

## **CHAPTER 2**

### **THE KOPIKO BRAND**

#### **2.1 Kopiko Brand**

Kopiko is a famous and much favored brand of coffee candy in Indonesia. Kopiko's history started in 1974 with the establishment of PT Mayora Indah Tbk, an Indonesian firm, by Jogi Hendra Atmadja. At first, the firm concentrated on manufacturing biscuits and pastries. Nevertheless, in 1982, PT Mayora Indah Tbk unveiled their inaugural coffee confectionery, "Kopiko," to the Indonesian market.

The introduction of coffee candy in Indonesia is a recent invention, as it was not well recognized before. Due to its strong and sweet coffee essence, the candy successfully attracted customers' interest and achieved significant appeal. Kopiko is promoted with the slogan "Kopiko Number One in the World," demonstrating its dedication to provide a genuine coffee experience in the shape of sweets.

Based on the information in the website (<https://bithourproduction.com>), Kopiko targets to a broad demographic consumers of coffee enthusiasts, regardless of age, particularly those who desire the flavor of coffee in the form of candy. Kopiko effectively targets many consumer segments by offering a coffee candy that accurately captures the genuine flavor of coffee.

Kopiko specifically targets to the interests of the youth, particularly those who lead active and hectic lifestyles. This coffee candy is popular among young individuals who enjoy the flavor of coffee and require a source of energy to enhance

their performance during various activities. Kopiko's audience includes both students and college students. This coffee candy serves as an engaging replacement for coffee enthusiasts who desire to remain clear of high caffeine levels. Kopiko's brand strategy of achieving product availability across all distribution channels is a beneficial and efficient approach to increase market share and target consumers in diverse locations. Kopiko reaches a diverse range of consumers by offering its products through many distribution channels, including stores, supermarkets, and other outlets. This allows them to cater to customers who buy at shopping centres or make online purchases. Improving the availability of Kopiko products through various distribution channels increases the possibility and ease for consumers to obtain Kopiko easily. Furthermore, this approach can help enhance brand recognition and product visibility within the community. By being widely available, Kopiko enhances brand recognition and facilitates convenient access for consumers to sample its products.

## **2.2 Logo and Tagline**

Kopiko strengthened their brand identity with their iconic slogan, "Kopiko, the coffee alternative". This tagline represents their brand, highlighting their dedication to provide coffee candy of high-quality, flavored with authentic coffee essence.

Kopiko's motto emphasizes their commitment to provide items that align with consumers' expectations. Their commitment lies in delivering an authentic coffee experience with their candies, which include genuine and indulgent flavors

akin to actual coffee. They not only provide regular coffee sweets, but also convey the delight and sensation of savoring a cup of coffee.

Kopiko's strong branding strategy has successfully created consumer appeal, particularly among coffee drinkers. Kopiko's unusual phrase has successfully built a brand identification that is easily remembered by a large number of people.

### **2.3 Kopiko Global Market**

Based on the information in the website (<https://www.mayoraindah.co.id/berita/Kopiko-Lebih-Dari-Sekedar-Permen-Kopi-17>) Kopiko is the pioneer of the first coffee-flavored candy that uses quality real coffee extract. The creation of Kopiko presents candy that consumers can enjoy to stay awake and stay ahead anytime and anywhere. "For more than 35 years, Kopiko has always maintained and prioritized the quality of its products by always developing innovations that similar candies from other brands do not have," said Global Category Head for Confectionary PT Mayora Indah Tbk., Adisti Nirmala.

Targeting active and productive consumers, Kopiko provides a solution for those who love coffee and need a practical solution in the form of coffee candy. According to Adisti, Kopiko has succeeded in growing strongly with double digits for value and volume which drives total growth in its category with a total market size for the candy category in Indonesia of around IDR 5 trillion. Kopiko's market share is more than 85% in the coffee candy category which consists of 10 brands, based on 2016 Nielsen data.

Director & Global Marketing Director of Mayora Group, Ricky Afrianto, said that choosing Korean dramas was the right thing to make its products even more global, especially since Kopiko is available in more than 100 countries.

Apart from that, the trend of Korean dramas is making a splash in various markets, as well as the pride in presenting Indonesian products on the global stage. According to Ricky in an interview with the CNBC Indonesian awards, K-dramas have a good impact in bringing popularity so that Indonesian brands can go global. Moreover, considering that not all products can be included in Korean dramas because there is strict selection and not all brands are not easily accepted by Korean people.

Kopiko also exports to more than 80 countries with a very significant export value, namely more than 40% of the local market. In the future, Kopiko will continue to maintain its position as the number one choice for consumers throughout the world as coffee candy with real coffee extract.

#### **2.4 Kopiko Branding in Kdrama Scenes**

Kopiko implements branding strategies to leverage the widespread popularity of Korean dramas in order to enhance their brand exposure and awareness. Korean dramas have an influential popularity in numerous countries, including Indonesia and other nations worldwide. Through its participation in popular dramas such as "Vincenzo" and "Hometown Cha Cha Cha," it aims to engage a broad and varied viewership. Kopiko made multiple appearances in numerous episodes of the drama "Vincenzo," specifically in episodes 14, 15, 17,

and 19. The presence of Kopiko products in these specific episodes can offer significant exposure for the brand. The prominent actors and actresses shown in particular parts consuming Kopiko contribute to the product's good associations, owing to their widespread popularity and influential presence in the production.

Furthermore, this strategy has the potential to generate a buzz effect and discussion among viewers of dramas. When people watch a popular drama and see a product that they are familiar with or enjoy appearing in the show, they have a tendency to discuss it on social media, in online forums, or in community groups. The audience is left with a more favorable perception of the product as a result of this, which contributes to the creation of marketing momentum for the brand. In order to maximize the marketing impact and grow its popularity among Korean drama viewers, Kopiko selects popular dramas that have a significant fan base and presents their products in fascinating moments. This is done in an effort to maximize the impact of the marketing.

The presence of Kopiko, an Indonesian candy product, in episode 14 of the Korean drama Vincenzo, with Song Jong Ki and Taecyeon 2PM, generated significant attention and excitement in Indonesia. Kopiko is featured in the script, subtly highlighting the excellence of the product. In the Vincenzo drama, Kopiko had three appearances in specific scenes, specifically in episodes 14, 15, and 17.



Figure 3: *Insertion of Kopiko products in the drama “Vincenzo” episode 14*

During episode 14 of Vincenzo, Kim Yoon Hye, Jung Ji Yoon, and Kim Young Wong participate in a reconnaissance operation while inside a car. To break the silence, Kim Young wong gave Kopiko candy, stating "Eat this candy so that you feel refreshed". Shortly thereafter, Kim Yoon Hye expressed her enjoyment of Kopiko sweets by commenting "It's delicious" with a satisfied face.

According to actor Kim Young Wong, the statement suggests that Kopiko candy has the ability to reduce sleepiness and leave one feeling refreshed. Waiting

is synonymous with boredom and sleepiness, hence Kopiko is here to reduce sleepiness and rid boredom.



Figure 4: *Insertion of Kopiko products in the drama "Vincenzo" episode 15*

In episode 15, Song Jong Ki himself promoted Kopiko. This scenario portrays the narrative of Hong Cha Young and Pak Nam who are confused because of Prosecutor Jung's betrayal that made Babel Group, their enemy, even wealthy. In between their conversation, Vincenzo offered to drink coffee so that they can think more calmly. But both of them refused Vincenzo's request, then Vincenzo started to unwrap the Kopiko package and put it in his mouth while saying "I want to finish it slowly". Vincenzo did not forget to offer Kopiko to Mr Nam, which Mr Nam finally accepted. The sentence spoken by Vincenzo is a figure of speech where the sentence means that Kopiko is a delicious coffee candy that is enjoyed slowly. Kopiko's slogan, "Kopiko Replaces Coffee", is really shown in the scene, where Kopiko replaces coffee drinks when there is no time to make coffee, or when you don't feel like drinking coffee.



Figure 5: *Insertion of Kopiko products in the drama “Vincenzo” episode 17*

In episode 17 of Vincenzo, Kopiko appeared when all the residents of Plaza Geumga were gathered at an Italian restaurant while waiting for news from Mr Nam. While waiting, Kim Young Wong distributed Kopiko to several people, but Kang Kyung Won did not get it which made her then make an expression asking for a packet of Kopiko, Kim Young Wong was forced to give it to her preceded by a scene of pulling the Kopiko packaging. This scene means that Kopiko is accepted by everyone.