

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In recent years, the growth of the café industry, particularly those targeting the youth segment, has increased significantly. Data obtained from the Department of Culture and Tourism of Semarang City shows that in 2023, there were 169 café-type businesses operating in the Semarang City area, with the highest concentration found in the Tembalang district, which is a hub for university campuses and student residences (Disbudpar, 2023). The majority of these cafés adopt similar concepts, offering modern, aesthetic atmospheres, trendy menus, and spaces suitable for working or socializing. This phenomenon has led to intense competition, especially in capturing the attention of the youth segment.

Moreover, shifts in consumer lifestyles regarding the need for comfortable places to relax have driven café owners in Tembalang to compete by establishing venues with unique points of difference or distinct advantages. Beyond pricing, a comfortable and homey store atmosphere has become a key consideration for consumers when choosing a café (Nainggolan & Ferdinand, 2019). In such a situation, cafés lacking uniqueness or clear positioning will struggle to build customer loyalty. This is particularly challenging given that the student segment is characterized by an unstable market, price sensitivity, and a tendency to follow trends and frequently change preferences.

Converso Café is one such establishment, founded in 2016 and located in the strategic area of Mulawarman Raya near Diponegoro University (UNDIP) in Tembalang, Semarang. According to an interview with Johan Arifin (2024), the owner, the name "Converso" carries a philosophy that means "change," reflecting a commitment to providing the most comfortable space with strong interior design and inspiration, thus opening a room for creativity. Despite its strategic location and long-standing presence, Converso has also felt the impact of intense market competition, experiencing a significant decline in sales over the past year.

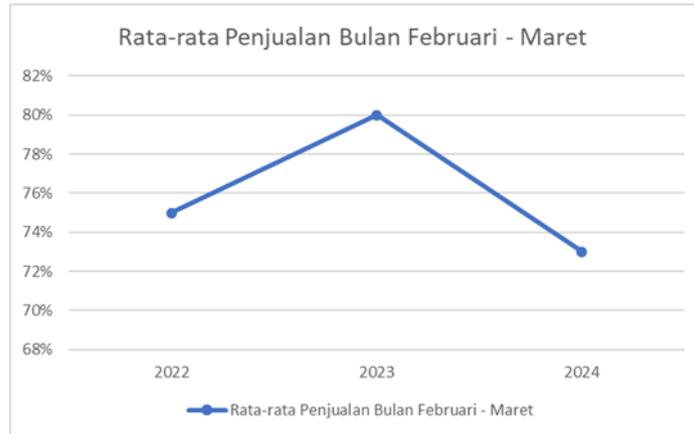


Image 1. 1 Converso Sales Report (Millions)

Source: Primary data

In recent years, Converso has experienced a decline in sales, particularly in 2024, where sales only reached 73 percent. According to the sales report from February to March 2024, there was a decrease compared to the previous year, dropping from 80 percent to 73 percent (Data Processing, 2025). The average revenue decline may be caused by various factors, one of which is the increasing level of competition.

One of the efforts that Converso has undertaken in its marketing activities is the use of social media, specifically Instagram, as the main tool for disseminating information.

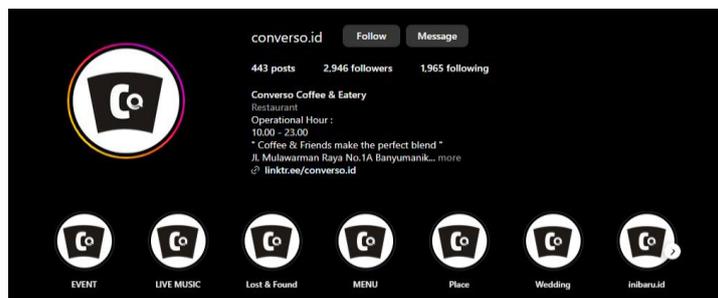


Image 1. 2 Converso Instagram Profile

Source: Instagram 2024

Converso utilizes Instagram to share information about its menu and ongoing activities through various forms of content, including feeds, reels, and stories. However, based on observations of Converso Café's official Instagram account, the use of social media has not yet been optimized. The Instagram account, under the username @converso.id, had 2,946 followers as of November 20, 2024, and had posted a total of 443 posts since September 2015. This indicates that Converso posts only about 3 to 4 pieces of content per month.

Furthermore, the suboptimal use of Instagram is also evident from Converso's inconsistent posting schedule, unstructured content types, and lack of two-way interaction with followers. The uploaded content does not reflect a consistent theme, either visually or in terms of messaging, which negatively impacts Converso's branding and makes it less recognizable to the audience. This is supported by data showing that the majority of audiences 58.5 percent became aware of Converso through word-of-mouth recommendations from friends, while only 20.8 percent discovered it through social media.

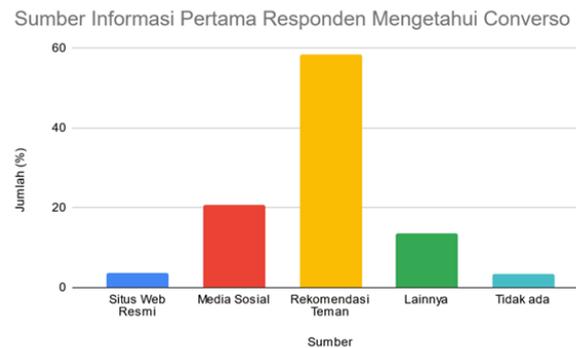


Image 1. 3 First Source of Information Respondents Know Converso

The fact that social media is not the primary source of information for the audience indicates that Converso's Instagram management has not been optimized. In reality, a more strategic and well-planned approach to social media management could serve as an effective medium to support brand positioning and business growth. A strong positioning is essential to ensure the long-term sustainability of a business (Kevin Keller, 2008). The lack of effective social media management particularly on Instagram may be another contributing factor to Converso's declining sales, in addition to the intense market competition.

In such a competitive market environment, maintaining the loyalty of Converso's current customer segment has become increasingly challenging. According to an interview with Johan Arifin (2024), Converso was established with a concept that blends the creative industry and comfort, targeting a wide range of customer segments from young people to employees and professionals. However, with the increasing number of competitors offering similar concepts in the Tembalang area, Converso has faced difficulties in maintaining its position as the top choice.

Increasing competition has impacted several cafés that previously had their own distinct market segments, including Café Converso. Based on data analysis, there are at least 30 cafés operating around Converso. The proliferation of new cafés with similar concepts such as

aesthetic cafés targeting young people has given consumers many alternative choices. This situation causes Converso’s differentiation to become less prominent amid the homogeneous competition, resulting in a decline in visitor numbers and sales. According to research conducted by Nurdianah (2019), café customers tend to prefer places that offer memorable or unique experiences, consistent product quality, and a comfortable atmosphere. Therefore, entrepreneurs must be smart in developing their coffee shop concepts to have clear differentiation and uniqueness in order to survive in the café industry.

As an effort to face these conditions, Converso needs to establish a strong positioning and reconsider the young segment market, which is highly competitive. Additionally, the student segment has low loyalty because they are very price-sensitive and easily switch places based on trends or financial conditions. Therefore, a step that Converso can take is to have differentiation within the targeted segment to avoid high competition and create strong positioning. Converso can shift to or retarget the family segment, which has higher purchasing power and more stable consumption behavior. Typically, families come in groups of more than two people, order larger quantities, and tend to repurchase if they are satisfied with the atmosphere, facilities, and menu offered.

Based on the retargeting from the youth segment to the family segment, Converso can also strengthen its positioning by repositioning its brand image from a youth café to a family café. Currently, Converso has initial assets supporting this change, such as the presence of children’s playground facilities and a varied menu that is acceptable to all age groups. However, based on an initial survey regarding respondents’ perceptions of Converso, not many currently regard Converso as a family café.

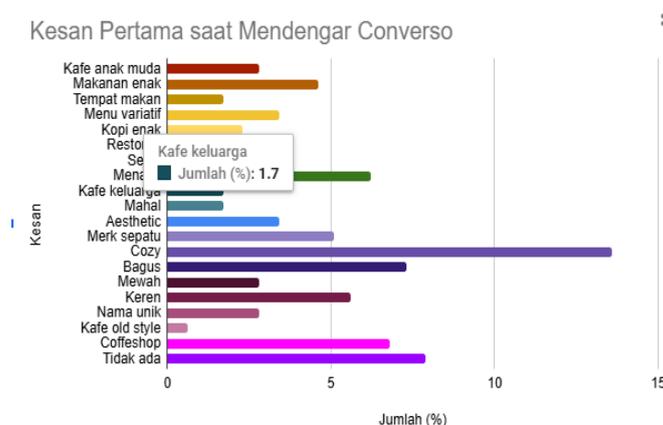


Image 1. 4 Respondents Impressions of Converso

Source: Primary Data

Converso has yet to establish a strong brand image. According to data collected from 151 respondents, only 13.6 percent described Converso as having a cozy impression, while 7.9 percent had no clear perception of the café's identity or uniqueness. Meanwhile, only 1.7 percent specifically identified Converso as a family café. This indicates that public awareness of Converso as a family-friendly café remains low. Based on this data, a branding program is needed to increase awareness of Converso as a family café. One approach that can be applied is repositioning, which involves redefining the brand image by emphasizing the values the brand wants to convey to consumers. Repositioning and retargeting programs can be carried out through appropriate strategies such as event marketing, which is useful for creating experiences while directly attracting consumer interest.

Currently, various interactive activities such as event marketing are emerging in many places, including cafés. Event marketing is a type of promotion conducted by a company or brand in the form of themed events or activities aimed at providing experiences and directly promoting products or services to customers (Belch & Belch, as cited in Izzulhaq & Sudrajat, 2024). According to Ardianto (2009) in a journal by Andika (2018), event marketing can take the form of festivals, fairs, workshops, talk shows, open houses, calendar events, momentum events, competitions/tournaments, and special events. Conducting various interactive event marketing activities such as workshops, pop-up markets, mini exhibitions, and competitions/contests can be used as a strategy to increase brand awareness, celebrate special occasions, enhance customer interaction, introduce the company's vision and mission, and assist the company in achieving the desired branding.

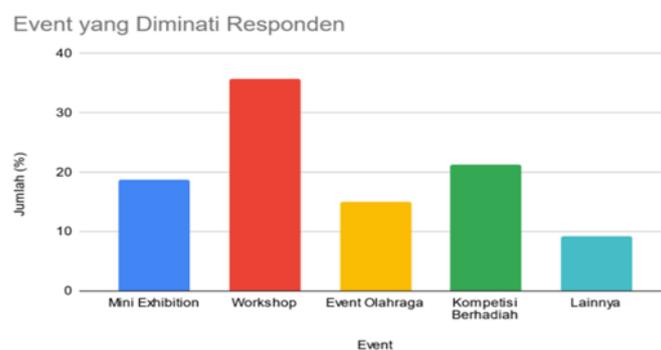


Image 1. 5 Events Favored by Respondents

Source: Primary Data

Converso takes a strategic step to strengthen its brand image through event marketing that aligns with audience interests. Based on survey data regarding preferred events, 35.7

percent of respondents showed interest in workshops, 21.3 percent were attracted to competitions or prize-winning contests, and 18.8 percent preferred mini exhibitions. Additionally, the survey results indicated that the majority of respondents highly consider promotions, cashback, or discounts when making purchasing decisions.

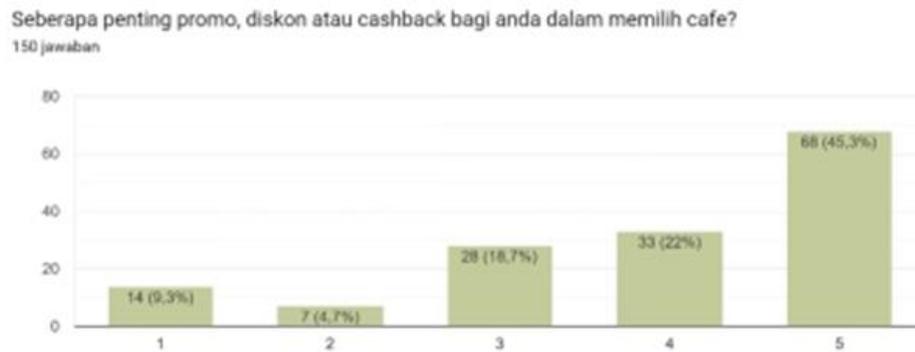


Image 1. 6 The Influence of Promos, Discounts, or Cashback in Choosing a Cafe

Source: Primary Data

## 1.2 Problem Formulation

The café industry around Tembalang is becoming increasingly competitive, marked by the growing number of youth-oriented cafés offering similar concepts. Many cafés near Converso also target the youth or student segment. This situation necessitates that a business possesses a strong and distinctive concept in order to maintain its sales. Currently, Converso is facing challenges in positioning itself among its competitors, primarily due to a weak and undefined brand positioning in the minds of consumers.

As a result of this lack of strong positioning, Converso has experienced a decline in market appeal, leading to decreased visitor numbers and sales performance. Therefore, strategic efforts through a marketing communication approach are necessary by implementing repositioning and retargeting strategies to redirect consumer perceptions and target other potential segments such as families.

## 1.3 Project Goals

### 1.3.1 Goals

The goal of this project is to strengthen Converso's brand image in the minds of consumers by achieving a repositioning of Converso Café as a family café, increasing from the current 1.7% to at least 20%. Additionally, this project aims to raise the average sales from 73% to 80% during the February–March 2025 period.

### **1.3.2 Objectives**

To specifically achieve the above goals, several measurable objectives are set as follows:

#### **a. Awareness**

Increase awareness of Converso as a family-friendly café from 1.7% to 58% during February–March 2025, including reaching the target audience through the following communication channels:

- Paid Advertising (Radio): Reach  $\geq 200$  listeners, with 1–2% of final survey respondents recognizing the concept change via radio.
- Paid Advertising (Instagram Ads): Reach  $\geq 1,000$  users/day per ad, CPM  $< \text{IDR } 26,070$ , CPC  $< \text{IDR } 2,445$ , CTR  $> 1\%$  (Adsumo, 2025).
- Owned Advertising: 3% of final survey respondents recognize the new concept via banner/MMT, standing banner, or flyer.
- Social Media Marketing: Publish  $\geq 32$  content pieces, reach  $\geq 500$  (20% of total followers within 2 months), with 50% view rate over 2 months.
- Direct Marketing: Reach 8 potential schools, 6 communities, and 6 special guests.

#### **b. Interest**

Enhance public interest in the new family-oriented concept of Converso through the following strategies and indicators:

- Instagram profile visits from Ads  $\geq 200$  per ad.
- Instagram followers increase by 4% (from 2,946 to 3,064), aligned with average F&B Instagram growth rate (Flick, 2023).
- Instagram engagement rate targeted at  $\geq 3\%$  (Hootsuite, 2024).
- Profile visits from social media marketing  $\geq 50$ –100 per month.

#### **c. Desire**

Foster a strong desire to visit or try Converso through engaging experiences and family-oriented offers with the following strategy and indicator:

- Pop-up Market attended by at least 50 café visitors.

#### **d. Action**

Encourage tangible actions such as purchases, repeat visits, or promo usage as the final result of the integrated marketing communications campaign, with the following strategies and indicators:

- Special family-themed event attended at least 7- 10 families with a total of 30 participants.
- Midday Lunch Discount utilized by at least 10 customers.
- Family Package (Ramadan Edition) sales reaching 100 packages.

### **1.4 Situation Analysis**

#### **1.4.1 PESTEL Analysis**

##### **a. Political**

Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs) in Article 6(d) states that the government empowers MSMEs through policies such as “Improving access to finance, technology, and markets.” Furthermore, Article 11(e) discusses partnerships between large businesses and MSMEs, including “Providing business promotion facilities.” This regulation supports the implementation of Converso’s Pop-up Market events in collaboration with non-F&B MSMEs, empowering them by providing promotional space at Converso.

##### **b. Economic**

According to the Central Statistics Agency (BPS) of Semarang City, the year-on-year inflation rate in June 2024 was recorded at 2.22%. This indicates rising prices that could impact consumers’ purchasing power. One of the expenditure groups experiencing the highest price increase was food and beverage/restaurants, at 3.52%. This condition affects Converso as a food and beverage provider and influences event participation costs. Therefore, ticket prices or event fees must be adjusted to match consumer affordability to attract more participants. Additionally, Converso can offer promotional pricing packages to respond to weakened purchasing power due to inflation.

##### **c. Social**

People today are increasingly aware of the importance of spending quality time with their families. This is often done on weekends or during holidays through family trips, exercising, or engaging in other enjoyable activities for both parents and children. The trend of family bonding activities supports the success of Converso's event series, such as the Pop-Up Market and Family Fun Brunch & Latte Art Corner, which are positioned as enjoyable family experiences. Furthermore, holding these events during the year-end and New Year holidays aligns socially, as families often gather during these moments.

#### **d. Technological**

According to Hootsuite (We Are Social, 2024), Indonesia had 167 million active social media users, equivalent to 60.4% of the total population. Instagram users accounted for 85.3% of the population. As reported by Napoleon Cat (2024), Instagram users in Indonesia increased by 1.74% in March 2024 compared to the previous month, and by another 0.11% in April 2024, reaching 90.51 million users. This consistent growth presents a valuable opportunity for Converso to expand its audience reach using Instagram, both as a promotional and event communication platform.

#### **e. Environmental**

The growing consumer preference for eco-friendly practices should be considered in Converso's event planning. During workshops and the pop-up market, Converso can use sustainable or environmentally friendly materials and implement waste management practices throughout the events. The event venue, Converso Café, already provides adequate waste management facilities, which supports this initiative. However, since the event takes place during the rainy season, weather conditions could affect participant attendance, especially for outdoor activities. Therefore, backup plans must be in place to mitigate weather-related disruptions, although Converso offers both indoor and outdoor areas.

#### **f. Legal**

Government Regulation (PP) No. 5 of 2021 on Risk-Based Business Licensing, Article 5, states that all business activities or events involving mass gatherings require risk-based licensing. Low-risk activities are licensed automatically via the Online Single Submission (OSS) system, while medium/high-risk activities require technical approval from relevant government agencies, such as the local licensing or trade office. As Converso events are small-scale and mainly target families, they are categorized as low-risk. Therefore, the event permits can be submitted automatically through the OSS system.

### **1.4.2 Competitor Analysis**

The competitor analysis in this study was conducted by comparing several key aspects between Café Converso and its direct competitors within the Tembalang area. These aspects include key messaging, market segmentation, brand positioning, social media activity, number of followers, strengths, and weaknesses of each competitor. The goal of this analysis was to identify the unique value proposition of each brand and determine the strategic gaps that Café Converso could leverage in its repositioning and retargeting efforts.

Key message analysis focused on understanding the core values and communication themes conveyed by each competitor to their target audience. Segmentation and positioning were examined to see which audience groups the competitors primarily targeted such as students, young professionals, or families and how they positioned themselves in terms of brand image and experience. Social media activity and engagement metrics (likes, comments, frequency of posts) were also reviewed, along with the number of followers, to evaluate each brand's digital visibility and reach.

Furthermore, the analysis highlighted the strengths (such as affordable pricing, strong digital branding, or aesthetic ambiance) and weaknesses (such as lack of family-oriented facilities or inconsistent messaging) of each competitor. These insights provided a strategic foundation for Café Converso to refine its family-focused identity and develop a more tailored communication strategy that resonates with its new target market.

The detailed competitor comparison is presented in Appendix 1 of this reportable 1. 1  
Competitor Analysis

### **1.4.3 SWOT Analysis**

The SWOT analysis in this study was carried out by identifying the internal strengths and weaknesses, as well as the external opportunities and threats faced by Café Converso. This analysis served as a foundational reference for developing the communication strategy and determining the brand's repositioning direction toward becoming a family café.

Strengths included the café's strategic location, diverse menu options, and loyal customer base built over the years. Weaknesses involved limited family-friendly facilities, inconsistent

branding, and previously low brand recognition among the target segment. From the external perspective, opportunities arose from the increasing number of young families in the Tembalang area and the growing demand for child-friendly public spaces. However, threats included high competition from cafés with similar pricing and visual concepts, as well as the saturation of digital marketing efforts in the area. The complete SWOT analysis table is presented in Appendix 4 of this report.

## **1.5 Conceptual Framework**

### **1.5.1 Repositioning and Retargeting**

Positioning is a strategic decision to place a product so that it can be defined in the consumer's mind compared to competitors (Kotler & Armstrong in Bowdin, 2010). A perceptual map is necessary to understand the brand/product's position and identify nearby competitors. Repositioning is a strategic process aimed at changing consumers' perceptions of a product or service. This process involves a dramatic shift in how consumers view the product or service, with the goal of increasing its visibility and relevance in the market. Repositioning also includes enhancing the company's image and reputation to maintain a competitive position. It may be influenced by significant changes in the business environment, such as economic conditions, new technologies, or demographic shifts that impact consumer behavior. This process ensures the product remains relevant and useful to the target market. Repositioning is crucial for companies to stay competitive and meet the needs and desires of their target audience (Kumparan, 2023). Meanwhile, Retargeting is a digital marketing strategy that re-engages audiences who have previously interacted with the brand or product but have not completed a desired action (such as making a purchase). By showing relevant ads to these audiences, retargeting aims to remind them of the product or service they viewed and encourage them to complete the desired action (Digima, 2024).

Repositioning and retargeting in marketing strategy are inseparable from the communication process between brand and consumers. They are closely related to the Hierarchy of Effects theory developed by Lavidge and Steiner (1961), which explains a series of stages consumers go through in the decision-making process, starting from Awareness, Interest, Desire, to Action (AIDA). In its efforts to reposition as a family-friendly café and retarget to attract potential market segments, Converso adopts the Hierarchy of Effects theory as a systematic framework in designing its marketing communications.

### **1.5.2 Hierarchy Theory of AIDA**

Hierarchy of Effects theory explains that consumers do not make purchases immediately but go through a series of stages: Awareness, Interest, Desire, and Action. According to the AIDA model, marketing tactics must successfully persuade consumers to purchase a product or service through various channels (Qurthuby, 2019). The AIDA model consists of four indicators:

a. Awareness refers to the actions a company must take to make consumers aware of the product being offered. This can be achieved using unique, colorful, and engaging videos or by creating compelling headlines. Awareness includes aspects such as pricing, visuals, and video intensity, involving product information delivery, creation, and proper follow-up.

b. Interest includes three indicators: media effectiveness, consumer perception, and product knowledge.

c. Desire involves providing easily understandable information to ensure consumers comprehend the product's purpose and necessary details. Desire includes the use of video information, consumer interest in the product, and pricing.

d. Action refers to the steps taken by consumers to purchase the product, which may involve a trial period where they decide whether to continue using the product. Action includes the ability to purchase the product and the use of visually appealing and colorful imagery.

In the context of repositioning, Converso needs to rebuild awareness and interest among its new target market families. This can be done by delivering relevant messages through appropriate communication channels. Meanwhile, retargeting can focus on the desire and action stages to encourage potential consumers who have already been exposed to the product but have not yet made a purchase decision.

To effectively achieve the repositioning and retargeting strategy goals based on the hierarchy of effects stages, Converso needs to integrate messages through the Integrated Marketing Communication (IMC) mix. IMC is a strategic approach that unites various marketing communication tools to deliver consistent messaging to the audience (Belch & Belch, 2018).

### **1.5.3 Integrated Marketing Communication (IMC)**

According to the American Association of Advertising Agencies (1989) in *Integrated Marketing Communication: Putting the Human Person at the Core* (Kliatchko, 2020), IMC is a concept that emphasizes the importance of creating a comprehensive and directed plan. In this plan, various communication methods such as advertising, promotion, public relations, and direct marketing are evaluated to determine their individual roles. All these methods are combined so that the delivered message is clear, consistent, and highly impactful (Duncan & Caywood, 1996). Another definition by Schultz and Schultz (1998) in the same book states that IMC is a strategic business process used to plan, develop, implement, and evaluate coordinated, measurable, and persuasive brand communication programs over time with targeted and relevant consumers, customers, prospects, and both internal and external audiences.

Some marketing tools to be used in this project includes:

#### **a. Advertising**

Advertising is a form of paid, non-personal promotion and communication of ideas, products, or services by an identified sponsor. It has the ability to reach a wide, geographically dispersed audience at a low cost per exposure and allows the seller to repeat the message especially via television, which can attract a large audience. Advertising can also extend its reach through online and social media, enhancing product legitimacy and effectively building long-term brand image and boosting immediate sales (Kotler & Armstrong, 2018).

#### **b. Sales Promotion**

Sales promotion refers to temporary incentives designed to encourage the purchase or sale of a product or service. It aims to stimulate short-term purchases and brand engagement, and to build long-term customer relationships through loyalty programs that focus more on added value than just price discounts. Sales promotion tools include:

- Consumer promotions: samples, coupons, refunds, premiums, point-of-sale displays, contests, sweepstakes, and event sponsorships.
- Trade promotions: price discounts, allowances, buy-back guarantees, or free goods to secure and maintain product shelf space.
- Business promotions: often the same tools as consumer or trade promotions, with added emphasis on conventions, trade shows, and sales contests (Kotler & Armstrong, 2018).

### **c. Direct Marketing**

Direct marketing is a type of marketing campaign where companies directly target specific groups of potential audiences to deliver information about their products and services. This method involves presenting information to target audiences without involving mass media intermediaries. Tools include mail, email, social media, and SMS campaigns (Israilova et al., 2023).

### **d. Social Media Marketing**

Social media marketing is a technique that uses social media platforms to promote products or services more specifically. Visually appealing content can attract website visitors and encourage interest in the products or services offered (Mileva, 2018).

### **e. Special Events**

A special event is any planned activity that occurs at a known location and time, including traditional, national, and seasonal events. The primary goal of organizing special events is to promote a product or company to increase its visibility to the target audience. This objective becomes more tangible when the event receives media coverage, generating publicity for the promoted product or company (Pudjiastuti, 2013).

## **1.6 Strategy**

According to Abdul and Ismawati (2017), strategy refers to all forms of decision-making based on conditions to determine actions taken to achieve objectives. A communication strategy is necessary to ensure smooth communication activities.

### **1.6.1 Segmentation and Targeting**

- a. Demographics
  - Women (mothers)
  - Ages 25–60 (parents and young adults)
- b. Geographics
  - Reside in Semarang City
- c. Psychographics
  - Social media users

- Married or in a relationship
- Interested in comfortable places for all ages
- Interested in creative family activities

## 1.6.2 Positioning dan Key Message

### a. Positioning



**Image 1.7 Positioning Map**

Positioning is a strategic process in designing the position, offering, or image of a product so that it occupies a distinctive and valuable place in the minds of consumers (Kotler & Keller, 2016). Based on the positioning map, Converso has positioned itself as a family-friendly café with mid-to-high premium pricing. This indicates that Converso targets consumers from the upper-middle-class family segment who are interested in a cozy, child-friendly café atmosphere that supports family bonding activities. In the same positioning space, there is a competitor Klu Café that also emphasizes a cozy and family ambiance. Meanwhile, other cafés tend to target youth or university students with relatively more affordable pricing. Converso is undergoing a repositioning not only as a place that offers food and beverages, but also as a venue that provides emotional experiences and the value of family togetherness. Therefore, this repositioning is carried out with the aim of creating strong differentiation and increasing long-term customer loyalty.

### b. Key Message

The repositioning of Converso as a family café is carried out through several marketing tools that convey a unified core message or key message, which is: "Where Family Creates Cherished Moments."

This message reinforces Converso's repositioning as a family-oriented café, not merely a place to dine. The word "family" serves as the main keyword that emphasizes the new segment, while "cherished moments" builds brand equity that is more personal, emotional, and premium positioning the café as a place to create warm and meaningful family memories.

## **1.7 IMC Mix Tactics**

To achieve the communication objectives of repositioning and retargeting Café Converso as a family café, the program employed a mix of Integrated Marketing Communication (IMC) tactics. These included Instagram advertisements, social media content optimization, direct marketing through WhatsApp broadcasts, offline special events such as workshops and a pop-up market), and sales promotions.

Each tactic was strategically aligned with the AIDA model such as Awareness, Interest, Desire, and Action to ensure comprehensive consumer engagement at every stage of the communication funnel. For instance, Instagram Ads were designed to build awareness and interest by reaching a wide audience with visually appealing, family-themed content. Special events, such as the Pizza & Latte Art Workshop, aimed to generate desire and encourage action through immersive, family-friendly experiences. Sales promotions, including limited-time family meal packages and voucher discounts, were used to directly trigger consumer action and increase foot traffic.

Key Performance Indicators (KPIs) were established for each tactic to measure effectiveness, including metrics such as reach, engagement, number of participants, redemption rates, and sales performance. A detailed breakdown of the IMC tactics along with the associated AIDA stages, tools, objectives, and KPIs is presented in Appendix: IMC Mix Tactics Table of this report.

### **1.7.1 Advertising**

As an event marketing strategy, Converso includes various approaches in the Paid, Earned, Shared, and Owned categories as follows:

- **Paid:** we will use Instagram Ads to attract visitors to Converso's Instagram profile, especially when there are special promotions or events. The installation of Instagram ads is set as follows:

Tabel 1. 2 Paid Advertising Implementation Plan (Instagram Ads)

Feature	Settings
Target Selection	More profile visits
Viewers	Semarang area, Indonesia
Interest	Food, drinks, coffee shops, family time, vacation spots, brunch, lunch and so on.
Estimated audience size	968.3 K - 1.1 M
Age and gender	13 - 65 years, male and female
Budget	Rp 20,000- Rp 35,000 / day / post
Duration	3-6
Estimated range	1,000 - 3,000 / day / post
Number of ads posts	2 carousel/single post, 1 story post, 2 instagram reels (Midday Lunch discount promo, Pop Up Market and Pizza Making and Latte Art Event, Family Fun Ramadhan Edition)

Tabel 1. 3 Paid Advertising Implementation Plan (E Radio Semarang)

E-Radio	Semarang City Government Streaming Radio containing Information and News for the people of Semarang City
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Listener Profile	Semarang area (63%) Male (50%) and Female (50%) Age 25-34 years (43.4%) (E-Radio, 2025)
Advertising Forms	Podcast (1x to promote the event and discuss the Ramadan package spoiler) Ad-lib Advertising (for 5 days to promote the event)
Cost	- Barter Exposure by creating an E-Radio story and tagging Instagram @e_radiosemarang - Goodie Bags as many as 5 for E-Radio speakers or E-Radio listeners

- **Earned:** We plan to create a unique hashtag campaign that customers can use when sharing photos of Converso's food or atmosphere. Here are the details of the design from Earned Advertising.

Tabel 1. 4 Earned Advertising Plan

Strategy	Implementation	Objective
User-Generated Content	Encourage customers to share content about their experiences at Converso and repost that content on Converso's social media accounts.	Increase participation and build trust from the audience.

- **Owned:** Ensure the cafe's instagram is informative with the latest menus, event information, and interesting entertainment content. Print advertising is also used as a conventional approach to market some upcoming events.

Tabel 1. 5 Owned Advertising Design

Owned	Placement
Posting promotional content, events and entertainment	Instagram
Flyer Midday Memories with Family discount promo	Converso (near the cashier and at the customer table)
Standing Banner event (Pop Up Market and Workshop Latte Art Competition)	Converso (entrance)

**a. Direct Marketing**

Direct marketing was one of Café Converso’s tactical efforts to engage potential customers through a personal and targeted communication approach. As part of the field implementation of the program, direct marketing activities were carried out by approaching specific community groups that were identified as having high potential to become loyal customers.

The main objective of this tactic was to increase awareness of Converso’s new positioning as a family-friendly café a place that is not only comfortable and aesthetically pleasing, but also safe and suitable for family gatherings. Through direct engagement, the café aimed to attract attention and interest in its new services and offerings.

This approach was executed by distributing personalized flyers and exclusive invitations to Converso’s workshop events, such as the Pizza & Latte Art Workshop. By fostering direct relationships with the targeted communities, this method sought to create memorable and meaningful brand interactions. These efforts were expected to generate a positive perception of the café and strengthen brand awareness within the selected groups.

The implementation plan and targeted community segmentation for the direct marketing strategy are detailed in the Appendix: Direct Marketing to Potential Communities Table.

Tabel 1. 6 Implementation Plan for Direct Marketing Potential Schools

School Potential	Action
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Hidayatullah Islamic Kindergarten	Distribution of flyers and workshop invitations
Hidayatullah Islamic Elementary School	Distribution of flyers and workshop invitations
Al-Azhar Islamic Kindergarten 14	Distribution of flyers and workshop invitations
Al-Azhar Islamic Elementary School 14	Distribution of flyers and workshop invitations
Al-Kamilah Kindergarten	Distribution of flyers and workshop invitations
Kindergarten Aba 44	Distribution of flyers and workshop invitations
Srondol East Elementary School 02	Distribution of flyers and workshop invitations
Srondol Kulon Elementary School 01	Distribution of flyers and workshop invitations

### 1.7.2 Social Media Marketing

Social Media Marketing is used to increase brand awareness, create engagement and build relationships with consumers. In implementing the branding program, Converso will conduct social media marketing as follows:

#### **-Social media Instagram**

Utilizing social media @converso.id to integrate all messages to be consistent both on Instagram and on the official TikTok Converso. The messages in question relate to all promos or information including branding program events that will be implemented. These messages are delivered in the form of content created based on the content pillars Educational, Promotional, Conversational, and Entertainment.

This Educational Pillar will provide education to the audience regarding relevant and useful information related to Converso's facilities, activity information and others that support its positioning as a family-friendly cafe. The Promotional Pillar focuses on marketing products and services, as well as directing the audience to make

purchases or participate in Converso events. The Conversational Pillar aims to build a two-way relationship with the audience to increase interaction. The Entertainment Pillar provides entertaining content and enjoyable experiences that create positive emotional connections with the audience. Here is the content design based on the four content pillars yang dijelaskan di lampiran ke lima

- **Taking advantage of Instagram ads**

Using the Instagram ads feature to reach target audiences regarding information about Converso.

- **Content Optimization**

Content optimization on Instagram and TikTok Converso will be carried out through the following steps:

**Creative Content Development**, with tactics:

- Create content with clear and attractive visuals.
- Focus on four pillars of content, namely educational, promotional, entertaining and conversation content.
- Promotional content focuses on facilities, F&B, special events and testimonials.
- Optimal use of hashtags and captions.
- Design a weekly content calendar and ensure content is uploaded on time.
- Increase the frequency of uploading stories in the form of quizzes/giveaways to build interaction.
- Improve responses to comments or messages on Instagram posts.

**Regular monitoring and reporting**

- Monitor Instagram insights such as engagement, reach, views and follower growth and report them weekly.

### **1.7.3 Sales Promotion**

Converso will use sales promotion tools during the field work activities in the form of Package Bundling and Family Discounts.

- **Family Weekdays Lunch Discount**

Discount Name: **Midday Memories with Family**

Date: February 1 - February 14, 2025

Information:

- 10% discount for families of at least 3 people.
- Valid on weekdays (Monday-Friday, 11.00-14.00).
- Valid for dine-in purchases.
- Not valid on national holidays.
- There is no minimum purchase but you must show proof of following Instagram @converso.id.
- Cannot be combined with other promotions.
- Target: 10 vouchers used.

- ***Package Bundling***

In the form of a bundling package for families, such as the Family Meal Menu, containing several types of dishes according to the package chosen within a certain period of time.

Package Name: **Family Package Ramadhan Edition**

Date: March 01 - March 31

Package Type:

- Andalusia Package
- Sahara Package
- Al Haramain Package

#### **1.7.4 Special Event**

COMFEST (Converso Family Festival) events have a big theme, namely "Where Family Creates Cherished Moments". Comfest consists of two events in the form of Pop-Up Market and Pizza Making Workshop and Latte Art Corner.

- **Pop Up Market**

Pop Up Market is a mini exhibition containing local UMKM products held at the Outdoor Space Converso which contains 3 non-F&B UMKM tenants, namely Tenan Jiyuu Studio, Tenan Secret Lashbar, Tenan Estrells Caltha. Carrying the theme "Pop your Cherish Moment". The purpose of this activity is to promote the outdoor space

cafe Converso which can be used for various family events such as social gatherings, birthdays, halal bi halal to weddings.

**Tenant requirements:**

- Participants are domiciled in Semarang
- Participants are required to follow Instagram @converso.id and fill out the tenant rental registration via g-form.
- Participants are required to attend a briefing on D-1 before the event with the committee.
- Participants are only allowed to fill 1 booth space for various types of products.
- Participants must pay the Tenant's DP a maximum of 2 days before the event.
- Maximum participants can load their goods on the day, 3 hours before the event.
- All transactions that occur between Tenants and Visitors are beyond the responsibility of the committee & converso

**Implementation:**

- Place: Converso
- Day/Date: Saturday-Sunday, February 22-23, 2025
- Time: 10.00 - 20.00 WIB
- Target participants: 50 participants

• **Pizza Making and Latte Art Workshop**

Pizza Making and Latte Art Workshop is a short workshop activity to make pizza and coffee art done with family. The theme of the Pizza Making and Latte Art Workshop is "Every Slice and Sip Creates Cherish Moments". This event is intended to increase brand awareness and family friendly brand image of Converso Cafe.

**General requirements for participants:**

- Participants are domiciled in Semarang
- Participants are required to follow Instagram @converso.id and fill out the registration via g-form

- Participants are required to show proof of registration on the day.
- Participants are only allowed to participate in activities in the agreed sessions.
- Participants are entitled to take part in both series of activities. if there is only one of them, participants are required to pay a fixed nominal amount.

**Implementation:**

- Place : Converso
- Day/Date: Sunday, February 23, 2025
- Time: 11.00 - 15.00 WIB
- Target participants: 30 general participants (7-10 families)

## **1.8 Action Plan**

### **1.8.1 Division of Tasks**

This field of work was carried out by five Communication Science students majoring in Strategic Communication in a work system that was designed in such a way with the following division of individual tasks:

#### **1) Nasywa Nadia Shafira**

##### **a. Account Executive**

**Account Executive** as the person responsible for managing communication and coordination between the team and the client, and ensuring that the client's needs are met.

- **Main Responsibilities:**
  - **Client Acquisition & Partnership Development:** Approaching and negotiating to ensure Converso Coffee and Eatery officially becomes a client. This process is the initial foundation so that the program can run smoothly and get full support from the client.
  - **Communication Management with Clients:** Maintaining transparent and effective communication with Converso throughout the project is essential to ensure that all client developments, needs and expectations are understood and executed properly.

- **Project Coordination:** Ensure that the entire team works according to the timeline, and is responsible for aligning the internal team, supervising the program, and ensuring the smooth implementation of the discount program and Ramadan packages.
- **Program Strategy and Regulation Development:** Collaborate with clients to design relevant and effective programs, both in terms of technical flow content, and marketing strategy.
- **Reports and Presentations:** Prepare final reports and project presentations to clients, including KPI achievements, program implementation evaluations, and recommendations for ongoing follow-up.

#### **b. Event Manager**

- **Event Program Planning**

Designing the theme, concept, goals, and objectives of the Pop-Up Market and Workshop activities to align with Converso's positioning as a family café.

- **Preparation of Timeline and Activity Flow**

Arrange a series of events systematically from start to finish, including preparation time, implementation, and evaluation, to ensure that each element of the activity runs according to schedule.

- **Team and Stakeholder Coordination**

Organize and ensure effective collaboration between internal teams, Converso, vendors, tenants, and all related parties to ensure the smooth running of the event.

- **Logistics Management and Technical Requirements**

Coordinate the needs of equipment, decoration, supporting tools, and other technical needs to each division so that activities run optimally.

- **Event Implementation and Monitoring**

Directly supervise the implementation of Pop-Up Market and Workshop, and ensure all activities run according to plan and remain in accordance with Converso's brand values.

- **Activity Evaluation**

Prepare activity reports that include achievement results, and evaluative notes for future event development. all activity needs to all divisions.

2) Ranisa Meifrita Damaranti

a. Insight / Data Executive is a person who is responsible for collecting and analyzing data to identify trends, insights and opportunities relevant to the project.

Key Responsibilities:

- **Compiling and conducting surveys.**

In charge of compiling initial surveys, activity satisfaction surveys and final surveys. Responsible for compiling and conducting initial surveys to obtain the required data.

- **Analyze and report survey results**

Responsible for analyzing all surveys from initial survey, activity satisfaction survey to final survey and reporting them to clients and team. Analyze initial survey to determine strategy, activity satisfaction survey to measure participant satisfaction, and final survey to measure overall program success.

- **Monitoring and analysis of sales data**

Collecting sales data during the Midday lunch discount and Family Package Ramadhan Edition programs. Observing customer behavior during the program.

- **Instagram data monitoring and analysis**

Collect and analyze performance data through Instagram Insight.

**b. Administration Manager**

- **Arrange and determine letter numbers:** Responsible for compiling, determining the format for compiling letter numbers and the type of letter to be created.
- **Responsible for making all activity letters:** create all types of letters needed to facilitate field work activities or programs.
  - **Create an activity registration form:** Responsible for creating participant registration forms and pop-up market tenants. Recording and ensuring the attendance of activity participants.
  - **Create an archive of all administrative documents for activities:** Create letter archives, participant summaries, participant online tickets and other documents needed during the program.

**c. Liaison Officer**

- **Responsible as a liaison:** be an intermediary between event organizers, activity participants and potential communities.
  - **Delivering all the information required by activity participants:** Ensure that all parties receive the information needed for the event. Provide information about the event, and explain the procedures for participating in the workshop or exhibition. Responsible for answering all questions from workshop participants promptly and accurately.
- **Achieving the set participant target:** ensure reaching the target participants by conducting potential participant reach out. and tenants related to technical and non-technical matters.
  - **Collecting feedback :** Delivering satisfaction surveys from participants and tenants after the event is completed to evaluate the success of the event and plan improvements for future events.

#### a. **Strategist**

Strategist is a person who is tasked with developing communication strategies and designing effective action plans based on data that has been obtained and analyzed from Data Executive.

##### **Main Responsibilities :**

- **Marketing Strategy:**Formulate relevant Instagram marketing strategies based on existing data, industry trends, and target audiences.
- **Strategy Optimization:**Develop strategies to optimize the content that has been produced, both in terms of format and use of advertising (Instagram Ads).
- **Strategy Evaluation:**Conduct an evaluation of the ongoing Instagram marketing strategy, and adjust the strategy according to the KPI measurement results.

#### b. **Marketing Communication**

- Develop and design a comprehensive marketing strategy for the Pop-Up Market and Latte Art Workshop event, encompassing both online and offline approaches.
- Conduct market research to identify the latest trends and consumer preferences that may influence promotional tactics.
- Collaborate with finance team to plan and manage event budget effectively.
- Selecting appropriate media platforms to promote the event, including social media, print advertising, and collaboration with influencers.
- Develop a detailed marketing plan to ensure all promotional activities are carried out as scheduled before the event.
- Evaluate the success of the marketing strategy after the event is over using predetermined key performance indicators (KPIs).
- Prepare reports on marketing results and event participation levels to be submitted to management as part of performance evaluation.

#### 4) Maria Yosephine Kania Ekaputri

##### a. **Creative Manager**

Creative Manager is the person responsible for developing a content plan, as well as creating interesting content according to a previously designed content plan.

**Key Responsibilities:**

- **Organic Content Creation:**Producing creative content that is visually appealing and relevant to Converso Coffee and Eatery Semarang's target audience who are married.
- **Content Optimization:**Collaborate with media planners to optimize the most effective content in attracting engagement through the creation of a content plan that includes content types, content briefs, references, and content upload times. Creative Managers also collaborate with strategists in optimizing relevant Instagram marketing strategies by referring to previous data and up-to-date trends.
- **Ads Content Creation:**Creating interesting advertising content that is in line with the marketing message.

**b. Creative, Design, Documentation, and Publication**

- Prepare organic promotional content design plans and Pop Up Market and Workshop ads content.
- Create an Instagram Story frame to use in a live report.
- Create designs for offline Pop Up Market and Workshop marketing such as posters, banners, and brochures.
- Create invitation designs for VIP guests
- Take photos and videos during the event to document important moments and can be used to create subsequent content on social media after the event.
- Posting live reports during the event and also documenting all activities after the event on Converso social media.
- Create a file in Google Drive containing documentation during the implementation of the Workshop and Pop-Up Market

**5) Arlinda Kavita Sari**

**a. Media Planner**

A Media Planner is a person who plans and manages the use of media to implement marketing programs and ensures that messages are delivered to the target audience effectively.

- **Key Responsibilities:**

- **Paid and Owned Advertising Management:** Make plans and set an optimal budget for Paid Advertising in the form of Instagram Ads and Radio, and Owned Advertising through external media (MMT and Standing Banner) and print media (Flyers).
- **Content Scheduling:** Manage the right content posting schedule using Content Plan to maximize engagement and adjust the timeline of each program implementation.
- **Monitoring Ad Campaigns and Content Performance:** Use Instagram Insights, Meta Business Suite, and Meta Ads Manager analytics tools to monitor ad and content performance in real-time.

**b. Finance**

- **Creating a Budget Plan** Costs, detailed for the entire program, such as promotional costs and other operational costs.
- **Creating a Flow of Income and Expenditure Funds**, by recording and monitoring all financial transactions during program implementation to ensure they remain within the established budget.
- **Creating Overall Financial Reports**, after all program implementation is completed.

**1.8.2 Timeline**

The implementation of the Repositioning and Retargeting Communication Program Work for Converso as a Cafe Family is carried out with the following details in attachment regarding timeline our program.

**1.8.3 Draft Budget**

A comprehensive draft budget was developed to ensure the effective execution of the communication program and its supporting events. The budget covers various expense categories, including production costs, promotional tools, event logistics, and media

advertisements. Each item is detailed with its respective cost estimation, as well as projected income from selected revenue streams such as workshop ticket sales or product bundling.

The purpose of this financial breakdown is to maintain cost efficiency while maximizing the impact of each activity in supporting the repositioning and retargeting goals of Café Converso as a family café. The complete budget plan, including categories, item descriptions, cost estimates, and potential income, is presented in the Appendix: Draft Budget Table of this report.

## **1.9 Evaluation Method**

Overall, the strategy carried out to reposition Converso as a Family Friendly Cafe, including to achieve the goals of the Communication Objective and Marketing Objective, is evaluated through the following overall Key Performance Indicators:

- Changes in customer perception of Converso as a “family-friendly” cafe increased from 1.7% to at least 20%.
- Sales achievement for February - March 2025 reached 80% of the sales target.

A detailed evaluation of all activities carried out including Advertising, Social Media Marketing, Sales Promotion, Direct Marketing and Special Events to achieve its objectives, is detailed in the explanation of the evaluation methods used, key performance indicators (KPIs) to measure success, and control processes and procedures to monitor progress and identify problems that may arise as follows:

### **1.9.1 Advertising**

The evaluation method is carried out by analyzing using Instagram Insight to monitor reach, engagement rate, number of followers and number of profile visits. Then the results of the advertisement will be compared with the target achievement that has been set. The results of the advertisement will be reported weekly and the performance of the advertisement will be evaluated.

#### **1. Digital Advertising (Instagram Ads)**

##### **a) Key Performance Indicators (KPIs):**

- *Reach* minimum 1,000/per day/advertisement

- Minimum number of profile visits is 200/advertisement
- CPM (Cost Per Mille) < Rp. 26,070
- CPC (Cost Per Click) < Rp. 2,445
- CTR (Click Through Rate) > 1%

**b) Control Processes and Procedures:**

The process and control procedures for monitoring progress and identifying problems are carried out by monitoring the results of Instagram Ads after the duration of the ad has ended. Then identify the strength of the ad and adjust the target audience if necessary.

**2. Traditional Advertising (E-Radio)**

**a) Key Performance Indicators (KPIs):**

- Minimum number of listeners reach is 200 listeners (viewers on Youtube)
- As many as 1-2% of listeners (YouTube viewers) take action (come to the event)

**b) Control Processes and Procedures:**

The control process and procedure are carried out by monitoring the number of views or listeners on the Youtube channel owned by E-Radio Semarang from Podcast and Ad-Lib advertising content. Evaluations are carried out daily to assess whether exposure has been in accordance with the target.

**1.9.2 Social Media Marketing**

Evaluation is done by looking at content performance through Instagram Insight to see engagement rate, growth in followers, impressions, and reach. Then these results will be reported weekly, evaluated for performance, and compared based on content pillar categories, namely educational, promotional, conversational, and entertainment.

**a) Key Performance Indicators (KPIs):**

- The number of contents produced is 30
- Increased reach by 20% of total followers in 2 months

- 50% increase in views in 2 months
- Increase in followers by 4% in 2 months
- Increased engagement rate by 5% across all content in 2 months

b) Control Processes and Procedures:

The control procedure is carried out by conducting weekly monitoring of content performance based on the Content Plan that has been created. Then weekly evaluation of the content strategy and identifying content trends that have the best performance. Other controls are carried out with regular discussions to ensure that responses to audience comments or messages remain optimal so that engagement is maintained.

### **1.9.3 Sales Promotion**

The evaluation is done by analyzing daily transaction data during the promotion period to calculate the effectiveness of discounts and bundling. In addition, by collecting feedback from buyers of bundling and discounts through a short survey at the end of the promotion to evaluate whether these discounts and bundling can be done sustainably or not.

a) Key Performance Indicators (KPIs):

- The number of transactions from the Lunch Weekdays discount is 10 transactions.
- The number of Family Package Ramadhan Edition sold was 100 packages.

b) Control Processes and Procedures:

The control process is carried out by conducting daily monitoring of transaction data through sales reports. Then weekly buyer surveys to obtain input regarding the effectiveness of promotions. Input and analysis of sales trends will be used to determine the success of promotions or strategy improvements.

### **1.9.4 Special Event**

The evaluation method is carried out by comparing the number of participants and visitors who attend with the initial target that has been determined. Then conducting direct observation during the event to determine the strengths and weaknesses in the implementation

of the event. Furthermore, collecting feedback from workshop participants, UMKM tenants, and exhibition visitors using a post-event survey.

a) Key Performance Indicators (KPIs):

- The number of visitors to the Pop-Up Market was 50 people.
- The number of participants in the Family Fun Brunch and Latte Art Corner Workshop is 7-10 families or 30 participants.
- The number of MSME tenants in the Pop-Up Market is 3 tenants.
- The level of satisfaction of participants and visitors was 80% positive responses.

b) Control Processes and Procedures:

The control procedure is carried out by monitoring the number of visitors in real time during the event using the attendance list. Then identify technical obstacles such as late participants or lack of facilities. Finally, conduct a post-event evaluation based on the report of the implementing team and participant input.

### 1.9.5 Individual Key Performance Indicator (KPI)

1) Nasywa Nadia Shafira

a. Account Executive

**Account Executive** is the person responsible for managing communication and coordination between the team and the client, and ensuring that the client's needs are met.

- **Main Responsibilities :**

- **Client Acquisition and Partnership Development:**

- Achieving targets in negotiations Conversely becomes a client

- **Communication Management with Clients:**

- Achieve targets in terms of client satisfaction levels regarding established communication based on feedback.
- Update progress at least once a week

- **Project Coordination:**

- Achieved 90 percent of project tasks and milestones completed on time
- Compliance of program implementation with timeline
- Achieving 90 percent team member attendance at meetings
- **Program Strategy and Regulation Development:**
  - Achieved target of 3 programs designed and approved by client
  - Positive feedback from clients on program regulations and strategies
- **Reports and Presentations:**
  - Delivering program implementation updates to Converso coffee and eatery in a timely manner
  - Positive feedback from Converso Coffee regarding the final report

**b. Event Manager**

- **Event Program Planning**
  - A complete activity proposal is prepared with the theme, goals and objectives of the event a maximum of 30 days before implementation.
  - A tenant proposal is prepared complete with the theme, goals and objectives of the event a maximum of 30 days before the event is held.
  - Preparation of materials for advertising on E-Radio
  - A list of potential schools must be compiled at least 14 days before implementation.
  - The rundown of activities is structured and approved by all related parties a maximum of 10 days before the event.
- **Preparation of Timeline and Activity Flow**
  - Complete activity schedule and distributed to all teams and stakeholders maximum H-7
  - Complete activity rundown and distributed to all teams and stakeholders maximum H-7
- **Project Coordination**
  - All logistical and technical needs must be confirmed to each division a maximum of 5 days in advance.
  - Internal team and partner briefings are carried out at least 1 day in advance and attended by 100 percent of PICs from each section.
- **Logistics Management and Technical Requirements**

- All workshop and tenant equipment is available and ready to use at least H-1
- **Event Implementation and Monitoring**
  - The workshop started at exactly 10.00 WIB according to schedule
  - Pop Up Market opens at exactly 11.00 WIB on February 23, 2025
  - All activities were completed according to target at 20.00
- **Event Participation and Outcome**
  - The minimum number of workshop participants is 7 families or a total of 30 participants.
  - The number of visitors to the pop-up market is at least 50 people
  - Achieve the target of minimum 3 tenant participants

## 2) Ranisa Meifrita Damaranti

### a. Insight/Data Executive

Responsible for collecting, analyzing and interpreting all forms of data needed to obtain recommendations that can support decision making or strategies.

- **Compiling and conducting surveys:**
  - Successfully compiled a question matrix for the initial survey, satisfaction survey and final survey tailored to the information needed.
  - Initial survey, activity satisfaction survey and final survey were 80 percent according to the timeline.
  - Get survey respondents according to the set targets.
- **Analyzing data and reporting survey results:**
  - Initial, satisfaction and final survey analysis were successfully created according to the timeline.
  - Report survey results to clients and teams in chart form.
- **Monitoring and analysis of sales data:**
  - Midday lunch discount and Family package Ramadhan edition sales data reports were successfully created per week.
  - Create 1 insight or recommendation per month.

- **Instagram data monitoring and analysis:**
  - Instagram Insight performance data analysis (follower growth, reach, profile visit) is done every week.
  - Create at least 2 insights or recommendations based on Instagram performance in a month.

**b. Administration Manager**

- **Arrange and determine letter numbers**
  - Successfully created a letter number compiler format.
  - Archive of all letters successfully created.
- **Preparation of Activity Letters**
  - Successfully create an invitation letter for activity participants a maximum of 7 days before the activity.
  - Successfully create a VIP guest invitation letter for an activity, maximum 3 days before the activity.
  - Successfully create a letter of tenant rights and obligations a maximum of 3 days before the activity.
- **Create an activity registration form**
  - The participant registration form must be completed a maximum of 1 week before the activity.
  - The pop-up market tenant registration form must be created a maximum of 1 week before the event.
  - The summary of the number of participants will be completed no later than 1 day before the activity.
- **Create an archive of all important documents and activity administration.**
  - 100 percent of assigned administrative documents were successfully archived.
  - Sales data during the program and sales data from the previous year were successfully archived.

**c. Liaison Officer (Pop Up Market and Workshop)**

- **Liaison between the team and potential activity participants and communities.**

- Successfully compiled a list of important contacts and invited guests.
- 90 percent of invitation letters were delivered.
- At least 50 percent of activity participants provide direct responses.
- **Delivering information to activity participants and the community.**
  - Answering participant questions within a maximum of one (1) hour during working hours (07.00 - 20.00)
  - Providing solutions related to technical or non-technical problems experienced by workshop participants or tenants within 24 hours.
  - Assist in administration and ensure workshop participant reservations no later than one day before the event on February 22, 2025.
- **Get the target number of participants for the activity**
  - Achieving a target of at least 7 families with a total of 30 workshop participants.
  - Achieve a minimum target of 50 Pop Up Market visits by February 23, 2025.
- **Collecting feedback after the activity**
  - Get feedback from at least 70 percent of total workshop participants and pop-up market visitors.
  - Satisfaction surveys are sent a maximum of 3 days after the activity.

### **3) Laely Alfi Syahrani Ramli**

#### **a. Strategist**

Collaborate with media planners and insight executives to determine the right Key Performance Indicators (KPIs) in line with Converso cafe's marketing campaign objectives.

- Content Production

Total Instagram posts (photos, videos, reels) created and published with a target of 32 posts during the campaign period

- Social Media Marketing Management

Increased reach by 20% of total followers in 2 months

Increase views on Instagram content (videos, reels, stories) by 50% in 2 months

Increase in Instagram followers by 4% in 2 months

Increase in average engagement rate (likes, comments, shares) across all content by 3% in 2 months

Successfully processed the results of monitoring content performance data from the media planner which will be used as a reference by the author to formulate strategies each week.

create weekly reports and strategies from the results of weekly performance evaluations using Instagram Insights, categorized by content pillars (educational, promotional, conversational, entertainment).

**b. Marketing Manager (Pop Up Market and Workshop)**

- Responsible for checking the total number of participants, namely 7 families
- Responsible for calculating the number of event post interactions on all content posts on social media.
- Responsible for calculating feedback regarding the dining experience at Converso with family (Google Review 5 stars)
- Responsible for ensuring the achievement of all set promotional targets, such as ad impressions or social media reach whether using official hashtags and the Instagram tag Converso as well as the tagline "Where Family Creates Cherished Moments" and the

hashtag #CherishedAtConverso #PerfectBlend #CafeTembalang #CafeHomie #PopUpMarket #Converso #CafeFamilyFriendly).

- Responsible for calculating pre- and post-campaign survey results to measure Converso brand awareness.
- Responsible for counting the number of people who attend or participate in the event until the closing, whether it is less than 7 families or not.
- 

#### **4) Maria Yosephine Kania Ekaputri**

##### **a. Creative Manager**

Collaborate with media planners and strategists in the content production process published through Converso Coffee and Eatery's Instagram social media.

##### **● Content creation for social media marketing**

- Successfully created a content plan with an up-to-date and structured content concept
- Produce a minimum of 25 contents consisting of photo and video content
- Producing 5 content used for Instagram Ads
- Producing designs used for offline marketing such as banners, flyers and posters
- Ensuring that both the content plan and the content produced convey Converso's brand image as a family cafe.
- Content created in accordance with the brief stated in the content plan and approved by all group members and Converso Coffee and Eatery Semarang and posted according to the specified time.

- **Creative, Design, Documentation, and Publication (Pop Up Market and Workshop)**

- Fulfillment of all design needs as well as photo and video content required before, during, and after the event.
- Successfully created an Instagram Story frame used to publish live reports during the Workshop and Pop Up Market
- Successfully created designs for offline Pop Up Market and Workshop marketing such as posters, banners, and brochures.
- Successfully created an invitation design for VIP guests
- Document all Pop Up Market and Workshop activities in a complete and structured manner
- Live reports are posted in real-time via Instagram Story
- All documentation during the event is neatly stored in a Google Drive folder.

## **5) Arlinda Kavita Sari**

### **a. Media Planner**

Collaborate with strategists and data insight executives in measuring KPI achievement every week. Prepare reports that provide an overview of the effectiveness of each campaign.

- **Paid and Owned Advertising Management**
- Publish 5 Instagram Ads content on the @converso.id social media account and use costs that do not exceed the budget.
- Achieve a minimum reach target of 1,000/per day/advertisement on Instagram Ads content on the @ account [converso.id](https://www.instagram.com/converso.id)
- Achieve the target number of profile visits of at least 200/advertisement on Instagram Ads content on the @ account [converso.id](https://www.instagram.com/converso.id)
- Achieving a CPM target of less than Rp26,070 on Instagram Ads content on the @ account [converso.id](https://www.instagram.com/converso.id)
- Achieving a CPC target of less than Rp2,445 on Instagram Ads content on the @ account [converso.id](https://www.instagram.com/converso.id)

- Achieve CTR target of more than 1% on Instagram Ads content on @ account [converso.id](https://www.instagram.com/converso.id)
- Achieve a minimum audience reach of 200 listeners on E-Radio advertising broadcasts on the Youtube platform.
- Reaching the number of audiences who are aware of the Converso repositioning program through outdoor media (banners, standing banners) and print media (flyers) of at least 3% of the final survey respondents.
- **Content Scheduling**
  - The amount of content posted is 80% according to the planned schedule.
- **Monitoring Ad Campaigns and Content Performance**
  - Monitoring each Instagram Ads campaign after its broadcast duration is complete.
  - Monitor Instagram content performance once a week.
- b. Finance (Pop Up Market and Workshop)**
- **Creating a Budget Plan Cost**
  - The budget preparation for all programs was completed 1 month before the program started.
- **Creating a Flow of Income and Expenditure Funds**
  - Realization of expenditure according to the initial budget plan.
  - Income is in accordance with projections or initial budget plans.
- **Creating Overall Financial Reports**
  - Preparation of financial reports is completed within 1 week after the program is completed.