Viral Marketing Strategies through Social Media of Interesting Visitor (Case Study Cafes Instagramable in Bandung)

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Abstract. Many cafes in Bandung each carrying different concepts in attracting visitors, both the product offered or interior design. To create viral, one of the cafes with its strategy is the concept of current by the presence of the picture of the one spot photogenic or sufficient Instagramable so that the visitors can interested in enshrine and shares the experiences on Instagram. The purpose of this research strategy is to analyze viral marketing through social media in attracting people to refer to the post at the cafe. The methodology used in the case study. Research is conducted by marketing strategies cafe assessed, as will successful attract visitors because a convenient place to hang out and Instagramable.

1. Introduction
Social media is an effective promotional media for business actors because it builds visitor relations, (consumers are involved in the experience of buying and promoting brands), incurs a small amount of time, not long to make it viral [1], [2], [3], [4]. Instagram one of them. the strategy was undertaken by business actors or business that carries a concept that is quite Instagramable so that customers are interested in perpetuating and sharing experiences on Instagram so that it becomes viral. The word Instagramable is very closely related to circumstances and places that are unique, hits, the latest, luxurious, present to be perpetuated, and shared on social media such as Instagram[5].

Viral marketing is a marketing technique that aims to make people willingly willing to deliver marketing messages to others[4]. Viral marketing can be understood as a communication and distribution concept that relies on customers to transmit digital products via electronic mail to other potential customers in their social sphere and to animate these contacts to also transmit the products [6]. Viral marketing can be understood as a communication and distribution concept that relies on customers to transmit digital products via electronic mail to other potential customers in their social sphere and to animate these contacts to also transmit the products [7]. Viral marketing through Instagram is free and it is good to create brand awareness [8]. Viral marketing has been the buzz word for businesses for the last ten years. Customers act as advertisers by promoting a product through word of mouse [9]. Viral marketers can measure the reach of a viral video, isolate the incremental effect of agented WOM, and determined the polarity of blogosphere buzz [10]. Some activities can be done on Instagram that can be used to help the occurrence of viral marketing, namely follow, like, comment, mentions, hashtags, and location (geotagging) [11]. Therefore, This study analyzes viral marketing
strategies through components that influence the popularity of cafes from interior design, visitor reviews, number of visitors who like photos or videos shared, and character posts..

2. Research Methods
This study uses qualitative research methods with a case study approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions, and others. Holistically and by way of description in the form of words and language in a special natural context and by utilizing various natural methods [12]. The study was conducted through online observations on the Google review site.

2.1. Sample selection technique
Based on the 4.5 to 4.5+ rating and most likes, One Eighty Coffee & Music, Congo Galerry & Cafe, The Stone Cafe, Hummingbird Eatery (Figure 1). The rating of the cafe is based on visitor reviews from the google.com page.

2.2. Components of viral marketing strategies on Instagram
Viral marketing strategies through components that influence the popularity of cafes from interior design, visitor reviews, the number of visitors who like sharing photos or videos, and character posts.

Figure 1. Instagramable Cafe in Bandung Review 5 Stars refer to google.com

Figure 2. Components of viral marketing On Instagram
3. Result and Discussion

Each cafe has a different concept of space, food and market segmentation. Many cafes in Bandung choose to beautify their cafes with out-of-the-box interiors, thus inviting visitors to come. Formation of the first impression that wants to be raised is the first impression in seeing an identity that has an important effect in building a brand that has an effect on valuation called the halo effect [13].

Now with visitor posts, the cafe becomes viral. The concept of how to work from viral marketing such as the spread of viruses is to multiply itself. Based on observations on Instagram, there are two things discussed including a description of the four cafes and viral marketing components.

3.1. Description of the four cafes

This section explains the description of the cafe and the concept of the cafe.

Table 1: Description Cafes

| No | Cafe           | Description                                                                 | Concept                                                                 |
|----|----------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 1  | One Eighty Coffee & Music | The name of the cafe comes from the form of a coffee bar and live stage music that is 180 degrees circular. Consists of 3 floors which are used for dining and casual chatting. | Consists of 3 floors with different concepts for each floor. 1st floor: coffee bar, library-style dining area, dining area facing the pool, and eating place in the pool while soaking feet with 15cm high water. 2nd floor: brighter, used for live music, eating outdoors. 3rd floor: VIP room only (meeting room or a meeting room). |
| 2  | Congo Galerry & Cafe    | An exclusive and unique concept of dining and staying overnight in the forest. The cafe has three floors. | Setting the place like a forest in the African Congo. These floors, the 1st floor is an open space, the 2nd and 3rd floors are ornamental walls dominated by large glass. There is a special children’s play area. The area in the main building is used as an art gallery area. |
| 3  | The Stone Cafe          | The East Meet West slogan presents a traditional and modern atmosphere combined with cool temperatures in the Dago area. | the concept of a classic European-style alley with a rural atmosphere. It has a large gazebo and a small gazebo in the outdoor area. |
| 4  | Hummingbird Eatery Bandung | The name of the cafe comes from the hummingbird philosophy that applies the concept of profit or symbiosis to mutualism with customers by facilitating customer convenience and providing satisfaction. | a unique concept with an old building model that has been transformed into a place to eat that can enjoy it like inside a bird’s nest. |

3.2. Viral Marketing Components

Viral marketing strategies through factors that influence the popularity of cafes from interior design, visitor reviews, the number of visitors who like sharing photos or videos, and character posts.

One eighty coffee uploads a photo in the feed in the form of a place to eat on the 1st floor where visitors enjoy food while soaking their feet in the water. The character post: Take a seat and shared some happiness with the greatest foods at 180 coffee. When the weather is too hot you also can eat in the pool managed to get 622 likes and 49 comments. (Figure 3)

Congo Gallery and Cafe upload photos in the form of food feeds with a short character post: As you know, what you consume reflects well on your body. Eat well, and be incredibly well. Make sure to take what is good escalated by the beautiful view of Congo Surely an experience of a lifetime. Managed to get 640 likes, but only 1 comment. (Figure 4).
The Stone Cafe uploaded a 1.42 minute video in the form of a collection of photos of places and food. Character post: One of the best venues in Bandung. Best choice for your events such as a reunion, presentation, meeting, date, family time, and so on. 393 views and 3 comments. Most of the uploads here have videos of the event or photos of the meeting getting the attention of their followers (Figure 5).

Hummingbird Eatery uploaded Short video upload in the form of a coffee-making process with a character post: life is so much easier when you just chill out plus lots of hashtags. 840 views (Figure 6).

The four cafes recommend food for visitors at affordable prices and showcase ambiance or an attractive atmosphere. Selfie enthusiasts will be satisfied with the beautiful nuances of the concept that are tempting to be used as background photos. Both of these can increase visitor satisfaction to share and comment through social media.

Social media, in fact, may contribute to formulate the right communication strategies in the different contexts, both traditional and virtual, by understanding at first what impact social media have through “word of mouth” among consumers concerning purchase trend of other ones, including the “experience sharing” in both contexts that may affect final purchase differently [14].

The formation of the first impression of the cafe gives customer satisfaction with each other’s identity having an important effect in building a brand that affects valuation. Ratings provided by the visitors Instagramable cafe based on their experience. At this stage visitors have been involved and included in the high integration strategy to convince other users about the quality.

This can be seen in the uploaded photo of the atmosphere of outdoor dining in One Eighty Cafe, there are comments whose contents are interested in coming. Dissemination of this information not only from social media cafes, but from other visitors' social media that can be searched by typing hashtags on the Instagram search menu will appear to anyone who has visited and taken a selfie at that place.

Viral marketing elements are implemented in each post by using hashtags, locations, videos, short narratives, and comments. Based on the exposure in figure 2-4, the photo or video displayed with a short narration and hashtags gets the most likes or views. Consumers or visitors who are connected to the internet connection and other people/followers on the social media/friends/relatives interpersonal influence the process of exchanging information on cafes and snacks for experiences gained at the cafe.

4. Conclusion
The marketing strategy that has been carried out by One Eighty Cafe, Congo Gallery and Cafe, The Stone Cafe, and Hummingbird Eatery Bandung is said to have succeeded in attracting customers because a comfortable place with an attractive cafe interior design or Instagramable terms gives a good impression on visitors having an important effect in building brands that influence valuation. So that visitors voluntarily share the experience of enjoying snacks and the ambiance of cafes on social media.

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Figure 3. Element Viral Marketing One Eighty Coffee (hashtags, character post, comment and mentions, likes)

Figure 4. Element Viral Marketing Congo Galerry Cafe (character post, hashtags, likes)
Figure 5. Elements Viral Marketing of The Stone Cafe (character post, hashtags, comments and mentions, views)

Figure 6. Elements Viral Marketing of Hummingbird Eatery (character post, hashtags, views)