MARKETING COMMUNICATION STRATEGIES AFTER THE COVID 19 PANDEMIC IN FOOD AND BEVERAGES ENTERPRISE (CASE STUDY IN KALIS DONUTS YOGYAKARTA)

A THESIS BY

Submitted to Fulfil the Requirements for Obtaining a Bachelor's Degree in Communication Studies at The Faculty of Psychology and Socio-Cultural Studies, Universitas Islam Indonesia

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UNIVERSITAS ISLAM INDONESIA

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FINAL THESIS

Arranged and Proposed as the Requirements to Obtain a Bachelor's Degree in Communication Science (Bachelor of Communication Science), Faculty of Psychology and Social Culture, Universitas Islam Indonesia

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LETTER OF AGREEMENT

UNDERGRADUATE THESIS

Marketing Communication Strategies After The Covid 19 Pandemic in Food and Beverages Enterprise (Case Study in Kalis Donut Yogyakarta)

Arranged by:

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It has been approved by the thesis supervisor to be tested and defended in front of the thesis committee.

Date: 22/08/2023

Thesis supervisor,

Ida Nurainiawi K. N S.I. KOM., M.A.

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STATEMENT OF ETHICAL CLEARANCE

UNDERGRADUATE THESIS

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STATEMENT OF ACADEMIC ETHICS

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

Signing below, I:

Name : **Sami Naufal Santosa**

Student Number : **19321212**

Through this letter I stated that:

1. During the process of accomplishing this thesis research, researcher did not perform academic frauds in any kind of form, such as plagiarism, involving others in the process of this thesis, or any other kind of violations which are contradicting the academic ethics highly upheld by Universitas Islam Indonesia.
2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people or parties.
3. Should there be any occasion, after I graduate from the Communication Science Department in Faculty of Psychology and Social-Culture Science of Universitas Islam Indonesia, which states that this thesis has strong evidence of being a plagiarism work or conducting academic frauds, I will be responsible for all the consequences and academic penalty that has been set by Universitas Islam Indonesia.

Hence this statement is truly sincere

Yogyakarta, May 19st 2023



Sami Naufal Santosa

19321212

MOTTO

"ليس الفتى من يقول كان أبي، ولكن الفتى ها أنا ذ"

"Laisal fata man yaqulu kana abi, walakinnaal fata ha ana dza"

"You know why the Yankees always winning? the same reason the Yankees always win. Nobody can keep their eyes off the pinstripes."

- Frank Abagnale, Sr.

"There is no Great War in our generation, No Great Depression. Our Great War's a Spiritual War. Our Great Depression Is Our Lives."

- **Tyler Durden**

Dedication

I dedicate this work to:

My mom and dad, Alika, my grandfather, Nafiisha and all of my family, and everyone who's always by my side.

FOREWORD

Assalamu'alaikum Wr. Wb

In the name of Allah SWT, the most gracious and merciful, I am grateful for the blessings that have been bestowed upon me. Alhamdulilahirabbil'alamin. Greetings, Sholawat, and don't forget to thank the Prophet Muhammad SAW, who brought humanity out of the dark ages and into the light of modern times, so that the author can finish this thesis entitled " Marketing Communication Strategies After The Covid 19 Pandemic in Food and Beverages Enterprise (Case Study in Kalis Donut Yogyakarta)".

It wasn't easy for the author to finish this undergraduate thesis. It was truly exhausting to work on this thesis for hours and hours of effort. There are such countless hindrances that come from the writer and from outside factors that impact the composition of this postulation. Through mix-ups and obstructions, the essayist had the option to deal with the most common way of composing the proposition beginning to end. However, Allah SWT has made it simple for the author to complete this thesis by providing individuals who have made significant contributions and have a significant influence on the author.

Numerous people have provided the author with both mental and physical support, which has greatly aided the writing's progress. Along these lines, the maker should thank various social events for their solicitations and never-ending help. Above all else, I might wantto offer my best thanks to my parents, Mr. Arief Santosa and Mrs. Rina Nurmalasari, who have been my best guardians who generally give their requests and adore and consistently persuade me in finishing this postulation. To my sister Alika Nabila Santosa and my closest companion Nafiisha Zulaika and all the family who have upheld the creator. Mrs. Ida Nuraini Dewi, K. N. S.I.Kom., M.A. as the thesis advisor recorded as a hard copy this postulation who has given the best devotion, direction, counsel, inspiration, time and backing to the writer in finishing this proposition composing. Then the Dean, Deputy Dean, thesis committee, all staff and members of the Faculty of Psychology and Social and Cultural Sciences who have provided the best service to the writer since day one.

Importantly appreciate, to Mr. Dimas Vandityo Onggo, and Mrs. Rahma Ghana who sincerely helped the author to become an informant and provide the best time and answers for the interview and data collection. Not forget to those people that are closest to me, my best friends, Rayyan, Siring, Gedad, Batang, Adam, Bombom, Bandot, Bimo, Sandi, Alex, Marcel, Bryan, Farhan, and then other colleagues that I cannot mention one by one furthermore. The author is dependably thankful for the help, consideration and inspiration for any reason and whenever. Last but not least, I want to acknowledge and congratulate myself for putting in the most effort, never backing down, never giving up, always trying in every circumstance, and for being who I am.

ABSTRACT

Santosa, Sami. (19321212). Marketing Communication Strategies After The Covid 19 Pandemic in Food and Beverages Enterprise (Case Study in Kalis Donut Yogyakarta). Communications Department, Faculty of Psychology and Socio-Cultural Science, Universitas Islam Indonesia

As a newly born developing micro small and medium enterprises (MSME) dessert restaurant chain, Kalis Donuts faced numerous challenges due to the restrictions imposed by the pandemic. It is known by the current facts that Kalis Donuts has grown and survived through the past Covid-19 pandemic and has even become one of the most popular culinary food destinations in Yogyakarta. Thus, this study aims to understand on what are the Kalis Donut marketing communication strategies implementation after the Covid-19 pandemic, what are the strategies that new, changing, modifying from the Covid-19 period with current situation. The research methodology involves a comprehensive analysis of primary and secondary data sources. Primary data collection is achieved through interviews with Kalis Donuts officials and customers, while secondary data is obtained in order to support primary data and it will be formed as Kalis Donuts reports, articles, and Kalis Donuts marketing communications during the pandemic. The findings aims to reveal the new marketing communication strategies implemented by Kalis Donuts after the Covid-19 pandemic which effectively employed various marketing communication strategies after the pandemic in order to engage with customers on this new normal transition.

Keywords: marketing communication, customer engagement, advertising, customer relationship management

ABSTRAK

Santosa, Sami. (19321212). Marketing Communication Strategies After The Covid 19 Pandemic in Food and Beverages Enterprise (Case Study in Kalis Donut Yogyakarta). Communications Department, Faculty of Psychology and Socio-Cultural Science, Universitas Islam Indonesia

Sebagai jaringan restoran pencuci mulut usaha mikro kecil dan menengah (UMKM) yang baru lahir dan berkembang, Kalis Donuts menghadapi banyak tantangan karena pembatasan yang diberlakukan oleh pandemi. Diketahui fakta saat ini Kalis Donuts telah tumbuh dan bertahan melewati masa pandemi Covid-19 yang lalu bahkan menjadi salah satu destinasi kuliner terpopuler di Yogyakarta. Dengan demikian, penelitian ini bertujuan untuk memahami apa saja strategi komunikasi pemasaran Kalis Donut yang diterapkan pasca pandemi Covid-19, apa saja strategi yang baru, berubah, memodifikasi dari masa Covid-19 dengan keadaan saat ini. Metodologi penelitian melibatkan analisis komprehensif terhadap sumber data primer dan sekunder. Pengumpulan data primer dilakukan melalui wawancara kepada petugas dan pelanggan Kalis Donuts, sedangkan data sekunder diperoleh untuk mendukung data primer yang akan dibentuk dalam bentuk laporan, artikel, dan komunikasi pemasaran Kalis Donuts di masa pandemi. Temuan ini bertujuan untuk mengungkap strategi komunikasi pemasaran baru yang diterapkan Kalis Donuts pasca pandemi Covid-19 yang secara efektif menggunakan berbagai strategi komunikasi pemasaran pasca pandemi untuk berinteraksi dengan pelanggan dalam transisi normal baru ini.

.

Kata Kunci: komunikasi pemasaran, keterlibatan pelanggan, pengiklanan, pengelolaan hubungan pelanggan

CHAPTER I
PRELIMINARY

A. Background

The Demand and supply factors, according to classical economists such as Adam Smith (1723- 1790), prices in the market are determined by demand and supply. According to Gregory Mankiw (2008), product demand can change if the price of the desired product increases, then demand will eventually decrease. In the case of Covid-19, the business or companies sector here have experiencing a more significant level of strain due to government social major restriction, for instance, in their situation where they have not yet gotten a steady objective market lastly when Covid-19 hit them, it was challenging for them to keep up with their objective clients. Individuals don't take off from the house inspired by a paranoid fear of contracting Covid-19, so the interest for disconnected items has diminished radically, yet online solicitations have expanded in actuality. Other than that, as per Gregory Mankiw, the interest will likewise diminish with a lessening in one's pay, the decrease in individuals' pay since there is a decrease in pay because of work from home, the compensation isn't settled completely even until the end of business at last decreases individuals' pay which means decreasing interest for labor and products available, the company who failed by implication since they couldn't give pay rates to workers or overspent that didn't create benefits. The pattern of the business world gets an exceptionally hard shock because of the social limitation strategy by the public authority. Different sorts of business classes and organizations in Indonesia cannot be likened because they are for sure one of the created ones. There are additionally creating and lacking classes.

The social restriction regulation caused business visionaries to pick an alternate strategy for exchanging prior to utilizing disconnected ones, however, during the pandemic, the business visionaries moved their deals on the web, since online solicitations have expanded running against the norm. Online deals are just in a couple of areas like schooling, preparing, design, cheap food, and other family necessities, while area horticulture is not successful in utilizing the web techniques. The running area is by the law of supply as per A Paul Samuelson and William D Nordhaus (2002) that supply adjustment are because of the cost of the merchandise. The actual merchandise cost is impacted by creation costs, innovation, and the public's assumptions.

The Covid-19 pandemic has profoundly impacted various sectors of the global

economy, with micro, small, and medium enterprises (MSMEs) facing unprecedented challenges. Within this context, the food and beverage industry, a critical segment of the service sector, has experienced unique disruptions that have necessitated the formulation and implementation of particular strategies. As governments around the world implemented strict lockdowns, social distancing measures, and travel restrictions to curb the virus's spread, many food and beverage MSMEs faced significant declines in revenue, reduced customer footfall, and supply chain interruptions. This thesis aims to explore the distinctive strategies employed by food and beverage MSMEs during the COVID-19 pandemic, encompassing innovative approaches to business operations, digital transformation, and community engagement, all of which have been instrumental in their survival and adaptation.

Amid the challenges posed by the pandemic, food and beverage MSMEs have been compelled to rethink and adapt their strategies to ensure business continuity. Rapid and innovative adjustments in business operations have become imperative, leading to the adoption of online ordering and delivery systems, contactless payment methods, and enhanced hygiene protocols. These changes have not only catered to evolving customer preferences but have also aligned with health and safety regulations. Moreover, digital transformation has been a pivotal strategy for many MSMEs in this sector. The integration of technology, such as mobile apps, social media platforms, and virtual menus, has enabled businesses to maintain customer engagement, offer personalized experiences, and expand their reach beyond physical limitations. Consequently, a comprehensive analysis of the specific strategies deployed by food and beverage MSMEs during the pandemic is warranted to unveil the multifaceted dimensions of their adaptations.

Beyond the operational changes, food and beverage MSMEs have displayed remarkable resilience and adaptability by fostering community engagement. Recognizing their role as local cultural hubs and gathering spaces, many enterprises have initiated partnerships with local farmers, collaborated with non-profit organizations to provide meals to vulnerable populations, and engaged in philanthropic endeavors. These efforts have not only demonstrated a commitment to social responsibility but have also contributed to maintaining customer loyalty and goodwill. As the pandemic highlighted the interconnectedness between businesses and their communities, this thesis seeks to shed light on the symbiotic relationship between food and beverage MSMEs and the societies they serve, underscoring the significance of

community-oriented strategies during times of crisis.

In conclusion, the COVID-19 pandemic has posed unparalleled challenges for MSMEs in the food and beverage industry, prompting the formulation of unique strategies to navigate the crisis. The confluence of innovative business operations, digital transformation, and community engagement has enabled these enterprises to weather the storm and adapt to the "new normal." By examining the multifaceted strategies employed by food and beverage MSMEs, this thesis aims to contribute to a comprehensive understanding of the sector's resilience, offering insights that can inform future crisis management approaches and strategic decision-making for businesses in similar contexts.

Kalis Donuts is a nearby doughnut company in Yogyakarta that was constructed and made in 2019. Taking into account that toward the start of 2020 the Covid-19 infection episode made the improvement time of Kalis Donuts ostensibly less helpful for development, and it was extremely trying for the organization to create or try and make due. inexplicably they have made due and are in any event, developing, what they truly do here can be viewed as dynamic through their virtual entertainment and afterward likewise amasses with purchasers and clients so endeavors to keep up with client commitment here can be supposed to find success until the data gave to them is fruitful to their clients. In view of the peculiarity referenced before, where Kalis Donuts is very fruitful in keeping its clients and furthermore in correspondence it is extremely encouraging and its commitments have been satisfied with the goal that clients can learn about the endeavors given by Kalis Donuts. Kalis Donuts additionally directs strong communications utilizing virtual services, taking into account that ongoing client requests are consistently on the web. Clients know and comprehend about virtual services and other exchange support applications like E-Commerce Shopee Food, Go-Food, and Grab Food that can illuminate target clients. In the event that Kalis Donuts here are not educated with the utilization of online services, their move in keeping up with client commitment may not arrive at their objective clients who need data about items and administrations from Kalis Donuts, so it is vital to have the option to channel significant correspondence by laying out collaboration, with online services. Since it isn't enough to give data, for example, gluing the data on the organization wall.

The issue of keeping up with client commitment here is extremely fundamental in the improvement of the organization since, supposing that the organization doesn't have a client then there will be no such organization, so in this study, the specialist took " marketing communication strategy of Kalis Donuts Yogyakarta in maintaining customer engagement during Covid pandemic era until new normal transition ". Since seen during the pandemic time frame untilthe new typical change, the organization's improvement can be supposed to find true success and effective in creating, where Kalis Donuts isn't dead yet is developing and opening many new branches stores and keeps on becoming more significant. The job of the client here is likewise no less significant than the job of Kalis Donuts in keeping up with client commitment and in the end these two things are extremely straight to maintain the outcome of Kalis Donuts, this is the very thing makes researchers keen on raising this title as an communication in light of the correspondence system According to the specialists, what they have worked here has satisfied the correspondence message to be passed on and is as per its goals, to be specific keeping up with cooperation, commitment and faithfulness to clients. Researchers here purposely team up with Kalis Donuts for the main explanation, in particular their progress in this pandemic, they are exceptionally dynamic in giving data about their items and they have prevailed with regards to laying out 3 huge stores during this pandemic, for example, the Kalis Donuts Store in Denpasar, the Kalis Donuts store in Godean, furthermore the Store in Solo. The advancement they convey here is very effective in light of the fact that by involving the media too, the data is likewise genuinely great and in a state of harmony since the main thing this is what sort of correspondence system can at long last accomplish Kalis Donuts' objectives. The goal that the researchers here will likewise examine how the correspondence technique is completed by Kalis Donuts, particularly those done by the virtual entertainment subject matter expert and the proprietor himself to have the option to answer how to arrive at client steadfastness despite the fact that the circumstance is extremely difficult.

B. Formulation of the Problem

Attested by the explanation above, so the issue could be formulated into two research question as follows:

1. What are the Kalis Donut marketing communication strategies after the pandemic?
2. What is (are) the strategi(es) that new, changing, modifying from the Covid-19 period with current situation?

C. Purpose of Study

The purpose of this research is to reveal the new marketing communication strategies implemented by Kalis Donuts after the Covid-19 pandemic, the strategies that new, changing, modifying from the Covid-19 period with current situation, which effectively employed various marketing communication strategies after the pandemic in order to engage with customers on this new normal transition.

D. Benefits of Study

1. Theoretical Uses

This research can be utilized to add knowledge, particularly about business advertising correspondence that is at present significant in Indonesia due to the new transition of post-Covid-19 pandemic and to execute the hypothesis to the activity that has been shown in research.

2. Practical Uses

a. This research is supposed to be a wellspring of data or reference for different scientists out there concerning to maintain keeping up with business and client commitment.

b. It is certain that with this research, the public, particularly the business visionaries, will become mindful of client emergencies the executives, particularly as far as keeping up with client commitment and going after dependability, that their spirit would be supported and conceptualizing to formulate innovative methodologies and strategies.

E. Literature Review

1. Previous Research

In this study, the researcher used previous studies as comparisons and benchmarks and facilitated the researcher in compiling this study. The literature review that became the researcher's reference, namely:

a. Viriya Taecharungroj with the research title "*Starbucks Marketing Communications Strategy on Twitter*". According to numerous academics, social media has proven to be a very useful platform for marketers to engage stakeholders. Frameworks and empirical guidelines for how brands should communicate and interact with the public on social media platforms have been the subject of numerous studies. However, there are not enough in-depth studies based on reputable andsuccessful brands. One of the most adored brands in the world, Starbucks, uses a variety of content types in this study to evaluate theireffectiveness on Twitter. The authors looked at 565 tweets, 1,392 replies, and retweets in all. According to the findings of this study, there are three types of original and retweeted content in Starbucks' marketing communications strategy: content that disseminates knowledge, elicits feelings, and motivates action. Additionally, the author discovered six distinct responses: information, apologies, assistance, encouraging words, questions, chat, and thanks This study suggests that brands should utilize a variety of content types, concentrate on visual content, and appropriately prepare and manage customer interactions in order tobe successful on social media platforms. Brands looking to engage their audience through compelling yet cost-effective social media marketing communications strategies can benefit from the information presented in these findings.

b. The second previous research was research that having the most relevant data findings regarding this current thesis, specifically utilizing Kalis Donuts as their object of research, the research title as follows: *Strategi Promosi Online Kalis Donut Dalam Meningkatkan Penjualan Di Masa Pandemi Covid-19 Melalui Media Instagram Periode Oktober 2020 - Juli 2021*. The research was completed by communication studies under-graduate student at Universitas Muhammadiyah Yogyakarta. This research discussing in 2020, the world health organization (WHO) defined the corona disease virus (Covid-19) as a pandemic. as a result, it

had a huge impact on the food and beverages business sector, the reduction of income and primary needs impact on Kalis Donut as the first pioneer of artisan donuts in Yogyakarta. Business activities are required to be able to survive and adapt to the pandemic, the efforts that are being taken are online promotional strategies to increase sales and maintenance the company's existence so that it doesn't follow the mat. This research aim is to know and analyze how the online promotion strategy of Kalis Donut is to increase sales through Instagram social media as a means of communication with customers. this research uses a descriptive qualitative method, with data collection techniques through in-depth interviews and documentation. the results of this research show that the online promotional activities of Kalis Donut through Instagram have been running effectively and such successfully. viewed from the stability of Kalis sales during pandemic and customer interactions through Instagram. Kalis has already used three stages in online promotional activities. at the promotion planning stage, Kalis has conducted eight stages in developing communication and promotion programs. in implementing the promotion, Kalis donut uses the online promotion mix to market its products. Kalis also uses E-WOM strategies by collaborating with influencers, artists, food vloggers, other MSMEs brand and partnering in delivery message applications. Kalis does a monthly report every first and third week of every month.

c. The third research was conducted by Chintia Liztiani, from the department of communication Universitas Islam Indonesia, with the title "*Analisis Strategi Komunikasi Pemasaran Kalis Donuts Yogyakarta pada Masa Pandemi Covid-19*". The main purpose of this research is to examine how Kalis Donuts maintain their company operations during this Covid-19 pandemic. In order to do so, Kalis Donuts is utilizing Online and offline media as their marketing communication strategies to their products. For this research, researchers used the descriptive qualitative research approach which is initiated by doing interviews with the representatives of Kalis Donuts, customers of Kalis Donuts, and document studies as secondary data. This research uses constructivism as the paradigm. Results of the research showed that at the beginning of the pandemic, Kalis donut found a new way of marketing strategy. Kalis Donuts uses both Online and offline media. In the Online marketing strategy it is found out that the company optimizes their promotion through social media and Online transportation

applications. For the offline media, Kalis Donuts used several marketing tools such as personal selling, marketing through public relations, and giving discounts in form of coupons (sales promotion). This research also shows the sales comparison between Online and offline media.

d. The fourth research was conducted by Wang Yi from Siam University with the title "Research on The Marketing Strategy of Uniqlo in China". The reason for choosing this study is because This paper used Uniqlo as the research object, utilized 4Ps marketing strategy theory and STP theory. Uniqlo's development process in China was analyzed in three stages, and analyzed its marketing environment from six aspects: politics, economy, society; technology, industry, and competition. An in-depth study of jts current marketing strategy and existing problems in China institute, with four aspects: product, price, channel and promotion. On this basis, a questionnaire about Uniqlo's marketing strategy was developed, effective data was screened, and association rules was used to mine the key factors of Uniqlo consumers' clothing purchases. Uniqlo consumers were subdivided by multiple mapping diagrams. A structural equation model were established to analyze the influencing factors of Uniqlo consumer satisfaction. The results show that: (1) Uniqlo's development in China was not easy, it has gone through three stages. From the failure of the exploration period, finding the problem, solve the problems; gradual adaptation to the reform period and the current period of expansion has been moderately successful; (2) The political, economic, social technological and industrial environment in China was basically conducive to the development of Uniqlo, whit the competitive environment was relatively fierce, especially among brands of the same type, but generally speaking, the marketing environment was good; (3) According to.the empirical analysis results, the factors that Uniqlo consumers payattention to when choosing clothing; fabric, comfort, price and quality were closely related, which was also the factors that consumers pay themost attention to. The results of multiple correspondence analysis showed that the younger group preferred Uniqlo online shopping channels, while the middle-aged group preferred physical stores. Price reduction promotion was the preferred promotion method of mostgroups; The reasonableness of pricing was based on the level of income. The results of structural equation model showed that product characteristics, pricing rationality and channel convenience all had a direct and significant positive effect on Uniqlo consumers' overall satisfaction,

while promotion stimulation had a direct and positive effect on Uniqlo consumers, but the effect was not significant.

e. The fifth research by Wahyudin Rahman from Universitas Muhammadiyah Luwuk and published by CV International Journal Labs with the title "Culinary Business Online Marketing Strategies in the Post-Covid 19 Pandemic Era". The reason for this study was because The Covid-19 pandemic has had a major impact on the culinary industry in Indonesia, especially on small and medium enterprises. Many culinary business actors have been forced to close their businesses because they are affected by the pandemic. The purpose of this study is to analyze and examine the phenomenon and symptoms of online product marketing by culinary business people in Jakarta in the midst of the Covid-19 pandemic that has hit Indonesia, especially in Jakarta. The research method used is a qualitative approach by conducting direct observations, literature studies and in-depth interviews with key informants as business actors and microeconomic observers. Analysis and discussion of observations of the phenomena and symptoms of online marketing Culinary Sales in Jakarta shows that online culinary marketing has experienced a significant increase in income. Theoretically, marketing online product sales is the most appropriate strategy, both in the midst of the Covid-19 pandemic and in the midst of normal conditions. The conclusion of the results of this study is that online product marketing today and in the future is the best choice for middle to lower economic actors who are difficult to avoid.

2. Theoretical Framework

a. Marketing Communication Strategy

1) Definition and types of Marketing Communications

Philip Kotler and Kevin Path Keller defines marketing communications as "how firms endeavor to illuminate, convince and remind their clients - straightforwardly and in a roundabout way - of items and brands they sell." The promotional mix is another name for the marketing communications mix. This set of tools will help

you reach out to your customer base, increase awareness, and encourage ongoing purchases of your goods or services. According to Naumovska (2017) stated that the media mix, with digital media and social platforms dominating, is the foundation of the successful model for integrated marketing communication aimed at Generation Y. Creative message that is personal and has a lot of emotion. If it's at all possible, it should have fun and humor in it, and it should have clear images and graphics. In the future, the communication will continue to be interactive and personal. Having said that, the marketers and advertisers who are influenced by the marketing preferences of 18 Millennials, who are about to become the biggest capital holders and decision makers, face a challenge that they must address in a way that is different and more profound, including greater cause and advocacy than simply selling the product. Customers are becomingmore likely to trust the opinions of other customers over company- generated information. Internet, social networking, and interactive technologies are encouraging Millennials to become more involved in product and brand development, highlighting this trend. Nowadays, word-of-mouth spreads worldwide via the Internet. This generation wants to be involved in every aspect of a product, including how it is promoted. Effective advertisers ought to realigntheir procedures to draw in these vocal buyers emphatically. (Naumovska, 2017) When developing the strategy, we should take into account eight main types of the marketing communications.

a) Advertising is any paid form of a sponsor's non-personal presentation and promotion of ideas, products, or services.

b) Sales promotions include consumer promotion and a variety of short-term incentives to encourage trial or purchase of a product or service. Games, contests, samples, coupons, exhibitions, and discounts are just a few examples.

c) Events and Experiences: Sponsored activities and programs designed to create unique customers interaction are events and experiences. For instance:- Sports, Amusement,

celebrations, historical centers, and Etc.

d) Public relations and publicity include various programs aimed internally at a company's employees or externally at customers, the government, other businesses, and the media.

e) Direct marketing is the practice of communicating directly with specific customers or prospects via mail, telephone, fax, e-mail, or the internet. Catalogs are one example.

f) Interactive marketing is the creation of online activities and programs to engage customers or prospects, raise awareness, enhance the brand's image, or aid salespeople in their work.

g) Personal selling involves having a one-on-one conversation with one or more customers or clients so that presentations can be made, questions can be answered, and orders can be placed. Shows, fares, and sales presentations are examples.

h) Oral communication between people: written or sent electronically via WhatsApp, Facebook, Instagram, or other platforms about the benefits and drawbacks of the product or service or the experiences associated with using it.

i) Digital Marketing: Marketing activities conducted through digital channels, including websites, search engines, social media, email, mobile apps, and online advertising.

Businesses and consumers will be able to establish and maintain relationships in new ways thanks to new media technologies. These relationships are crucial to a company's success and to consumers as they make purchasing decisions. The Internet will significantly influence how businesses communicate with a wide range of constituents, customers, clients, and other interested parties.

2) Characteristics of Marketing Communication

Researchers have identified several key characteristics of marketing communications. These characteristics highlight important aspects and considerations when developing and implementing marketing communication strategies. Here are some of the key characteristics identified by researchers:

a) Integrated: Marketing communications should be integrated across various channels and platforms to ensure consistency and coherence in messaging. It involves coordinating different elements such as advertising, public relations, sales promotions, direct marketing, and digital marketing to create a unified and synchronized approach.

b) Targeted: Effective marketing communications are targeted towards specific audiences or market segments. Researchers emphasize the importance of understanding the target audience's needs, preferences, and behaviors to tailor the messages and delivery channels accordingly.

c) Two-way communication: Modern marketing communications involve a two-way interaction between the brand and the consumers. It is not just about pushing information to the audience but also actively engaging them and encouraging feedback and dialogue. This can be achieved through social media, online forums, customer service channels, and other interactive platforms.

d) Persuasive: Marketing communications aim to persuade and influence consumers' attitudes, beliefs, and behaviors. Researchers emphasize the importance of developingcompelling and persuasive messages that effectively resonate with the target audience, addressing their needs, desires, and motivations.

e) Consistent: Consistency is crucial in marketing communications to establish and maintain a strong brand identity. Messages, visuals, and tone of voice should align

across different communication channels to create a coherent and recognizable brand image. Consistency helps build trust, recognition, and loyalty among consumers.

f) Measurable: Researchers emphasize the need for measurable outcomes and metrics to evaluate the effectiveness of marketing communications efforts. Measuring and analyzing data related to reach, engagement, conversion rates, and return on investment (ROI) provide insights into the success of campaigns and helps optimize future strategies.

g) Creative: Creativity plays a vital role in marketing communications to capture attention, differentiate from competitors, and leave a lasting impression on consumers. Researchers emphasize the importance of innovative and imaginative approaches that break through the clutter and engage audiences meaningfully.

h) Ethical: Ethical considerations are increasingly important in marketing communications. Researchers highlight the need for transparency, honesty, and integrity in messaging, ensuring that the information provided is accurate and not misleading. Ethical practices contribute to building trust and maintaining positive relationships with consumers.

It's worth noting that the characteristics of marketing communications may vary depending on specific contexts, industries, and target audiences. Researchers continue to explore and adapt these characteristics to the evolving landscape of marketing communications. Holm (2006) stated that through directed communication, the primary objective of IMC is to alter behavior and perceptions of value. IMC's development and spread are closely linked to rapid technological advancement, market deregulation, rapid globalization, and individualization of consumption patterns. This has brought to light the significance of adapting objectives and strategies to shifting circumstances in marketing and communication. Starting here of view, correspondence needs to

move from strategies to technique. Only strategically oriented IMC can help businesses advance in the 21st century's rapidly changing and highly competitive world. On the other hand, kitchen and Schultz (2000) discovered that most businesses have remained primarily concerned with tactical coordination of promotional elements and that very few, if any, have moved toward financial and strategic integration. A review of relevant works published in the 1990s reveals that 70-80% of the books ignore the complexity of communication in favor of a simplified theoretical perspective that is process-oriented,sequential, and linear. Moving IMC from tactics to strategies may be hindered by different educational cultures. According to a study of leading Swedish management schools and institutes, communication theory and methodology receives only 3% of the total time. The study also reveals that the top marketing communications schools' education programs include less than 1% of leadership and strategic management, while more than 90% focus on advertising, art, copywriting, and account executive training.

3) Marketing Communications Strategies

Using a marketing system can help you grow your business and make more money regardless of the market. Opportunities for marketing show that this is where the buyer's needs and interests are met, which results in additional profits for the business. While exploring a market, a company's advertiser recognizes a gathering of potential purchasers whose requirements remain neglected. The company's general marketing program serves as the basis for developing the communication strategy, which goes through several stages. These stages include choosing a target audience, setting communication goals, choosing channels of communication, preparing appeals, planning the dissemination of information, developing a communication budget, and the responses of the target audience to the company's events, according to Giyazova (2020). On the planning of the dissemination of information, there are three main stages: evaluating the means of disseminating information. There are ten marketing communication strategies on below.

a) Integrated Marketing Communications (IMC): IMC emphasizes the need for a consistent and coordinated approach across various communication channels, such as advertising, public relations, direct marketing, sales promotions, and digital media. The goal is to deliver a unified and consistent message to the target audience.

b) Audience Segmentation and Targeting: Identifying and segmenting the target audience into distinct groups based on demographics, psychographics, or behavior allows marketers to tailor their communications to specific customer segments. Personalization and customization of messages can enhance relevance and effectiveness.

c) Content Marketing: This strategy focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined target audience. The goal is to build brand awareness, establish thought leadership, and nurture customer relationships by providing useful information or entertainment.

d) Social Media Marketing: Leveraging social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to engage with target audiences and build brand presence. Social media allows for two-way communication, fostering customer engagement, relationship-building, and word-of-mouth marketing.

e) Influencer Marketing: Collaborating with influential individuals or content creators who have a significant following and credibility in a specific niche. By partnering with influencers, brands can leverage their reach and impact to promote their products or services.

f) Storytelling: Using narratives and compelling stories to connect emotionally with the audience and

communicate brand values. Storytelling can be a powerful tool for engaging customers, capturing attention, and building a memorable brand image.

g) Relationship Marketing: Focusing on building and nurturing long-term relationships with customers. Relationship marketing emphasizes customer retention, loyalty programs, personalized communication, and exceptional customer service to create value beyond the initial transaction.

h) Experiential Marketing: Creating immersive and memorable brand experiences that engage consumers on a sensory, emotional, or intellectual level. This strategy aims to foster a deeper connection between the audience and the brand, driving brand advocacy and loyalty.

i) Mobile Marketing: Capitalizing on the ubiquity of mobile devices to reach consumers anytime, anywhere. Mobile marketing involves strategies like SMS marketing, mobile apps, location-based targeting, and optimizing websites for mobile devices.

j) Data-Driven Marketing: Utilizing data analytics and customer insights to make informed decisions about targeting, messaging, and communication channels. Data-driven marketing enables personalization, optimization, and measurement of marketing efforts.

On the other hand, product placement is growing in popularity as a marketing communication strategy that has enormous potential for reviving slumbering audiences. The belief that "people must not notice but must remember" (Stringer, 2006) seems to be the answer brand communicators have been seeking; item position has made an ideal and modest stage for advertisers to advance a brand simultaneously give clients the decision concerning whether to acknowledge or potentially reject a message without feeling compelled. According to Falkow (2010), product placement has enabled marketers to communicate subtly and aggressively market.

As a result, product placement has a better return on investment and significantly raises brand awareness than other forms of advertising. People are less likely to change their preferred television program in order to be exposed to an integrated advertisement for a product. Nonetheless, they feel that items or administrations that are coordinated into a Programs or movies or are embraced by VIPs have a higher worth than comparative items or administrations publicized in different types of media, there are consistent pundits about morals, dangers of being wild, and negative relationship of item position.

Marketing Communications Strategy is one of the theoretical foundations of this research which plays an important role in the title and content of the research where the researcher will indeed examine how Kalis Donuts Yogyakarta can survive in its business which in factat that time all food and beverages businesses can even enter even in culinary field, it has been affected by the Covid-19 pandemic until now, after the pandemic it can be stated that Kalis Donuts has more than survived and even they have developed rapidly to become one of the big businesses in the Yogyakarta area and has covered Indonesia, thereforethe researcher took a research title such as and focusing author research on how marketing communications strategy by Kalis Donuts to complete the next important theoretical framework, namely customer engagement during a pandemic and after a pandemic.

b. Customer Engagement

Rohit (2016) asserts that the term "customer engagement" refers to the emotional connection a customer develops through ongoing and repeated interactions. Satisfaction, loyalty, and excitement about your brand are all signs of engagement. Associations who draw in clients to the place where they are moved to conduct change do as such by investigating open doors for profound associations through continuous, reliably certain encounters. Customers feel emotionally connected to a business and are excited about its products and services when it engages them with its brand. Various terms have been used to describe customer engagement, including "customer brand engagement," "customer engagement behaviors," and the more generic "engagement" only.

1) Customer Engagement Definition

Customer engagement refers to the ongoing interaction and relationship between a business or organization and its customers. It involves attracting customers, building meaningfulconnections, and fostering loyalty through various interactions and touchpoints throughout the customer journey. Customer engagement goes beyond simply making a sale or providing a service. It focuses on creating positive experiences and interactions that encourage customers to actively participate, share feedback, and become advocates for the brand. It involves understanding customer needs, preferences, and expectations, and tailoring interactions and communications to meet those needs. Effective customer engagement strategies involve consistent and personalized communication across multiple channels, such as in-person interactions, phone calls, emails, social media, and other digital platforms. It may include activities like responding to customer inquiries, providing support, delivering relevant and valuable content, soliciting feedback, and recognizing and rewarding customer loyalty.

The ultimate goal of customer engagement is to build long-term, mutually beneficial relationships with customers, where they feel valued, understood, and connected to the brand. By fostering customer engagement, businesses can drive customer satisfaction, retention, and advocacy, leading to increased sales, customer loyalty, and brand growth. Client commitment has arisen in the showcasing writing as a fundamental idea characterized by a powerful conduct center. For instance, the MSI (2010) recognizes CE as vital subject and depicts the idea as "clients' social indication toward a brand or firm past buy, which results from inspirational drivers including verbal exchange movement, suggestions, client to-client connections, contributing to a blog, composing surveys, and other comparable exercises" (p. 4). The intellectual (e.g., van Doorn et al. 2010; Bijmolt et al. 2010; Verhoef, Reinartz, and Krafft 2010)

and specialist (e.g., Shevlin 2007) writing likewise exhibits a conduct direction.

2) Customer Engagement Characteristics

Customer engagement exhibits several key characteristics that contribute to its effectiveness and impact. Here are some of the notable characteristics of customer engagement:

a) Proactive Interaction: Customer engagement involves proactive and ongoing interaction between the business and its customers. It goes beyond the transactional nature of a single purchase and focuses on building a relationship through regular communication and touchpoints.

b) Two-Way Communication: Effective customer engagement fosters two-way communication, where businesses actively listen to their customers and encourage them to provide feedback, share opinions, and express their needs. This enables businesses to better understand their customers and tailor their offerings and experiences accordingly.

c) Personalization: Customer engagement strives to personalize interactions based on individual customer preferences, behaviors, and characteristics. By delivering personalized experiences, businesses can make customers feel valued and understood, increasing their engagement and loyalty.

d) Multichannel Approach: Customer engagement takes place across multiple channels and touchpoints, both online and offline. It acknowledges that customers interact with businesses through various platforms such as in-person interactions, websites, social media, email, and mobile apps. A multichannel approach ensures that customers can engage with a brand through their preferred channels.

e) Emotional Connection: Customer engagement aims to create an emotional connection with customers. It goes beyond providing functional benefits and focuses on delivering experiences that resonate with customers on an emotional level. Emotional engagement enhances customer loyalty and advocacy.

f) Continuous Value Delivery: Customer engagement involves consistently delivering value to customers at every stage of their journey. This can be achieved through personalized recommendations, exclusive offers, relevant content, exceptional customer service, and other initiatives that enhance the overall customer experience.

g) Relationship Building: Customer engagement prioritizes relationship building rather than one-time transactions. It aims to build long-term, mutually beneficial relationships with customers, fostering loyalty and advocacy. Engaged customers are likely to become brand advocates and refer others to the business.

h) Measurable Outcomes: Effective customer engagement strategies incorporate measurable outcomes and metrics to assess success. Key performance indicators (KPIs) such as customer satisfaction, retention rates, repeat purchases, referral rates, and social media engagement can be used to evaluate the impact and effectiveness of customer engagement initiatives.

By embodying these characteristics, businesses can cultivate strong and meaningful relationships with their customers, leading to increased customer satisfaction, loyalty, and business success.

3) Forms of Customer Engagement

Customer engagement can take various forms depending on the specific context and business objectives. Customers increasingly had access to digital and social media platforms to express their opinions and interact with businesses as technology advanced. According to Paruthi and Kaur (2017), many businesses began using digital platforms to interact directly with customers instead of traditional media for promotional purposes. According to Baldus et al., Coca-Cola, Starbucks, Dove, Microsoft, Dell, and Nike began making use of social media as their primary marketing strategy. 2015; 2017 (Paruthi and Kaur) As a result, the relationship marketing literature began studying customer engagement. In the early 2000s (Kumar, 2013).

According to Paruthi and Kaur (2017), prior studies and conceptualizations of customer engagement were unable to take into account the most recent technological advancements, which continue to present new opportunities for customer–firm interaction. However, firms' marketing strategies over the past two decades have resulted in investments aimed at creating unique brand experiences through interactive multimedia environments as digital platforms have developed (Paruthi and Kaur, 2017). According to Kumar et al., marketing managers began to use social media to locate highly engaged customers for specialized marketing campaigns. 2010) and to guarantee that they will continue to be emotionally, financially, and sustainably connected. Here are some common forms of customer engagement:

a) Social Media Engagement: Interacting with customers through social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. This includes responding to comments, messages, and mentions, as well as sharing relevant content and running social media contests or campaigns.

b) Email Marketing: Sending personalized and targeted emails to customers to inform them about new products, promotions, events, or updates. This form of engagement aims to nurture customer relationships and encourage them to take action.

c) Customer Surveys and Feedback: Gathering customer opinions and feedback through surveys, questionnaires, and feedback forms. This allows businesses to understand customer preferences, improve products or services, and demonstrate that their opinions matter.

d) Live Chat and Online Support: Providing real-time assistance to customers through live chat features on websites or dedicated customer support platforms. This enables businesses to address customer queries, resolve issues, and offer personalized recommendations.

e) Loyalty Programs: Implementing customer loyalty programs rewarding customers for repeated purchases or engagement. These programs often offer exclusive discounts, points systems, VIP treatment, or special rewards to incentivize customers to remain loyal.

f) User-generated Content: Encouraging customers to create and share content related to the brand or product. This can include reviews, testimonials, social media posts, or user- generated contests. It helps build brand advocacy and allows customers to actively participate in the brand experience.

g) Events and Webinars: Hosting events, webinars, workshops, or seminars either in person or online to engage customers on specific topics, educate them about products or services, or provide industry insights. These events offer opportunities for direct interaction and knowledge sharing.

h) Gamification: Applying game-like elements such as challenges, competitions, rewards, or leaderboards to engage and motivate customers. Gamification can be integrated into apps, websites, or loyalty programs to

enhance the customer experience and encourage active participation.

i) Personalized Communication: Tailoring communication and offers based on customer preferences, behaviors, or demographics. This involves using customer data to provide personalized recommendations, product suggestions, or targeted marketing messages.

j) Community Building: Establishing online or offline communities where customers can connect, share experiences, provide support, and interact with the brand. This fosters a sense of belonging and strengthens the relationship between customers and the brand.

It's important for businesses to select the appropriate form(s) of customer engagement based on their target audience, industry, and overall marketing strategy. Numerous marketing strategies and customer management policies aimed at possibly increasing customer engagement and firm value are available from existing research (e.g., Brodie et al.). 2011; Harmeling and others 2017; 2009, Higgins and Scholer; Kumar 2013; 2015, Kumar and Pansari; Van Doorn and others 2010; 2017 Venkatesan; Verhoef and other 2002, 2010). According to Pansari and Kumar (2017), one point that is abundantly clear throughout the literature is that businesses devote resources to cultivating customer engagement beyond merely discrete firm–customer transactions. Customers increasingly had access to digital and social media platforms to express their opinions and interact with businesses as technology advanced. According to Paruthi and Kaur (2017), many businesses began using digital platforms to interact directly with customers instead of traditional media for promotional purposes. According to Baldus et al., Coca-Cola, Starbucks, Dove, Microsoft, Dell, and Nike began using social media as their primary marketing strategy. 2015; 2017 (Paruthi and Kaur)

As a result, customer engagement research began in the relationship marketing literature in the early 2000s (Kumar, 2013).

After the researcher determines the theoretical framework whose data is based on the research of the predecessors, namely there is a marketing communication strategy and also customer engagement, therefore this theoretical framework will become a reference and foundation for the findings and discussion results which the researcher will later hold in the next chapter. In the current case, the researchers focused their findings and discussion on what the object of research implemented in the way they carried out their marketing communication strategy, followed by their customer engagement variables during the pandemic and after the pandemic, which later the researchers could find out whether they used one of the types from the marketing communication strategy that was explained earlier and what type it is and also the researchers will find out what form their customer engagement will be in maintaining it during a pandemic and after a pandemic. experiences and media-specific strategies.

3. Methodology

This research section will include the research paradigm, the type of method, the informant selection technique, and the data collection technique. So that the research methodology here is used as a research presentation. The research methodology consists of the following:

a. Research Paradigm

A critical paradigm is used in this research. This critical paradigm is intended to reveal things or hidden realities of a phenomenon in social life. This paradigm tries to take a deeper perspective in analyzing the problem. Neuman (2003: 8) confirms the assumption of critical social research that social reality is constantly adjusting, and that adjustment is rooted in various conflicts, suspense, or contradictions in institutions or social relations.

b. Type of Method

This research utilizes a qualitative research method. This subjective technique is a methodology or search through researching and figuring out a focal peculiarity. The subjective technique that is implied by the research utilized is spellbinding. Thedata presented by the members were then gathered and dissected as information and message. From this information, the specialist makesa translation in catching the most profound importance, then the researchers portrays it utilizing the investigations of different researchers that have been done beforehand. The eventual outcomes in view of subjective exploration are expressed as a composed report (Creswell, 2010). Moreover, Creswell made sense that subjective communication starts with a presumption and the utilization of an interpretive system that frames the investigation of issues in the human social circle. So the exploration strategy utilized by thescientist here is truly reasonable to utilize an elucidating or subjective technique on the because an object of communication is a reality thathappens in public activity and this is viewed as a powerful occasion in the effect of contextual analyses. So the information that will be gathered will come from research sources that apply to the things/cases/peculiarities being explored.

c. Research Stage

Data collection techniques consist of

1. The researcher identified sources person that are suitable for conducting interviews.
2. The researcher prepares a draft interview that will be interviewedto a variety of suitable sources person to be interviewed.
3. The researcher conducts interviews which will be recorded using a mobile phone for audio and visual capture.
4. The researcher analyzes the data obtained and performs an audio-visual transcript into an explanatory text using the qualitative discovery interview method and also collects supporting data in the form of photographs to be attached.
5. The findings are discussed with relevant theories by the researcher.

d. Informant Selection Technique

An Informant is an individual who has specific information as well as mastery about a specific culture or individuals from a gathering. Specialists distinguish sources right off the bat during the examination cycle as a way to get entrance, data, and continuous criticism during the assortment and social event of information for translation. An Informant is neither a subject in a logical examination nor a respondent who addresses the specialist's inquiries. A source is an educator who has an extraordinary sort of understudy: an expert anthropologist [or sociologist]" (Spradley and McCurdy 2008:4).

The key informant technique is a subjective exploration strategy which has been utilized broadly and effectively in a few parts of sociology research and could make a helpful commitment to business communication care research. The guideline benefits connect with the nature of information that can be gathered in a restricted timeframe, and the methodology is possibly valuable as a disengaged research strategy or related to other subjective techniques. The informants who will be selected later are from Kalis Donuts Indonesia high officials of the company, namely Mr. Dimas Vandityo Onggo who serves as founder as well as owner of Kalis Donuts will be describing and giving the data regarding general description and marketing communication strategies of Kalis Donuts Indonesia and also Mrs. Tasya Sitepu as operational president of Kalis Donuts but currently replaced by Mrs. Rahma Ghana due to educational urgency from Mrs. Tasya Sitepu will giving the data regarding further about marketing communication strategies and as well continue to customer engagement segment, they were suitable tobe considered as research informants because they know a lot about their expertise on their occupation role and job description Kalis Donuts since its born as they are the founding official of the company itself, also the researcher pick a random customer of Kalis Donuts and stimulating the first question regarding since when they know and consume Kalis Donuts and if the answer considered as to be sensibleenough to conduct the interview so the selected customer will be the informant as well. The informants should be located in Kalis DonutsStore Sagan, Yogyakarta.

Subjects were welcome to partake by letter, followed by a Whatsapp call to orchestrate a helpful time and place for the gathering. A layout interview plan was utilized, in light of the writing survey, and the timetable was altered based on past meetings. The members were free to digress from it and the questioner mediated exclusively to explain issues or present another subject. The meetings were sound taped and translated by the researcher. The initial two tapes were completely deciphered yet the rest as they were somewhat since the topical examination didn't warrant a full record. The legitimacy of the coding and understanding was taken a look at by outer approval of a choice of the first tapes and records by an experienced subjective specialist and by respondent approval by thewitnesses as a whole.

e. Data Collection Technique

Customers increasingly had access to digital and social media platforms to express their opinions and interact with businesses as technology advanced. The reason for directing discovery interviews is more adaptable as questions can be adjusted and changed relying upon the respondents' responses. The meeting can digress from the meeting plan. Discovery interviews create subjective information using open inquiries. This permits the respondent to talk in some profundity, picking their own words. This assists the scientist with fostering a genuine feeling of a's comprehension individual might interpret what is going on. They likewise have expanded legitimacy since it permits the questioner to test for a more profound comprehension, request explanation and permit the interviewee to control the heading of the meeting, and so on.

In this study the researcher will implementing three steps of collecting data, the following three steps of data collection implementation described on below.

1) Observation

The process of observation phase generating general information overview output to be considered as general data to be processed to become more significant and specify data, observation phase conducted by content analysis on the contents of Kalis Donuts Indonesia both

social media on Tiktok namely @kalisdonuts.id and on Instagram namely @kalisdonuts.id and proceeding to implement direct location survey analysis on Kalis Donuts outlets restaurant as considered to be a general overview of the brand business.

2) Interview

The process of asking various questions to various sources to obtain information for specific purposes is known as an interview. As per Sugiyono, an interview is an information assortment strategy that is completed in an organized or unstructured way and should be possible eyeto eye or by utilizing the phone organization. Structured questions were used in this study's interviews, and when researchers conduct interviews, they must take into account voice intonation, speaking speed, sensitivity to questions, eye contact, and nonverbal sensitivity. In order to enhance and clarify the researchers' data in this study, interviews are required.

3) Documentation

According to Kristin (1991) knowing when to document is more important than the form of documentation. In a nutshell, everything copied must be documented. Maybe the best way to know when to archive is to utilize good judgment. Assuming essayists are mindful so as to give credit where it is expected and to give the per-user simple admittance to all the source material, the text is most likely archived properly. For this case that researcher conducting necessary documentation that would be needed to support the data from the sources which will also be aligned between what is stated and written with what is documented by the researcher everything that regarding to the business for the research.

f. Unit Data Analysis

According to Basit T.N. (2003), qualitative research yields essentially unstructured message-based information. This text-based information could be interview records, perception notes, journal passages, or clinical and nursing records. At times, subjective information can likewise incorporate a pictorial showcase, sound or video cuts (for example sound and visual accounts of patients, radiology film, and medical procedure recordings), or other media materials. Information investigation is the piece of qualitative research that most particularly separates from quantitative exploration strategies. It's anything but a specialized activity as in quantitative strategies, yet even more a dynamic, natural, and inventive flow of inductive thinking, thinking, and conjecturing. As opposed to quantitative examination, which utilizes measurable strategies, subjective exploration centers around the investigation of values, implications, convictions, contemplations, encounters, and sentiments normal for the peculiarity being scrutinized.

Data analysist in qualitative research is characterized as the course of efficiently looking and orchestrating the meeting records, perception notes, or other non-printed materials that the analyst amasses to build the comprehension of the peculiarity. The most common way of investigating subjective information prevalently includes coding or classifying the information. The researcher will using the PC-helped subjective information investigation programming it includes figuring out tremendous measures of information by decreasing the volume of crude data, trailed by distinguishing critical examples, lastly drawing importance from information and in this manner constructing a consistent chain of proof.

1) Data Collection

This study using qualitative methods as its data collection that the data were in the form of text, pictures, events, and others. In this study, the researcher collected data from observation, discovery interviews and documentation. The researcher also collected data by observing social

media both Instagram and Tiktok of @kalisdonuts.id and later on will be transcribed to text for the legitimacy.

2) Working with textual data

In this study, the researcher will identify themes that related to the original research question using memo or other kind of things. Following up to developing categories and then coding of the selected data at categories that have been created complete it with retrieving data coded at categories and the last method is to relate to create association between categories to narrowing down the data to make it easier for researcher to conduct the next step.

3) Making sense of data

In this research the researcher exploring and seeking the pattern of relationship between the categories and conclude the data by mapping the interpretations of research findings.

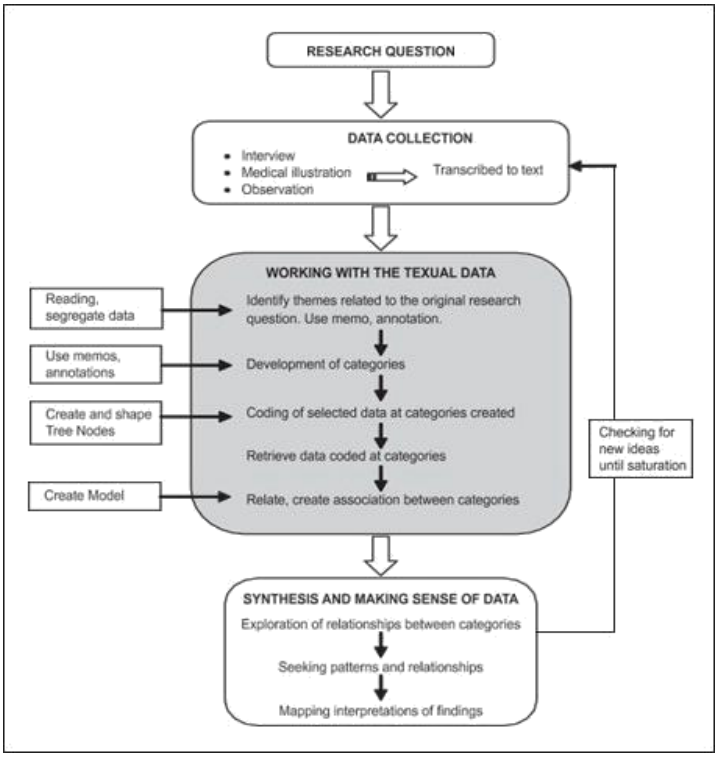


Image 1.1 Data Unit Analysis

CHAPTER II
RESEARCH OBJECT

A. Kalis Donat Description

Located on Jl. Candrakirana No. 23, Terban, Kec. Gondokusuman, City of Yogyakarta, Special Region of Yogyakarta(maps). Open from 09.00-20.00 WIB. Premium because the ingredients are of the best quality. While the meaning of the word artisan is the process of making it manually one by one and not using tools or machine assistance. The size is large, the texture is soft, and of course, the taste is delicious because of the ingredients used from premium ingredients. Making this snack more and more popular among young people, it has become the target of typical Jogja souvenirs. Dimas Onggo Vandityo founded Kalis Artisan Premium Donuts Yogyakarta intending to become Indonesia's best artisan premium donuts. Even though it is made without the help of a machine, this does not reduce the quality or taste and instead becomes the hallmark of Kalis Donuts. With a wide variety of unique flavors and affordable prices, Kalis's donuts can be enjoyed by all groups. Dimas also stated that the final response was that he could be the best in the world, so that the international community's perception of Kalis Donuts could compete on a global scale. Dimas took steps to realize his dream, beginning with field observations, which he does frequently and gains new insights on socialite, culinary, food, and beverage aspects, as well as the lives of today's modern youth, which are supported by data indicating that Indonesian coffee consumption is constantly increasing and Indonesian citizens, particularly the younger generation, are more consumptive than other generations. Young people and Dimas both had a doughnut idea to go with their coffee. Feeling that the target market was still too large and less promising for the company's effectiveness and long-term survival, Dimas narrowed the company's target market again, this time to young women between the ages of seventeen and thirty- five, as well as families. There are many out there, more specifically in the Yogyakarta area, cafes or other hangout places are stereotyped as places for young people and indeed most cafes in Indonesia are targeted in this manner, and with Dimas' innovation, Kalis Donat offers a very family friendly vibes, colorful, funny and a calm atmosphere conveyed by the entire identity of the Kalis name, not just the company's operational location.

B. Kalis Donuts Profile.

1. Founder and Owner



Image 2.1.1 Dimas Vandityo Onggo
(source: https://www.instagram.com/p/CgfpsJlBKlo/)

Founder of Kalis Donuts, Kalis Kitchen, Kedai Ongfe, and branding enthusiast Dimas Vandityo Onggo was born in Bogor and continued his undergraduate studies with the Communication Studies program at Petra Christian University, Surabaya. After graduating from undergraduate Dimas chose to live in Jakarta and work in an advertising agency for ten years and at the end of 2017, Dimas decided to move to Jogja for a while to stay a year in Jogja, Dimas got a case in which Dimas also considered as one of his life motivations, namely Dimas got Termination from his workplace. The steps taken by Dimas after the incident were Dimas re-registering himself at the capital companies, but it turned out that his applications were often rejected. The idea of entering the world of entrepreneurship was motivated by the previous events that Dimas went through and his first business was selling perfume products. Dimas realized that his passion was in the culinary world and finally with his wife, Claudia Juliana Sitepu. They both tried the culinary business with full stakes.

2. Early History of Kalis

Dimas, the owner of Kalis Donuts, has capitalized on the proliferation of coffee shops in the current market area, Yogyakarta, over the past few years. According to the study's findings, most coffee shops at the time did not offer complementary foods. From there, he considered making donuts and selling them to coffee shop owners. Dimas is also interested in cooking and wants to make donuts that are one- of-a-kind and sell for a premium. He struggled to perfect the donut's flavor and texture for up to three months. Then in early 2019 Dimas started producing his donut creations. At first, Dimas sold his donuts through a by order or open PO (pre-order) system. Dimas offered his products to friends who owned coffee shops, because that was theinitial idea when he tried the donut business. At the beginning of opening thebusiness, Dimas sold donuts using a box containing six donuts, and over time the donuts he made were in demand and sales increased.



Image 2.1.2 Kalis Donuts Demangan/First Store of Kalis

(Source : https://makanjogja.com/Kalis-Artisan-Donut-The-Best-Donut-in-Town_kuliner2330.html)

Dimas was dissatisfied if his business remained limited to home business, so on July 23, 2019, the first Kalis Donuts location opened. The

first Kalis Donuts store was part of a restaurant on Jalan Demangan. It became a gamble because he had used all of his remaining savings to build the shop. Dimas began selling donuts with young mothers in mind as his primary customer base. He says that this group has a lot of potentials because they usually buy donuts for themselves, their kids, business partners, or as keepsakes. The marking he did was made as alluring and however, synchronized as conceivable with what Dimas seemed to be going for the gold. His efforts, however, did not immediately yield results. As a result, he looked for a different approach, such as enlisting the help of influencers to get reviews for his product. Interestingly, Dimas' friend was vacationing in Yogyakarta at the time with an influential acquaintance. The Force to be reckoned with's survey of one of the Lofty Tiramisu flavors got a positive reaction via virtual entertainment. Within half an hour, Kalis Donuts products sold out the following day. As a result, the name Kalis gained notoriety.

3. Kalis Donuts services and products

Kalis Donuts now offers a lot of variations of donuts and newly born signatures coffee. Kalis Donuts currently is best known for not only its donuts but also coffee as well, and it also offers a variety of other products and services. Here are some products and service that Kalis Donuts Provide.

a. Donuts

Kalis Donuts is famous for its wide variety of donut flavors, which could be divide into two categories of donuts such as premium donuts and regular donuts, as well as more unique options like Bomboloni series, Small Kalis and Korean Milk Cream Donuts. Regular donuts include Dark Choco, Avocado, Tiramisu Regal, Cinnamon Sugar, Matcha Oreo, Kopi Susu, Vanilla Almond, Butter Messes, Alpenliebe, Crème Brulle, and Karamel Keju. Premium Donuts include Chocomaltine, Caramel Cappuccino, and Herculos and for Bomboloni series there are Strawberry Marmalade, Custard Filling, Choco Filling, Cream Cheese, Srikaya, and Butterscotch and lastly for Korean Milk Cream Donuts there are Vanilla, Nougat, Milo, and Oreo. All

types of donuts can be combine into bundle package such as for half dozen up until one dozen or above regular donuts mix and premium or adds-on some premium donuts in package.



Image 2.1.3 Kalis Donuts Donut Package Bundling 2023

(Source : Kalis Donut Online Catalogue 2023)



Image 2.1.4 Kalis Donuts Donuts Catalogue 2023

(Source : Kalis Donuts Online Catalogue 2023)

b. Coffee and Artisan Tea

Kalis Donuts offers a range of espressos based and customers can choose from various flavors and customization options. including Americano, Cappuccino, Double Expresso, Caffe Latte, Hazelnut Latte, White Latte, Caramel Machiato, and Salted Caramel Latte. Finally Kalis Donuts providing Artisan Tea that offers five variety tea, including Earl Grey, English Breakfast, Green Tea, Chamomile Tea, and Peppermint.

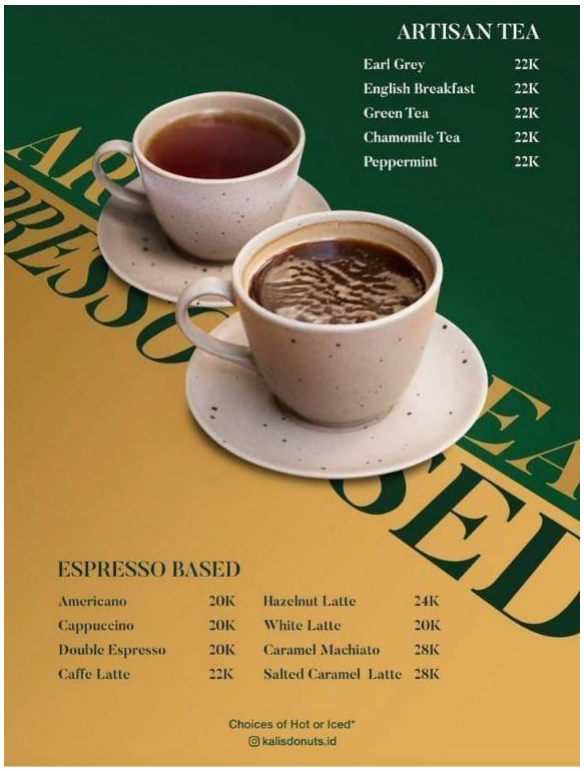


Image 2.1.5 Kalis Donuts Artisan Beverages Catalogue
(Source : Kalis Donuts Online Catalogue 2023)

c. Signature Beverages

In addition to coffee espresso-based, Kalis Donuts also offers a variety of other beverages, including Legendary Tiramisu Regal, Orange Sunset Espresso, Cinnamon Oat Lattes, Milo Mochacino, Hibiscus Sakura Tea, Korean Strawberry Milk, Strawberry Cosmo Espresso, and signature drink of Kalis Donuts which is Kopi Susu Keraton.

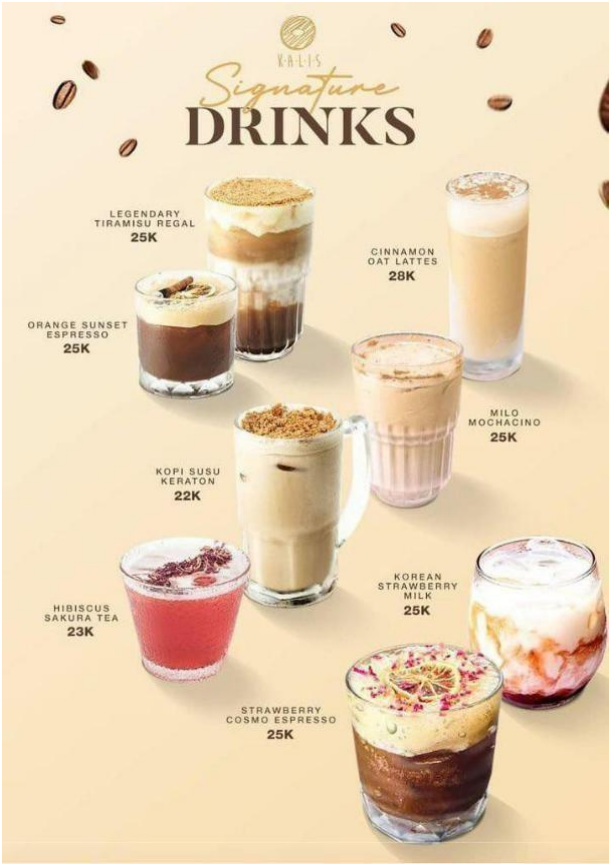


Image 2.1.6 Kalis Donuts Signature Beverages

(source : Kalis Donuts Online Catalogue 2023)

d. Merchandise

Kalis Donuts sells a range of merchandise items, including t-shirts, mugs, and donut-themed accessories.

e. Delivery and Catering

Kalis Donuts offers delivery, PO (Pre-Order) for Christmas Hampers and Ramadhan Hampers or catering services for any events and parties.



Image 2.1.7 Kalis Donuts Ramadhan Hampers

(Source : Kalis Donuts Online Catalogue 2023)

Overall, Kalis Donuts is known for its high-quality products, innovative flavors, and family-friendly and welcoming atmosphere.

4. Current Situation of Kalis Donuts

By the year 2022 the price of Kalis Donuts ranges from ten thousand to twelve thousand rupiah depending on the taste. This makes Kalis Donuts much in demand by the public because it offers premium donuts at affordable prices. Now, Kalis Donuts has branches in Semarang, Solo, Pekanbaru, and also Magelang. Kalis donut production can now reach more than three thousand donuts for Yogyakarta domiciles alone. The production office and back office have now separated from the Kalis Donuts main restaurant, where the production office and back office are located in Maguwoharjo and the main restaurant is still in Sagan, only moving buildings and renovating so that it can accommodate more customers so

that the building can classify Kalis Donuts as a large restaurant and is also working with a drink restaurant from Taiwan named Xing Fu Tang which is currently also offering drink bundling with Kalis donuts.



Image 2.2.1 One of biggest Kalis Donuts Sale 2022

(Source : Kalis Donuts Sales Recap Book 2022)

5) Research Informant

No	Name	Age	Gender	Address	Position
1.	Dimas Vandityo Onggo	40	Male	Yogyakarta	Owner and Commissioner
2.	Rahma Ghana		Female	Yogyakarta	Director Operational (Tasya Sitepu substitute)
3.	Nafiisha Zulaika	19	Female	Yogyakarta	College student
4.	Rayyan Ramadhan	23	Male	Yogyakarta	College student
5.	Brian Indrawan	22	Male	Yogyakarta	College student
6.	Anggy	19	Female	Yogyakarta	College student
7.	Ichsandi Rahman	22	Male	Yogyakarta	College student

CHAPTER III
FINDINGS AND DISCUSSION

A. Findings

In order to gather data in the field about marketing communication of Kalis Donuts Yogyakarta in maintaining customer engagement during the Covid pandemic and after pandemic, the researcher of this study conducted interviews with a number of relevant informants. Additionally, interviews, observation, and documentation are conducted by the researcher.

1. Marketing Communication During Pandemic

The researcher conducted the first, broadest, and most significant interview with Mr. Dimas Vandityo Onggo, in which he discussed his role as the company's owner and commissioner. The researcher also conducted a documentation session with Mr. Dimas Vandityo Onggo, as follows, in addition to conducting an interview.



Image 3.1.1.1 Documentation with the Owner and Commissioner of Kalis Donuts Indonesia Mr. Dimas Vandityo Onggo S.Ikom

(Source : Researcher 2023)

The interviews conducted by the researcher were divided into four interview sessions for each interview session divided based on different sources, for questions regarding the general description of Kalis Donuts which totaled five questions, and continued with questions regarding Kalis Donuts marketing communications during the pandemic and after the pandemic which totaled five questions addressed to Mr. Dimas Vandityo Onggo as the owner and commissioner, and for the next resource person, namely Mrs. Rahma Ghana who will answer the rest of the questions regarding Kalis Donuts marketing communications, totaling four questions and followed by questions regarding customer engagement, totaling seven questions and finally there is a question regarding customers that will be addressed to three Kalis Donuts customers that researcher randomly select. Based from the first session of interview, the researcher collected precise data regarding general description of Kalis Donuts that was carried out by the owner and commissioner of Kalis Donuts, by the meaning of precise that this data has been informed by the owner directly where it is the ownerwho has directly experienced the ins and outs of the background regarding the company. Then the informant here gave an information that
was as follows.

> *"Saat pertama kali kita bikin Kalis itu kita tidak focus dengan produk tapi kita focus sama yang namanya brand itu sendiri, hanya saja memang secara platformnya dia berada di food and beverage dan kemudian sehabis itu diruncingkan menjadi dessert, dessert diruncingkan lagi kedalam menjadi donat, biar nanti orang paling ngga namanya tau kalau itu Kalis berarti top of mind mereka itu adalah donat, yang memberikan kesan Kalis Donuts itu produknya donat. Terus kalau visi misi ku ini untuk tahun 2023, jadi kita itu ingin mempunyai komitmen untuk selalu bertumbuh menjadi sejajar dengan brand terkemuka di Indonesia hingga dunia dan mengkedepankan kualitas produk dan pelayanan. Tumbuh yang berarti kita tidak stuck disitu saja yang sebenarnya bisa dilihat dari sekarang juga dimana dulu kita hanya jualan donat dan sekarang sudah ada restorannya" (Wawancara dengan Pak Dimas Vandityo Onggo S.Ikom selaku pemilik dan komisaris Kalis Donuts Indonesia).*
>
> "When we first made Kalis, we didn't focus on the product but we focused on the name of the brand itself, it's just that the platform is actually in food and beverage and then after that it was sharpened into dessert, dessert was sharpened again into donuts, so later people at least by name will know that Kalis means that their top of mind is donuts, which gives the impression that Kalis Donuts is a donut

> product. Then if my vision and mission is for 2023, then we want to have a commitment to always grow to be equal to the leading brands in Indonesia to the world and put forward the quality of products and services. Growing, which means we are not stuck there, which actually can be seen from now on where we used to only sell donuts and now there is a restaurant" (Interview with Mr. Dimas Vandityo Onggo S.Ikom as the owner and commissioner of Kalis Donuts Indonesia).

The researcher asked questions regarding the general description of Kalis Donuts with the Owner, starting from the vision and mission of Kalis Donuts to changes in company policies towards employees and customers during the pandemic and currently. Dimas explained here that Kalis Donuts was established before the spread of the Covid-19 pandemic, Dimas here as the owner and commissioner explained the organizational structure and job descriptions of each Kalis Donuts member in detail one by one for each position starting from Dimas as the owner and commissioner of the Kalis company Donuts itself has two directors under him, namely the president director held by Mr. Dimas' wife, Ms. Claudia Sitepu and the operational president held by her sister, Mrs. Claudia Sitepu, namely Tasya Sitepu. Mr. Dimas here explains that finance, human resources, marketing, operations and purchasing are all under the president director's control and orders; research and development are directed directly from the owner without intermediaries. Kalis donut marketing team explained by Mr. Dimas is divided into two divisions, namely Sales which focus on sales and Promotion and Digital, further explained quoted directly from the conversation of the interview "in the Promotion and Digital division there are designers, creators of social media content, that's why social We have two media platforms right now, Instagram and Tiktok, Tiktok has just been born and is being pushed to create content every day."

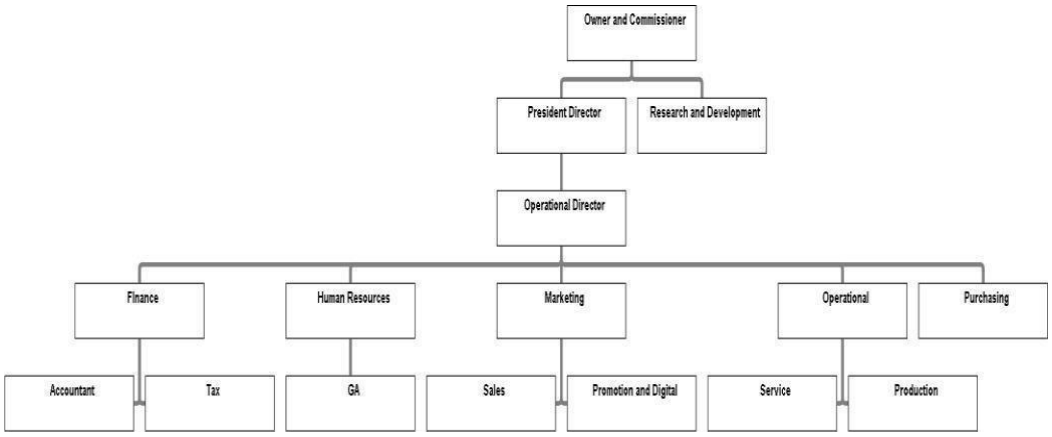


Image 3.1.1.2 Organization Structure of Kalis Donuts Team 2023

(Source : Dimas Vandityo Onggo 2023)

Not only that, the researcher also asked questions during the first interview session such as what was done or used by Kalis Donuts as a marketing communication medium for its products and services that could attract the attention of new or old customers during a pandemic. Here the researchers also questioned the process and flow, they answered what they were doing here using social media, initially only using Instagram and the process is currently using more modern methods and certainly with these modern methods will can always reach the target market of Kalis Donuts which are modern people as the target.

Furthermore, researcher also question what marketing communications strategies are like, how do they get customer attention during a pandemic where the situation is not very supportive for buying and selling activities, how do they maintain customer engagement during crises like that, do they here also use social media, and how, therefore the researcher also ascertains how to measure success when using social media. Then the Informant gave the data as follows.

> *"Karena berjamurnya influencer itu setelah pandemic, semua pada bikin konten, dulu kan semua punya kesibukannya masing-masing dan Content Creator pun tidak banyak, bahkan influencer Kalis saat itu bukan influencer makanan tetapi influencer beauty yang trial Kalis Donuts, dia ngereview tiba-tiba dan meninggalkan kesan yang sangat baik, saya pun klaim bahwa kontribusi influencer itu sangat kuat, makanya kita harus menaruh porsi untuk influencer tersebut" (Wawancara dengan Pak*

Dimas Vandityo Onggo S.Ikom selaku pemilik dan komisaris Kalis Donuts Indonesia).

"Because of the mushrooming of influencers after the pandemic, everyone was creating content, before everyone had their own busy lives and there weren't many Content Creators, even the Kalis influencer at that time was not a food influencer but a beauty influencer who was trialling Kalis Donuts, she suddenly reviewed and left a very good impression, I also claim that the influencer's contribution is very strong, that's why we have to put a portion for these influencers" (Interview with Mr. Dimas Vandityo Onggo S.Ikom as the owner and commissioner of Kalis Donuts Indonesia).

Based on direct quotes from the owner of Kalis Donuts, at that time was assisted by influencers to increase their brand exposure. It was also explained that even during a pandemic, people tended to be quite dependent on social media and digital, which in the end, many were influenced by Kalis Donuts influencers at that time. Noticing this Mr. Dimas also pushed for online sales, where he stated "only online selling is very influential, people can't come, can't eat on the spot, can't sit, therefore we immediately focus on online especially for marketing".



Image 3.1.1.3 Kalis Donuts Endorsed by Influencer Thariq Halilintar

(Source : Kalis Donuts Intagram Highlights 2021)

Mr. Dimas admitted that Kalis Donuts was late in starting to play a role on the TikTok platform. This information was obtained from the follow- up interview of the first session in the Kalis Donuts marketing communications section during the pandemic and before the pandemic. Mr.Dimas thought that during the pandemic Tiktok was mostly used as an entertainment platform which was quoted directly by the researcher that Mr. Dimas said "because before Tiktok was just a place for expression where people danced and therefore at that time we didn't play, until finally Tiktok becomes a platform for selling and from the data we get, Tiktok is already bigger than Shopee as a buying and selling platform".

Mr. Dimas emphasized again that during the pandemic, Kalis Donuts was already using E-Commerce to carry out buying and selling activities such as GoFood, ShopeeFood, and also GrabFood, only for Kalis Donuts marketing communications to be carried out using social media, namely Instagram, after the pandemic as it developed social media, especially Tiktok, where Tiktok currently acts as a multi-functional platform can be classified as social media and also E-Commerce, Shopee is also now multi-functional, but Mr.Dimas stated that Tiktok is more influential for Kalis Donuts marketing communication as well sales.

Kalis Donuts also carried out its marketing communications strategies during the pandemic by collaborating with other brands, even the Kalis Donuts marketing communication strategies method was also still used after the pandemic was over by also measuring the urgency for the companyin advance. The owner stated "We are still collaborating with other brands, where the other brands have their respective markets, so as soon as we are operating we can share data, share markets as well so that finally we can find each other's data base so we can then apply in our marketing communications as well, We also collaborate with banks, for sure we will get their database because they also need our database, we collaborate with many brands to even the Nasmoco brand which incidentally has nothing to do with foodand beverages".



Image 3.1.1.4 Kalis Donuts X Sei Sapi Kana 2021

(Source : Instagram highlights of Kalis Donuts 2021)

A statement was also obtained from Mr.Dimas that these things were done in order to strengthen customer awareness of Kalis Donuts and also get a customer database which in essence he stated that when selling it must know the company's customers and how many customers company want to reach, Mr. Dimas thought "if you only expect people to come then it will not grow in the sense that it will definitely grow but it will take time, the mindset is still mostly owned by traditional people will expect people to come with word of mouth, word of mouth of course will still it can be done but we carry out the word of mouth with various platforms to make it more effective".

> *"Komunikasi pemasaran itu penting kalau kita melihat momen yang bisa dilihat kalau produk kita sendiri itu produk dessert jadi untuk semisal pada saat covid itu kita berbahasa marketing saja sih seperti berikan reward untuk teman yang lulus, send your prayer with Kalis Donuts semisalnya ada yang sakit kemarin yang terjangkit Covid, memberikan hadiah berupa ucapan get well soon dengan Kalis Donuts, jadi seperti itu komunikasi kita dimana kita menyentuh emotional dan situational pelanggan, tetapi ga menekankan akan Covid tersebut kita disini ngomongin segala kondisi sebagai contoh lagi saat lebaran 2021 itu masyarakat dilarang untuk mudik dikarenakan kebijakan*

PPKM oleh pemerintah dan disitulah kita juga berbahasa seperti kirimkan bentuk perhatian mu dari jauh bersama Kalis Donuts, ucapan lebaran lainnya dan juga Kalis Donuts menyediakan hampers lebaran setiap tahunnya yang kita benar pikirkan agar kita survive saat masa masa crisis seperti itu". (Wawancara dengan Pak Dimas Vandityo Onggo S.Ikom selaku pemilik dan komisaris Kalis Donuts Indonesia).

"Marketing communication is important if we look at moments where we can see that our own product is a dessert product, so for example during Covid, we only speak marketing, like giving rewards to friends who graduate, send your prayer with Kalis Donuts, for example, someone was sick yesterday. infected with Covid, giving gifts in the form of saying get well soon with Kalis Donuts, so that's like our communication where we touch the emotional and situational customers, but don't emphasize Covid, we are here talking about all conditions as an example again during Eid 2021, people are prohibited from going home because PPKM policy by the government and that's where we also speak likesending a form of your attention from afar with Kalis Donuts, other Eid greetings and Kalis Donuts also provides Eid hampers every year which we really think about so that we survive during times of crisis like that". (Interview with Mr.Dimas Vandityo Onggo S.Ikom as the owner and commissioner of Kalis Donuts Indonesia).

Also explained in the second interview session which was carried out together with Mrs. Rahma Ghana as the operational president of Kalis Donuts explained that during the pandemic, marketing communications were carried out by Kalis Donuts via Instagram by making health as Kalis Donuts' social media content, hoping for a message from the public at that time that Kalis Donuts was very concerned about cleanliness which would also be packaged creatively. Maybe following the trend that existed in his time.

Researchers obtained data that Kalis Donuts carried out its digital marketing through Instagram social media during a pandemic to increase Kalis Donuts brand awareness, drive traffic and find new ideas also obtained from social media. The first implementation was carried out using the social media marketing method which was carried out by promoting the Kalis Donuts brand itself from the content that the Kalis Donuts marketing team had created. Instagram media by relying on copywriting creativity and also following

the current pandemic trend which was considered very capable of attracting the attention of customers or potential customers.

Then next for Kalis Donuts content marketing, the marketing team develops content ideas that rely on information works and also situational copywriting to attract personal sympathizers of customers and potential customers during a pandemic, for example for their situational content marketing caused by a pandemic, namely while they are creating content for Eid in 2021 where in that scenario the government focusing on the ban on visiting places far (Mudik), and also online collaboration events with singers and then for annual content marketing which is seasonal and to celebrate other national days and then there are affiliates they were doing their marketing even before the pandemic and running during the pandemic, Kalis Donuts marketing organize their online reviews on their Google maps and Instagram social media as well as their online testimonials in order for Kalis Donuts to observe and overcome their dissatisfied or satisfied.



Image 3.1.1.5 Kalis Donuts Testimonal 2019

(Source : Instagram highlights of Kalis Donuts 2019)

Kalis Donuts paid influencers to sell the Kalis name and promote it through their social media and they were always active in maintaining collaboration between brands that have been collaborating with Kalis Donuts for a long time and are also looking for other prospective brands and its digital marketing team to refer brands to one another. Informants stated that Kalis Donuts has been interviewed more than once with news article creators on the internet, which made the Kalis Donut brand a name that often appears in internet search columns regarding recommendations for the best donuts in Yogyakarta.

2. Marketing Communication Strategies Post Pandemic

According to the information that was obtained from the proprietor of Kalis Donuts Indonesia during the interview, he explained that Kalis Donuts relied on the Tiktok platform media as their digital marketing tools after the Pandemi, specifically in early 2023. Additionally, the proprietor of Kalis Donuts explained that they were after the marketing communication is the same, namely using social media, but the more platforms are used, and that the media platform used is also explained as the media platform used is more and more with the product.

a. Online Marketing Communication Strategies Post Pandemic

It was explained that the owner of Kalis Donuts that they were still collaborating with other brands as they did during pandemic, this was done to be able to refer each other and share the market databases while operating, their expansion in the realm of collaboration not only with the brand-The Food and Beverages Environmental Scope is even Kalis Donuts when after the pandemic collaborates with the outside of the Food and Beverages linkup such as banks or even to automotive to provide customer databases to each other.

> *''kalau kita bicara tentang selama covid ya pastinya sosial media tapi setelah covid itu sosial media juga akan tetapi platformnya lebih banyak yang kita pakai, bahkan kita juga sudah jualan live juga seperti menjual Bagelis, terus kita juga masih*

berkolaborasi dengan brand-brand yang lain, brand-brand lain kan punyai pasar masing-masing jadi semisalnya kita beroperasi kita pun bisa saling share data, sharing pasar juga dengan harapan untuk memberitahukan kepada customer semisalnya mereka mengetahui brand partner pastinya mereka akan melihat nama brand Kalis yang sedang berkolaborasi dengan brand tersebut dan pada akhirnya kita mendapatkan databasenya mereka untuk bisa kita melakukan marketing. terus juga kita berkolaborasi dengan bank dikarenakan kembali lagi kepada kita membutuhkan databasenya mereka yang dimana mereka juga membutuhkan database kita sampai juga Nasmoco berkolaborasi dengan Kalis Donuts, jadi memang kita coba tapping beberapa brand-brand yang bisa menguatkan awareness tentang Kalis Donuts yang selanjutnya kita juga bisa mendapatkan database pelanggan yang pada akhirnya kalau kita berjualan itu harus mengenal pelanggan kita, kita mau meraih pelanggan seberapa banyak sih, kalau hanya mengharapkan orang datang untuk beli ya tidak akan bertumbuh, bertumbuh sih akan bertumbuh akan tetapi memerlukan waktu, orang orang tradisional memang biasanya seperti itu mengandalkan word of mouth ya itu memang bisa bekerja tapi kita pun juga bisa melakukan word of mouthnya itu dengan berbagai macam platform, seperti dari brand lain, dari sosial media". (Wawancara dengan Pak Dimas Vandityo Onggo S.Ikom selaku pemilik dan komisaris Kalis Donuts Indonesia).

"If we talk about during Covid, of course, social media but after Covid, social media too, but we use more platforms, we have even sold live as well as selling Bagelis, and we are also still collaborating with other brands, other brands have their markets so if we operate we can also share data each other, share markets also with the hope of informing customers if they know a brand partner of course they will see the Kalis brand name that is collaborating with that brand and in the end we get their database so we can do marketing. We also continue to collaborate with banks because it comes back to us needing their database, where they also need our database to the point that Nasmoco is also collaborating with Kalis Donuts, so we are trying to tap a number of brands that can strengthen awareness about Kalis Donuts which in the future we can also get a customer database which in the end if we sell, we have to know our customers, on how many customers do we want to reach, if we only expect people to come to buy it won't grow, it will grow and grow but it takes time, traditional people are usually like it relies on word of

> mouth, yes it can work, but we can also do word of mouth with various platforms, such as from other brands, from social media.". (Interview with Mr. Dimas Vandityo Onggo S.Ikom as the owner and commissioner of Kalis Donuts Indonesia).

It was explained by Mrs. Rahma Ghana that the Kalis Donuts made its own efforts in its marketing communications after the pandemic were to make attractive discount promos based on the situations provided or ongoing trends in society, the creation and distribution of this discount promo was also explained by the real Mrs. Rahma Ghana it has also been implemented during a pandemic, but not as often as after this pandemic where after this pandemic theKalis Donuts marketing team was able to provide many ideas without having to have pandemic limitations, for example for the discount promo that was made by Kalis Donuts, namely during the new year yesterday for donut packages or during the rainy season with the terms of the discount promo valid only for those who buy in-store or dine-in.

Based on data obtained from informants that Kalis Donuts for the time after this pandemic they expanded to focus on other platforms, namely Tiktok and also still use Instagram, in their social media marketing section, namely they are promoting the Kalis Donuts agenda for a full month in the future equipped with attractive discount promos with content based on current trends and situations after this pandemic, for example, Kalis Donuts promotes its offline workshop activities which are held offline at the new Kalis Donuts restaurant with their new social media, namely Tiktok, which has a FYP system to attract customers.

The attention of social media users is denser, after that Kalis Donuts also did its content marketing by creating creative content to see the situation as a reference and be able to contribute more effectively without worrying about miscommunication because now collaboration can be done directly. Following that, Kalis Donuts has been carrying out their affiliate marketing with their partner institutions since the pandemic. After this pandemic, more intense digital marketing activities can be carried out, and new situations

support new ideas.

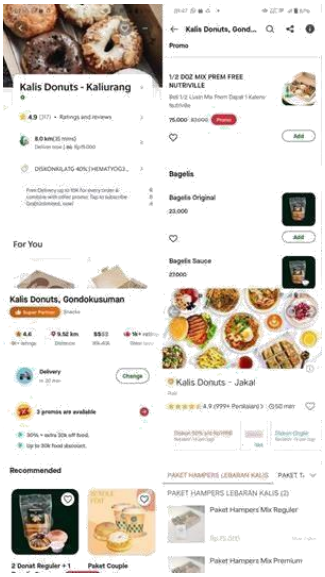


Image 3.1.2.1 Kalis Donuts on E-Commerce 2023

(Source : GoFood, GrabFood, and ShopeeFood 2023)

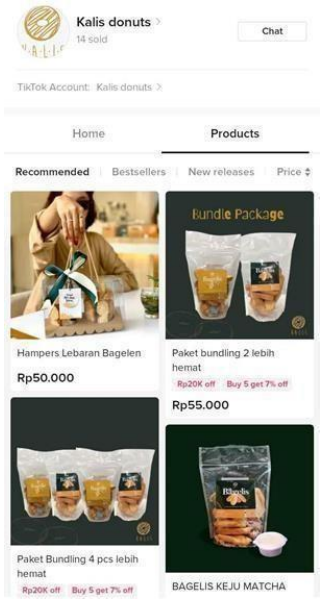


Image 3.1.2.2 Kalis Donuts on Tiktokshop 2023

(Source : Tiktok 2023)

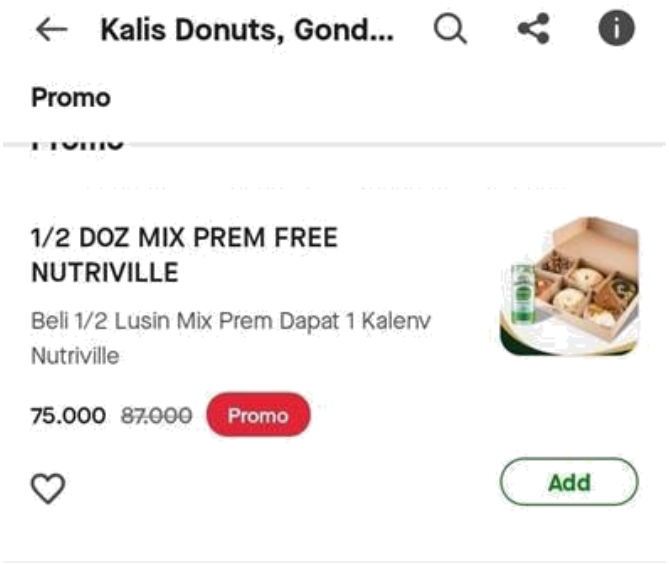


Image 3.1.2.3 Kalis Donuts X Nutriville on GoFood 2023

(Source : GoFood homescreen of Kalis Donuts 2023)



Image 3.1.2.4 Kalis Donuts X Garuda Indonesia

(Source : Kalis Donuts Instagram Post Januari 2023)

b. Offline Marketing Communication Strategies Post Pandemic

Data were obtained from the second informant, namely Mrs. Rahma Ghana, who explained that after this pandemic the economy had indeed started to improve but there were also many other new competitors that had just emerged and at the same time many new businesses appeared which then usually many customers would definitely be curious, but Kalis Donuts was still trying to continues to show its existence by collaborating with other brands, Kalis Donuts intends to embrace each other together to show a greater existence when collaborating between brands.

By the time Kalis Donuts has collaborated with Bloomery which is the same as dessert, Kalis Donuts observes that even though Bloomery is the same as dessert, they have specialists in the field of Crepes, for example the signature product from Bloomery is Mille Crepes which later Mille Crepes will donuts are given toppings and vice versa where Kalis Donuts will sell donuts and then Kalis's donuts will be doused with sprinkling sauce from Bloomery.

It was also explained that in the application of marketing communications, Kalis Donuts carried out collaborations that took advantage of the situation and the momentum that after the pandemic, the community and business people were free and there were no more pandemic limitations, therefore Kalis Donut held collaborative workshops with other communities and brands. Ren Florist is one of the collaborator that Kalis Donuts have been partnered with, where in this workshop collaboration program it was explained by both companies to decorate donuts by arranging floral motifs as the donut toppings, subsequently the workshop program by Kalis Donuts keep on continuing by implementing two options of the programs which the first option was to held directly by Kalis Donuts without collaborating with other parties at a time when Kalis Donuts has acknowledged the feasibility of their exposure to the community and the other last option was to keep on collaborating with other parties.The workshop that was held directly by Kalis Donuts at that time was

a Cooking Class Workshop for young children. The activity was a direct engagement activity between the customer and Kalis Donuts. The aim was to maintain customer engagement as well as promote that the program provided by Kalis Donuts varied as a bridge to indicate that Kalis Donuts products can always satisfy customers.

The researcher asked the informants about Kalis Donuts' marketing communication targets during and after the pandemic and the owner explained that Kalis Donuts had two types of target markets during and after the pandemic, namely primary targets and secondary targets. The primary target is classified as customers whohave high purchasing power, on the other hand the secondary targetis classified to customers who have weaker purchasing power but higher virality and viral effects, following that the informant told that an example of their primary target was women aged twenty-five and over, which the informant considered that women of this age tendedto have very large purchasing power, the informant conducted field research which concluded that most women buy more from others and themselves rather than men who are more ignorant and mostly buy only for themselves or even their wives, women who are already working or who are already married tend to be more concerned about their social urgency than men who do not have the privilege to have such an urgency because they have other responsibilities, and also women are quicker to make personal connections than men, and women's words tend to be more convincing around them than men. On the other hand, the secondary target for Kalis Donuts is those who have high virality like today's youth, they tend to have little purchasing power because they are still responsible for their parents' money, and sometimes some of them have high lifestyle power as well, meaning virality, the high ones often post sundries on social media, which will become a trend among themselves or to a wider audience.

The conclusion from the results of interviews conducted by researchers together with the people in charge of Kalis Donuts, the data obtained and it can be concluded that Kalis Donuts, during the pandemic, carried out more mobility in its marketing

communications through endorsements, promotions mix and also working with other brands, all actions from marketing communications This was done due to the urgency of increasing the exposure of the Kalis Donuts brand itself, Kalis Donuts during the pandemic focused and allocated their funds for their online operational costs such as endorsements, promotions, e-commerce costs and others because at that time conditions forced and encouraged companies to act like that. which if wise by the company and will survive in this crisis. Additionally based on result of interview with both Mr. Dimas and Mrs. Rahma explained that after the Covid-19 pandemic Kalis Donuts shifting its focuses into maintaining its customer loyalties that Kalis Donuts already achieved on previous phase, which is the Covid-19 phase, by maintaining customer loyalties that will leads indirectly to attract other another new customer and market.

For practical execution, Kalis Donuts does many things on the Covid-19 pandemic which require digital creative resources such as copywriting which has been given an example by sources regarding the promotion mix of Kalis Donuts when the government banned Eid homecoming activities and other resources related to digital maintenance and development. On the other hand, Kalis Donuts at the Covid-19 phase did not focus its company on its donut products, it was not ignored but allocated for digital marketing funds, therefore, Kalis Donuts focusing their aims to its product thoroughly based on customer demands as well on post pandemic and PPKM era, practically on digital aspect is by creating new social media platform, namely Tiktok, and for its physical product is by developing brand new product variants based on market demands that is conducted by research and development division coordinated with the owner of Kalis Donuts, for example is Kalis Donuts developing its own coffee product on April 2022. This below is promotion mix of Kalis Donuts Indonesia during the pandemic and after pandemic.

Table 1. Promotion Mix of Kalis Donuts During Pandemic and After Pandemic

Promotion mix elements	Online Promotion Mix	Offline Promotion Mix
Advertising	Social media advertising, online events. E-commerce and influencer marketing	Events and Sponsorships Direct Mail, Printed Media Advertising
Sales and promotion	Online limited time discounts, loyalty program, buy one get one promotion, social media contests, bundle deals	In-Store Promotion Sales Promotion Cross Promotion Cooking Demonstrations and classes
Direct Marketing	Instagram social media direct messaging and direct commenting	Instagram and Tiktok social media direct interaction
Personal Selling	Instagram direct messaging Live Chat Support E-commerce	Instagram and Tiktok social media and printed media.
Public Relations	Online Reviews and Testimonial, Brand	Collaboration partnership, Instagram

	Partnership and Online Partnership, Social Media Engagement Online Influencer Collaborations	and Tiktok social media and event promotions
Events	Kalis Donuts annual events, online workshop collaboration with communities	Kalis Donuts annual events, offline workshop from Kalis Donuts and other workshop collaboration with communities

3. Customer Engagement During Pandemic

For the second interview, the researcher interviewed Ms. Rahma Ghana as the operational director of Kalis Donuts Indonesia, the researcher chose Ms. Rahma Ghana to be a resource person for this theory because researchers got data directly from the owner, namely Mr. Dimas as the resource person in the previous session said that Ms. Rahma Ghana is indeed a person who masters this field and indeed his responsibility is also as an operational director who has also held the position of being a member of the operational front team which certainly involves directly with customer engagement.

a. Online Customer Engagement During Pandemic

Based on the data obtained from the second interview session with the operational president of Kalis Donuts, it was explained that Kalis Donut's efforts to maintain customer engagement during a pandemic are by posting Insta-stories on social media with content such as questions to customers, or small quizzes that are

packaged creatively following the context of the situation during the pandemic and its relationship with Kalis Donuts and there is even a giveaway with certain conditions.

During the current interview session with Ms. Rahma as the operational director, several questions were still asked to the informant regarding marketing communications which were explained by the two informants that these questions were still very relevant to filling in data regarding customer engagement which in the end indeed both marketing communications and customer engagement were relevant and for further questions more specifically to customer engagement which is also related to marketing communications, here the researcher asks about the stimulus provided by Kalis Donuts to the public so that people buy and enjoy the products offered by Kalis Donuts during the pandemic and after the pandemic as well.

> *"Rangsangan yang waktu itu kita lakukan memang mau ga mau, promo menjadi salah satu yang fokusnya, karena daya beli masyarakat itu memang jadi turun sekali, karena mereka fokusnya bukan jajan karena memang lebih ke primary nya, secondarynya tuh jadi turun, jadi primarynya itu memang makanan yang berat dan seperti yang akubilang kalo donat itu bukan makanan pokok, karena dia itu makanan jajan ibaratnya kan begitu, jadi bagaimana caranya supaya kita tetap bisa buka dan karena kita punya banyak karyawan juga jadi kita harus bisa memikirkan bagaimana caranya bukan hanya untuk menjual saja tapi bisa memenuhi operasional semua store itu sendiri, jadi ketika pandemi itu kita memang fokus kepada promo yang sudah existing kemudian kita juga membuat produk baru untuk orang-orang itu menjadi tahu, karena kita membuat produk baru dan kolaborasi baru itu akan meningkatkan engagement di sosial media kita sendiri selain meningkatkan kunjungan ke storenya juga begitu, jadi selama Covid itu kita ngeluarin produk baru seperti Blossom Series itu donat bentuknya bunga" (wawancara dengan Rahma*

Ghana selaku direktur operasional Kalis Donuts Indonesia).

> "The stimulus that we did at the time, like it or not, promos were one of the focuses, because people's purchasing power really went down, because they focused not on snacks because they were more on the primary, the secondary went down, so the primary was indeed heavy food and like I said donuts are not a staple food, because they are snack foods like that, so how do we keep them open and because we have a lot of employees too so we have to be able to think of ways not just to sell only but it can fulfill the operations of all the stores themselves, so during the pandemic we did focus on the existing promos then we also made new products for those people to know, because we make new products and new collaborations that will increase engagement on social media Apart from increasing visits to the store, we ourselves did the same, so during Covid we released new products such as the Blossom Series, the donuts in the shape of flowers" (interview with Rahma Ghana as operational director of Kalis Donuts Indonesia).

Based on data obtained during interviews with informants Kalis Donuts always conducts research on every new situation faced by Kalis. At that time, Kalis Donuts was sure of the results of his research. If the company follows trends currently running in society, engagement with customers will always be stable and can even attract the attention of new customers. Kalis Donuts utilizes social media to become their research tool in following trends and observing what people are interested in and need. The resource person provided information that Kalis Donuts will consistently implement discount and collaboration promos as a company media to maintain customer engagement until after this pandemic, this is done because these methods have proven their effectiveness and efficiency during a pandemic.



Image 3.1.3.1 Kalis Donuts Ramadhan Promo Collaboration With Nutriville 2023

(Source : Kalis Donuts Indonesia Instagram)



Image 3.1.3.2 Kalis Donuts Collaboration With E-Commerce GrabFood in Yogyakarta 2022

(Source : Researcher Personal Archive)

b. Offline Customer Engagement During Pandemic

Followed by questions about what efforts Kalis Donuts is making to convince the public that the products and services offered are really suitable for consumption during a pandemic and what distinguishes Kalis Donuts' products and services from its competitors so that competitors are not an obstacle to Kalis Donuts in starting and surviving during the pandemic. a pandemic which, in fact, also Kalis Donuts is growing. The researcher obtained data that the identity as well as the vision and mission of Kalis Donuts itself which made Kalis Donuts what it is today, was explained by the sources also about the identity of Kalis Donuts what it wants the community to help Kalis Donuts to continue to grow and survive in their company's precarious situation.

> *"Kalau saya tanyakan kepada Pak Dimas itu seperti apa Kalis Donuts ingin dikenal masyarakat yang kemudian Pak Dimas menjawab kalau Pak Dimas itu ingin ada sepotongan kebahagiaan didalam donatnya Kalis, jadi memang pada intinya Founder Kalis itu memang mau Kalis menjadi kebahagiaan untukpelanggan Kalis dan pernah ada cerita ada loyal customer kami itu yang sampai sekarang dia ketika makan Kalis itu ketika ia merindukan ibunya, ibunya itu sudah meninggal karena sakit dan selama sakit saat itulah Kalis adalah makanannya yang selalu membuat ibunya tersenyum dan itu masih membekas di anaknya, jadi ketika ibunya meninggal besoknya anaknya membeli Kalis yang dimana ia membeli kartu ucapan juga yang ditujukan kepada ibunya yang memang sudah meninggal dan sampai sekarang pun dia masih suka update di sosial media nya bercerita kepada mamahnya kalau dia sekarang sedang makan Kalis dan juga kakak nya suka cerita kalau aku rindu mamah pokoknya aku makan Kalis, jadi sama aku pun saat masih jadi Front Team pun kan juga ikut terharu ya, kita dengernya pun terharu baru dan memang yang founder Kalis inginkan seperti itu bahwa Kalis tidak hanya menyediakan donat yang enak saja tetapi bisa menyediakan kebahagiaan dari pelanggan kami". (wawancara dengan Rahma Ghana selaku direktur operasional Kalis Donuts Indonesia).*

> "If I asked Mr. Dimas how Kalis Donuts wanted to be known by the public then Mr. Dimas replied that Mr. Dimas wanted a piece of happiness in Kalis's donuts, so in essence the Kalis Founder really wanted Kalis to be happiness for Kalis customers and there has been the story is that there is a loyal customer of ours that until now he eats Kalis when he misses his mother, his mother has died due to illness and during his illness Kalis is his food which always makes his mother smile and it still makes an impression on his son, so when his mother dies the next day his son bought Kalis where he bought a greeting card also addressed to his mother who had indeed died and even now he still likes to update on his social media telling his mother that he is currently eating Kalis and also his sister likes to tell me that I miss mom anyway I ate Kalis, so when I was still in the Front Team, I was also touched, right? We heard that we were touched recently and indeed what the founder of Kalis wanted was that Kalis not only provides delicious donuts but can provide happiness for our customers." . (interview with Rahma Ghana as operational director of Kalis Donuts Indonesia).

4. Customer Engagement Post Pandemic

a. Online Customer Engagement Post Pandemic

The researcher obtained further data from the examples explained by the informant that Kalis Donut's identity is also very influential in maintaining customer engagement with Kalis Donuts itself, the practical implementation of Kalis Donut's identity is carried out in various ways and all company employees play a role in representing the identity. Kalis to the community, including donuts from Kalis, can act as an intermediary in achieving the happiness of the Kalis Donuts customers themselves, as another example explained by the source, that Kalis Donuts were once a bridge between two couples, starting their relationship until they got married. Sources and researchers who happen to be researchers have also been Kalis Donuts employees with a span of a year working to discuss and validate Kalis' identity to always bring happiness to its customers.

The informants explained that all Kalis Donuts employees must have a role in engaging customers, starting from Human Resources, Marketing to Purchasing. Kalis Donuts are also required to have a role towards Kalis Donuts customers. This is from the owner and inventor of Kalis Donuts, namely Mr.Dimas. Starting also from the front team of Kalis Donuts, who is indeed the leading representative of Kalis Donuts, whose role is always to be demanded for professionalism so that customers who come to Kalis Donuts always feel welcomed and happy, regardless of the background of Kalis customers who come to the place, as also explained Kalis Donuts has the motto "Happy makes Kalis, Kalis makes Happiness".

b. Offline Customer Engagement Post Pandemic

The informant provide the data that also came from his own experience as the Kalis Donuts front team, emphasizing that direct interaction with customers is the key to maintaining customer engagement after this pandemic, Kalis Donuts also got many customers who came independently, and even enjoy the donuts in the restaurant directly, which will lead to direct interaction between Kalis Donuts front team and customers. The front team of Kalis Donuts plays an important role in maintaining customer engagement after this pandemic because it is the front team that serves customers directly. In the end, the front team is required for its professionalism so that from the service aspect, the front team realizes that everything about Kalis brings happiness, on the other hand, donuts are a product that creates happiness too.

Based on the data described by Mrs. Rahma Ghana that she herself and together with the other marketing team are trying to keep looking for activities that can already be done offline to maintain customer engagement after the pandemic that supposedly there were no pandemic limitations either, these activities examples a r e workshops, cooking classes, and also the other kind of new activities that expected to attract new engagement from people who have been interested in Kalis Donuts for a long time but were limited by the pandemic. After this pandemic, this implementation also opened up

many new opportunities for other collaborators and partners institutions, while previously some institutions that have been working with Kalis Donuts since the pandemic, have collaborated again with different situations, both Kalis Donuts and collaborators uphold direct activities after the pandemic, and also by embracing the community to make promos with creative copywriting that is relevant to current situations, and trends in society.



Image 3.1.4.1 Kalis Donut Front Team Member and Customer Comment

(Source : Kalis Donuts Instagram Post 2022)



Image 3.1.4.2 Kalis Donut Front Team Member Engaging with Loyal Customer 2022

(Source : Researcher Personal Archieve)

5. Customer Point of View

Customer point of view is needed in order to triangulate the data, customer will be randomly pick on the field in that case the researcher also have to convey introductory stimulant question referring if the customer frequently consume Kalis Donuts product. Based on data collection from the interview, most of the customer are college students, with the first interview conducted with college student, namely Rayyan Ramadhan, resulting on customer's personal knowledge about Kalis Donuts history and customer contribution to increasing Kalis Donuts brand awareness itself, Kalis Donuts considered to be successfully attract college student customer attention specifically with the intention to provide the best effort to know Kalis Donuts customer background and not to jeopardize any profit and businesses expenses.

> "My opinion about Kalis Donut's marcomm strategy before the pandemic was very effective, whereas their strategy was not efficient because they really struggled to promote their donuts to the relations targeted by Kalis Donut, which at that time, as far as I know, the owner himself was also down. hands on field work and marketing communication practices to other business owners who are already quite developed. Then what I noticed after Covid was that Kalis' marcomm strategy was very dynamic in adapting to the requests of its loyal customers, including discounts at certain times, for coffee products at Godean, and what I liked the most was at nine o'clock in the evening, which usually had promotions. buy 1 get 1 every day" (Interview with Rayyan Ramadhan as one of the customer).

Additionally most of the customers had the same point of views regarding on how is the marketing communication strategies performance of Kalis Donuts before and after Covid-19 pandemic, the data can be formulated as most of the customers affirming that Kalis Donuts took a lot

of effort in order to conducting their marketing communication to maintaining customer engagement during both phases, one of the practical effort that Kalis Donut had done is widen their social media interaction by open up multiple platforms so they can provide a wide varieties of content options, and Kalis Donuts social media campaign is also focusing on their own product enhancement as well on post-pandemic phase.

> "My observations were that before the pandemic, at that time, Kalis Donuts' Instagram was full of promotional content for donut products together with influential people in the Jogja area and I even noticed that they were using their employees to become Instagram talents, overall before the pandemic, Kalis Donuts offered great product content and testimonials from other people say that Kalis donuts are worth eating. Then, after the pandemic, I observed more or less the same, namely a lot of product promotion, but the difference was the quality of the flyer creation on Instagram and the content offered was a lot about discounts, promotion of new variants, promotion of new products, promotion of new restaurants, and lots of reposting of Kalis customer stories" (Interview with Rayyan Ramadhan one of the Kalis Donuts customer).

This statement is also reverify by the other customer as the next customer stated on below.

> "well, so far so good. i can see that Kalis stills maintaining their official online media by share important information or just engaging with customers by repost and/or answer comments and DMs. they also widens their online media into multiple platforms so customers like us can get various contents from each media platforms" (Interview with Nafiisha Zulaika one of the Kalis Donuts customer).

Based on the data regarding customer expectation on Kalis Donuts marketing communication strategies, this specific data formulated based on Kalis Donuts secondary target market, namely customers with low buying power but having a high virality power, which Kalis Donuts already achieve it since the researcher also having a lot of reference of data and insight regarding the implementation of Kalis Donuts on targeted customer's point of view. On this particular findings the researcher also collecting customer suggestion to be require with Kalis Donuts in the future adaptability on how is the strategy to achieve Kalis Donuts secondary target market.

> "*mungkin kalo bisa nambahin Kalis boleh tuh ngepromosiin lewat kampus dengan cara kasih best deal buat acara kampus. kan mahasiswa sering ada acara gitu ya, nah Kalis boleh banget ambil kesempatan itu buat ngenalin produk mereka ke mahasiswa. siapa tau ada yg jadi loyal customer kan setelah itu hahaha. mungkin gitu sih*". (Interview with Brian Indrawan with Indonesia as one of the customer of Kalis Donuts)
>
> "Maybe if you can add Kalis, you can promote it through the campus by giving the best deal for campus events. Students often have events like that, so Kalis is really allowed to take this opportunity to introduce their products to students. who knows someone will become a loyal customer after that hahaha. maybe so". (Interview with Brian Indrawan translated to English as one of the customer of Kalis Donuts)

As well as Brian Indrawan statement supported by the next customer with related statement regarding college student expectation point of view, below is the following statement from the next customer.

> "*Pendapat saya kalau bicarakan ekspektasi*

customer ya kalau kalangan mahasiswa sih palingan perbanyak diskon buat untungin customer, tapinya customer juga harus bisa untungin Kalis yang seenggaknya ga bebanin customer juga, palingan contohnya kaya upload story makan Kalis Donuts terus nantinya dikasih satu donat gratis, kan bagi mahasiswa satu gratispun sudah menguntungkan dan usaha customer mahasiswa tersebut juga bisa narik perhatiin customer level ibu-ibu tajir juga" (Interview with Ichsandi Rahman in Indonesia as one of the customer of Kalis Donuts).

"My opinion is that when it comes to customer expectations, it's best for students to increase discounts to benefit customers, but customers also have to be able to benefit from Kalis, which at least doesn't burden customers too, at best, for example, like uploading stories about eating Kalis Donuts and then one free donut will be given, right for students? even a free one is already profitable and the business of the student customer can also attract the attention of the customer level, wealthy women too". (Interview with Ichsandi Rahman in translated to English as one of the customer of Kalis Donuts)

B. Discussion

Based on the results of research findings that conducted by the author on the previous chapter, the author conducting direct observations, interviews and also documentation session, furthermore the author will also discuss the findings of this study based on the formulation of the problem which will be associated with the theoretical framework used by the author and will then proceeding to compare how the findings of this study relates with the previous international research that already choosen by the author on previous chapter regarding the comparison of marketing communication of the institution in carrying out their work during pandemic and after pandemic.

1. Marketing Communication Strategies of Kalis Donuts Yogyakarta in Maintaining Customer Engagement During The Covid Pandemic and After The Pandemic

In the marketing communication of Kalis Donuts Indonesia in maintaining customer engagement during The Covid pandemic and after the pandemic. Kalis Donuts implementing their marketing communication in order to maintaining customer engagement during The Covid Pandemic is by being more digitalizing of company brand and referencing its customer database preferences by collaborating with other brands, in that case Kalis Donuts focusing on their brand survivability by focusing on increasing its brand exposure, afterwards Kalis Donuts implementing their marketing communication in order to maintaining customer engagement after the pandemic is by being by focusing the company on its products and services.

Kalis products will be considered in more detail for the donuts, coffee, bagels and other physical products, additionally Kalis Donuts also often offers new product variants as well as creative discounts for dine-in customers, and creates new product variants based on customer demand preferences. On the other hand, Kalis Donuts does not forget to prioritize the services offered by its operational employees, in situation that employees are required to maintain good manners and give the impression that they are always happy to serve customers, by focusing on both products and services, Kalis Donuts will always be able to maintain customer engagement after this pandemic, where business interactions can be carried out directly at every Kalis Donuts restaurant

in Indonesia since there was no pandemic and also the PPKM policy.

a. Marketing Communication Strategy During Pandemic

In the marketing communication strategy and its essence, based on the theoretical framework that has been written in the previous section which is also in this discussion section will be synchronized according on the findings described in the previous chapter, there are several types, characteristics and strategies of marketing communication that Kalis Donuts implements based on the findings in the previous chapter, which are as follow :

1) Advertising

This type of marketing communication is one of the marketing communication strategies from Kalis Donuts which they implemented during the pandemic and also after the pandemic which will be further divided into online and offline sections. According to Danesi (2015), the Medieval Latin verb advertere, which means "to direct one's attention to" an idea, product, or service by announcing an oral or written message to the general public, is where the term "advertising" originates. The paid form of non-personal communication used to disseminate business information to the intended audience may be advertising. Based on the findings inthe previous chapter, it was explained that they carried out their online advertising during a pandemic using social media Instagram, which also explained that the content of their Instagram was to promote their cleanliness, and the feasibility of their products during a pandemic packaged with create visually appealing banner ads showing their popular products, and special offers, and the use of social media Instagram to target a specificaudience based on demographics, interests, and behaviors.

They also apply their influencer marketing by collaborating with related influencers or bloggers who

have a significant following and credibility in the food and culinary industry. These influencers can promote Kalis's products through sponsored content on their social media platforms or blogs. Kalis could provide them with free products to review or offer exclusive discount codes for their followers or finance their rates for promoting.

2) Sales promotions

In this section, sales promotion is also type of marketing communication which Kalis Donuts implements as their marketing communication strategy, based on the findings obtained from the previous chapter, Kalis Donuts implements online limited-time discounts, such as monthly discounts based on current trends and situations in society, as well as seasonal bundle deals, such as Christmas bundling or Ramadan bundling, which can be prominent. displayed on the website and advertised through targeted social media ads. A loyalty program is also provided where Kalis Donuts introduces the program where customers can collectvouchers which can be exchanged for discounts or souvenirs and Kalis Donuts can promote this loyalty program through their website, email newsletters, and social media platforms to encourage repeat purchases and reward loyaltycustomers.

The buy one get one promotion is also usually implemented by Kalis Donuts when launching its newest store where this promotion can be prominently displayed on their website, and advertised through social media ads, encouraging customers to explore the available options, and take advantage of the offer. Finally, there is also a social media contest that was conducted during the pandemic, Kalis Donuts engaging giveaway contest on social media platforms to generate buzz and increase customer engagement. For example, they can ask followers to post their favorite Kalis donuts using a specific hashtag for a

chance to win a gift card or a shopping spree. This not only drives user-generated content but also exposes Kalis Donuts to a wider audience as participants share their posts.

3) Events and experiences

Based on the data obtained in the previous chapter, it was explained that Kalis Donuts implemented their events at that time by launching a virtual concert event which was also carried out in collaboration with Indonesian artist singers and the program was indeed designed to build a unique interaction experience with customers which in fact was also based on limitations. there is also a pandemic. Other events were also launched by Kalis Donuts which they made their annual event like the online Kalis Donuts birthday event.

Kalis Donuts partnering up with complementary businesses and any relevant local food business vendors to cross-promote the online event. This include hosting joint contests like share mention each other business social media, sharing event details on each other's social media pages and websites and even offering discounts and special packages bundling for both businesses customer who attend both businesses. Kalis Donuts actively engage with their audience on Instagram social media to respond to comments, messages, and mentions promptly and thoughtfully. Run some Kalis Donuts product related contests and polls to encourage audience participation and boost onlineengagement.

4) Public relations

Based on the results of the data findings described in the previous chapter, it was found that during the pandemic, Kalis Donuts implemented its first public relations promotional mix by observing and organizing online reviews and testimonials of their products, this was done to encourage satisfied customers to leave positive

reviews on Kalis Donuts Google Maps Reviews and also Instagram social media. Monitor these platforms regularly and respond to both positive and negative reviews in a professional and courteous manner. Utilize testimonials from happy customers on Kalis Donuts Google Maps Review and Instagram social media platforms to build credibility and trust.

Secondly, they implement collaborations with online influencers, identify in advance the target influencers that are aligned with the Kalis Donuts brand values and also the target audience as well. Offering complimentary online experiences to collaborators, i.e. influencers, like the example done by Kalis Donuts at that time, was a collaboration with Indonesian singing artist, Rio Febrian, to carry out his virtual concert through the Kalis Donuts intermediary. Encourage collaborators to create engaging content featuring Kalis Donuts and Rio Febrian's business and share it with each other's followers. Monitor and engage with each other's posts by liking, commenting, and reposting on each other's own platforms.

The third is the implementation of social media engagement, the Kalis Donuts marketing team actively engages with the Kalis Donuts audience on Instagram social media and Google Maps Review. Respond to comments, messages, and mentions efficiently and thoughtfully. Share user-generated content that showcases positive experiences at Kalis Donut to encourage audience participation and boost online engagement.

The last implementation of the online public relations promotion mix that was implemented during the pandemic was the application of online partnerships which they implemented by partnering with relevant brands that already have large exposure or relevant brands that still have little exposure and even Kalis Donuts also partners with brands that are less relevant with the focus but having the same market and for the findings in the next chapter it is

explained that Kalis Donuts has partnered with Bloomery Yogyakarta, which incidentally is the brand that is also the pioneer of a dessert brand in Yogyakarta and has also partnered with BCA bank.

5) Personal Selling

Based on the findings found in the previous chapter and it has also been tabled that Kalis Donuts implemented a personal selling promotion mix during their pandemic by conducting direct messaging on their Instagram social media, implementing active assistance that is live through their social media and also WhatsApp admin marketing the Kalis Donuts team. The implementation that has been implemented by Kalis Donuts is done to encourage customers to reach out to Kalis Donuts directly through direct messaging (DM) on Instagram social media. Respond efficiently and engage in personalized conversations to address customer questions, provide product information, or offer suggestions based on customer preferences. This personal interaction helps to build rapport and trust.

b. Marketing Communication Strategy Post Pandemic

In this second sub-chapter, the discussion will be divided into two more sub-chapters on each finding point, namely offline and online based on the table in the previous findings section because these two variables are very important to be separated from one another to increase the credibility of the title and overall the content of this research. Below is the full explanation:

1) Advertising

In the promotion mix of Kalis Donuts, advertising plays a crucial role. Advertising refers to the process of promoting a product, service, or brand through various paid communication channels to reach and influence a target audience. It involves creating persuasive messages and delivering them through different media platforms to generate awareness, interest, and desire among consumers.

Sales advertising remains an important element of the promotion mix for Kalis Donuts in the post-pandemic era. However, it's essential to adapt advertising strategies to the changing landscape and consumer behaviors. Here's how advertising can be divided into both online and offline implementations from Kalis Donuts:

a) Online Advertising

The implementation of online advertising implemented by Kalis Donuts after the pandemic is not much different from their implementation of online advertising during the pandemic, not forgetting the fact that Kalis Donuts did not implement its marketing communication activities offline during the pandemic due to social limitations and regulations restricting socializing by the government. Kalis Donuts saw the success of their marketing communication strategy while still in a pandemic and because of this, Kalis Donuts continues to implement its strategy, the similarity in implementing this strategy is distinguished by new supporting variables that have just emerged due to the end of the pandemic, they measure the success of their strategy from the results of their sales every day which are accumulated to every month which then again become per year.

Kalis Donuts on post pandemic invests in a new social media platform, namely Tiktok which could be considered a multi-functional media platform because for now Tiktok's newest feature is act like E-commerce where Tiktok could directly sell some products for its online audience. Kalis Donuts invests in new implementation of its online advertising to reach a wider audience and to reach that so called trendy platform audience. They create display ads that appear on food-related Tiktok pages and food FYP frequented by their target customers.

Additionally, they run social media ad campaigns on Tiktok and Instagram platforms, targeting users based on their location and food preferences. The ads include enticing visuals, customer reviews, and limited-time promotions to drive traffic to their website and encourage online orders.

b) Offline Advertising

Based on the findings found in the previous chapter, it was found that Kalis Donut implemented their offline advertising promotion mix after the pandemic, namely by carrying out events and collaboration events with other brands as well in order to elevate each other's names so that they are more visible to each target audience. , Kalis Donuts implements collaboration starting from companies that are very relevant to the products they offer to companies that are completely irrelevant to the products offered, but Kalis Donuts explains that they always try to find relevance to one another to their collaborators, explained that their actions were considered to be very effective and efficient based on the resources they had and it was also stated that they considered this implementation to be modern word of mouth which was very broadly aligned. The analogy is based on the owner's statement from Kalis Donuts that the speed of their success also means that when competing, Kalis Donuts runs very fast which sacrifices a lot of sacrifices.

It's crucial to continually evaluate the effectiveness of advertising campaigns, monitor key performance indicators (KPIs) such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS) of Kalis Donuts, and make adjustments as necessary to maximize the impact of sales advertising in the post-pandemic era.

2) Sales Promotion

Sales promotion is another important element of the promotion mix in Kalis Donut marketing communication strategy implementation post pandemic. It refers to the use of short-term incentives and tactics to stimulate immediate sales and encourage Kalis Donuts customer loyalty the fact that pandemic is also took an end. Sales promotion activities are designed to provide added value to Kalis Donuts customers, create excitement around Kalis products or services, and drive sales. Sales promotion remains an important component of the promotion mix for Kalis Donuts in the post-pandemic era. However, there are specific considerations and approaches that can be effective in this new landscape. Below are both online and offline of sales promotion strategies of Kalis Donuts post pandemic:

a) Online Sales Promotion

Kalis Donuts implemented their sales and promotion online after the pandemic by holding an online limited time discount as they had applied while it was still a pandemic, they used the strategy they had implemented before during the pandemic because they considered this strategy a great success, with the concept they applied the same thing after the pandemic and followed the trends or crowds that were going on in society as their reference for coming up with new creative ideas and variables with the same concept. As a whole, they are indeed repeating the old concept, but the content they convey will continue to be dynamic and alternate to always follow the society in their own existence and intercept as necessary according to their capabilities and relevance to the people who are the target of their marketing communications.

b) Offline Sales Promotion

In Kalis Donuts offline sales and promotions after the pandemic it was explained that Kalis Donuts implemented In-store promotions such as product displays that create visually appealing displays of their donuts or any other Kalis Donuts culinary creations within Kalis Donuts store to attract customers and encourage impulse purchases, then they also implemented Limited-time offers offline as their concept is online by making trends or crowds that are currently running in the community as their reference in determining what they will offer in theirlimited-time offers program to their offline community.

Followed by their sales promotion which they apply in packaging in the form of coupons or vouchers which are distributed in the form of printed coupons or vouchers through direct contact, or through online as an intermediary for Kalis Donuts to convey to the offline community. Seasonal promotions are also implemented by Kalis Donuts by running seasonal sales promotions tied to holidays or special events, such as offering themed menu items or hosting holiday-themed cooking classes or workshops.

The bundling program that they have also carried out since their inception until now, starting from packaging their donuts to their donuts with their coffee by creating bundled packages that include multiple food items or culinary experiences at a discounted price, encouraging customers to try different offerings from Kalis Donuts.

The cross promotion implemented by them after the pandemic went offline with partnerships with complementary businesses and collaborate with complementary businesses, such as local patisseries

or specialty dessert stores, to cross- promote each other's products or services. For example, Kalis Donuts offers a joint discount when customers purchase items from both businesses.

It's important to measure the effectiveness of sales promotion strategies through tracking metrics such as sales revenue, customer acquisition, and customer retention rates. Regularly evaluating and adjusting promotions based on customer feedback and market trends will help ensure the effectiveness of sales promotion efforts of Kalis Donuts in the post-pandemic era.

3) Events and Experiences

Events and experiences play a significant role in the Kalis Donuts promotion mix for their offline and online post pandemic customers. Kalis Donuts provide opportunities to engage directly with customers, showcase Kalis Donuts culinary offerings, and create memorable experiences.

In the post-pandemic era, events and experiences play a crucial role in the promotion mix for Kalis Donuts. While the pandemic may have initially disrupted in-person events, there are new opportunities and considerations that have emerged. Here's how events and experiences can be divided into both online and offline implementations from Kalis Donuts:

a) Online Events and Experiences

Kalis Donut implemented the promotion mix for their event and experiences section online after the pandemic by implementing the same concept as when they were still in a pandemic, but the packaging, of course, contains different content, demanded with new ideas and new situations, based on the data obtained in the previous chapter found that Kalis Donut after the pandemic focused his

company more on new opportunities after the limitations of the pandemic, therefore the online aspect did not have much change.

b) Offline Events and Experiences

Kalis Donuts implemented their offline events and experiences after the pandemic in many ways, starting from conducting culinary workshops where they organize hands-on culinary workshops or classes where participants can learn from professional chefs or culinary experts. These workshops can cover various topics such as creating donut techniques, donut shaping, or specialized donut toppings. It provides a unique experience and positions Kalis Donuts as an authority in the culinary field. Additionally they do Pop-Up Restaurants or Food Trucks where they create temporary pop-up restaurants or food trucks in different locations to attract new customers and introduce Kalis Donuts offerings to a wider audience. This allows Kalis Donuts to experiment with new concepts, gather feedback and generate buzz.

On the other hand, there are also Collaboration Events where Kalis Donuts partners with other local businesses, such as pattiseries, sweeties, or specialty dessert stores, to host collaborative events. This could include each company's food pairings, themed dinners, or joint promotions, providing a unique and memorable experience for attendees. And the last is participating in local food festivals by taking part in food festivalsthat attract a large audience and feature various culinary vendors. This allows Kalis Donuts to showcase Kalis offerings, generate brandexposure, and connect with potential customers.

Events and experiences provide opportunities to engage with customers on a personal level, create memorable moments, and build lasting relationships. By incorporating these elements into Kalis Donuts promotion mix, Kalis Donuts can effectively promote Kalis products and culinary business while leaving a lasting impression on its target audience.

4) Public Relation

Public relations (PR) is an essential component of the promotion mix for Kalis Donut business. It involves managing the communication and relationship between the company and its various publics, including customers, suppliers, employees, investors, and the general public. PR aims to create and maintain a positive image and reputation for Kalis Donuts, enhance its visibility and credibility, and establish strong relationships with stakeholders.

In the post-pandemic era, public relations (PR) continues to play a crucial role in the promotion mix for Kalis Donuts. However, there are certain aspects that have gained even more importance due to the changing landscape. Here's how public relation can be divided into both online and offline implementations from Kalis Donuts:

a) Online Public Relation

Kalis Donuts implementing online reputation management, the part when managing the online reputation of a food and culinary business is crucial. Monitor online reviews, comments on social media platforms, and review websites regularly. Respond promptly and professionally to Kalis customer feedback, addressing any concerns or issues. Use social listening tools to stay informed about donuts or any other product mentions and engage with customers positively as this data already described on the previous chapter.

Proceeding to social media engagementwhere Kalis establish a strong presence on Instagram and newly Kalis Tiktok social media platforms. Share engaging content, including enticing food photos, behind-the-scenes footage, recipes, and culinary tips. Interact with followers, respond to comments and direct messages, and encourage user- generated content. Collaborate with food related influencers and bloggers to expand the reach and engagement of Kalis Donuts social media presence. And speaking of collaborative with influencer, Kalis Donuts initiate collaborating with food influencers and bloggers that would be one of Kalis Donuts powerful PR strategy. Kalis Donuts identify influencers whose values align with Kalis brand and work with them to promote Kalis Donuts offerings. This can include sponsored content, reviews, recipe collaborations, or hosting influencer

events. Leverage Kalis Donuts followers and engagement to increase brand visibility and credibility.

Continuing to develop valuable and informative content related to donuts, patisseries, culinary trends, and dessert related foods. Create a blog or resource section on randomly unofficial Kalis Donuts informative website where author promoting Kalis Donuts ideas on behalf of Kalis Donuts where the author can share the background story of Kalis Donuts, Kalis Donuts founding father,food pairings, or articles about culinary experiences. This establishes Kalis Donuts business as an authoritative source in the food industry and attractsorganic traffic to Kalis Donuts related website in order to attract to consume Kalis Donuts serving and products.

Holding an online events by organizing virtual events, webinars, or donuts making

demonstrations to engage with Kalis Donuts audience. These events can feature guest experts, industry experts, or local influencers, or even Kalis founding fathers. Promote these events through online channels specifically Kalis Donuts influencers, invite Kalis audience to participate, and encourage social media sharing to increase reach and engagement.

b) Offline Public Relation

Kalis Donuts newly offline implementation of public relations emerges to be a valuable component of the promotion mix for Kalis Donuts business in the post-pandemic era. While online interactions have become more prominent, offline PR activities can still play a significant role in building brand reputation and connecting with customers. Kalis Donuts cultivate relationships with local brands and invitations to food-related events. Kalis Donuts initiate and participate in culinary events and workshops. Setting up some of Kalis booths or stalls to showcase Kalis offerings and continue to engage with attendees. These events or workshops provide an opportunity for Kalis to interact with potential customers, industry experts, or even culinary enthusiasts. Capturing the customer attention with appealing displays of product and services and engaging demonstrations. Organizing in-person or group cooking workshops, offering hand-on experiences for customers to learn new cooking or doughnut making techniques or even exploring specific brand new and current cuisines. Kalis Donuts introduce new products that includes donuts and coffee, seasonal items always available from Kalis Donuts in order to attract constant innovative stimulants towards customer so that customers could experience the new offeringsfirsthand. In that case

that will be showcase the uniqueness, quality and creativity of Kalis Donuts culinary creations.

Kalis Donuts incorporate digital elements into PR efforts as well. Encourage customers to share their experiences on social media using Kalis Donuts event-specific hashtag for example like hashtag *duatahunbersamakancakalis*, and provide opportunities for them to engage with Kalis Donuts online platforms like Instagram and Tiktok. Monitoring the impact of Kalis Donuts offline PR efforts through online coverage can help assess the effectiveness of Kalis Donuts strategies. Continuously refine Kalis Donuts offline PR activities to align with changing customer preferences and maximize the impact of Kalis Donuts promotions in the post-pandemic era.

5) Personal Selling

Personal selling remains a valuable component of the promotion mix for Kalis Donuts in the post-pandemic era. While there may be some adjustments and considerations due to changing customers behaviors and preferences, personal selling can still play a crucial role in building relationships, providing personalized experiences, and driving sales. Here's how personal selling can be divided into both online and offline implementations from Kalis Donuts:

a) Online Personal Selling

Online personal selling in the promotion mix for food and culinary businesses in the post-pandemic era involves leveraging digital platforms to connect with customers, provide personalized experiences, and drive sales. Kalis Donuts utilizing messaging applications on Kalis Donuts officials digital platforms in order to engage with customers in real-time. Kalis Donuts offer personalized assistance that will be conducted by Kalis Donuts marketing

team to answering complains, questions, answer queries, provide recommendations, and guide customers through the online sales interactions process. Prompt and beneficial responses could enhance the customer satisfaction and experienceand lead towards increasing of sales. Kalis Donuts encourage their customers to provide online feedback and reviews after their purchase, respond to customer feedback promptly, addressing any customers concerns or issues. Personalized follow-up messages could also be sent to ensure customer experience and satisfaction and foster long-term relationship. Kalis Donuts assessing the effectivenessof Kalis Donuts online personal selling efforts by benchmarking such as conversion rates, customer engagement, and satisfaction. Using the data and feedback to refine Kalis Donuts online personal selling strategies and continually adapt to changing customer preferences and behaviors in the post-pandemic era.

b) Offline Personal Selling

Offline personal selling for Kalis Donuts in the post-pandemic era involves in-persona interactions and direct engagement with customers. While online interactions have become more prevalent, offline personal selling considered to be effective in building relationships. Kalis Donuts offering catering services where Kalis Donuts could personally interact with customer in intimate settings context. This allows for a more personalized experience and enables Kalis Donuts to showcase Kalis Donuts products directly to a targeted audience. Catering provide an opportunity to build relationships and secure long-term customer. Kalis Donuts also participate in relevant trade shows to the culinary industry, setting up an attractive booth to

showcase Kalis Donuts products, engage with potential customers, and networking with culinary experts and professionals. Trade shows provide opportunities for personal interactions, product demonstrations, and generating leads.

Kalis Donuts also collaborating with another local business, to showcasing each other products to both potentials customers, offering in store promotions, joint tastings, or cross-promotional opportunities, by leveraging established local partnerships, Kalis Donuts could expands its reach and tap into existing and upcoming customer bases.

c. Customer Engagement During Pandemic

Customer engagement during the pandemic for Kalis Donuts is crucial to maintain connections with customers, build brand loyalty, and drive sales. While traditional forms of engagement may have been disrupted, there are still effective strategies that already have been applied by Kalis Donuts to keep customers engaged during these challenging times according to the findings in the previous chapter.

Bowden (2009) proposed a system for the course of commitment, with an emphasis on the basic components by which dependability structures for new clients of a help brand as well as the instruments by which steadfastness might be kept up with for rehash buy shoppers of a help brand. Patterson and others (2006) defined engagement as a psychological state that is characterized by a degree of vigor, dedication, absorption, and interaction in brand interactions. This definition drew on a variety of parent disciplines, such as organizational behavior and social psychology. Cheung et al. (1998) conclude that there are three primary ways to conceptualize engagement:

1) **Customer engagement as a psychological process**

Customer engagement as a psychological process in food and culinary businesses refers to the emotional and cognitive connection that customers develop with the brand, products, or experiences offered. It involves capturing the attention, interest, and loyalty of customers by creating meaningful interactions and fulfilling their needs and desires.

a) Online Customer Engagement as a Psychological Process

Kalis Donuts aim to establish an emotional connection with their customers by understanding their needs, desires, and concerns. By using empathic language, storytelling, and personalized messages that conducted by Kalis Donuts customer related members and by that they could create a sense of belonging and understanding, which helps customers feel valued and supported during pandemic. Kalis Donuts create a prompt and responsive communication for their online customer engagement, Kalis Donuts actively monitor their online channels, respond to customer inquiries and feedback, and provide assistance whenever needed. This demonstrates a commitment to customer satisfaction and helps build trust and loyalty.

Kalis Donuts leveraging Instagram social media platform to foster a sense of community among customers. Kalis Donuts encourage interactions among customers, share relevant content, and facilitate discussions related to Kalis products and Kalis culinary experiences. This community-building approach helps customers feel connected to the brand and similarity-minded individual, despite physical distancing measures. To compensate for the lack of physical events, Kalis Donuts provides virtual demonstrations that those online sessions could provide customers with opportunities to learn about

Kalis Donuts products and engage with the brand in a more interactive manner

Customization and personalization is also play a crucial role in Kalis Donuts online customer engagement. Kalis Donuts collecting and utilizing customer data, Kalis Donuts offer tailored experiences, recommendations, and promotions. This personal touch creates a sense of individuality and enhances customer satisfaction. Overall, online customer engagement of Kalis Donuts during the pandemic relies on leveraging psychological processes to create emotional connections, and provide personalized experiences. By employing all of Kalis strategies, Kalis Donuts could maintain customer loyalty, even in challenging times.

b) Offline Customer Engagement as a Psychological Process

Offline customer engagement during the pandemic of Kalis Donuts refers to the psychological process of connecting and interacting with customers in physical spaces, despite the challenges posed by the pandemic. While offline engagement may have been limited due to restrictions and safety measures,Kalis Donuts have adapted and implemented various strategies to maintain a meaningful connection with customers.

Kalis Donuts were able to operate with limited capacity seating options to create a safe and engaging dining experience, this involved ensuring proper social distancing, enhanced sanitation measures, and providing a welcoming atmosphere that made customers feel comfortable and cared for. Kalis Donuts initiate curbside pickup by E- commerce courier and takeaway services to adapt the pandemic. Engaging customers in this term of context involved creating streamlined processes, clear

communication, and providing a positive experience during the pickup, such as friendly front staff interactions, personalized packaging, or surprise treats to express gratitude.

Despite the limitations imposed by the pandemic, Kalis Donuts strived to create personalized interactions with customers whenever possible. This could be formed up as handwritten notes or personalized messages on packaging, remembering each individual customer preferences, and engaging in friendly conversations to create a warm and welcoming environment. Excellent customer service has always been crucial, but it became even more important during the pandemic. Kalis Donuts focused on training their staff to provide a higher level of support, guidance, and empathy to customers. This include actively listening to customer concerns, providing reassuranceregarding safety measures, and going the extra mile to accommodate specific needs or preferences.

2) Customer Engagement as Behavioral Manifestation

Customer engagement as a behavioral manifestation during the pandemic of Kalis Donuts refers to the observable actions and interactions displayed by customers as they interact with Kalis Donuts. Despite the challenges posed by the pandemic, customers have continued to engage with Kalis Donuts in various ways.

a) Online Customer Engagement as Behavioral Manifestation

During the pandemic, online customer engagement in the food and culinary business has become increasingly important as a way to maintain and build relationships with customers. Kalis Donuts have leveraged Instagram social media platform to engage with customers. Kalis Donuts share visually appealing images of their products, provide and

respond to comments and messages from customers. Customers took a role to actively sharing their experiences with Kalis Donuts through online reviews and recommendations on Instagram platforms and Google Reviews.

Kalis Donuts have adapted by providing online services and digitalize their brand to E-commerce and holding virtual events to encourage customer participation and create a sense of excitement and connection. Overall, Kalis Donuts has utilized various online customer engagement strategies during the pandemic to maintain connections with customers, offer valuable experiences, and adapt to the changing needs and preferences of their customers.

b) Offline Customer Engagement as Behavioral Manifestation

During the pandemic, offline customer engagement of Kalis Donuts has faced significant challenges due to social distancing measures and restrictions on in-person interactions. However, Kalis Donuts have still found creative ways to engage customers offline while adhering to safety guidelines. Kalis Donuts have shifted their focus to takeaway and curbside pickup services to engage customers offline. Customers can place orders online or over the Kalis Donuts on E-commerce and then collect their meals at designated pickup points. This allows businesses to interact with customers briefly while ensuring minimal contact. Kalis Donuts have collaborated with other businesses, such as patisseries stores or specialized dessert shops, to engage customers offline. For example, they set up small displays or offer bundling packages of their products in these partner establishments. This cross-promotion helps attract new customers and fosters a

sense of community support. It's important to note that the extent of offline customer engagement during the pandemic may vary depending on local regulations and the severity of restrictions in different regions. Kalis Donuts have had to adapt and prioritize safety measures while finding innovative ways to engage customers offline and maintain a connection with their audience.

3) Customer Engagement as Psychological State

Customer engagement as a psychological state during the pandemic in the food and culinary business refers to the emotional and cognitive involvement of customers with the brand and its offerings. It represents the level of interest, enthusiasm, and connection customers feel towards a particular food and culinary business.

a) Online Customer Engagement as Psychological State
Kalis Donuts online customer engagement could foster a sense of community among customers. Kalis Donuts create online spaces where customers can connect, shares experiences, and interact with each other in order to enhance the sense of belonging and engagement. Kalis Donuts building trust and credibility considered that those are vital for online customer engagement, customer need to feel confident in the accuracy and reliability of the information shared by Kalis Donuts online. By providing transparent information about showcasing safety measurement and responding promptly and authentically to customer queries and concerns, Kalis Donuts can enhance customer engagement.

During the pandemic, Kalis Donuts focused on building a sense of community, providing personalized experiences, offering enjoyable content, establishing trust, and fostering learning

opportunities in order to enhance online customer engagement as a psychological state. By creating meaningful interactions and experiences through digital platforms, businesses can cultivate a loyal and engaged online customer base.

b) Offline Customer Engagement as Psychological State

Kalis Donuts offline customer engagement during the pandemic focused on providing a sense of safety and well-being. Kalis Donts implemented strict hygiene protocols, enforced social distancing measures, and communicated their efforts to prioritize customer health could create a psychological state where customers felt secure and cared for. This sense of safety enhanced customer engagement and comfort in visiting physical locations. Kalis Donuts offline customer engagement during the pandemic allowed customers to seek familiarity and comfort in their dining experiences. Kalis Donuts offered consistent menus, maintained their signature dishes, and retained their unique ambiance and atmosphere helped customers feel a sense of familiarity and comfort. This sense of continuity and reliability contributed to positive psychological states and customer engagement.

Kalis Donuts offline customer engagement during the pandemic aimed to provide customers with moments of indulgence and pleasure. Kalis Donuts that offered special tasting menus, gourmet experiences, or unique dining concepts created opportunities for customers to escape from the challenges of the pandemic and indulge in enjoyable culinary experiences. These experiences contributed to positive psychological states characterized by

pleasure and satisfaction.

d. Customer Engagement Post Pandemic

Customer engagement after the pandemic in the food and culinary business is likely to evolve as businesses adapt to the post-pandemic landscape and customer preferences.

1) Customer Engagement as Psychological Process Post Pandemic

Customer engagement as a psychological process after the pandemic in Kalis Donuts refers to the series of mental and emotional steps that customers go through when interacting with a brand or business. This process involves various psychological factors that influence customer behavior, perceptions, and decisions.

a) Online Customer Engagement as Psychological Process

Kalis Donuts online customer engagement is influenced by social proof and reviews, positive customer reviews, testimonials, and social media mentions contribute to building trust and credibility. Kalis Donuts should encourage customers to leave reviews and provide social proof to enhance engagement and attract new customers. Kalis Donuts online customer engagement relies on the convenience and accessibility that offered by digital platforms. Kalis Donuts should ensure that their online ordering and delivering processes are seamless, efficient, and reliable. The convenience of ordering food online and having it delivered directly to their doorstep via E-commerce mediated to enhances customer engagement and encourages repeat purchasing.

Kalis Donuts building and maintaining customer engagement that requires ongoing communication and interaction, Kalis Donuts could actively engage with customers through their Tiktok and Instagram social media personalized messages. By fostering two-way communication, Kalis Donuts could strengthen the customer with Kalis Donuts relationship and enhance engagement.

After the pandemic, Kalis Donuts understand and cater to customers' psychological processes in the online environment, including online presence, user experience, emotional connection, personalization, social proof, convenience, communication, and feedback, can foster strong online customer engagement. By creating meaningful and enjoyable online experiences, Kalis Donuts can build lasting relationships and drive customer loyalty.

b) Offline Customer Engagement as Psychological Process

Offline customer engagement as a psychological process after the pandemic in the food and culinary business refers to the series of mental and emotional steps that customers go through when interacting with a brand or business in physical spaces or through in-person experiences. This process involves various psychological factors that influence customer behavior, perceptions, and decisions in the offline environment. Kalis Donuts physical environment and ambiance play a significant role in customer engagement.

Kalis Donuts create a welcoming and appealing atmosphere through elements such as décor, lighting, music, and overall aesthetics. Kalis Donuts

provides a sensorial experiences that involves engaging customers' senses. Emotional engagement is crucial in the offline environment. Kalis Donuts engage customers emotionally through storytelling. Sharing the history, inspiration, or cultural significance behind products and ingredients helps customers connect on a deeper level and fosters a sense of emotional attachment.

After the pandemic, Kalis Donuts understand and cater to customers' psychological processes in the offline environment, including physical environment, sensorial experiences, emotional connection, social interaction, personalization, experiential elements, customer service, and feedback, can foster strong offline customer engagement. By creating memorable experiences, providing exceptional service, and building personal connections, businesses can cultivate customer loyalty and advocacy.

2) Customer Engagement as Behavioral Manifestation Post Pandemic

Customer engagement as a behavioral manifestation after the pandemic in Kalis Donuts refers to the observable actions and interactions that customers demonstrate when interacting with a brand or business. These behaviors indicate the level of involvement, loyalty, and satisfaction customers have with Kalis Donuts.

a) Online Customer Engagement as Behavioral Manifestation

Customers may exhibit increased online interactions with Kalis Donuts after the pandemic, this include higher online traffic related to Kalis Donuts topics. This behaviors indicate a higher level

of engagement and interest in the brand. Repeat online purchases mediated by E-commerce indicate a higher level of customer engagement and satisfaction. Customers who repeatedly order demonstrate their loyalty and trust in Kalis Donuts. Tracking customer retention and repeat purchase rates could provide insights into online customer engagement.

By monitoring and analyzing these behavioral manifestations of online customer engagement, food and culinary businesses can gain insights into customer preferences, satisfaction levels, and the effectiveness of their online strategies. This information can help businesses tailor their online experiences, improve customer engagement, and build lasting relationships with their customers.

b) Offline Customer Engagement as Behavioral Manifestation

Offline customer engagement as a behavioral manifestation after the pandemic in Kalis Donuts refers to the observable actions and interactions that customers exhibit when engaging with a brand or business in physical spaces or through in-person experiences. These behavioral manifestations demonstrate customers' level of interest, involvement, and satisfaction with the business. One behavioral manifestation of offline customer engagement is an increase in footfall or the number of customers visiting the physical establishment of Kalis Donuts. Customers who are engaged with a Kalis Donuts are more likely to visit more frequently, indicating their interest and satisfaction with the offerings.

Engaged customers are more likely to share positive experiences with their friends, family, or colleagues, leading to word-of-mouth recommendations. Customers may actively promote Kalis Donuts through personal conversations, online reviews, or social media posts, thereby contributing to increased brand visibility and attracting new customers. Customers who are engaged with Kalis Donuts are likely to actively participate in events, special promotions, or annual programs. They may attend Kalis Donuts birthday or any other themed events, indicating their willingness to immerse themselves in the experiences offered by the business.

These behavioral manifestations of offline customer engagement provide tangible evidence of customers' connection with Kalis Donuts. By monitoring and understanding these behaviors, businesses can gauge the effectiveness of their engagement strategies and make informed decisions to further enhance customer satisfaction and loyalty.

3) Customer Engagement as Psychological State Post Pandemic

Customer engagement as a psychological state after the pandemic in Kalis Donuts refers to the mental and emotional state of customers when they actively and willingly interact with a brand or business. It encompasses their level of involvement, interest, and attachment to Kalis Donuts experience.

a) Online Customer Engagement as Psychological State

Online customer engagement is influenced by a sense of trust and reliability in Kalis Donuts. Customers need to feel confident in the accuracy of the information provided, the security of online transactions, and the quality of Kalis Donutsproducts.

Building trust and maintaining a reputation for reliability enhances customer engagement in the online space. Online customer engagement offers the convenience of browsing, ordering, and receiving food without the need for physical Kalis Donuts store visits. This convenience and time-saving aspect can contribute to a positive psychological state, as customers appreciate the ease and efficiency of the online experience.

Online platforms provide customers with the opportunity to explore a wide range of food options, recipes, and culinary content. This sense of exploration and discovery can lead to a heightened state of engagement as customers navigate through websites, social media pages, and online communities to find new and interesting food- related information. Online customer engagement can create a sense of social connection and community involvement. Customers may engage in online discussions, share their food experiences on social media. This sense of belonging to a community of like-minded individuals fosters a positive psychological state and strengthens engagement.

After the pandemic, Kalis Donuts that understand and cater to customers' psychological states in the online environment, including excitement, exploration, personal fulfillment, social connection, empowerment, curiosity, trust, and convenience, can foster strong online customer engagement. By providing engaging online experiences, personalized content, reliable information, and convenient services, businesses can create a positive psychological state that encouragescustomer loyalty and satisfaction.

b) Offline Customer Engagement as Psychological State

Offline customer engagement as a psychological

state after the pandemic in the food and culinary business refers to the mental and emotional state of customers when they interact with a brand or business in physical spaces or through in-person experiences. This psychological state encompasses various factors that influence customer perceptions, emotions, and behaviors.

Customers may experience a sense of anticipation and excitement when engaging with a Kalis Donuts offline. This psychological state can be triggered by the prospect of trying new products that offered by Kalis Donuts, experiencing uniqueflavors, or exploring a renowned Kalis Donuts establishment. Anticipation and excitement contribute to heightened engagement and enjoymentof the experience. Offline customer engagement often involves the indulgence of senses, such as taste, smell, and touch. Customers may experience a heightened sense of pleasure and enjoyment as they savor the flavors, aromas, and textures of the food. The sensory stimulation creates a pleasurable psychological state and enhances customer engagement.

Offline customer engagement often involves social interactions, whether dining with family, friends, or even strangers. Customers may

experience a sense of social connection and togetherness, which contributes to their psychological state of engagement. The shared experience of enjoying a meal and engaging in conversations enhances the overall satisfaction and engagement. Offline customer engagement can evoke positive emotions and contribute to a sense of emotional satisfaction and well-being. Enjoying delicious food, experiencing warm hospitality, and being in a pleasant environment can uplift customers' mood and overall emotional state. The positive emotions associated with the experience contribute to higher engagement levels.

2. Comparison with Previous Research

In this study, a comparison study will also be convey by the author by comparing with related previous studies, this study the author used two international title studies for international program urgency from the campus. The description is as follows:

a. Taecharungroj, V, "Starbucks' marketing communications strategy on Twitter", Journal of Marketing Communication 23(6), 552-571. Starbucks' marketing communications strategy on Twitter is characterized by several key elements that contribute to its success. The conclusion of Starbucks' strategy can be summarized as follows:

1) Engaging Content:

   Starbucks consistently shares engaging content on Twitter, including visually appealing images of their beverages, new product launches, and seasonal promotions. They also leverage user-generated content and interactive campaigns to encourage customer participation and create a sense of community.

2) Personalization:

Starbucks understands the importance of personalization in customer engagement. They actively respond to customer tweets, addressing inquiries, concerns, and even compliments. By providing personalized responses, Starbucks makes customers feel valued and appreciated, fostering a stronger connection with the brand.

3) Social Responsibility:

   Starbucks' marketing communications on Twitter often highlight their commitment to social responsibility. They communicate initiatives related to sustainability, fair trade, and community involvement. By aligning their brand with social causes, Starbucks appeals to customers who value ethical practices, thereby strengthening customer loyalty.

4) Influencer Collaborations:

   Starbucks collaborates with influencers and celebrities to promote their products and campaigns on Twitter. These partnerships help reach a wider audience and generate buzz around new offerings. Leveraging influencers allows Starbucks to tap into their followers' trust and credibility, influencing their purchasing decisions.

5) Timeliness and Trend Relevance:

   Starbucks is quick to join conversations around trending topics and pop culture events. They capitalize on timely moments by sharing relevant content and incorporating popular hashtags. By staying current and relevant, Starbucks maintains a relevant presence on Twitter and increases engagement with their audience.

6) Multimedia Approach:

   Starbucks effectively uses multimedia elements on Twitter, including photos, videos, and GIFs. Visual content helps capture attention in the fast-paced Twitter feed, making their tweets more engaging and shareable. They also leverage Twitter's features like polls and live video to further enhance user interaction.

7) Promotions and Offers:

Starbucks promotes special deals, discounts, and limited-time offers exclusively on Twitter. These promotions encourage followers to engage with the brand, visit their stores, and try new products. By leveraging the platform to drive sales and incentivize customer action, Starbucks successfully boosts customer engagement and creates a sense of urgency.

In conclusion, Starbucks' marketing communications strategy on Twitter is characterized by engaging content, personalized interactions, social responsibility, influencer collaborations, timeliness, multimedia elements, promotions, and offers. These elements combine to create a dynamic and compelling Twitter presence that effectively engages customers, fosters brand loyalty, and drives business growth.

The comparison with the author's research here is that the Kalis Donuts marketing communication strategies to maintaining their customer engagement are by following methods:

1) Social Media Presence:

Kalis Donuts maintains a strong presence on social media platforms, including Tiktok, and Instagram. They actively engage with their followers by sharing captivating content, responding to comments and messages, and running interactive campaigns. Their social media presence keeps customers connected to the brand and encourages ongoing engagement.

2) Personalization:

Kalis Donuts aims to create personalized experiences for their customers. They take customer preferences into account and offer customizable options for products. This personalization helps customers feel valued and enhances their engagement with the brand.

3) E-Commerce and Digital Ordering:

Kalis Donuts has invested in several E-commerce includes ShopeeFood, GrabFood, GoFood, TiktokShop that allows customers to conveniently order and pay for their beverages and food items. The E-commerce provides personalized recommendations, and offers exclusive promotions. This digital convenience enhances customer engagement by providing a seamless and efficient ordering experience.

4) Seasonal Campaigns and Limited Edition Offerings:

   Kalis Donuts creates excitement and anticipation through seasonal campaigns and limited edition offerings. They introduce new variant of donuts, beverages, and merchandise aligned with holidays or special events. These campaigns generate buzz, create a sense of urgency, and encourage customers to engage with the brand to try the latest offerings.

5) Community Engagement:

   Kalis Donuts actively engages with local communities through initiatives such as community service projects, partnerships with nonprofit organizations, and sustainability efforts. By aligning with community values and addressing social and environmental concerns, Kalis Donuts fosters a sense of community engagement and resonates with socially conscious customers.

6) Influencer Collaborations:

   Kalis Donuts collaborates with influencers and celebrities to promote their brand and products. These partnerships help increase brand visibility, reach a wider audience, and generate buzz. Influencer collaborations provide social proof and encourage customers to engage with Kalis Donuts based on the influence and credibility of the personalities they admire.

7) Emotional Branding:

   Kalis Donuts emphasizes emotional branding by creating a warm and welcoming atmosphere in their stores. They

focus on providing a positive customer experience through friendly staff, comfortable seating, and a relaxing ambiance. This emotional connection encourages customers to engage with Kalis Donuts as a place where they can unwind and enjoy their favorite beverages.

Overall, Kalis Donuts marketing communication strategies to maintain customer engagement involve leveraging social media, personalization, loyalty programs, digital ordering, seasonal campaigns, community engagement, influencer collaborations, and emotional branding. By consistently implementing these strategies, Kalis Donuts keeps customers engaged, nurtures loyalty, and strengthens its position as a leading coffee and beverage brand.

b. Yassandra, M.Z, "*Strategi Promosi Online Kalis Donut Dalam Meningkatkan Penjualan Di Masa Pandemi Covid-19 Melalui Media Instagram Periode Oktober 2020 - Juli 2021*." from Universitas Muhammadiyah Yogyakarta.

This article This research aim is to know and analyze how the online promotion strategy of Kalis Donut is to increase sales through Instagram social media as a means of communication with customers. this research uses a descriptive qualitative method, with data collection techniques through in-depth interviews and documentation. the results of this research show that the online promotional activities of Kalis Donut through Instagram have been running effectively and such successfully. viewed from the stability of Kalis sales during pandemic and customer interactions through Instagram. Kalis has already used three stages in online promotional activities. at the promotion planning stage, Kalis has conducted eight stages in developing communication and promotion programs. in implementing the promotion, Kalis donut uses the online promotion mix to market its products. Kalis also uses E-WOM strategies by collaborating with influencers, artists, food vloggers, other MSMEs brand and partnering in delivery message applications. Kalis does a monthly report every first and third week

of every month. Comparing to this currently discussed Kalis Donuts that Kalis Donuts mainly affected by external promotional mediator to promote Kalis Donuts brand, Kalis Donuts explores its advantages of externals and utilizing properly based on their current momentum and resources. Kalis Donuts should do a good job in broadcasting Kalis Donuts brand, targeting potential collaborators and influencers and finally make reasonable and effective partnership in order to uphold the effectiveness of its marketing communication strategiesand after it could be considered to be successful the next step is to highlighting the product of the brand itself that already supported its exposure because the first step previously is to reach out larger wide array of attention of the brand itself so the product will just follows.

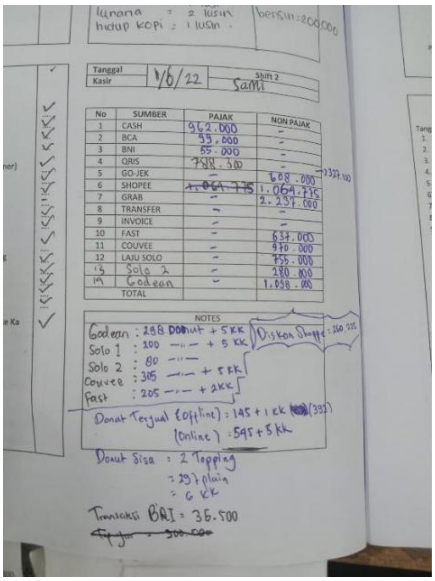


Image 3.2.1 Kalis Donuts Sales Recap 2022 (Pandemic Era)

(Source : Kalis Donuts Sales Recap Book 2022)

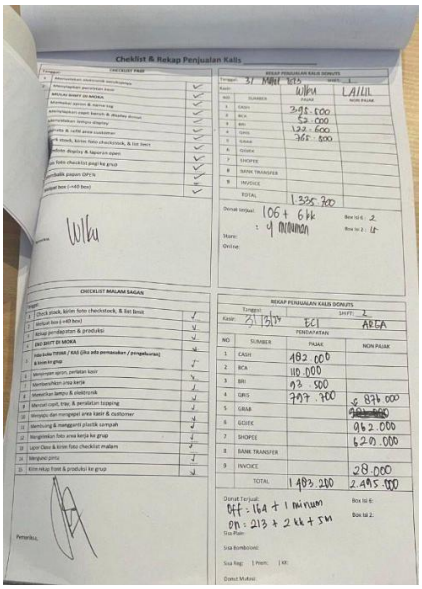


Image 3.2.2 Kalis Donuts Sales Recap 2023 (Post-Pandemic)

(Source : Kalis Donuts Sales Recap Book 2023)

Customer relations of Kalis Donuts participate in marketing activity, especially tactically determining the mindset, in practice customer engaging keep Kalis Donuts brand and support Kalis Donuts promotion in image structure. Kalis Donuts in customer engagement during the pandemic and after the pandemic era participate in managing the events promotions.

The signature of marketing communication Kalis Donuts in advertising, sales promotion, direct marketing, event promotion. On the other side that Kalis Donuts always interact with its customers by creating contents on its Instagram and also Tiktok social media. This method is effective enough to throw a stimulants and get to know regarding customer needs, what customer demands and need for Kalis Donuts products and services. Here is the SWOT analysis of Kalis Donuts marketing communication during the pandemic and after the pandemic.

Table 2. Comparison of Marketing Communication of Kalis Donuts During The Pandemic and After The Pandemic

Analysis	During The Pandemic	After The Pandemic
Strength	Supported by external and situational occurrences that leads to effective marketing communication in collaboration promotion for customer database referencing between products and services in order to maintaining customer engagement	Developing a newdonuts variants, increasement of utilization of direct marketing communication where there are no limitations from the pandemic and also regulations to keep the distance from the government
Weakness	Marketing only focus in online intermediaries such as Instagram and E-Commerce	Widespread of many new competitors are emerging in the area of the market
Opportunities	the beginning of the era of increased use of social media which is also demanded by a pandemic situation	After the pandemic is over, it is permissible for the public and business actors to be able to carry out their business activities directly again
Threats	Many online competitors in nearby market area which is similar with Kalis Donuts	direct implementation which will potentially lead to customer dissatisfaction due to service or products provided directly and miscommunication

CHAPTER IV

CLOSING

The author will present a conclusion, limitations, and also suggestions from the research that the author has conducted with the title "MARKETING COMMUNICATION STRATEGIES AFTER THE COVID 19 PANDEMIC IN FOOD AND BEVERAGES ENTERPRISE (CASE STUDY IN KALIS DONUTS YOGYAKARTA)" in this chapter. These will be based on the outcomes of the discussion that the author explained in the preceding chapter.

A. Conclusion

Conclude by the author here signified on the marketing communication of Kalis Donuts in maintaining customer engagement during pandemic and after pandemic. In the marketing communication, the author use five indicator of promotion mix, there are advertising, sales promotions, events and experiences, public relations, and the last one is personal selling. For the first indicator, namely advertising, the advertising here is to determine urgencies of which targets that should receive information regarding implementation of marketing communicationof Kalis Donuts during the pandemic and post-pandemic, such as Kalis Donuts conducting a widespread of brand collaboration in order to reach company's target audience effectively. For the next one is sales promotion, Kalis Donuts set their sales promotion during pandemic era by being targeting online customer awareness as their goals that done by Kalis Donut by implementing launching a variety of promo discount, influncers sales, and collaboration with other brands. Varieties ofsales promotion that being done by Kalis Donuts in carrying out its goals of promotion it is just to survive the brand name at the first due to the Covid-19 pandemic, but it turns out by the fact that all of those implementation could leads Kalis Donuts to even more developing as it should expected and in the end the following actions were implemented again during post-pandemic due to its effectivity and efficiency.

The next indicator is events and experiences, events and experiences of Kalis Donuts during the Kalis Donuts pioneering journey on the Covid-19 era when Kalis Donuts have already got attention and fresh new exposure into Kalis Brand, this promotion mix was extremely dependent on company brand exposure credibility and reliability. In the end, the events and experiences are responsible for building deeper bonding relationships with customers and driving sales through personalized recommendations. Kalis Donuts implements their personal sales by using a network of company employees who distribute its products, and implementing their advertising by being following trends that currently ongoing. For the next promotion mix is public relation, on this aspect Kalis Donuts conducting discovery planning of their marketing team and also front team for Kalis company engaging relation with public, their marketing team is required to work closely with the front team by communicating and providing data on their results in the field to each other team, after the data is mutually referenced to each other then the data will be combined into their marketing communication scheme which matches the data they find and then it will be consulted in advance with their president director and also the commissioner for their approval during pandemic and after pandemic. For the next indicator that will be personal selling, Kalis Donuts will be very open to receiving feedback and input from customers which will uphold two-way communication between customers and Kalis Donuts during pandemic and after pandemic.

Based on the process previously described, it can be concluded that Kalis Donuts Indonesia carries out their marketing communications in maintaining customer engagement during the pandemic and after the pandemic is by collaborating a lot with external companies, namely collaboration with other company brands and also social media influencers and also the effort made by Kalis Donuts itself is by making lots of promo discounts according to the situation and trends that are being experienced by the community, many of the results of their marketing communications during the pandemic were considered effective and efficient for the survivability and development of Kalis Donuts itself and therefore almost all marketing communications carried out by the company during the pandemic were reused by the company after the pandemic which was then

assisted with new situational marketing communication methods and trends that were running in society after this pandemic.

Then to maintain customer engagement of Kalis Donuts during a pandemic it was concluded that all Kalis Donuts employees participated in implementing the noble values of the vision and mission of Kalis Donuts that had been created by the inventor and founder of Kalis Donuts, including for all employees to be required to uphold their professionalism to always making Kalis Donuts customers always happy and personally connected to the waiter and also the products provided by Kalis Donuts, during a pandemic, Kalis Donut can only rely on online intermediaries and also maximize product value due to government demands for their pandemic regulations, explained that this this did not make Kalis Donuts stagnate or make a loss, but based on the data available from the sales recap of Kalis Donuts donuts, the results of these regulatory demands actually made Kalis Donuts more developed, in the end the behavior and treatment of Kalis Donuts during the pandemic regarding maintaining customer engagement was carried out. again after the pandemic and also with new treatments designed based on situations and ongoing trends in society which will become Kalis Donut's reference for finding new methods in maintaining their customer engagement.

B. Research Limitations

While conducting this research, the researcher find out that there will a lot of misguided information, irrelevant theories or information or any other form of shortcomings and obstacles to be improvise and overcome in completing this research. The limitations in this research are as follows:

1. The researcher did not met previous Kalis Donuts operational president, namely Mrs. Tasya Sitepu because knownly that she considered to be testimonially experienced regarding the data during pandemic era and currently replaced by Mrs. Rahma Ghana due to her study but however Mrs. Ghana also already got credible data and knowledge to become one of research informants and finally the interview could still be continue as it should be.

C. Recommendation

Recommendation from researchers in this research is an important component in this part of the conclusion. Researchers found input on other research recommendations that were not in line with the scope of this research, but input on these recommendations was obtained after researchers conducted research, collected data, and also analyzed this research data. The researcher will give a titles are as follows:

1. Academic Recommendation
    a. Exploring Consumer Perceptions of Sustainability in the Food and Culinary Industry: A Comparative Study of Sustainable Practices and Consumer Behavior.
    b. The Impact of Social Media Marketing on Consumer Decision-Making in the Food and Culinary Business: A Case Study of Mie Gacoan
    c. Analyzing the Role of Culinary Tourism in Destination Branding: A Study of Yogyakarta
    d. The Influence of Menu Design on Consumer Choices in Fine Dining Restaurants: A Cognitive Perspective

2. Practical Recommendation
    a. Crisis Management Of Kalis Donuts Indonesia Customer Service Team in Overcoming Unsatisfied Customer.
    b. Communication Management of Kalis Donuts Indonesia High Ranking Officials in Organizing Employees of Kalis Donuts Indonesia.

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APPENDICES

Interview guide

A. General Description

1. Apa visi dan misi dari Kalis Donuts? (Planning)
2. Apa saja produk dan pelayanan yang di tawarkan oleh Kalis Donuts?
3. Apakah ada Job description Kalis Donuts? jika ada tolong di jelaskan! (Organizing and Leading)
4. Bagaimana sejarah berdirinya Kalis Donuts?
5. Bagaimana struktur organisasi Kalis Donuts? (Organizing)
6. Adakah perubahan-perubahan kebijakan perusahaan terhadap karyawan dan pelanggan disaat pandemic dan saat ini? (Controlling)

B. Marketing Communication (Covid dan tidak covid)

1. Media apa saja yang digunakan Kalis Donuts dalam menyampaikan informasi kepada masyarakat selama dan setelah Covid 19? (Leading and organizing)
2. Bagaimana komunikasi pemasaran Kalis Donuts selama dan setelah Covid 19 kepada masyarakat? (Leading)
3. Siapa saja yang menjadi target dari komunikasi pemasaran tersebut?
4. Bagaimana cara Kalis Donuts mengukur keberhasilan komunikasi pemasaran tersebut?
5. Apakah ada kendala komunikasi pemasaran Kalis Donuts selama dan setelah Covid 19? Jika ada tolong jelaskan, Apa saja kendala komunikasi pemasaran yang dihadapi oleh Kalis Donuts selama dan setelah Covid 19? Lalu bagaimana cara mengatasi kendala komunikasi pemasaran tersebut? (Controlling)
6. Bagaimana prosedur penyampaian jasa yang diterapkan oleh Kalis Donut saat ini? Apakah ada perubahan saat pandemic dan saat tidak? Tolong jelaskan (Controlling)
7. Program apa saja yang dilakukan oleh Kalis Donuts saat Covid 19 dan setelahnya? Kegiatan apa saja yang dilakukan oleh Kalis Donuts saat dan setelah Covid 19?
8. Apakah Kalis Donuts sering melakukan event saat Covid 19? Berapa

kali Kalis Donuts melakukan kegiatan event tersebut? Seperti apa event yang dilakukan?

9. Apakah ada promo-promo yang dilakukan oleh Kalis Donuts? (Planning and controlling)

C. Customer Engagement

1. Bagaimana cara Kalis Donuts memberikan stimulus (rangsangan) kepada masyarakat agar masyarakat membeli dan menikmati produk yang ditawarkan oleh Kalis Donuts selama dan setelah Covid 19?
2. Apakah ada kendala yang di hadapi Kalis Donuts dalam mengadapi persaingan selama dan setelah Covid 19?
3. Dengan cara apa Kalis Donuts meyakinkan masyakarat/konsumen bahwasannya produk dan pelayanan yang ditawarkan sangatlah layak untuk dikonsumsi saat Covid 19?
4. Identitas apa saja yang dipunyai Kalis Donuts agar selalu di kenal oleh masyakarakat? Apakah dari tekstur donatnya, dari logonya dan lain sebagainya. Apa yang di tonjolkan dari Kalis Donuts untuk menjaga interaksi dan loyalitas pelanggan saat dan setelah Covid 19?
5. Berapa jumlah karyawan Kalis Donuts saat ini?
6. Bagaimana atau hal-hal apa saja yang dilakukan karyawan Kalis Donuts untuk menyambut pengunjung?
7. Apa saja kesan yang diberikan kepada pelanggan? Kesan yang seperti apa?

D. Customer

1. How is your opinion about the marketing communication activities (before and after the Covid-19)?
2. How is your opinion about the performance of Kalis Donuts official online media (before and after the Covid-19)?
3. How is your opinion about the marketing communication that expected by customers?

4. Apakah anda puas dengan produk dan pelayanan yang di berikan Kalis Donuts? lalu apakah Kalis Donuts ini sudah termasuk kreteria produk favorit anda?
5. Jika memberi penelian 1-5 bintang untuk Kalis Donuts berapa bintang yang anda berikan kepada seluruh crew Kalis Donuts?

Interview Transcript

The Owner and Commissioner of
Kalis Donuts Indonesia Mr.
Dimas Vandityo Onggo S.Ikom

General Description and 1-5 Question on Marketing Communication Location on Kalis Donut Sagan Restaurant

Monday, 3rd March 2023

10.00 Western Indonesia Timezone

Sami : Apa pak visi dan misi dari Kalis Donut pak?

Dimas : oke jadi pertama kali kita bikin kalis itu kita ga fokus sama produk sebenernya, jadi kita fokus sama yang namanya brand itu sendiri, cuman memang secara platformnya dia ada di food and beverage, food and beverage terus abis itu diruncingin lagi menjadi dessert, dessert diruncingkan lagi kedalam menjadi donat, biar nanti orang paling ngga namanya kita brandnya Kalis Donut thought of mind mereka itu adalah donat, Kalis Donut itu produknya donat kaya gitu, kaya orang mikir J'co pasti donat walaupun J'co macem-macemkan terus kaya Dunkin yaudah donat yaudah gitu. Terus kalau visi misi ku ini baru per 2023 ya gitu ya, kita set bersama gitu, jadi kita tuh ingin punya komitmen untuk selalu bertumbuh ya, terus jadi gini beberapa point point itu kita akan jadi buat acuan kita untuk fokus kedepan, jadi kita berkomitmen untuk selalu bertumbuh menjadi sejajar dengan merek terkemuka di Indonesia hingga dunia dan mengedepankan kualitas produk dan pelayanan gitu. Kalau kita dari beberapa point ini adalah tumbuh jadi kita kalau bertumbuh berarti tidak mau untuk stuck disitu saja yakan, bisa kita nanti next nya sebenernya bisa dilihat dari sekarang sih seperti dulu kita cuma jualan donat dan sekarang sudah ada restonya, kaya gitukan, jadi kita emang bertumbuh terus, berkembang terus mau platformnya mau diexpansion melebar kesamping, melebar keatas kaya gitu, terus menjadi sejajar dengan merek terkemuka kalau ini lebih keambisi personal pribadi ya karena ingin dong kita lahirin brand begitu ya gedein brand sampe brand itu bisa dilihat sampai ke nasional dulu deh kaya gitu, saat ini kan untuk Jogja walaupun udah cukup banyak yang tahu kalis tapi kan masih ada juga yang belum tahu kalis itu apa ya, kepengen nya kaya Mixue gitu ya, ya siapa sih

orang dari strata rendah sampai strata teratas semua tau brand itu, itu bagus banget mereka cara ekspansinya secara serempak gitukan terus habis itu luas banget gitu kan ga cuma searea, ga cuman jogjakarta atau jabodetabek tapi sudah masuk ke seluruh Indonesia srett gitu, nah itu adalah inspirasi ya brand brand inspirasi yang membuat kita bisa gimana ini agar kita bisa menjadi seperti mereka.

Sami : Oh ada ruko kosong Kalis nanti ya? Haha

Dimas : Cuman memang kudu dipertimbangkan juga brand existence, jangan sampai tiba tiba merembat sreet begitu terus orang orang sudah tiba tiba jenuh, pasar jenuh akhirnya brand itu ga survive umur panjang, aku ga pengen gitu juga, kaya Dunkin contohnya so far dia bertahan bertahun tahun walopun ya ga yang apa namanya orang itu lihatnya yang sangat fenomenal atau gimana tapi kan jadi kaya misalnya kita ketemu dunkin di apa namanya pom bensin "wah beli ah" buat dijalan gitu ada rasa enak dimakan Dunkin itu atau misalnya buat temen jalan buat temen nongkrong kaya gitu gitu, nah itu yang ingin kita mindsetkan dikepala, jadi misalnya kalau mau snacking dessert yaudah Kalis yang ringan aja gitu, Kalis kan bertumbuhnya juga punya produk kopi ya kan, dulu hanya fokus kepada donat sekarang kopi terus restoran nah ini nanti next nya kita akan masuk ke retail, kaya gitu gitu masuk pasar retail, makanya dimulai dari bagelis nih, bagelisnya kan sudah datang belum apa packingan yang baru?

Sami : Udah, udah liat di Instagram Kalis Donut, saya juga sebelum wawancara lihat dulu riset.

Dimas : Kita liat apa namanya berproses mulai dari yang aduh yang biasa dulu buat jualan kita main apa namanya produk lain dan sebagainya sebagainya ini bertumbuh intinya

Sami : Mungkin ini ada tambahan pertanyaan pak dari nomor satu juga mengenai pencapaian terakhir nanti Kalis itu harapannya seperti apa ? apakah Kalis akan terkenal secara international pun ataupun Kalis harapannya dari Pak Dimas sendiri harapannya seperti apa pak?

Dimas : Aku ngeliatnya gini, uuh Kalis itu kaya kita ngeliat Kopi Kenangan, Kopi Kenangan itu semua berawal dari dia konsepnya adalah warung kopi yang berada disekitar office, itu dia pertama kali muncul disekitar office itu orang orang kantor kalo misalnya uuh ngopi tapikan akhirnya dia (Kopi Kenangan) masuk ke Mall terus masuk ke bikin store-store sendiri independent sampai bahkan booth pun masih ada, masuk ke Indomart juga, masuk ke retail terus sampe di airport, di airport pun juga ada cuman rada. sebenernya kita pengen kaya bisa masuk ke dalam beberapa lini lini pasar gitu kan lah misalnya di Airport, diluar, di Mall, di mana gitu di Coffeeshop gitu kan semua sudah lumayan berjalan gitu B2B (business to business) nya berjalan B2C (business to consumers) nya berjalan kaya gitu, tapi memang secara cangkupan masih belum luas,

yakan, masih apasih Jogja, semarang gitu gitu nah nextnya pengennya sih lebih kaya ke lebih general lah kaya Kopi Kenangan brandnya ada dimana mana. Ya begitu sih, jadi kaya dia ada di gak begitu gede tapi kaya banyak banyak spot, banyak spot kaya yang secara brand visibility nya gampang terus gampang dilirik terus juga di GoFood ada gak jauh gitu misalnya kita kalo kita disini ingin makan Sate Ratu kan harus Kiasan itu kan jauh kan jadi mau banyakin punya titik gitu biar ojolny ngga mahal kaya gitu, lebih kaya bertambah.

Sami : kaya wabah gitu ya? spread out banyak gitu ya pak? disetiap market pun ada gitu nantinya?

Dimas : iya lebih iya di beberapa platform ada tapi lebih pengennya smooth juga ya ga tiba tiba kaya orang jadi risih gituloh, kaya liat Mixue Kan risih.

Sami : iya awal awal mixue risih tapi makin lama orang enjoy aja om, kalau saya perhatiin sih iya gitu.

Dimas :		hahahaha iya ada lagi palagan, monjali udah berapa titik itu.
Sami	:	mungkin saja kalau misalnya Mixue kan sempet…..
Dimas :		gaada dia dua kilo itu jaraknya, iya kan?
Sami	:	iya, sampai jadi meme juga di internet-internet.
Dimas :		iya, dia jeleknya adalah tidak menjaga itu doang apa namanya antar mitranya, berantem mereka, iyalah perang perang ini perang pasar, biasanya untuk cabang atau apa itu ada perhitungannya misalnya ada radius, satu tempat itu radius diojol ya biasanya radius sampai lima kilo, lima kilo itu berarti brandnya bagus banget, kalau kadang lima kilo itu orang masih mau effort buat beli gitu lima kilo keatas biasanya kan tiga kilo dua kilo gitu.
Sami :		pertanyaan selanjutnya pak apa saja produk dan pelayanan yang ditawarkan oleh kalis donut?
Dimas :		euh, donat dan kopi, sebenernya nanti kita mau yang agak next kemana mana adalah donat dan kopi, itu yang pertama. untuk yang di offline, tapi kita juga mau bikin savory, kaya misalnya bagelis, sorry bagels. bagels itu kan baru ada di sini (Sagan) sama Godean.
Sami	:	Iya
Dimas :		kemudian sebenernya ada project sih, kita mau cuma jual macem

macem product di situ. ada bagels, ada yang bagelis, yang buat orang take away. terus ada donat, ada savory, ada kopi. savory itu kaya snack snack, ada beberapa menu di sini lah, menu menu appetizer.

Sami : Oh okee. Selanjutnya kalo untuk di kalis sendiri, job description untuk tiap anggotanya apa saja, pak? dan bisa tolong dijelaskan pak? Seperti kaya misalnya bagian marketing gitu, bagian marketing-nya ada siapa, front team-nya juga ada siapa?

Dimas : Okay kita itu, nih, struktur organisasi. jadi struktur organisasinya itu kalo saya itu owner sebenarnya. pertama tadi itu kita bertiga, saya sebagai founder tapi sekaligus sebagai commissioner, komisaris. kalo istri, Bu Claudia, itu sebagai president director. kalo adeknya Bu Claudia, Tasya Sitepu itu sebagai, sebenernya dia sebagai director operational. secara struktur seperti ini. jadi BOD itu membawahi semuanya, commissioner itu lebih ke, gini kalo kendali itu akan lebih dipegang sama Bu Claudia karna dia sebagai director, dia masih punya pengaruh untuk dalam memberikan kebijakan, keputusan dan kebijakan. kalo aku ga ada sebenarnya secara struktur. tapi ya Namanya juga masih usaha UMKM ya kadang kadang masih bagi tugas lah gitu. tapi kalo secara structure, aku lebih kayak memberi saran aja gitu secara komisaris. nah BOD-nya berarti ada dua, Bu Director, director utama dan director operational. di bawah kami ada finance, ya kan, finance itu ada accountant sama tax, gitu aja. pengurus kami ada empat orang (finance). terus ada HR, dibawahnya HR ada GA. GA itu lebih ngurus eh.., sebenernya, sebenernya dia mengurus segala sesuatu yang terkait sama

operational juga tapi dia juga ngebantu kayak ehh mengurus surat surat perizinan. kayak gitu. terus kami juga ada marketing. marketing itu ada dua, ada yang sales; focus dengan sales, ada yang promotion dan digital. gitu. ada desin- digi-, di promotion anddigital itu ada designer, ada pembuat content, social media, makanya social media ini kita kan ada dua platform sekarang. ada ig sama tiktok. tiktok ini juga baru lahir nih tiktok nih. lagi dipacu nih untuk bikin content tiap hari. kalo tiktok. nanti ada pertanyaan kan tentang marketing communication.

Sami : Iya.

Dimas : terus habis itu kita ada operational. operational itu sebenarnya gampang, operational itu lebih dibagi sama dua, jadi di bagian service, anak front ya, front sama di bagian production. terus ada purchasing, itu yang di bagiannya yang untuk mengelola stock barang, pembelian barang, gitu gitu. terus apa itu return barang, sama RND. RND ini lebih langsung dia ehh, bawah kendaliku. maksudnya gimana ya, dia itu karna gini, karna kan yang ngerti product, yang ngerti eh product baru, pembuatan product baru, itu kan langsung dari saya nih. gitu, jadi, Bu Claudia ngga, ngga ikut- ikutan di situ, gitu. cuman, dia cumin memberikan masukan doang, cocok apa engga nih. tapi kalo, kalo buat mikir product baru enaknya mau ngapain mau ngapain gitu langsung ke saya. nanti RND langsung, langsung in charge sama RND. RND ada orangnya juga.

Sami : berarti dari, dari Pak Dimas ke RND, ke RND, ke di RND, and, oh

Dimas : Research and, sorry Research and Development.

Sami : Pak Dimas dengan RND ini nanti semisalnya udah kasih ehh masukan baru atau ha- ide yang mau di development, nanti pasti didiskusikan dulu dengan BOD-nya dulu berarti?

Dimas : Heeh

Sami : Oh okay

Dimas : heeh pasti akan menjadi apa namanya eh, misalnya udah fix nih, kita akan punya product ini gitu ya, langsung kita ngobrol sama tim, ya, termasuk BOD, misalnya oke nanti kita packaging-nya mau seperti apa, terus planning marketing-nya mau gimana, promosi model apa, sales-nya mau lewat MarComm mana, misalnya langsung eh misalnya dia kita mau pake B to C ini produknya mau buat B to C atau B to B kayak gitu gitu, langsung kita share semua.

Sami : berati setelah sudah sinkron nanti baru dipecahkan ke masing masing?

Dimas : tapi sebenernya BOD lebih kayak manut aja sih. mereka, mereka gini, mereka memberikan kayak semacam eh tuntutan ya. oke kita boleh dong tiap dua atau tiga bulan sekali punya product baru, B to B. jadi memang mereka request seperti itu, yang, kita yang, melaksanakan. karna ini sangat bergantung sama dari brand itu sendiri kan, karna kita ingin bertumbuh. berarti kan kita punya target

kaya gitu, jadi saya yang dikasih challenge oke gimana, nextnya mau ngapain ini produk, kita ada deadline nih kaya gitu, lebih lebih kita yang dichallenge aja gitu.

Sami : Baik om. Baik Pak Dimas pertanyaan selanjutnya bagaimana sejarah berdirinya Kalis Donat, Pak?

Dimas : sejarah berdirinya Kalis Donat itu. ya jadi, pertama kali Kalis Donat itu sejak- pas lagi di 2017 gitu kan, itu kan tren tren kopi, coffee shop itu mulai menguat, orang udah mulai mengenal yang namanya kopi. Dulu kan kopi kan masih Excelso tuh pemainnya, sekarang coffee shop udah banyak banyak coffee dah mulai melebar. terus akhirnya di 2018 saya ngide nih, kayaknya si kopi kopi ini perlu dikasih temennya ngopi nih, tapi apa ya selain croissant, ya kan biasanya gitu kan kopi kan cookies atau engga crackers.

Sami : Iya bener, bener.

Dimas : kayak crackers kecil, emang sebenernya nah kita mikir crackers kecil gitu. nah kita mikir apa ya produknya. emang sebenernya bukan berarti ga ada, JCO ada kopi ada donat gitu macem macem. kalo kita, waktu itu kita mikirnya adalah bagaimana kita bisa meng-supply coffee shop coffee shop itu dengan product tuh apa ya ibaratnya, terus habis itu crackers kecil gitu. nah kita mikir apa ya produknya. emang sebenernya bukan berarti ga ada, JCO ada kopi ada donat gitu macem macem. kalo kita, waktu itu kita mikirnya adalah bagaimana kita bisa meng-supply coffee shop coffee shop itu dengan product product yang selain mereka biasa sudah ambil. kayak roti rotian, apa ya.. mereka kadang masih kayak yang main sendiri sendiri aja. kalo di Dunkins malah es jeruk yang populer es jeruknya.

Sami : Wah saya baru tahu bahkan om

Dimas : iya, jadi kalo misalnya ke Dunkins itu kayak orange squashnya gitu yang enak. malah jarang kopi kopinya, kopinya karna kopi biasa. kayak gini loh, saya malas kopi biasa gitu, kan maunya sekarang kopi susu. terus habis itu eum.. tercipta ide deh bagaimana kalau bikin donat. dan awal awal susah, awal awal ditolakkin tuh. Pas kita mau approach coffeeshop-coffeeshop karna emang yang namanya buka jalan tuh susah.

Sami : Iya, mungkin waktu susahnya itu pak, kan bisa jadikan butuh nama gitukan, butuh nama, butuh ada yang dukung kalo wah ini Kalis Donuts bisa dicoba ini, itu mungkin ada pihak lain yang bantu pak Dimas begitu? Saat perintisan membuka jalannya itu pak.

Dimas : Sebenernya awal-awal kita malah ngga kepikiran untuk bikin brand, kita hanya bikin produk saja dan terus akhirnya ah yaudah deh kayaknya memang butuh branding, akhirnya ilmu-ilmu komunikasi ataupun peragensian yang dulu pernah diikuti ya ku pakai lagi lah

begitu okay, mau branding nih produknya seperti apa gitukan, terus habis itu memang kalau sekarang itu kan jaman digital kan ya dan pastinya ada kontribusi dari eksternal yaitu adalah Influencer, cuman influencer zaman dahulu itu ga seperti influencer zaman sekarang tuh yang memang merebah banget gitu.

Sami : Iya

Dimas : Dulu kan orang mainnya paling apasih, Cuma IG, Youtube, gitu-gitukan.

Sami : 2018 belum se-sensasional sekarang lah kalau untuk influencer dan kawan-kawannya.

Dimas : heem, belum banyak, belum gitu, kadang karena apa namanya, kerja murni influencer itu tuh setelah pandemi semua pada bikin konten, kalau orang dulu kan semua punya kesibukan masing- masing konten kreator itu belum banyak, nah tapi bahkan influencer yang aku ini (Kalis) bukan influencer produk makanan loh, dia influencer beauty yang nge-trial Kalis Donuts begitu dan disitu dia ngereview begitu ngereview produk enak banget begini begini terus makan tiramisu regal, terus kita mikir berarti kontribusi sebuah influencer itu cukup kuat, makanya kita memang cukup mau menaruh porsi untuk influencer itu sendiri.

Sami : Pertanyaan selanjutnya pak, kalau adakah pak perubahan- perubahan kebijakan perusahaan terhadap karyawan dan pelanggan disaat pandemi dan saat ini pak saat setelah pandemi?

Interview Transcript

The Operational Director of Kalis Donuts Indonesia Mr. Rahma Ghana

Marketing Communication
and Customer Engagement
Location on Kalis Donut
Sagan Restaurant Monday,
3rd March 2023

10.00 Western Indonesia Timezone

Sami: Dari pertanyaan mengenai marketing communication ya mba. Kan Mba Ghana kan ini ya mba, kalo dari Om Dimas kemarin Mba Ghana itu Operational Director ya mba. Operational Director berarti yang ada dibawahnya Om Dimas langsung untuk ngarahin operasionalnya. Dari finance, HR, marketing, operational, sama purchasing juga, kecuali Research and Development. Kalo saya kemarin dari Om Dimas datanya kayak gitu. Nah jadi, Mba Ghana di sini, nanti bakal fokus juga di Customer Engagement soalnya Mba Ghana juga sebagai Operational juga, jadi langsung aja. Kalo dari Mba Ghana sendiri ngerasa ada kendala ngga mba dari

komunikasi pemasaran Kalis Donuts saat ini, mba? Saat ini dalam artian setelah pandemi ini mba.

Mba Ghana: Setelah pandemi ya?

Sami: Heem

Mba Ghana: Oke jadi kan emang kemarin sebenernya Kalis itu muncul kan deket sama pandemi ya.

Sami: Iya

Mba Ghana: Juli 2019 kan itu sebelum pandemi. Terus kemudian, Kalis somehow malah, malah eh apa Namanya, ketika pandemi itu malah naik, malah sam- buka di Semarang, buka di Pekanbaru, terus yang di Jogja juga apa, kita launching Godean yang kemudian ada minumnya juga, kayak gitu kan. Eh itu, eh maksudnya kita memang berkembang di saat yang bersamaan kan kita harus menyesuaikan dengan market yang berbeda, karena ada shifting pada market-nya, gitu. Jadi, karena eh otomatis customer kan yang pertama jadi fokus banget ke kesehatan dan itu mereka jadi sangat lebih berhati-hati juga untuk kayak ketika mereka- Mungkin kemarin kemarin kayak "yaudah lah ya, yang penting murah, enak" yaudah gitu kan mikirnya. Mungkin seperti itu sebelum pandemi, tapi kan pandemi kan mengubah orang ya kayak lebih higenis, memperhatikan gimana kebersihan segala macem kayak gitu gitu. Nah, itu di situ kami bisa survive selain maksudnya marketing-nya secara yang ex- ehh external ya keluarnya, tapi kan internal kita juga eh menjaga eh kualitas ehapa namanya,

Sami: Product

Mba Ghana: Product dan store itu sendiri. Termasuk SDM-nya gitu kan, kayak- jadi kan makanya masker ngga pernah lupa, cuci tangan. Kalo misalnya ini kan kita juga menyediakan sarung tanga apa segala macem kayak gitu kan. Supaya maksudnya, customer-nya juga paham, "oh, Kalis ini juga memperhatikan nih" gitu. Di saat keadaan seperti ini, eh kalo kita beli Kalis ya berarti eh aman nih, gitu. Kayak gitu. Tapi kan untuk, maksudnya, untuk message-nya sendiri ke customer kan eh kita sebisa mungkin mengemas itu dalam bentuk eh kalo penyampaian marketing-nya kan ya eh apa namanya kayak lewat postingan sosmed. Terus apa, kadang kita tunjukking sedikit BTS-nya, kayak gitu. Nah terus, maksudnya selain promo, eh bulanan ya biasanya kita, eh apa, aku bikin promo bulanan juga tuh untuk kayak tetep supaya eh apa namanya menarik ya. Ehh, meningkatkan-

Sami: Customer engagement?

Mba Ghana: Bukan customer engagement. Eh, basket.

Sami: Ohh.. iya iya

Mba Ghana: Kalo customer engagement itu beda lagi, gitu. Kalo misalnya promo-nya itu diskon tentang produknya itu lebih ke basket. Pemasukan pendapatan ehh store-nya itu sendiri, gitu. Kalo misalnya engagement mungkin kayak kita bikin apa ya, misal story bisa- biasanya kita bikin apa kayak pertanyaan, terus nanti ada poll, ada pilihan, atau apapun kayak gitu kan. Itu baru engagement-nya. Atau kita bikin kayak kuis kuis-an sederhana kayak giveaway, kayak gitu gitu. Itu baru customer engagement, gitu. Kalo misalnya promo bulanan yang misalnya kayak "oke ada paketan nih, biasanya kalo harga donat satuan kan misal Rp 10.000. Kalo misalnya beli dua misalnya Rp 15.000. Nah itu kan untuk emang up selling eh penjualannya itu sendiri, gitu. Nah, selama kayak yang aku sampaikan tadi kan shifting tuh, customer-nya eh.. sorry, perilaku customer selama pandemi, karena daya belinya otomatis juga turun. Karena keadaan kan sulit ya selama pandemi.

Sami: Iya

Mba Ghana: Semua terbatas, transportasi eh apa namanya terus pariwisata juga turun. Otomatis- meskipun F&B itu kebutuhan ya, tapi kalo donat kan bukan makanan utama. Ya kan? Itu kan kayak snack, dessert, kayak kalo yang pengen aja gitu, pengen yang emang suka dan emang suka manis gitu terutama, gitu kan. Eum, selama- tapi selama pandemi Puji Tuhan, kami bertahan, gitu loh. Kalis nih bisa bertahan gitu kan. Ehh terus setelah kemarin akhirnya di announce bahwa- oke Indonesia done with it (pandemi) gitu kan, eh apa namanya, pasca ya,

Sami: Iya, pasca

Mba Ghana: Pasca si pandemi, memang betul eh apa namanya, perekenomian mulai meningkat. Tapi kemudian kan banyak pesaing competitor lainnya yang muncul, gitu

Sami: Iya

Mba Ghana: Jadi, di saat yang bersamaan muncul banyak bisnis-binis baru yang biasanya kan kalo baru orang pasti penasaran, gitu kan.

Sami: Bener

Mba Ghana: Baru di tempat A nanti ke A semua. Nanti sebulan udah, wah kemana lagi, ke B, C, D, E, F, G, dan seterusnya kayak gitu kan. Nah, Kalis mencoba untuk tetep eh survive dan- dengan brand awareness-nya itu sendiri, gitu. Kalis nih.. "nih Kalis" gitu. Eh meskipun misalnya banyak brand baru apa segala macem yang bermunculan tuh, tetep berusaha untuk menunjukkan eksistensi-nya

Sami: Eh, saya boleh masuk ngga mba?

Mba Ghana: Boleh boleh
Sami: Dengan menunjukkan eksistensi-nya itu mungkin eh practical practical movement yang diinisiasikan oleh Kalis sendiri itu seperti apa mba?

Mba Ghana: Jadi eh kita itu kan sekarang bukan, maksudnya brand baru atau apa namanya- kalo Kalis kan kategorinya dessert tuh

Sami: Iya

Mba Ghana: Kayak, kalo dulu kan mungkin eh saingan apa segala macem. Kalo menurutku setelah eh pandemi ini itu jamannya udah bukan competitor saingan tapi kolaborasi, gitu. Jadi Kalis itu kolaborasi sama beberapa apa namanya brand brand lain, untuk maksudnya "yuk sama sama". Jadi kan kalo misalnya collab- kemarin kita pernah collab sama Bloomery misalnya. Kan sama sama dessert tuh kan kami kan. Tapi kita bisa collab, gitu.

Sami: Keren, iya

Mba Ghana: Kita menciptakan maksudnya emang product baru yang eh- di Bloomery kan eh dia itu apa namanya eh spesialis-nya kan crepes ya kan, Mille Crepes ya

Sami: Heem heem

Mba Ghana: Nah di sana jual Mille Crepes dengan topping-an donat. Kalo di kami jual donat dengan eh saus siraman dari Bloomery-nya, kayak gitu. Jadi emang kami-ya tujuannya memang kolaborasi, gitu, jadi kita berpartner gitu. Karna- dan kit- dengan ber-partner kan kita meng-up nama masing masingnya kita di masing masing sosial media juga

Sami: Iya

Mba Ghana: Kayak gitu. Itu salah satu yang bisa aku contohkan apa yang kami lakukan, gitu. Ehh itu contoh kalo misalnya sama makanan. Kemarin kami juga sempet terpilih jadi UMKM yang eh apa namanya- dipilih sama Garuda Indonesia ketika Garuda Indonesia itu ulang tahun yang ke enam puluh tujuh (67) ya

Sami: Januari kemarin, iya

Mba Ghana: Heem

Sami: Keren banget itu

Mba Ghana: Jadi, di antara banyaknya brand- UMKM yang lain, Kalis terpilih menjadi salah satu. Dan itu kan eh apa exposure-nya

Sami: Udah besar

Mba Ghana: Besar

Sami: Se-Indonesia lah ya, Garuda Indonesia

Mba Ghana: Betul. Jadi, Kalis yang di Jogja, Kalis yang di Semarang, di Solo, bahkan yang di Pekanbaru pun ikut andil gitu dalam eh kolaborasi sama Garuda Indonesia ini, gitu. Jadi, memang kami berusaha mengikuti trend yang ada karena kan ngga bisa ya kalo misalnya kita misal kayak cuma saklek cuma kayak promo promo product doang, tapi kan kita butuh sekarang tuh apalagi sosmed sekarang kan sangat berperan tinggi untuk menjaga, mengenalkan eh mengenalkan, menjaga terus apa namanya menarik orang orang untuk tetep keep in touch sama kitanya, gitu. Nah, apa sih what's going on with Kalis nowadays, gitu kan. Kayak mereka lagi ada promo ga sih atau mereka ada launching product baru ga sih, kayak gitu, kayak gitusih.

Sami: Ada lagi mba yang mau ditambahin? Udah?

Mba Ghana: Udah sih

Sami: Oh siap, iya. Kemarin sempet dapet data juga dari Om Dimas kalo Kalis Donuts itu emang salah satu strateginya dalam marketing communication emang kolaborasi. Terus saya juga kan habis ngeliat liat dari Instagram stories-nya juga sebelum wawancara saya juga research, gitu. Ada yang sama Sei Sap- Sei Sapi Kana,

Mba Ghana: Betul

Sami: Dulu tuh sampe ada apa sama mas Rio Febrian, gitu

Mba Ghana: Betul

Sami: Ya hitungannya yang namanya kolaborasi ya se- kecil kecil jadi gede gitu kan. Ini jadi gede gitu jadi keliatan

Mba Ghana: Waktu collab sama Rio Febrian itu kan kita ngeluarin product baru, bomboloni. Bomboloni-nya itu memang varian yang ada cuma kita kemasnya kan secara baru karena donatnya kan ada- jadi ada warnanya kan

Sami: Ohh iya heem

Mba Ghana: Kemudian kita juga ada tambah varian baru lagi untuk melengkapi itu. Itu antusiasnya dulu oke banget sih. Jadi bahkan sampe si ham- si paket bomboloni yang dua belas (12) ini biasanya kita regular kan yang bolong campur bomboloni. Kek bomboloni sebenarnya kan kurang diminati ya secara penampilan. Makanya kan kita kayak eh apa ya kita yang apa namanya kita pikirkan bagaimana untuk eh product yang kurang diminati ini padahal sebenernya enak cuma karna mungkin ya mau gamau visual kan tetep menarik perhatiannya orang orang ya, gitu. Jadi kayak oke kita bikin gini gimana gitu kan, terus kemudian sampe yang di dipping apa segala macem, apa garnish-nya beraneka ragam lah pokoknya colorful

banget sangat menarik memang dan itu sampe waktu lebaran, lebaran atau natal ya, itu sampe terjual itu mungkin hamper seribu (1000) box ada

Sami: Seribu (1000) box untuk bomboloni? Bukan regular, donat regular?

Mba Ghana: Bukan

Sami: Wow.. 2021 itu?

Mba Ghana: Mungkin selama maksudnya selama periode semingguan mungkin ya

Sami: Wow

Mba Ghana: Eh gitu. Jadi memang se- kita sebisa mungkin itu terus apa ya bertumbuh gitu ya. Kayak kita sus- pengennya sustainability good gitu. Jadi kayak oke ini udah bosan orang orang, kita perlu apalagi nih gitu. Jadi kayak sus- ngga cuma secara marketing aja tapi dibarengi juga dengan product-nya itu sendiri. Makanya kan kita juga ngeluarin product product baru selain donat, gitu

Sami: Berarti Kalis Donuts ini masih dinamis dan akan selalu dinamis untuk product product-nya?

Mba Ghana: Betul. Kita tidak akan berhenti di sini aja

Sami: Iya. Soalnya mungkin ini rada out of topic, cuma saya mau sharing juga. Soalnya waktu- saya kan mulai dari 2022 Januari tuh ya, masih ada Chili Cheese Tomato sama Bechamel Melt. Terus sempet, sempet di non-aktifkan lah waktu bulan ketiga atau keempat, gitu. Cuma kan waktu itu masih ternyata- waktu pas udah ga ada malah dicariin, gitu. Terus baru baru awal tahun kalo ngga salah tuh, baru ada lagi yang savory-nya donat-nya

Mba Ghana: Iya, betul. Jadi waktu yang lalu itu yang Chili Cheese Tomato Pesto itu collab sama istrinya Eross Sheila on 7

Sami: Ohh iya iya iya

Mba Ghana: Itu adalah resepnya istrinya Eross Sheila on 7

Sami: Sarah ya?

Mba Ghana: Iya, gitu. Jadi eh itu product eh collab kita salah satu tadi yang kolaborasi. Yang kita maksudnya pengen- meskipun itu seasonal, tapi kan itu memang salah satu cara kami untuk apa ya menaikkan lagi lah nama Kalis, kayak gitu. Itu kan salah satu strateginya kami juga, gitu sih. Jadi kemarin memang karna apa namanya- mungkin terbiasa sama yang manis ya orang orang, makanya- tapi ada juga penggemarnya memang, pasar si donat savory ini. Makanya ketika berhenti kan seperti yang saya bilang tadi, ada yang nyariin tuh banyak. Akhirnya

kemarin kita launching lagi sekaligus delapan (8) product varian baru, awal tahun, gitu. Termasuknya adalah tiga (3) savory, gitu. Jadi kan aku selalu mengevaluasi varian mana yang keliatannya- pasti kan ada varian yang favorite sama least favorite, ya, gitu kan. Jadi aku evaluasi, gitu, jadi apakah- oh ini kayaknya penjualannya memang kurang banget gitu. Makanya kadang pun untuk efisiensi juga maksudnya supaya kita ngga waste bahan ya karna kan kadang product itu bisa aja HPP-nya tinggi (?), tapi kurang laku misalnya kayak gitu. Nah itu kan untuk operasionalnya supaya terus berjalan dengan baik kan harus ada efisiensi. Makanya kadang aku menghilangkan beberapa varian lama terus kemudian diganti dengan product baru, gitu

Sami: Peanut Crackers, Ice Cream Taro itu dah hilang

Mba Ghana: Iya, iya. Itu dulu ada premium tapi kan sudah diganti banyak ya sekarang, gitu

Sami: Muncul delapan (8). Baik, mba. Selanjutnya kalau prosedur penyampaian jasa yang diterapkan oleh Kalis Donuts saat ini tuh kayak gimana mba? Kayak itu tuh untuk saat ini tuh berubah atau tetep sama aja dari yang pas pandemi?

Mba Ghana: Prosedur penyampaian jasa tuh maksudnya-?

Sami: Kayak, mungkin kayak dari- dari apa front team-nya, fornt team-nya ngelayanin-

Mba Ghana: Ohh ya I see I see I see

Sami: -pas pandemi, front team mungkin di non-aktifkan sama sekali atau pun, cuma nerima ojol, gitu

Mba Ghana: Oke paham paham

Sami: Gimana mba?

Mba Ghana: Oke jadi dulu waktu pandemi kan ketika level PPKM-nya itu tinggi banget kan sempet ga boleh ada dine in sama sekali. Cuma only take away. Eh itu kita sempet menerapkan memang di Semarang bahkan di Jogja itu sempet tutup satu (1) minggu

Sami: Wow

Mba Ghana: Kalau di Semarang satu (1) bulan full sama sekali tidak ada menerima dine in. Jadi memang take away aja tapi ketika aku melihat laporan apa namanya, laporan pendapatannya, justru ga ada penurunan yang wow malah ada sedikit kenaikan, gitu. Ketika tidak ada dine in itu, gitu. Dan kalo dari eh apa namanya, front team-nya sendiri dulu sempet kami mewajibkan untuk front team-nya itu selalu memakai sarung tangan, gitu. Maksudnya untuk supaya apa ya sama sama

saling menjaga ya. Kayak- kan ada juga yang mungkin memang kurang teredukasi jadi panik banget terus kayak semua mua harus kayak yang- sampe pernah kami mengalami kayak uangnya itu kayak dilempar terus kembaliannya kayak disemprot semprot dulu baru diambil, kayak gitu kan. Dulu pernah ya sering terjadi seperti itu, kan, gitu. Jadi kayak- yasudah maksudnya memang mungkin memang kondisinya memang yang membuat orang orang berperilaku seperti itu, kami bagaimana caranya untuk meng-encounter itu dengan baik aja gitu supaya tetep sama sama nyaman, gitu

Sami: Berarti ga ada ga ada perubahan untuk ini ya, operasional-nya? Mungkin front team masih tetep berjalan cuma emang bener bener strict untuk customer eh untuk ojek online, gitu?

Mba Ghana: Iya, online dan take away

Sami: Take away, dan itu juga take away disediakan masker yang bener bener itu. Oke. Pertanyaan selanjutnya, mba. Program apa saja mba yang dilakukan oleh Kalis Donuts saat pandemi dan setelah pandemic, mba? Kayak mungkin kan tadi ada kolaborasi atau pun kalo- mungkin ini se-research saya waktu itu di Instagram, ada dia ikut- Februari 2022 itu dia ikut kayak acara lomba lari- jadi salah satu tenant di lomba lari ini yang anak anak- sepedanya tuh ga digowes tapi di- lari, gitu. Atau pun semacem yang kayak gitu, mba. Kayak in the end mungkin emang that's a necessary things to increasing exposure for Kalis, di pandemi maupun setelah pandemi

Mba Ghana: Jadi memang ga cuma kolaborasi sama maksudnya dalam bentuk product ya. Terus kita juga kolaborasi itu kita ada workshop. Jadi kita ngadain workshop. Misalnya kemarin sama Ren Florist. Jadi, Kalis yang di Semarang itu kita ada workshop bareng sama Ren Florist itu kita jadi ngehias donat sama ngerangkai bunga yang ada donatnya, gitu. Terus selain itu misalnya kalo di sini kita ngadain cooking class untuk anak anak kecil, gitu. Jadi itu kan aktivitas yang langsung malah engagement ya, customer engagement langsung sekalian kita promosi, ya kan. Kita kayak- jadi anak anak dan orang tuanya have fun bareng, ngehias donat bareng, anak anaknyanya seneng, makan donatnya juga suka, ya kan. Karna maksudnya secara product ya Kalis enak, gitu kan. Jadi kita mencoba untuk menarik komunitas komunitas juga, gitu. Selain maksudnya brand, brand semisal kayak maksudnya coffee shop atau apa gitu, kita juga pengen gandeng komunitas juga gitu. Sekarang sih maksudnya- kemarin kita juga pernah watercolor. Jadi, tote bag- di Kalis Godean, kalo yang tote bag. Jadi kayak hari Minggu, workshop bareng ada delapan (8) sampe sepuluh (10) orang, in team, cerita bareng yang tadinya ngga kenal jadi punya temen baru, ngobrol di situ sambil makan donat, ngopi- kopinya Kalis, sambil kegiatan apa namanya watercolor tote bag-nya. Itu kan fun banget, gitu. Jadi, itu selain maksudnya secara online, kita juga ingin koneksi secara offline, gitu. Dengan customer, baik itu customer yang memang sudah kancah Kalis atau kayak sudah memang, emang yang fans-nya Kalis udah, Kalis tuh udah kayak- pokoknya dia beli aja terus, rutin gitu. Misalnya seminggu dua (2) kali atau memang yang baru, gitu, jadi kenal kan.

Terus, kalo online sekarang kita kemarin kan kita sebenernya fokusnya di Instagram, tapi sekarang kita udah mulai ngembangin TikTok juga karena mau gamau sekarang TikTok kan besar banget yah, gitu

Sami: Iya, TikTok udah ada TikTok Shop, mba

Mba Ghana: Betul. Nah itu kita juga sekarang lagi ngembangin a- akun TikTok- nya kita, gitu. Kemarin kebetulan beberapa ka- beberapa udah FYP yah. Bahkan ada yang sampe dua ratus ribu diliatnya?

Sami: Waahh.. iya

Mba Ghana: Gitu. Jadi kita sebisa mungkin keep up sama trend yang ada, tapi tanpa menghilangkan brand- identitas brand sendiri, gitu. Yang- yang memang di- sudah diciptakan sama apa, founder-nya kami, gitu. Jadi, kalo Kalis kan intinya ingin menyebarkan kebahagiaan, jadi kayak "Bahagia bikin Kalis, Kalis bikin Bahagia"

Sami: Kalis bikin Bahagia

Mba Ghana: Gitu. Seperti, apa namanya motto, yel yel-nya kami yang kalo briefing pagi tuh kami ngiang ngiangkan, gitu kan

Sami: Kasir satu yang mimpin

Mba Ghana: Betul, gitu

Sami: Kalo untuk- mohon maaf mba, kalo untuk pandemi-nya seperti apa mba? Mungkin ada kayak challenge di Instagram gitu atau pun di TikTok?

Mba Ghana: Kalo selama pandemi, penjualan online emang lebih meningkat. Karna, mungkin orang orang agak apa ya, keluar sendiri tuh mungkin karna kayak harus masker harus apa hati hati dan lain lain, jadi mungkin mereka lebih prefer memang untuk online, ya. Memang, jadi ketika pandemi pun karna- maksudnya kan- kita tapi tetep pengen store-nya ada aktivitas gitu. Jadi, memang beberapa, kemarin aku coba untuk fokus promo store. Jadi, online-nya yasudah, ikut template- dari maksudnya yang dis- ditawarkan sama platform-nya. Tapi untuk yang store aku coba untuk supaya mereka tetep mau dateng, gitu sih, kayak gitu. Kalo pasca pandemi ini, euhm, aku sama tim itu tadi, lagi mencoba untuk mencari kegiatan kegiatan yang memang bisa offline, kayak workshop, cooking class kayak gitu. Untuk maksudnya, itu aktivitas kan kalo misalnya dari- dari misalnya nih, eh kemarin tuh cooking class-nya rame. Kan kita kan selalu update semua aktivitas kita di apa namanya, di Instagram kita kan. Karna itu kan platform terbesar Kalis saat in ikan Instagram-nya. Itu kemudian banyak yang respon "Kak, itu dimana? Aku mau juga, bisa ngga ya?"gitu. "Aku harus hubungi kemana?" apa segala macem kayak gitu. Itu kan jadi kayak satu kegiatan yang menguntungkan peserta dan kami juga, karna peserta happy, kami happy, kami juga dapet exposure-nya,

dan dapet engagement baru dari orang orang yang kemudian tertarik. “Eh kok ada cooking class ternyata. Eh dapet sertifikat juga. Eh dapet apa sudah sama apron-nya”. Udah sama apa ehh jadi kami juga memanfaatkan cangkang telur. Jadi anak anak itu kami sediakan gambar dan nempel cangkang telur. Kayak gitu juga. Terus, sama kita juga apa namanya sama Bank. Kan karna payment, otomatis kan QRIS, eh apa namanya, debit, selain maksudnya tunai ya. Karna kan semenjak pandemi, cashless itu jadi yang lebih popular gitu kan. Jadi kayak, kami juga maksudnya adakerjasama sama BCA. Kemarin pun, HUT BCA kita diikut sertakan dalam promo besarnya, gitu. Jadi dalam semua aspek deh kalo bisa gitu, kami explore, gitu, kenapa engga gitu. Jadi kayak selain sama maksudnya sesama brand dessert, misalnya tadisesama eh apa namanya, kayak bahkan travel, Garuda Indonesia itu kan maksudnyatravel. Sama Bank itu sendiri, sama apa namanya, bahkan lini lain, kita ajak kolaborasi- florist, ya kan? Terus komunitas, semuanya kami rangkul ibaratnya. Jadi memang- kadang memang kayak “aduh gimana lagi aku bikin promo” gitu, “aduh apalagi ya?” gitu. Karna kan ngga mudah memang untuk- untuk bikin sebuah promo, apalagi kayak bulan kemarin kan udah gini nih, masa mau gini lagi, gitu. Gimana caranya wording-nya, copy writing-nya kan itu penting juga tuh, iya kan. Itu juga harus dipikirkan dengan baik sih supaya kayak bisa relatable juga sama customer. Misalnya, bulan November kemaren gitu. November Baper, gitu
Sami: Iya

Mba Ghana: Baper Ba- Baper Bucin, baper apa baper apa gitu kan maksudnya kita memilih kata kata yang juga familiar gitu kan. Jadi customer juga “apa nih baper baper? Oh promo” gitu, misalnya kayak gitu

Sami: Copy writing yang ten- apa mancing lah ya, triggering gitu

Mba Ghana: Iya gitu

Sami: Pertanyaan selanjutnya mba. Eh ada k- apakah eh sebentar tadi udah sih tapi cuma bisa di- ada bisa dilanjut lagi mungkin, mba. Ini pertanyaan selanjutnya, apakah ada promo promo yang dilakukan Kalis Donuts mba pas Covid, mba? Kalo pas setelah Covid saya udah tahu

Mba Ghana: Oke. Waktu Covid kan tadi saya pernah bilang yang Semarang itu. Ini aku kasih contoh Semarang. Di aitu satu (1) bulan full no dine in. Itu kita kasih promo all day, discount 20%. Dan itu justru aku rasa itu pembeliannya meningkat, gitu. Jadi itu kalo belakangan kan eh apa namanya promonya agak berubah, ya. Kayak misalnya, satu minggu promonya A, minggu berikutnya B, misalnya. Kalo yang waktu Covid itu pernah kita coba sebulan full promonya tuh sama. Ya itu, kalo yang di Semarang itu 20% off. Eh apa namanya, tanpa minimal pembelian. Justru yang dating banyak banget ternyata. Take away take away-nya itu banyak banget ternyata sebulan itu. Yang tadinya kami- ya otomatis kami khawatir dong, kayak aduh gimana ya nanti. Kayak wah apa- kita harus ngapain ya, maksudnya apa kita launching product baru atau kita ngapain atau kita ngapain, kayak gitu kan.Ternyata, syukur itu eh apa namanya, strategi kita dalam yang discount 20%

kan lumayan ya sebenernya ya, gitu. Apalagi dalam bisnis maksudnya makanan ya yang memang margin- margin-nya tuh ngga sebesar misalnya bisnis minuman, kayak gitu. Itu udah lumayan banget kan. Jadi itu tiap hari aku ngecek laporan donat terjualnya berapa, ininya berapa kayak gitu. Oh bagus kok. Oke berarti- nah kebetulan Juli itu ulang tahunnya Kalis tuh. Juli Kalis ulang tahun, itu juga kita jadikan momen untuk eh apa namanya, se- eh mengumandangkan lagi lah nama Kalis. Eh, Kalis ulang tahun nih, kita mau ada- yang kita sempet-. Jadi gong-nya itu waktu ulang tahun kedua, donatnya harganya cuma dua ribu rupiah (Rp 2000)

Sami: Tiramisu Regal dua ribu, Chocomaltine dua ribu?

Mba Ghana: Dua ribu

Sami: Hehehe, borong, jual lagi besok

Mba Ghana: Terus, dan itu bener bener langsung "wah" langsung gerudukan banget yang antri-nya sampe luar pintu. Itu- tapi memang kita batasi ya karna kalo ngga kan yaa

Sami: Donat habis

Mba Ghana: Gitu. Jadi, terus selain itu kan kita ngeluarin merch, merch Kalis gitu kan. Untuk- kita juga ngeluarin member card. Itu limited banget sih, member card-nya waktu itu. Kita cuma ngeluarin berapa ya.. dua ratus (200) kalo ngga salah, dan itu-

Sami: Wah

Mba Ghana: Discount 5% seumur hidup. Tambahan discount 5%. Jadi kalo ada yang bawa kartunya itu udah otomatis diskon, gitu, kayak gitu. Itu maksudnya, salah satu cari kami untuk maintain hubungan dengan customer. Kalo kami tuh apa ya, memang brand yang care gitu. Jadi kami tuh mendengarkan, kami melihat eh apa namanya, apa yang diinginkan, apa yang maksudnya kritik dan saran yang membangun. Itu pasti selalu kami pertimbangkan dalam memperbaiki ya, memperbaiki entah itu maksudnya eh product-nya atau misalnya sistem pelayanannya, Customer Service kan selain product aku rasa sekarang orang orang itu sudah aware dengan service-pelayanan, gitu. Jadi, pelayanan juga menjadi concern kami, terutama memang Pak Dimas itu sangat, sangat mengutamakan pelayanan, gitu. Jadi memang founder kami itu, product dan service itu sangat sangat nomor satu (1), gitu. Jadi kayak ya product- nya harus oke, pelayanannya juga harus oke, gitu. Karna product-nya enak, pelayanannya yang kayak kurang, pasti apa ya ngga imbang-

Sami: Bener

Mba Ghana: Atau pelayanannya oke tapi product-nya kurang juga ya gimana, gitu kan, gitu. Jadi- tapi juga maksudnya di satu sisi kan, kalo orang tuh siapa sih yang

gamau udah enak, murah, pelayanannya oke, gitu, siapa yang gamau ya. Cuma kan kita harus menyesuaikan kan, karna memang kita bahan bahannya itu ya memang premium. Karena kita kan premium donat, gitu. Jadi meskipun kita bisa set harga segitu karena memang kita bahannya premium, eh apa namanya, kita apa- menjaga kualitas product-nya itu sendiri dan kita selalu berinovasi ya. Berinovasi, jadi kita euhm berusaha untuk selalu pede, untuk menunjukkan, gitu. Product kita, gitu sih. Jadi kayak ehh maksudnya dibarengi dengan usaha marketing-nya juga, gitu sih. Dan dalam- ketika marketing-nya itu, Pak Dimas itu sebenernya juga susah lolos QC-nya. Misal, "Pak, kontennya begini, plan kontennya gini gini gini" terus kayak gini, "engga, itu masih kurang", gitu, "copy writing-nya ngga gitu, gini gini gini"

Sami: Ohh

Mba Ghana: Jadi memang Pak Dimas itu sangat rinci banget, gitu. Dan memang susah, hahaha. Jadi kalo udah lolos QC, "oke..". Lega tuh udah, gitu

Sami: Eh mungkin ini ini ya berkaitan sama structural organization-nya ya. Ternyata eh apa kalo dari Mba Ghana itu langsung directly ke Pak Dimas, bukan ke President Director-nya, bukan ke Bu Clau dulu gitu?

Mba Ghana: Tergantung bidangnya, bagian. Karena, Bu Clau dan Pak Dimas itu punya expertise-nya sendiri sendiri. Kalau product, finance, sama social media marketing, itu ke Pak Dimas

Sami: Hmm
Mba Ghana: Kalo Bu Clau itu lebih ke perhitungan, eh apa namanya, angka lah, gitu

Sami: Oke siap

Mba Ghana: Kalo ibu lebih ke angka, eh meskipun ibu juga maksudnya service of course, gitu kan, secara general, dua duanya. Tapi memang expertise-nya lebih beda ke sendiri sendiri, gitu

Sami: Jadi ini, inget mama papa saya. Kalo mama hitung hitungan

Mba Ghana: Iya. Gitu kurang lebihnya

Sami: Oke, bisa dilanjut. Sekarang udah ini ya mba, masuk ke Customer Engagement, mungkin pertanyaan pertanyaan berikut nanti ada sebagian yang emang udah dijawab ngga sengaja tadi sama Mba Ghana-nya. Cuma saya di sini masih mau lanjutin aja. Jadi kalo yang pertama- pertanyaan pertama ini, bagaimana mba cara Kalis Donuts memberikan rangsangan kepada masyarakat agar masyarakat itu membeli dan menikmati produk yang ditawarkan oleh Kalis Donuts saat Covid, dulu?

Mba Ghana: Oke, saat Covid ya. Hmm mungkin, tadi sedikit banyak udah aku jawab ya

Sami: Iya

Mba Ghana: Kejawab ya pertanyaannya. Rangsangan yang waktu itu kita lakukan, memang mau gamau promo menjadi salah satu yang kayak fokusnya, ya. Karna, daya beli masyakarat itu memang jadi turun sekali. Jadi- karna mereka fokusnya bukan- kalo, bukan jajan ya. Karna memang lebih ke primary-nya, secondary-nya tuh jadi turun. Masuk ngga? Jadi primary-nya tuh memang ya makanan, makanan berat, gitu loh. Kalo yang seperti aku bilang kal- karna kalo donat itu kan bukan makanan pokok

Sami: Iya

Mba Ghana: Karna dia kan makanan- jajan

Sami: Dessert atau pun-

Mba Ghana: Iya gitu. Jadi gimana caranya supaya kita tetep bisa buka dan- karna kan kita punya banyak karyawan juga. Kita harus memikirkan bagaimana caranya bukan cuma maksudnya hanya untuk menjual saja tapi bisa memenuhi operasional semua store itu sendiri. Jadi ketika pandemi itu, apa amanya, kita memang fokus di promo yang sudah existing ya maksudnya kita mempromokan yang sudah existin-existing, kemudian kita juga membuat product baru untuk eh apa namanya, kayak istilahnya tuh apa ya. Hmm. Bukan- untuk ehh orang orang tuh apa- kan bi-pasti kan ada naik turunnya

Sami: Heeh

Mba Ghana: Kayak ah di IG-nya itu paling update-an misalnya eh kita kan biasanya repost story juga, terus kita ada post promo, terus kita memang ada bikin konten kita sendiri. Tapi kan kadang kalo bagian yang emang kancah Kalis dan nge-follow kan mungkin kadang kan monoton ya?

Sami: Iya

Mba Ghana: Jadi kadang kita memang sengaja kayak launching product baru dan collab itu sebenernya juga itu meningkatkan engagement di sosmed kita sendiri. Selain meningkatkan kunjungan ke store-nya juga, gitu. Jadi selama Covid tuh kita ngeluarin product baru kayak Blossom series

Sami: Ohh

Mba Ghana: Itu donat bentuknya bunga

Sami: Iya. Ohh, maaf mba motong. Blossom itu, itu hitungannya masih Covid era ya mba?

Mba Ghana: Blossom masih

Sami: Masih ya?

Mba Ghana: Masih. Kan Covid ada tiga (3) gelombang. Si eh beneran kita ada di apa namanya, Jokowi bilang, eh Pak Jokowi bilang kita bebas kan baru April tahun kemarin ngga sih?

Sami: Oh iya bener bener. Berarti kalo kayak gitu iya, Blossom masih

Mba Ghana: Iya. Jadi Blossom itu; ini contohnya ya, sebelum Blossom pun, Sei Sapi Kana kan- collab sama Sei Sapi Kana kan itu Covid. Covid 2021 itu. Jadi emang donat- bahkan bentuk donatnya pun long john

Sami: Iya

Mba Ghana: Bukan donat bulet kan. Dan itu emang- kamu pernah ngerasain ngga?

Sami: Wah belom, saya masih-

Mba Ghana: Belum? Itu enak banget sih, itu enak banget hehehe. Ehh apa namanya terus Blossom itu kan kita juga maksudnya bagaimana caranya kita ngga cuma di topping-nya aja tapi kemasan, bentuk product-nya itu sendiri kita berinovasi gitu loh. Kreatif, di situ juga gitu loh. R&D-nya gitu kan. Itu juga menarik untuk orang orang. Eh donat bentuknya bunga? Eh topping-annya kok cantik banget, gitu. Kayak- meskipun untuk mencapai kesitu banyak eh apa namanya, trial trial yang kayak ngga-

Sami: Error

Mba Ghana: -ngga, ngga, gitu. Bahkan aku kan maksudnya menjadi salah satu yang "gimana Ghana?" "Hmm.. ngga sih kalo gini" gitu. Jadi kayak emang ya, trial and error, gitu. Untuk- untuk kita terus- bagaimana caranya kita terus menerbangkan nama Kalis, ibaratnya gitu, di market, gitu. Jadi apa ya, kita ngga bosen bosennya untuk mencoba hal baru, gitu sih. Kita coba apa namanya, kita mencoba- eh donatnya pun bahkan kita juga apa namanya terus kembangin supaya kayak oh donatnya ini lebih empuk dari yang kemarin, kita pake resep baru aja, misalnya kayak gitu. Jadi emang apa namanya, kita terus aktif, pro-aktif dengan trend yang ada, itu pasti. Jadi kita selalu research trend yang ada, apa yang lagi rame nih, misalnya. Kayak Korean, Korean itu kan keluar- sebenernya itu tadinya mau jadi seasonal, Korean series

Sami: Iya

Mba Ghana: Tapi ternyata banyak banget yang suka. Pada akhirnya itu menjadi product permanent kita, gitu. Jadi, bahkan sampe sekarang pun banyak banget yang DM tuh, “Kak, kok Korean di Jakal mati ya? Kak, kok Korean di Sagan mati ya?” gitu, “Yang Oreo kok ngga ada?” apa segala macem, kayak gitu. Jadi-

Sami: Iya

Mba Ghana: -eh apa namanya, yang kita memang sudah lakukan research, trial dan error itu pasti akan menghasilkan sesuatu sih, gitu

Sami: Iya. Kita lanjut lagi mba. Eh nomor du aini kalo kendala yang dihadapin Kalis Donuts saat menghadapi persaingan itu apa mba saat Covid? Kayak-

Mba Ghana: Kendala?

Sami: Iya kendalanya. Kayak eh mohon maaf saya, mungkin sebut merk boleh mba?

Mba Ghana: Boleh

Sami: Kalo saya kemarin lihatnya kan Dopio Donut itu mba, Dopio Donut yang saya bener bener ngeliat sih namanya exactly same, ada product namanya “Tiramisu Regal”. Nah itu mungkin bisa jadi- apa itu consider as kendala atau gimana mba? Kalo saya sih kemarin ngeliatnya Dopio Donut itu saat setelah Covid ini sih, baru baru ini

Mba Ghana: Iya. Kalo Dopio aku kemarin juga sempet tahu, karna dia kan sempet nge-hype kan karna apa sih donat suntikan itu, iya kan?

Sami: Waduh, emang iya?

Mba Ghana: Iya apa namanya yang ada tancepnya, iya infused-nya, iya kan?

Sami: Ohh

Mba Ghana: Jadi di aitu menurutku sebenernya market-nya lebih ke anak anak sih. Karna maksudnya emang ras- toleransi rasa manis orang orang kan beda beda. Menurutku itu manis banget sih, jadi dan maksudnya secara penampilan mungkin market-nya mereka memang cari bener bener yang penggemar manis banget, gitu dan memang kayak itu si infused donat itu kan sempet naik karna memang ya secara penampilan eh bikin penasaran kan? Kayak apaan nih kok kayak ada suntik suntikannya gitu kan, gitu. Eh tapi kan pada akhirnya juga maksudnya pasti kan setelah fase naik itu kan pasti ada turun lagi gitu kan. Kalo kendala itu sebenernya-maksudnya kalo dalam sempitnya kan memang spesifik donat. Tapi dalam luasnya kan dessert ya? Dan dessert kan ngga cuma- banyak banget modelnya, kayak cheesecake, roti roti manis, bahkan itu kan-

Sami: Croissant

Mba Ghana: -juga termasuk dessert, croissant, Danish Danish pastry gitu kan, soes, itu juga kan termasuk. Kalo kendala mungkin ketika ada yang bermunculan baru baru sih. Dengan- dengan maksudnya apa ya, gimmick, bukan gimmick, apa ya, keunikan pertama pertama yang mereka muncul. Ketika misal eh ada product baru nih, misalnya tadi si Dopio, itu infused loh, hah? Apa itu donat infused? Kayak pasti kan lari kesana

Sami: Oh iya

Mba Ghana: Gitu. Terus misalnya eh apa namanya, Bloomery launching Mille Crepes baru misalnya. Eh iya nih lucu. Kan kalo- karna kalo dessert kan pasti orang itu milih. Mereka ngga akan beli kalo udah beli Bloomery, pasti ngga akan beli Kalis. Kalo udah beli Kalis, ngga akan beli Dopio, gitu. Karna bukan, y aitu tadi bukan makanan primary, karna dia secondary, gitu. Jadi kendalanya mungkin di situ sih. Gimana kita ketika maksudnya apa namanya, ada competitor baru muncul dengan keunikannya masing masing, bagaimana kita tetep bertahan dan merangkul yang memang sudah loyal dan mencoba menarik yang baru juga, gitu. Jadi di situ menurutku ketika apa namanya, Covid itu berlangsung, gitu. Bahkan ketika ngga Covid aja it- itu tetep bisa jadi, gitu. Pada semuanya, ngga cuma ngga cuma kami doang. Karna- misalnya coffee shop, misalnya ini, ini biasanya rame terus sebelah ada coffee shop baru. Pasti kesana semua, kan orang orang pasti penasaran ibaratnya kayak gitu kan. Nanti kalo udah lama, udah gitu. Nah ketika yang masih dalam penasarannya itu gimana nih bisa bertahan, gitu kan

Sami: Ohh.. Mantap, mba. Iya in the end eh Kalis itu yang ngejaga buat customer tuh in- apa selalu ini juga selalu stabil ke Kalis Kalis juga ya ngga cuma panas panas dari awal gitu atau maksudnya mohon maaf, ya pede aja gitulah kalo misalnya ada saingan saingan yang baru muncul gitu

Mba Ghana: Harus pede dong

Sami: Iya..

Mba Ghana: Harus pede dong, ya kan. Karna, because I know we have a good product, gitu. Tinggal bagaimana kita keep engaging our customer, gitu. Yang loyal maupun yang baru, gitu. Makanya, makanya sering kami sampaikan ke temen temen front liner, terutama karena mereka adalah representative dari kita, ya kan? Kayak boleh dong auranya, positive vibes, terus ramah, meskipun pake masker kan senyum kan keliatan ya?

Sami: Smile eyes.

Mba Ghana: Dan kalo jutek pun akan keliatan, gitu loh. Jadi kayak yuk, eh maksudnya apalagi yang baru kan kalo first impression-nya “Eh, kok ramah banget sih. Kok mengakomodasi banget sih”. Terus kayak- karna balik lagi customer itu

kan berbagai macam ya. Maksudnya ada yang memang untuk beli satu itu, banyak prosesnya dulu, milihnya ini ini ini, nanti ngga jadi, nanti jadinya yang ini gitu

Sami: Iya

Mba Ghana: Misalnya pengennya- udah ditawarin misalnya Dark Choco, Chocomaltine, eh nanti misalnya milihnya Tiramisu Regal, misalnya seperti itu. Dan itu kan untuk menghadapi itu berulang ulang kan perlu-

Sami: Kesabaran

Mba Ghana: -betul, kesabaran, eh dan maksudnya memang apa ya, kesabaran, ketabahan, dan-

Sami: Profesionalitas

Mba Ghana: -betul, gitu. Jadi supaya tidak terpancing kan, gitu. Makanya temen temen jangan lupa greetings, gitu. Makanya ketika apa namanya, kami kan greeting "Halo Kak! Selamat dating di Kalis" gitu kan. "Silahkan, mau apa?" misalnya seperti itu. Bukan saklek template-nya sama tapi kan setiap orang kan punya caranya untuk menyampaikan itu, gitu. Tapi kurang lebih kan seperti itu, gitu. Jadi- karna pasti service akan membantu product, dan product akan menyupport service-nya. Jadi dua itu memang berkesinambungan, gitu

Sami: Mungkin eh saya mau nge-highlight-in aja ya. Kayak untuk apa untuk eksekusi, eksekusi practical-nya mungkin daritadi yang front liner-nya, gimana nih mincut customer customer baru ya yang mungkin turis lah dari Jakarta, gitu. Halo, gitu, sapa sapa dengan baik, gitu ya

Mba Ghana: Iya. Soalnya memang apalagi Jogja in ikan kota- selain kota pelajar kan menjadi destinasi wisata ya? Eh apa namanya dari berbagai macam- Jogja in ikan terkenal ya, daya tarik wisatawannya kan tinggi. Selama Covid kan, turun kan, dunia wisata, karna memang transportasinya dipersulit, sulit memang, memang harus begitu karna untuk menjaga maksudnya supaya semua orang itu terjaga dengan baik gitu kan, di sistem sama pemerintahnya. Itu otomatis karena Kalis ini sebenernya juga untuk orang yang memang sudah tau terutama kancah Kalis, itu selalu merekomendasikan Kalis ke teman temannya

Sami: Oh iyaa

Mba Ghana: Itu adalah power juga yang kita miliki, gitu. Jadi bukan cuma lewat kita sendiri tapi lewat loyal customer kita, mereka itu juga mempromosikan Kalis dari mulut ke mulut, gitu. Jadi kayak- eh pernah saya dulu saya- "Mba, aku tau Kalis dari temenku mba. Katanya enak banget. Aku mau cobain mba cepet mba, aku pengen coba ini ini ini" gitu. Dan dia dari Padang. Waktu itu lagi main ke Semarang. Aku inget banget. "Mba kami dulu dong mba" gini. Jadi waktu malem itu, jam 9 malem, kami udah close tapi antriannya panjang somehow karna

memang lagi musim liburan dan donatnya limited. “Mba, aku dulu” gini gini gini, “Oke kak sebentar ya kak, ini satu satu semua pasti kebagian kok” aku bilang gitu. Karna eh aku hitung hitung udah dari kepalaku kayak oke ini bisanya 6, oke masih cukup. Jadi aku bisa dengan pede. Jadi ketika melayani itu juga harus main ya berpikirnya itu juga harus cepet juga, gitu kan. Jadi ya itu, dari Padang mereka. Beneran ke Kalis, ke Semarang, tau ada Kalis, mereka disamperin banget. Karna memang tujuannya memang mau nyobain Kalis. Tau dari temennya gitu. Terus kepoin Instagram-nya dan memang mereka sangat tertarik, gitu. Jadi kekuatan promosi mulut ke mulut pun itu juga sangat membantu untuk kami, gitu. Jadi- dan ngga cuma satu, dua, tiga, banyak case yang pernah aku temuin kayak gitu. “Mba aku tau Kalis dari temenku” gitu. “Kemarin aku ke Jogja loh mba, nyobain Kalis di Semarang, ada Kalis seneng banget” atau kayak sebaliknya gitu. Di Instagram kami pun, “Kapan buka Jakarta? Kapan buka Bandung? Kapan buka Malang? Surabaya gimana nih?” gitu. Jadi memang- kami sudah punya teknis (?) gitu, gitu

Sami: Kadang saya juga suka kepikiran gitu. Kalo misalnya ada customer yang nanya nanya kayak “Kapan buka di Jabodetabek?” terus eh mungkin kayak sekedar wild (?) suggestion aja sih buat Kalis, kayak kayaknya Kalis gausah aja deh di Jabodetabek, biar kayaknya tuh Kalis itu signature for Jogja gitu. Kayak orang tuh ke Jogja dulu aja kalo emang bener mau ngefans sama Kalis gitu, iya kayak signature Jogja gitu atau pun Semarang, Jawa Tengah, dan lain lainnya

Mba Ghana: Iya gitu sih, maksudnya ya who knows, akhir tahun mungkin, mungkin ya kan. Atau nanti kayak “Coming Soon gitu Kalis, hayo dimana tebak” gitu. Jadi- dan eh setiap opening, misalnya kemarin kan kita buka di- oh dari Jogja kan jadi cabang luar kota, kota pertama kan Semarang. Itu antusiasmenya memang luar biasa sekali. Dewan grand opening, dari ujung sampe parkiran tuh antrian. Sampe keluar pintu masuk sampe parkiran antriannya, beneran. Jadi itu kita siang udah sold out

Sami: Hah? Pulang cepet

Mba Ghana: Itu, kita itu seribu lima ratus (1500) donat

Sami: Wow..

Mba Ghana: Siang udah sold out, selama I think satu (bulanan)

Sami: Bukanya jam 10 berarti ya? Eh jam 9, ya?

Mba Ghana: Iya. Waktu grand opening malah jam 10 atau 11 gitu. Kayak sold out-nya tuh kayak jam 4

Sami: Ohh

Mba Ghana: Jadi beberapa jam. Nah kemudian kan, bukanya jam 9 terus nanti jam 2 udah kayak sold out, gitu. Terus kemudian kayak “udahlah kita siap siap tambah

aja nih anak produksi kalo kayak misalnya gini" "kita tinggal segini, tambah tambah" gitu. Jadi kayak, ya gitu. Jadi memang setiap ada grand opening, antusiasme memang selalu baik sih

Sami: Alhamdulillah

Mba Ghana: Tinggal maksudnya, ya memang ada fasenya kan kalo grand opening, baru, wah semuanya excited. Terus habis itu kan ada penurunan, dimana nanti kita ngejaga supaya penurunan itu ngga semakin menurun. Tapi kemudian entah bisa stabil atau bisa lebih naik lagi, stabil, naik, turun, ya gitu kan. Jadi memang biasanya-nih kan lebaran nih, Ramadhan, nih pasti naik. Nanti setelah Ramadhan pasti agak turun lagi, gitu. Karna orang orang udah spend di Ramadhan. Ngasih THR, sodaranya, beli baju baru mungkin beli apa semuanya baru segala macem. Kan ada masanya kayak gitu. Natal juga tahun baru. Udah pasti naik, sampe mau be- bikin berapa pun kayaknya habis habis aja sih, gitu sebenernya, gitu. Tapi begitu Januari kan pasti nanti ada masanya agak turun lagi karna orang udah spend-beneran tahun baru tuh beneran jor joran kan biasanya mereka. Nah nanti Februari mulai naik nanti stabil stabil stabil, gitu. Nanti waktu peak season-nya biasanya memang lebaran, holiday season, liburan sekolah, kuliah-

Sami: Akhir semester mba

Mba Ghana: -betul. Terus nanti Natal, Tahun Baru, kayak gitu. Habis itu kan ya karna memang orang udah ngeluarin banyak jor joran di bulan sebelumnya pasti bulan selanjutnya kan yahh diet deh kita, gitu kan, perumapaannya biasanya kan kayak gitu. Jadi ya gimana caranya kita menyesuaikan marketing-nya untuk encounter itu, gitu sih

Sami: Dilanjut lagi mba. Nomor tiga sekarang, oke. Eh, biasanya Kali situ ngeyakinin masyarakat itu kalo produknya dan pelayanannya tawa- yang ditawarin itu layak buat dikonsumsi saat Covid itu, kayak gimana mba?

Mba Ghana: Oke. Eh kalo meyakinkan kan orang yakin kan kalo ngeliat aksinya ya, daripada maksudnya kalo omongannya A tapi kalo aksinya B kan ya hmm gitu kan. Jadi kami langsung nunjukkin ya itu tadi kayak yang aku bilang. Misalkan oke semua store sedia sarung tangan. Jadi sarung tangan latex hitam, semuanya pake. Hand sanitizer, pokoknya kebersihan, sabun cuci tangan segala macem kita sediakan, full, untuk customer semuanya. Terus apa namanya, jadi itu kita langsung mengakomodasi dan menyediakan itu gitu loh. Kita juga pasang apa namanya, tanda, "karyawan wajib masker", terus tanda yang memang itu mendukung aksi kami, gitu loh. Jadi ngga cuma dalam kata kata atau misalnya cuma update-an Instagram, tapi pada lapangannya ngga seperti itu, jadi memang dua duanya kami balance, gitu. Kita berusaha untuk mengatakan secara online tapi juga menyatakan secara aksi secara offline, gitu. Jadi karna kan kita kan pinter ya, gitu ya. Jadi kita bisa menilai, gitu. Jadi pasti itu akan keliatan sih dari situ, aku rasa karna kita survive ya gitu, itu tersampaikan dengan cukup baik, gitu

Sami: Yang saya perhatiin tuh, dari Covid sama seteleah Covid ini, pas apa di Sagan tuh di store-nya yang lama, ada wastafel di depan store. Sama ada sabun cuci tangannya. Dan sekarang mungkin kan linimasanya waktu apa waktu pas buka storedi baru mungkin udah mereda lah ya, pandemi. Itu ngga ada tempat cuci tangan lah.Itu dia tempat cuci tangan masuk ke dalem, iya. Mungkin itu, kalo menurut saya sih berhubungan lah ya atau pun yang di Sagan itu wastafel-nya dibuat emang untuk pencegahan lah untuk convincing masyarakat kalo kita tuh higenis, gitu sebelum masuk ke dalem ke store-nya, gitu

Mba Ghana: Eh maksudnya ini Covid dan post Covid?

Sami: Iya

Mba Ghana: Oh jadi. Eh kalo yang di Sagan kebetulan kan kita memang habis renovasi tuh. Sama yang Godean sebenernya itu memang waktu Covid tapi kayak udah agak mereda kan temponya

Sami: Heem. April awal ya seinget saya

Mba Ghana: Gitu. Nah apa namanya, untuk fasilitas wastafel kita tetap menyediakan. Cuma memang masuk ke dalem. Jadi ketika memang ada customer yang "Kak, ngga ada wastafel ya?" "Oh, ada kak" gitu "Kita ada di sebelah sini" gitu misalnya, kayak gitu

Sami: Ohh oke

Mba Ghana: Tapi, hand sanitizer itu kan selalu ada di meja kasir, gitu. Jadi itu bisa digunakan baik untuk customer maupun untuk temen temen front sendiri. Biasanya kami selalu membiasakan- aku dulu juga maksudnya front, sebelum apa namanya, operational ini kan. Jadi kan kami juga memperhatikan ya kalo gerak gerik customer, gitu. Jadi ketika apa namanya, kita sebelum eh jadi kita memang sudah memberi tahukan ke semuanya untuk sebelum kamu serving, kamu harus pake hand sanitizer dulu, gitu. Jadi kita tuh pake hand sanitizer tuh sampe tangan kita kering, karna hand sanitizer kan ada alkohol-nya ya, gitu. Sampe bener bener kering. Karna kita memang sesering itu make, gitu. Habis kita ngasih, sebelum bahkan sebelum ngasih uang ke customer, itu aku membiasakan untuk make, gini, terus aku kasih. "Terima kasih ya kak". Jadi tuh customer tuh yang kayak ngeh, meskipun aku bahkan ngasih uang pun aku tetep menjaga kebersihan tanganku. Apalagi kalo setelah ini ya setelah apa namanya, ngasih uang terus serving gitu. Kan kalo lagi rame gitu terutama, gitu. Eh gimana caranya kita menunjukkan eh apa namanya, perilaku yang memang sudah dikenal bentuk dalam peraturan untuk dipatuhi sama se- temen temen karyawan yang untuk menyampaikan pesan jika kita juga peduli dengan anda dan kita sendiri juga. Karna kan kita juga menjaga diri kita dong, iya kan? Kita kan juga manusia yang bisa ketularan gitu loh. Nah jadi kayak perusahaan pun memikirkan kita supaya karyawan safe, customer safe. Gimana caranya, gitu. Bahkan di setiap store itu kita menyediakan alat PCR, jadi

misalnya apa namanya kok menunjukkan ciri ciri gitu yang kayak apa namanya, aku kok-

Sami: Terjangkit

Mba Ghana: Heem. Kan ada ciri cirinya tuh, yang kayak, anosmia, terus ngga bisa nyium, demam, itu kayak coba tes, tes sendiri, gitu. Jadi memang perusahaan juga ketika Covid pun langsung menyediakan apa- alat dan paket vitamin ketika ada yang mungkin karyawan apa namanya, terkena, gitu. Karna entah dia lagi pas off terus main sama temennya, terus tiba tiba tes terus ngabarin, "Kak" iya gitu. Terus kan kami juga ngasih maksudnya obat obatan ke karyawan, gitu. Jadi sebisa mungkin perusahaan memang mengakomodir karyawan dan customer, gitu

Sami: Oke

Mba Ghana: Terus ini juga. Kita pun store-nya kita semprot

Sami: Ah iya..

Mba Ghana: Disinfektan

Sami: Inget banget saya. Ada alarm-nya di ininya kadang

Mba Ghana: Iya dan maksudnya itu kan yang manualnya sama kalian. Kita kan memang beli cairan disinfektan memang iya kan. Tapi kita juga apa, fogging, fogging disinfektan

Sami: Hmm

Mba Ghana: Jadi eh apa namanya, eh ketika sudah selesai, toko itu disemprot, gitu. Kalo misalnya bisa malem, malem. Kalo ngga pagi sebelum buka, gitu. Jadi memang untuk- ya kan namanya banyak orang yang datang keluar yah, jadinya gitu. Jadi memang ya itu tadi, kita juga memikirkan concern dengan kesehatan kedua belah pihak. Jadi eh apa namanya, apalagi waktu lagi tinggi tingginya tuh. Ini ak- aku waktu itu masih di Semarang, jadi itu memang kayak di ini aja itu, di fogging. Jadi-kayaknya dua (2) bulan sekali waktu itu di fogging. Dan ketika misalnya ada satu (1) temen yang ngabarin "Kak maaf aku positif", itu pun semuanya langsung, ayo tes semuanya. Dan itu pun perusahaan mengganti, eh apa ketika tes di Puskesmas atau Rumah Sakit yang memang menyediakan tes PCR kayak waktu itu ya. Jadi kayak yasudah gitu, karna memang lagi seperti ini, bagaimana gitu, gitu sih

Sami: Oke. Dilanjut lagi. Ini tinggal tiga (3) pertanyaan lagi sih

Mba Ghana: Oke

Sami: Kalo dari Kalis sendiri itu, Kalis mau terkenal sebagai identitasnya tuh sebagai kayak gimana gitu untuk di masyarakat? Kalau- mungkin dari Kalis sendirikalau saya pribadi kan memang giving a happy vibes gitu, family friendly vibes, gitu. Dari mulai Kak Tasya atau pun Bu Claudia pun kalo nyuruh anak front team kan "lagunya tolong diperhatiin dong" gitu "jangan lagu lagu yang rock rock, yang gimana gimana gitu". Mungkin gimana identitas Kalis yang mau di- ke masyarakatnya gitu seperti apa?

Mba Ghana: Oke. Jadi memang seperti yel yel yang selalu tadi aku sampaikan. "Bahagia bikin Kalis, Kalis bikin Bahagia". Itu- aku kan memang sempet ngobrol sama Pak Dimas, "Pak, jadi Kalis tuh maunya brand-nya seperti apa sih? Apa goals- nya yang ingin disampaikan ke masyarakat? Apa pesan yang ingin memang disampaikan ke masyarakat?". Dan Pak Dimas waktu itu memang menjawab, "Akutuh pengen, a piece of our donut is happiness for people", gitu. Jadi memang pada intinya, founder Kalis pengen Kalis itu jadi potongan kebahagiaan, bagian kebahagiaan dari customer kami, gitu. Ada cerita, jadi ada loyal customer kami itu yang sampe sekarang ketika dia makan Kalis itu adalah ketika dia merindukan ibunya

Sami: Waduh..

Mba Ghana: Ibunya itu eh sudah meninggal, karna memang sakit. Dan selama sakit itu, donat Kalis adalah makanan favorit yang bikin ibunya tersenyum. Dan itu masih membekas di anaknya, gitu. Jadi ketika ibunya meninggal, besoknya anaknya beli Kalis. Terus dia bikin kartu ucapan yang ditujukan kepada ibunya yang memang sudah meninggal, eh Kak apa namanya, eh itu kan minta ditulisin ya sama tim-nya kami, gitu. Terus pada akhirnya wah kok tulisannya gini, gitu. Terus kemudian dia cerita, gitu. Dan sampe sekarang pun dia masih suka update di Instagram. "Mah.. nih aku makan Kalis loh", gitu. Kayak jadi kakaknya kadang suka cerita Kalis, euhm kalo aku rindu mama pokoknya aku makan Kalis, gitu. Jadi sama aku pun, aku kayak "Halo Kak, gimana kabarnya?", gitu. Itu kan jadi apa ya, bond sendiri gitu. Memang apa ya- kan terharu ya-

Sami: Iya

Mba Ghana: -kayak kita dengernya tuh- aku bacanya pun update-annya kayak "ya ampun terharu banget sampe seperti ini", gitu. Dan memang yang founder Kalis inginkan memang seperti itu. Jadi Kalis tuh bukan cuma product donat yang enak aja, tapi memang ada, bisa jadi part kebahagiaan dari customer kami, gitu. Entah itu misalnya ngucapin ulang tahun, misalnya-

Sami: Iya

Mba Ghana: -atau wisuda, graduation mungkin, atau untuk apa- kenalan. Oh, jadi inget. Jadi Kalis itu pernah jadi perantara untuk satu (1) cowo ke cewe PDKT- annya, dikasih terus akhirnya mereka jadian, sampe menikah

Sami: Waduh mantep..

Mba Ghana: Serius ga bohong. Aku yang bacanya tuh kayak “wah.. luar biasa banget”, gitu. Jadi ehh momen momen seperti itu yang kami inginkan, gitu. Yang-yang kami pengen, gitu. Jadi- karna kalo kayak gitu kan membekasnya tuh kayak sepanjang masa kayaknya, gitu

Sami: Saya aja masih kepikiran ini. Dulu waktu pas April pokoknya, pas bulan April 2022 saya sampe sekarang saya masih keingetan, dapet comment kan di review, di review Google Maps-nya Kalis Sagan, kan. Saya ngga tahu apa apa, saya emang lagi- emang lagi gawe aja, ngga- ngga apa ngga, tiba tiba Bu Claudia di Kalis Academy, apa, eh nge-share ScreenShot gitu kayak review customer, terus apa, Bu Claudia-nya ngomong kayak gini, “Cie cie, siapa tuh yang hari ini nge- shift”, gitu, “Dicariin tuh sama mba-nya”, gitu. Terus- terus kata Om Dimas, “Emang siapa yang make kacamata bulet?”, gitu. Terus ah ini ngga mungkin aku kan, ini ngga mungkin, ini ngga mungkin, aku dalem hati. Ini pasti Bang Rian ini kayaknya, Bang Rian kan happy vibes, gitu kan. Kayak- Bang Rian masih ini, kerja di Kalis?

Mba Ghana: Engga
Sami: Oh udah engga. Ini kayaknya Bang Rian nih di Moses nih. “Emang dimana store-nya?” katanya sama Om Dimas gitu. “Di Sagan”. Aduh malu banget saya, saya- aduh habis ngapain ya saya. Perasaan saya lupa, gitu kan. Terus yauda deh, dikasih ShopeePay sama Bu Clau

Mba Ghana: Nah, iya kayak gitu. Itu juga maksudnya, effect, feedback yang nyata ketika kita memang melayani dengan baik, gitu. Bahkan aku tuh sering banget sih. Jadi memang ketika aku dulu jadi front liner, ketika aku nge-shift, aku tuh pernah melayani yang eh pertama itu ibu ibu hamil. Dan memang agak ribet banget. “Mba mau tuker ini” sampe lima (5) kali ada kali. “Mba ini mau dituker ini jadinya. Mba ini ini deh, ini ini deh”. “Oke Kak” gitu. Dan aku tetep maksudnya biasa ya seperti biasa, ngga- ngga jadi berubah-

Sami: Emosi

Mba Ghana: -emosi, atau jadi cemberut, jutek, engga. Ya aku tetep gini aja terus, gitu. Dan- dan itu ketika payment, “Mba maaf ya ngerepotin” gitu, “Aku ribet banget, ya?” gini gini. “Engga Kak, gapapa kok, Kak. Dengan senang hati” gitu. Terus dia ngasih tips itu dua puluh ribu (Rp 20.000). Dimasukkin ke tips-nya, gitu. Kalo kita emang beneran dengan senang hati, mereka akan tahu, feedback-nya kerasa, gitu. Dan bapak bapak juga, tunga- tunarungu aku pernah juga melayani itu. Dan kalo yang maksudnya, apa namanya, baru pertama kan mungkin kayak agak kaget atau gimana, gitu ya. Jadi memang yasudah seperti biasa aja “Mba..” “Oke”, gitu. Terus kayak gini yasudah, kita ikutin aja tapi apa ya, sebisa mungkin ya itu tadi. Kita melayani tanpa apa ya, ada rasa untuk- ya kayak temen sih intiya. Cuma kayaktemen tapi maksudnya tetep menjaga kesopanan, tetep menjaga

maksudnya- supaya mereka tuh merasa ter-welcome dengan hangat lah, gitu sih. Itu yang pengen kita ciptakan. Jadi memang arahnya kesana

Sami: Oke. Dari service-nya mungkin dari- diwakilkan oleh front liner-nya, dan dari donatnya pieces of happiness dari product-nya sendiri

Mba Ghana: Betul

Sami: Mantap, mantap Kalis. Iya, dilanjut lagi mba pertanyaan selanjutnya. Ini- ini mba, pertanyaan spesifik sih mba. Berapa jumlah karyawan Kalis Donuts saat ini mba?

Mba Ghana: Saat ini?

Sami: Heem

Mba Ghana: Banyak

Sami: Hehehe

Mba Ghana: Banyak. Jadi kalo di Jogja sendiri itu, bentar. Aku berhitung dulu ya

Sami: Heem

Mba Ghana: Aduh berapa ya. Kalo di Jogja kan memang pusatnya. Dan store-nya kan kebetulan memang ada lima (5) tuh. Kita ada tim finance, tim- tim purchasing, tim (…), tim produksi, tim driver, tim HR, marketing, operational, front liner. Huh.. banyak yah, banyak loh.Tujuh puluh (70) ada mungkin apa ya

Sami: Untuk Jogja?

Mba Ghana: Jogja, Solo, Semarang. Sekitar tujuh puluhan

Sami: Tujuh puluhan. Oke, iya mba. Dilanjut lagi, kalau, eh ini mungkin udah terjawab ya mba, cuma bisa dijelaskan lagi. Kalau- bagaimana- hal hal apa saja yang dilakukan oleh karyawan Kalis untuk menyambut pengunjung, mba?

Mba Ghana: Oh oke. Jadi berarti ini front liner-nya ya

Sami: Iya mungkin

Mba Ghana: Tadi jadi kalo eh apa namanya, tadi yang udah aku sampein kan pertama greeting. Itu kan impresi pertama yang langsung menarik apa namanya untuk sekaligus maksudnya supaya customer juga bisa fokus dan merasa tersambut ya dengan baik ya begitu mereka masuk, eh biasanya entah itu mau langsung, “Halo Kak, selamat datang di Kalis” gitu, atau misalnya “Pagi Kak, selamat datang di Kalis” gitu. Biasanya customer kan beda beda, ada yang “Mba mau beli dong”

ada yang kayak “Mba liat liat dulu ya” gitu. Jadi, di situ tim front liner-nya yang menyesuaikan. Dan melihat lihat dulu pun ada yang lama ada yang kayak sambil diem, gamau diganggu, misalnya gitu. Ada yang juga kayak pengennya dijelasin, gitu. Jadi selama greeting, biasanya tim front itu menjelaskan, “Kak kita ada paketan sama pieces” eh maksudnya satuan, “Kakak mau beli yang paketan atau satuan? Kita bisa di dine in juga atau di takeaway. Kakak mau yang mana?” gitu. Jadi itu untuk menggiring dan tahu tujuannya, gitu. Oh oke takeaway. Dan biasanya pun kalo misalnya ada antrian, kan kita harus mengarahkan ya, mengarahkan supaya yang lama nih jadi lebih dipersingkat. Karna kan ada yang menunggu tuh, ya kan. Jadi biasanya- ini pun juga biasanya aku tes ketika rapotan. Apa pertanyaan yang harus ditanyakan untuk ngarahin customer. Misalnya, “Kakak suka coklat ngga?” atau “Suka kacang ngga kak? Ada alergi ngga?” atau “Pengen yang kurang manis atau yang gimana?”. Itu kan pertanyaan pertanyaan yang bisa mempersempit mereka untuk memilih. Karna kan kita variannya banyak banget. Tiga puluh (30) ada, lebih mungkin

Sami: Product knowledge berarti ya harus dimiliki banget

Mba Ghana: Betul, betul. Product knowledge harus banget dimiliki. Karna temen temen front itu harus juga bisa ngedenger (?), gitu kan. Nah itu juga harus kerapian, peletakan garnish-nya kan juga harus paham, gitu. Dan memang tiap bulan kami ada rapotan. Itu yang itu untuk mengevaluasi maksudnya kalo misalnya ada kesulitan supaya bisa kita bantu dan kita selipkan pertanyaan pertanyaan apakah temen temen nih udah paham blom sih promonya apa engga, gitu misalnya. Terus kayak gimana caranya kalo ada case seperti ini, bisa menghadapinya ngga. Gitu kan juga maksdunya kita menyisipkan materi juga di situ. Dan sekaligus mendengarkan curhatan curhatan jika terjadi eh apa namanya- Sami: Drama

Mba Ghana: -iya, gitu maksudnya. Eh apa “Iya Kak, kemarin ada customer gini gini gini” misalnya gitu kan. Supaya untuk- kita juga mengakomodir untuk maksudnya wadah lah untuk temen temen front, kita juga eh apa namanya mendengarkan, begitu, kalian ngga cuma customer aja, kok yang didengarkan gitu. Jadi- terus itu kemudian kita juga apa namanya, ketika ada promo, temen temen front pun juga harus menginfokan dengan baik- untuk juga up selling. Nih misalnya, “Mba aku mau beli empat (4) dong” gitu. Terus kayak, “Kak ngga mau sekalian enam (6)? Ada harga paket loh kak” gitu, kayak gitu. Itu juga kan se- selain maksudnya kita mengakomodir customer, kita juga mengakomodir kita sendiri ya untuk menaikkansales-nya kita sendiri, kayak gitu. Jadi memang temen temen front diberitahu, diajarkan untuk up selling, gitu. Gimana kalo misal, “Beli satu kak? Ngga mau dua sekalian? Ada box-nya” gitu, misalnya kayak gitu. Iya kan? gitu. Terus habis itu kalo misalnya sudah, payment pun biasanya kalo customer-nya suka ngobrol, sembari diajak ngobrol, gitu. Kayak “Hari ini panas banget ya kak?” “Iya mba, gini gini”. Nanti biasanya kayak yauda di- cerita aja biasa aja. “Iya kak hari ini rame juga nih kak di store”. Terus kayak “Oke makasih” “Iya terima kasih ya kak. Selamat datangkembali” gitu. Dan mereka itu seneng kalo di notice kan. Kita kan seneng ya kalo kita didengerin, di notice gitu kan.

Terus kayak misal, aku hari ini dateng, terus besok aku dateng lagi ke sini. Ba-barista-nya notice, “Eh kakak yang kemarin ya kak?” “Iya” gitu meskipun kan belom tahu nama, bisa jadi nanti tahu nama, gitu. Terus “Kemarin order chocolate kak, hari ini mau order chocolate atau yang lain?”. Di notice gitu kan kayak “wah.. inget?” gitu, kayak gitu. Jadi aku dulu ini, memang ada yang udah langganan, dateng gitu kan, jadi kayak- dan dia selalu pesen dua (2); Dark Choco – Tiramisu Regal. Selalu

Sami: Wah itu dua duanya juga, the best juga

Mba Ghana: Iya, gitu. Dan pasti jam-nya sekitar jam segitu juga. Terus kayak, “Halo kak, selamat datang. Mau pesen seperti biasa kak?” “Iya mba”. Jadi kayak udah yaudah gitu. Terus besoknya dateng lagi, gitu. Jadi itu memang yang ketika rapotan pun berusaha aku sampaikan gitu ke temen temen, kalo misalnya beberapa kali kamu notice, di ini aja “Kak dateng lagi kak?” gitu, kayak gitu sih. Jadi memang itu kan untuk membentuk bonding juga ya

Sami: Iya

Mba Ghana: Supaya ya mereka memang diperhatikan

Sami: Dan in the end balik lagi, front liner rese- representation of Kalis juga. Oke mba, alhamdulliah mba, sudah, sudah selesai

Mba Ghana: Sudah selesai? Oke