

4. ANALYSIS OF THE FINDING AND/OR THE SOLUTION

4.1 Description of the Company and its Problem

Previously, Samaya's sellings were quite good, then a pandemic hit and affected the global economy, and of course, affected Samaya. The condition back then was extremely severe, the income was decreasing, meanwhile the expense was increasing because of the expensive rental costs and paid for the employees wages. Speaking of the company's current condition, it is better than the pandemic era but still not shown a significant improvement. When I observed Samaya in November, they lacked customers, and it is still happening until now. The Impact from this condition, they cut the number of employees and omit food from the menu because food was not selling well in Samaya. Even, they almost shut down the business, I convinced them that they could survive.

The company's future needs to survive this heavy competition is by doing more promotion, highlighting menus that they have, exploring the other special menu that may attract the target market to buy the products, and having a promotional video that could attract the target market.

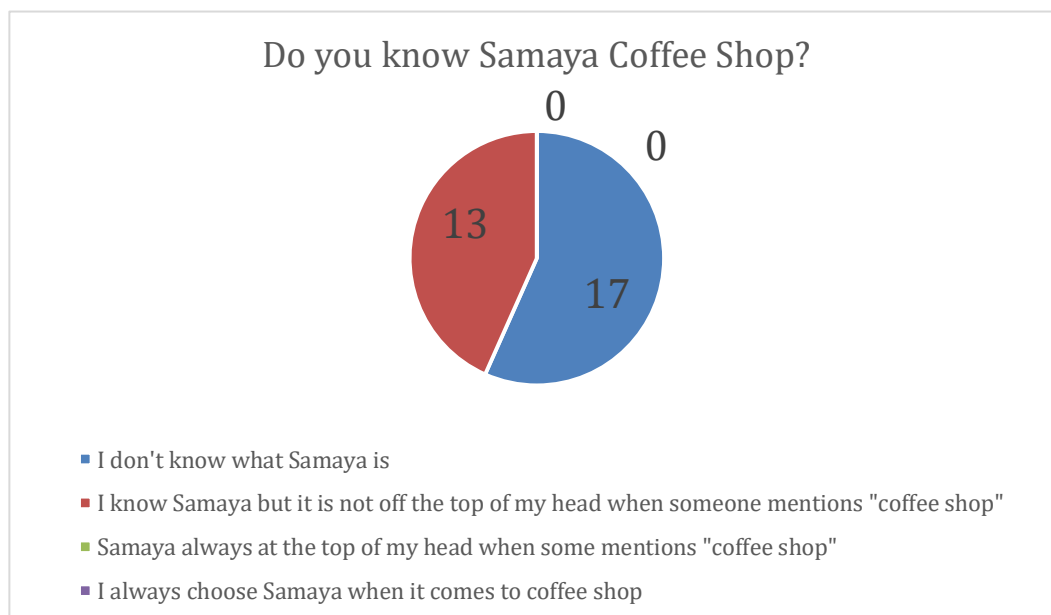


Figure 4.1 Respondents answers related to Samaya's Brand Awareness

I have been observing Samaya since November, when I observed Samaya at that time, I found a major problem that is the lack of brand awareness. I can say they lack brand awareness because by my observation and small interview at that time, only a few people recognize Samaya's brand. Time goes by, to make my observation valid, I did a questionnaire to 30 competitors' customers about whether they recognize Samaya or not, and apparently 17 competitors' customers do not recognize what Samaya is, and only 13 customers recognize what Samaya is.

Based on the theory of *Brand Awareness* (Martin, 2019), Brand awareness is the ability of customers to identify a brand, so it is proven that Samaya lacks brand awareness. Also, the survey above also shows the extent of Samaya's brand awareness. Based on the theories of *Level of Brand awareness* (Durianto, 2014), there are four levels of Brand awareness, starting from Non-recognition, Brand recognition, Brand recall, and Top-of-mind. I can see that Samaya is still at the lowest level, that is non-recognition, which means the target audiences do not know at all what Samaya is.

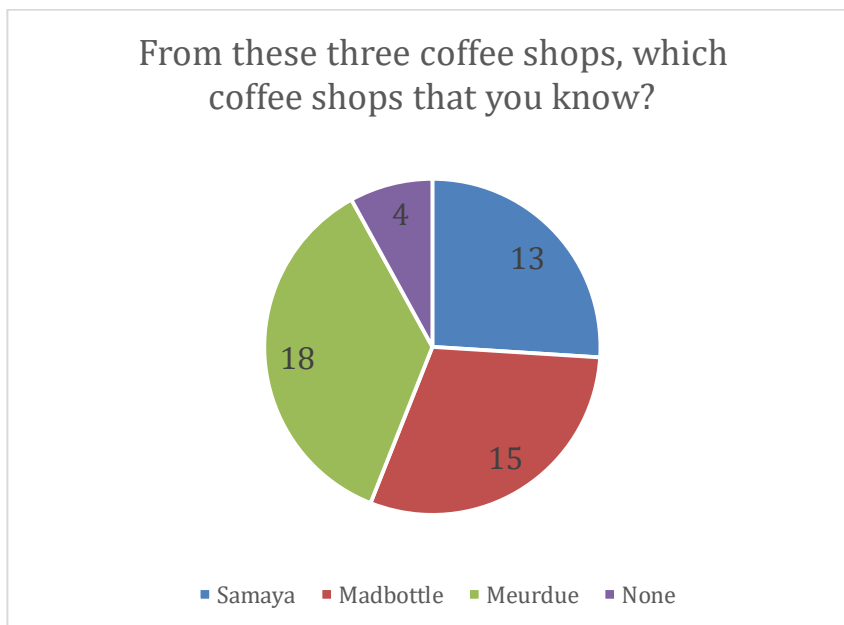


Figure 4.2 Respondents answers related to coffee shops popularity

The next finding is about comparing Samaya with their competitors that are Madbottle and Meurdue. I asked about which coffee shops that you know. 13 people recognize Samaya, 15 people recognize Madbottle, and 18 people recognize Meurdue, and 4 people do not recognize all of them. Based on the findings above, I can see that Samaya is the most unrecognized brand among their competitors.

4.2 Description of the Context of the solution

The solution that I propose as my final project is a promotional video, and the reason why I chose promotional video as the right tool is because Samaya's problem is lack of brand awareness (only a few people know about the company) so that solution later will be for the target audience aged 17-24 in Solo city.

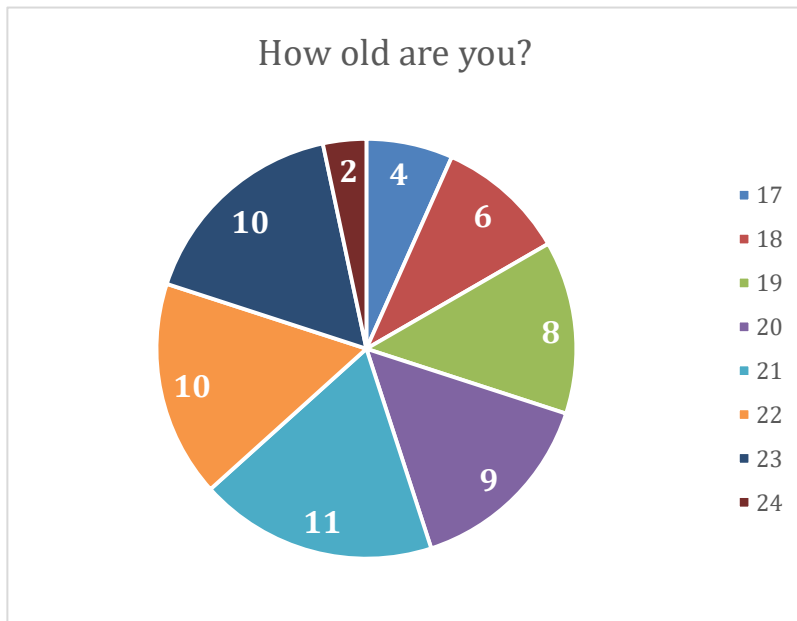


Figure 4.3 The Age of Respondents

I interviewed 60 people, 30 people from Samaya's competitors, and 30 people are Samaya's customers and Samaya's followers. Because previously I already limited my respondents to their target market aged 17 - 24, so I just interviewed people within those ages. Based on the results, I can see that coffee shops are visited more by final college students than freshman students. I asked them why they choose coffee shops because coffee shops have a comfortable atmosphere and also fast wi-fi, and because of that they can relax their mind while working on their thesis. Because of that, I also chose talents who are in their last year in college.

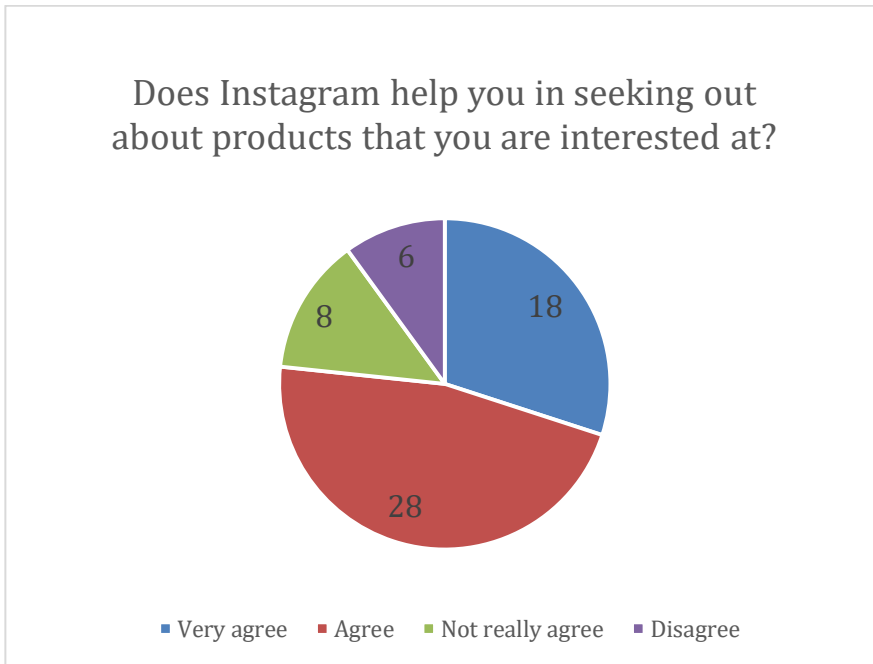


Figure 4.4 Respondents answer related to Instagram

Based on the findings, out of 60 people, 28 of them very much agree that Instagram can help them to introduce a product. 18 people agree, 8 people do not really agree, and 6 people disagree so it proves that Instagram is the best channel to promote Samaya. By using Instagram, business owners can present their products or services as photos or videos. 60% of people are going to Instagram either to seek out and discover the product or directly buy the products (Hope, 2021). So it is clear that Instagram is one of the most effective social media to promote a product.

4.3 Description of the Solution

By having a promotional video, a company can show to the target audience about the products and also the chance for the company to show off their unique selling points so it would attract the target audience to buy the product. Also, a promotional video is able to increase the trust of the customers because the company would seem assured (Scott, 2011). Even based on 92% marketers, promotional video is one of the promotional tools that is effective to promote a product. A lot of people like to watch a video rather than read text when it comes to seeking out information about a product (Dasic, 2021).

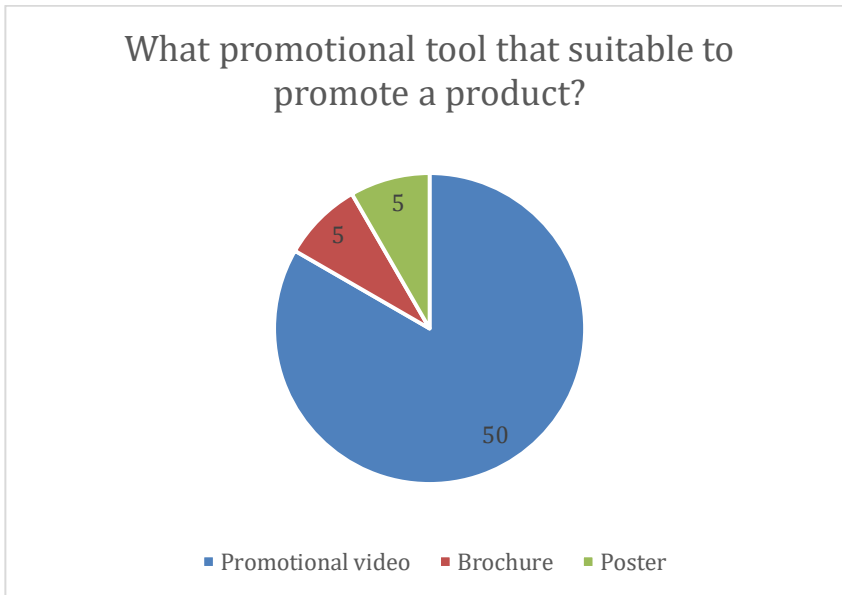


Figure 4.5 Respondents answer related to promotional tool

Based on the interview that I did to 60 respondents, 50 of them said that the best tool to promote a brand is promotional video. Only 5 people chose brochures, and the other 5 chose posters. When I asked the other 10 why they chose those tools because they do not really use social media so based on the results above, I can see that promotional video is the best tool to promote a product. Also, based on (Eppelstun, 2020), in the promotional video, the target audience can see more visuals such as the technique of coffee brewing, the menu or even can feel the atmosphere of the shop. If the promotional tools are brochures or posters, the target audience can only read the details of the shop, they can not feel it.

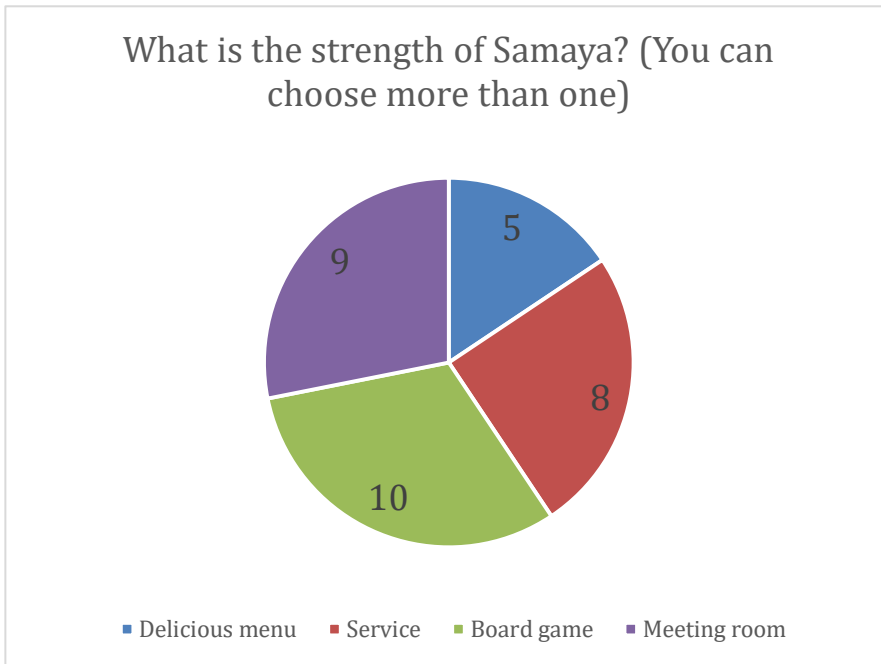


Figure 4.6 Respondents answer related to Samaya's USP

Based on the interview, I found out that the menu is not the strengths of Samaya. Board games and the meeting room were chosen by 10 and 9 respondents respectively, 8 respondents chose the service as the strength, and the menu was only chosen by 5 respondents.

A unique selling point (USP) is a product characteristic that distinguishes it from the competition and often provides unique advantages to the consumer (Smith, 2021). Unique selling points can be in many forms, such as the product itself having good quality, best product price, good ethics, or best customer service compared to the competitors. The first Unique Selling Points is I show a private meeting room in Samaya. I say this is a unique selling point because the other competitors do not have this meeting room. If coffee enthusiasts want to have a meeting but they are confused about where to go, they can go to Samaya. Beside the meeting room, Samaya also has a wide and aesthetic place. Secondly, in the video I also some of interesting menu such as homemade mocktail, coffee mocktail, and Aramaya. Especially for the coffee mocktail that has three favors. Bitter, spicy, and sour.

There are some scenes shown inside the video. I will explain the scenes in detail.



Figure 4.7 Target market (Final year student)



Figure 4.8 Target market (Final year student)

The talents are four people that are in their final year. I chose these people because they are Samaya's target market, which are people aged 17 – 24 years old. Target market is a particular market like who and where the company wants to sell the product (Reid, 2021). A product should have their target market so the company can promote their product to the right people.



Figure 4.9 Samaya's logo in the afternoon



Figure 4.10 Samaya's logo in the night



Figure 4.11 Samaya's logo inside the building

In the video, I show the logo of Samaya three times. First, it is in the afternoon, and Second in the night. I want to tell the target audience that Samaya is open until night. Also, I show Samaya's logo inside the building. The reason why I show the logo repeatedly is because "Brand" is an intangible thing that can help the target audience to identify a product (Wheeler, 2018). By showing Samaya's logo, later Samaya's brand can be recognized in the mind of coffee enthusiasts so it means it can increase Samaya's brand awareness.



Figure 4.12 Coffee Machine



Figure 4.13 Show behind the scene, technique of the coffee brewing



Figure 4.14 Show behind the scene, technique of the coffee brewing



Figure 4.15 Show behind the scene, the result

Showing behind the scenes is one of the criteria to create a cafe promotional video (Eppelstun, 2020). Audience would be interested to watch how the coffee was made. By watching the technique of the coffee brewing, the target audience can see how professional the barista is when making the product.



Figure 4.16 Samaya's Area



Figure 4.17 Samaya's meeting room



Figure 4.18 Samaya's menu

In the video I also show one of the unique coffees in Samaya that is coffee mocktail but of course every person has their own taste so I show the drink variation in Samaya that are homemade mocktail, aramaya, and coffee latte.



Figure 4.19 The customers are having fun

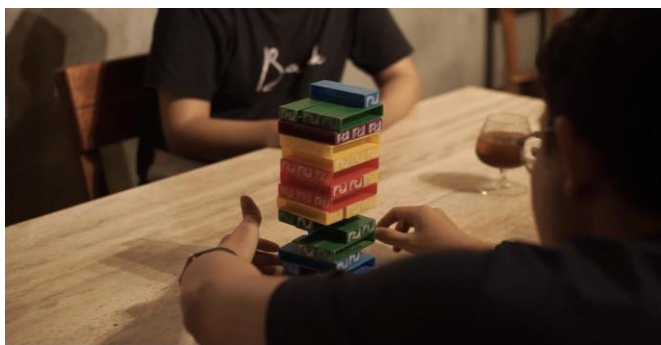


Figure 4.20 The board game



Figure 4.21 The customers are doing cheers

In the video, I also show that Samaya has some board games. The customers can relax their mind not just by drinking coffee but they can play board games with their friends or families.



Figure 4.22 The customer drinking the coffee



Figure 4.23 The customer drinking the coffee



Figure 4.24 The customer drinking the coffee



Figure 4.25 The customers drinking the coffee

In this scene, the customers are satisfied when drinking the coffee. The purpose of showing this scene to show the target audience that Samaya has the most mouth watering drink

4.4 Justification of the Solution for the company's problem

Promotional video is the right effective to solve them problem that is lack of brand awareness is because promotional video is the the most favorite tool that is used by companies to promote their products because it can reach the audience faster than other tools, even 92% of marketers say if a video is the best tool to promote the product (Scott, 2011). Based on the concept of (Dasic, 2021), By having videos, it is easy to increase the engagement of a business. Videos are tools that are captivating and pleasing to the eye. Target audiences are more likely to open a product video than read a product article. Also, by having a promotional video, the company can convey the message clearly. Viewers remember 95% of messages that they watch compared to 10% when they read a text. Also, videos can boost conversion and sale, because the video later will be uploaded to Instagram, specifically to paid promotion accounts which means the video will be watched by thousands of users. Also, video lead to social shares, means that when an audience watch an interesting video, he or she can share that video to more people faster