

## **CHAPTER II**

### **CONVERSO CAFE PROFILE, PRODUCTS, and STAKEHOLDERS**

This chapter details a number of strategic implementations I've carried out in my role as an Account Executive, who is primarily responsible for making sure that clients' needs and expectations are satisfied. In order to guarantee that the highest quality standards are met, this function, which serves as a crucial link between customers and the internal team, calls for organized communication management abilities and thorough oversight of each step of program execution.

This chapter also describes in detail how I changed my role to that of an event manager, which includes a number of strategic duties such as selecting and hiring tenants who fit the Comfest Event's requirements, overseeing the entire workshop, and organizing and carrying out interactive elements for the 2025 Comfest Event, such as the Pizza Making Workshop and Latte Art Corner, that are intended to improve the experience of attendees.

#### **2.1 Profile of Converso and Communication Program**

The café Converso opened for business on November 4, 2016. It was first introduced in Semarang's Mulawarman neighbourhood, which is well-liked by young people, especially Diponegoro University (Undip) students. Converso's initial idea was to open a coffee shop with a large selection of coffee drinks, focusing mostly on young people. Converso, which is known for being a comfortable place to hang out, provided a café experience that prioritized a premium coffee selection and developed into a gathering place for young professionals, students, and learners.



Image 2. 1 Converso Logo

Derived from the word "Converse," which means change, the name Converso reflects the attitude of constant expansion and adjustment to market demands. Both the concept and the

goals of Converso have evolved throughout time. Converso started offering a wider variety of main meals, ranging from Asian to Western cuisine, in addition to coffee and snacks because of the large amount of room that was available. By encouraging families looking to spend valuable time together while savoring selectable meals, this change seeks to expand its market segmentation beyond just young individuals. A family favorite, the Maranggi Grilled Ribs are one of Converso's most well-liked dishes.

Converso is attempting to reposition itself as a family-friendly café as part of its repositioning initiatives. The goal of this strategy shift is to draw in a wider clientele, including families and young adults. With its extensive amenities, which include both indoor and outdoor dining areas, a garden, a children's play area, and a prayer room (mushola), the café may be used for a variety of events, including family get-togethers, school meetings, and casual get-togethers.



Image 2. 2 Converso Family Cafe

Converso wants to develop into a café that brings together different clientele by providing a welcoming and adaptable environment for communities, families, and employees. Its main goal is to increase brand identification and awareness in the family market. Converso has many advantages, but it still has problems with digital marketing and social media interaction, which are still below par. Converso partners with Diponegoro University students to host COMFEST (Converso Family Festival), which includes a Pop-Up Market and a Family Fun Brunch & Latte Art Corner Workshop, in an effort to raise awareness of the brand. The purpose of this event is to present Converso as a family-friendly café while also improving its marketing approach and building a more welcoming brand identity.



Image 2. 3 Pizza Workshop Documentation

Converso wants to strengthen its credibility as a family café and increase brand recognition among its target market by implementing programs like COMFEST and implementing a more organized marketing communication strategy. In addition to drawing in families, this repositioning initiative aims to make Converso a well-known and popular venue for a wide range of clientele.

## **2.2 Products and Services**

Converso provides a variety of goods and services that are especially made to satisfy the needs of each member of the family in order to fulfill its aim as a cozy family café. Everything is carefully prepared to create a cozy atmosphere and celebrate togetherness, from a variety of tasty cuisine selections to special packages that enhance shared moments to encourage family-friendly amenities.

This section will describe Converso's range of products, including time-limited packages and amenities that are available, all of which support our dedication to giving every family and guest the greatest experience possible.

### **2.2.1 Family-Friendly Dining Experience**

Converso positions themselves not only as an eatery, but as a restaurant that seeks to bring people closer together and strengthen family ties. The restaurant seeks to offer an experience that is inclusive and accessible to individuals of all ages, from children to elderly family members.

#### **2.2.1.1 Culinary Diversity for Varied Tastes**

Converso menu is specifically designed to cater to a wide range of palates with a combination of local and foreign cuisine. The Nusantara menu serves such Indonesian dishes

as Grilled Ribs with Maranggi Sauce (beef ribs grilled and marinated), Spiced Chicken (fried chicken with spices), and Nasi Goreng (Indonesian fried rice). These are followed by Western-inspired dishes like pasta, chicken steak, and such comfort foods. This fusion allows families to enjoy familiar flavors as well as explore new eating experiences as one. The menu itself is reflective of the inclusive idea of Converso realizing that families generally have members with different food preferences. Having children, teens, or seniors, each guest can look forward to a menu choice that will suit their taste.

#### **2.2.1.2 Weekday Promotion: Midday Memories with Family**

Further encourage quality time among family members, especially on busy weekdays, Converso introduced a special lunch-time offer called "Midday Memories with Family." It was offered from 1–14 February 2025 at a 10% discount for families of at least three members. The offer was only for dine-in customers, Monday to Friday between 11:00 AM and 2:00 PM, and a proof of following the official Instagram account (@converso.id). There was no minimum purchase, but the offer could not be combined with other offers and was suspended during public holidays. The campaign aimed to support tight family ties and push weekday eating habits that align with Converso's family-oriented brand positioning.



*Image 2. 4 Weekday Promotion*

### **2.3 Exclusive Ramadhan Packages**

In order to satisfy seasonally influenced customer habits and religious traditions, Converso introduces a limited edition of Ramadhan packages that are available for purchase only during the holy month. These customized packages do not belong to the restaurant's

standard menu and are specially formulated to enhance the iftar experience with emphasis on sharing, diversity, and value.

Every package is tailored to a specific group size from small couples to big families, and includes exclusive menu items that cannot be obtained beyond Ramadhan season.



Image 2. 5 Converso Ramadhan Menu

### 1. Andalusia Package – IDR 75,000 (for 2 people)

Designed for couples or duos of small families, Andalusia package offers a choice of either Dory or Spicy Fried Chicken (Ayam Cabe Garam) served with daun jeruk (lemon leaf) accompanied by white rice or daun jeruk rice. Crispy Mendoan (fried tempeh) is served as the side dish for the meal, and the beverage list offers black tea or iced tea.

### 2. Sahara Package – IDR 180,000 (for 4 people)

Ideal for a small family, the Sahara package enjoys the same main course choice (Spicy Chicken or Dory), white or daun jeruk rice, and a portion of Capcay Tofu (mixed vegetables with tofu). The Side dish is offered in the form of Golden Banana fritters or Mendoan. The package also offers hot or flavored tea.

### 3 Haramain Package – IDR 360,000 (for 6 persons)

For larger families or partied get-togethers, there's the Haramain package with a premium option of Black Pepper Beef, Dory or Spicy Chicken, rice options, Capcay Tofu, Spicy Fried Tofu (Tahu Cabe Garam), and signature dessert: Banana Coffee Meal. Drinks include an option of flavoured tea hot or iced.

These special packages were created to be in synchronization with the communal and spiritual aspect of Ramadhan, providing an economical and symbolic dining experience for families who wish to break their fast in a hospitable and warm setting.

## 2.4 Family-Oriented Facilities

A part from its dining options and to serve customer satisfaction further, Converso also makes a commitment towards supportive facilities that indicate its commitment towards being a family-centered organization.

**a. Children's Play Area**

There is also a separate children's play area to allow parents to have their meal in peace while their children are safely entertained. Such a features make Converso an ideal venue for families with young children.

**b. Prayer Room (Prayer Room)**

In order to serve the fasting visitors, particularly during Ramadan, there is a clean and accessible prayer room (mushola) on-site at Converso that enables customers to perform prayers without having to leave.

**c. Clean and Comfortable Restrooms**

Converted has strict hygiene standards, particularly in its bathroom facilities, which are cleaned every so often and made available to all ages.

**d. Flexible Seating Areas**

To accommodate varying preferences, Converso has indoor and outdoor seating spaces so that family can have their desired ambiance either a quiet indoor area or a relaxed outdoor environment.

## **2.5 Stakeholder**

Converso recognizes the critical role its stakeholders play in ensuring the viability and success of its brand repositioning plan as a family-friendly café. Decision-making, long-term relationship development, and operational effectiveness are all based on stakeholders, both internal and external. By properly involving these stakeholders, Converso is able to add value, uphold a high standard of service, and improve its standing in the cutthroat food and beverage sector. Based on how close they are to the company, stakeholders are divided into two primary groups: internal stakeholders, who actively participate in day-to-day operations and strategic planning, and external stakeholders, who have a smaller connection but have a big impact on the growth and reputation of the brand.

### **2.5.1 Internal Stakeholders**

At Converso, internal stakeholders are essential to maintaining operational uniformity and providing the desired brand experience. Their efforts have a direct bearing on how well the café operates and adjusts to its family-friendly positioning.

**a. Owner**

The owner is in charge of investment management, vision alignment, and business strategy as the main decision-maker. From developing the menu to improving the facility, the owner is in charge of making sure Converso's shift towards a family-oriented concept is mirrored in every facet of operations.

**b. Marketing and Finance Team**

This group is crucial for financial planning, performance analysis, and campaign management. The marketing and finance team makes sure that promotions are efficiently targeted while preserving profitability by introducing family-friendly packages and seasonal products like the Ramadan bundles. Their digital outreach initiatives, especially on Instagram and other platforms, support Converso's brand awareness among young families and neighbourhood associations.

**c. Employees and Operational Team**

The frontline employees, such as waiters, chefs, and customer care representatives, are crucial to upholding the brand's principles in daily dealings. The dining experience is shaped by their friendliness, efficiency, and sensitivity, particularly for families with children. All employees must receive the appropriate training and internal communication in order to support Converso's customer-centric goals.

## **2.5.2 External Stakeholders**

External stakeholders offer visibility, involvement, and assistance outside of the institutional framework. Despite not being involved in day-to-day operations, their impact is vital to maintaining Converso's business relevance and enhancing the company's reputation in the community.

**a. Customers of Converso**

Customers, particularly family groups, are important external stakeholders since they are the main target audience. The success of the family-friendly idea is determined by their

opinions, loyalty, and general contentment. Through considering service, reliable quality, and community-focused marketing, Converso aims to uphold a mutually beneficial partnership.

**b. Pop-Up Markets Tenants**

Converso invites creative entrepreneurs and small enterprises to exhibit their goods at its sporadic Pop-Up Market events. In addition to adding to Converso's lively atmosphere, these tenants bring in fresh clientele.

The reciprocal advantage of more foot traffic for Converso and exposure for tenants highlights how crucial it is to keep solid B2B connections.