaging across communication channels.

Kopi Asiang's IMC approach is implemented as an effort to strengthen its brand image and expand its market reach through the use of various forms of marketing communications, including digital communications. This strategy focuses not only on coffee product promotion but also emphasizes building long-term relationships with consumers through unique coffee-drinking experiences. This approach aligns with the objectives of its marketing communications strategy, which emphasizes increasing consumer loyalty and expanding the market through consistent digital communications.

One example of IMC implementation at Kopi Asiang is its use of digital and social media as marketing communications. Through various digital platforms such as Instagram, culinary videos, and travel content created by visitors, Kopi Asiang has gained significant exposure among the public, particularly the younger generation. This digital content generally showcases the shop's atmosphere, the traditional coffee-making process, and the unique experiences visitors experience while enjoying coffee there. Information disseminated through these digital media channels serves as a communication tool that introduces Kopi Asiang to a wider audience, including consumers outside Pontianak.

In addition to digital communication, another important element of Kopi Asiang's IMC strategy is experiential communication . Consumers who visit the shop not only enjoy the coffee product but also experience a unique social experience, such as direct interaction with the barista and the simple yet authentic atmosphere of a traditional coffee shop. These experiences are then often shared by consumers through social media and word of mouth, indirectly strengthening the marketing communication process.

From a marketing communications perspective, this phenomenon demonstrates Kopi Asiang's ability to leverage *word-of-mouth communication* as an effective form of promotion. According to Terence A. Shimp, word-of-mouth communication is a highly credible form of marketing communication because information is conveyed directly from consumers to other consumers based on their actual experiences.

On the other hand, Kopi Asiang's existence as one of Pontianak's legendary coffee shops also frequently receives attention from various media outlets, both local media and digital content creators. Coverage of the shop's history, the unique coffee-serving process, and the owner's personality contribute to strengthening Kopi Asiang's brand image as part of Pontianak's culinary identity. This exposure can be understood as a form of *public relations activity* that plays a role in enhancing the brand's reputation and credibility in the eyes of the public. Thus, the implementation of *Integrated Marketing Communication* at Kopi Asiang can be understood as the integration of digital communication, consumer experience, word-of-mouth promotion, and media exposure that together build a strong brand image. The integration of these various forms of communication ensures that messages about the authenticity, tradition, and quality of Kopi Asiang's coffee are consistently conveyed to various consumer segments.

This approach demonstrates that the success of Kopi Asiang's marketing communications strategy lies not solely in the use of modern promotional media, but also in the brand's ability to maintain the cultural values and authentic experiences that underpin its core identity. By integrating these various communication channels, Kopi Asiang is able to maintain the loyalty of existing customers while attracting new ones, particularly the younger generation active in the digital media ecosystem.

Analysis of the Relevance and Appropriateness of Asian Coffee STP Strategy

An effective marketing strategy generally begins with the application of *the Segmenting, Targeting, and Positioning* (STP) concept. This concept serves as an important strategic framework for formulating a product's marketing direction to reach consumers accurately and efficiently. According to Philip Kotler and Kevin Lane Keller, STP is a strategic process that enables companies to identify market characteristics, determine the most potential consumer segments, and build a strong brand position in consumer perception.

Kopi Asiang's STP strategy implementation demonstrates a high level of relevance to local market characteristics and the increasingly competitive dynamics of the coffee industry. Analysis of the three main STP components indicates that Kopi Asiang has a relatively clear strategic approach to maintaining its identity as a traditional coffee shop while adapting to changing consumer preferences and developments in the modern culinary market.

Relevance of Segmentation Strategy

The market segmentation implemented by Kopi Asiang can be considered quite relevant because it considers several important dimensions in market analysis, namely geographic, demographic, psychographic, and consumer behavior segmentation. Focusing on the Pontianak community as the primary geographic segment demonstrates Kopi Asiang's close ties to the local social and cultural context. This coffee shop has become a part of people's daily lives, so its existence is understood not only as a place to consume

coffee products, but also as a social interaction space that brings together various groups of people.

Furthermore, the demographic segmentation, which encompasses various age groups, from young people and workers to older generations, demonstrates that Kopi Asiang has cross-generational appeal. This indicates that the products and experiences offered are able to reach diverse consumer groups with different characteristics. From a marketing perspective, this diverse demographic segmentation provides broader opportunities for Kopi Asiang to retain its existing customer base while attracting new consumers from different age groups.

From a psychographic perspective, segmentation targeting consumers who value traditional values and authentic social experiences demonstrates a clear differentiation between Kopi Asiang and modern coffee shops. Consumers visiting aren't simply seeking a coffee drink, but also want to experience the unique cultural atmosphere of traditional coffee shops. Therefore, the segmentation strategy implemented is quite appropriate, as it aligns with Kopi Asiang's product characteristics, the experience offered, and its brand identity.

Accuracy of Targeting Strategy

targeting strategy demonstrates a balance between retaining its existing customer base and reaching new consumer segments. Selecting traditional coffee drinkers as *the primary target* is considered appropriate, given that this consumer group generally exhibits a high level of loyalty to consistent coffee flavors. Consumers in this segment typically have established a regular habit of visiting coffee shops, making their presence crucial to maintaining stable demand and business continuity.

On the other hand, the workers and young people designated as *secondary target groups* reflect efforts to adapt to changing lifestyles in modern society. Today's younger generation tends to use coffee shops not only as a place to enjoy a drink, but also as a social space for informal work, discussion, and relaxation. Therefore, a strategy that seeks to create a comfortable coffee shop atmosphere without losing its traditional feel can be seen as a relevant approach to attracting this consumer segment.

Meanwhile, the general public and tourists, who fall into the *residual target category* , demonstrate potential for broader market expansion. Coffee shops with historical value and cultural uniqueness, such as Kopi Asiang, have a significant opportunity to become part of the culinary tourism destination in Pontianak, West Kalimantan. This demonstrates that the *targeting strategy* implemented is not only oriented towards local consumers but also has the potential to reach a broader market, including tourists interested in traditional regional culinary experiences.

***Positioning* Strategy**

positioning is quite strong, emphasizing authenticity and tradition. Its image as a legendary coffee shop with consistent, traditional coffee blends is a key differentiator compared to modern coffee shops that emphasize modern interiors and urban lifestyles. According to the positioning theory proposed by Al Ries and Jack Trout, effective positioning must create clear differentiation so that the product can be easily recognized and remembered by consumers.

Kopi Asiang has successfully established a unique *positioning* through several key elements: its distinctive coffee flavor, the owner's personal branding, and the business's inherent historical value. The owner's direct involvement in the coffee-serving process provides a unique experience for consumers and strengthens the brand's authentic image.

Furthermore, nostalgia is also a crucial factor in strengthening the brand's *positioning* . This coffee shop offers more than just beverages; it also offers a cultural experience with historical value for the people of Pontianak. This combination of product quality, social experience, and cultural values is what keeps Kopi Asiang's positioning relevant amidst the increasingly competitive modern coffee industry.

Strategic Implications of STP

Overall, Kopi Asiang's implementation of the *Segmenting, Targeting, and Positioning* (STP) strategy demonstrates that the coffee shop has a relatively strong marketing strategy foundation for maintaining its business's sustainability. The application of market segmentation, which considers geographic, demographic, psychographic, and behavioral aspects, allows the business to understand the characteristics and needs of its consumers more comprehensively. This understanding serves as a crucial foundation for formulating a more effective and targeted marketing strategy.

The targeting strategy implemented also demonstrates a balance between maintaining the loyalty of existing customers and reaching new consumer segments. Targeting traditional coffee drinkers as the primary target provides stable demand, while attracting younger generations and working-class groups reflects Kopi Asiang's ability to adapt to changing lifestyles. This approach allows Kopi Asiang to remain relevant amidst the increasingly competitive coffee industry.

Positioning that emphasizes authenticity, tradition, and local cultural experiences is a key differentiating factor that strengthens the brand's identity. Its image as a legendary coffee shop with distinctive traditional coffee blends makes Kopi Asiang known not only as a place to consume beverages, but also as part of the social and cultural experience of the Pontianak community.

Thus, the relevance and appropriateness of Kopi Asiang's STP strategy implementation can be seen as a crucial factor supporting business sustainability while strengthening its position as a local culinary icon. This strategy demonstrates that integrating product quality, cultural values, and an understanding of consumer characteristics can provide a sustainable competitive advantage in the dynamics of the modern coffee industry.

5. CONCLUSIONS

Based on the analysis, Kopi Asiang's marketing strategy demonstrates a strong application of the *Segmenting, Targeting, and Positioning* (STP) concept, which is quite relevant to market characteristics. Market segmentation, which considers geographic, demographic, psychographic, and consumer behavior, allows Kopi Asiang to reach various customer groups interested in traditional coffee and the unique social experience of coffee shops.

targeting strategy implemented also demonstrates a balance between retaining existing customers, particularly traditional coffee connoisseurs, and attracting new consumers, such as the younger generation and tourists. This approach demonstrates adaptation to changing lifestyles without losing the coffee shop's core identity. Meanwhile, Kopi Asiang's *positioning* as a traditional coffee shop with distinctive flavors and strong historical value serves as a differentiating factor, strengthening the brand's identity amidst competition from modern coffee shops.

Furthermore, the implementation of the *Integrated Marketing Communication* (IMC) concept through direct consumer experience, word *of mouth* , and media exposure has also played a role in strengthening Kopi Asiang's image as a culinary icon in Pontianak City. The integration of these various forms of communication allows messages about the authenticity, tradition, and quality of coffee to be consistently conveyed to consumers. With this marketing strategy, Kopi Asiang is able to maintain its existence while expanding its market reach amidst the increasingly competitive development of the coffee industry.

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