Information Technology for Coffee Industry

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Abstract. The purpose of this study is to find out how to use Instagram social media as a means of publishing coffee shop photo menus in Bandung. We used a descriptive qualitative research method through literary studies and field observations. From the result, we found out that words and images are a very good combination in the process of sending messages and information. This can be applied to all connoisseurs of photographs, including business people who try to attract consumers' attention through aesthetic photo techniques. One of them is a coffee shop business that uses aesthetic photo techniques in social media. Therefore, it can be predicted that the use of Instagram is the right tool for publication and increase consumer buying interest. From the research, we can conclude that attractive and aesthetic photographic images can influence how a person perceives or interprets things. Instagram is a social media that is widely used and displays various images to be shared. If many people came to the shop because of a good promotional image on Instagram, it can increase the number of sales and provide more profits.

1. Introduction
Information Technology has become an important part of human life, its existence even greatly affects our lifestyle [1]. Technology that is constantly developing influences the style of publication of a product. One of them is through image media as a way to publish products so that optimal and messages can be conveyed well manual and digital learning media book that is image media. Image media are media that function to convey messages through images that involve the sense of sight. Image media has the aim to attract attention, clarify the material, illustrate facts and information. So based on this, the researchers felt that the media images were the easiest to explain something and could make people interested. However, the image in question must be interesting and creative. For example, the composition of colors used, the atmosphere displayed, how the angle of the photo and tone is muted. For more details, social media can certainly be a tool to publish images, with social media we can do promotions. Social media is also a place to show our best faces. Be it through selfies or other photos, the use of filters can help to look good and no longer only professional graphic photo makers can do it. It is because at this time filters, can be easily added to photos instantly. By increasing contrast, brightness, and other photo attributes to make photos look more attractive. The use of filters on Instagram can be a very valuable way for someone or a product to communicate expectations to consumers [2].

As mentioned earlier, social media is the media most recognized by people in the modern era nowadays. Some people who are familiar with digital media such as marketplaces, online stores, and social media are currently the most widely and most easily used by the public as a means of promotion and publication of creative products [3]. This can be used for photo connoisseurs, including business people who try to attract consumers' attention through aesthetic photo techniques. One of them is a coffee shop...
business that uses aesthetic photo techniques. The existence of a coffee shop lifestyle as a trend among modern society. This can be a good business opportunity while also increasing competition among business people in this industry. The growth of coffee shop consumers is also accompanied by the growth of business people, then the coffee shop business is one of the interesting businesses for researchers, not to mention that the coffee shop is currently very popular with young people. That is why coffee shops are spreading everywhere. The most important of the existence of a coffee shop is their promotion on social media. It is because the publication has turned attention to the popular photo-based social network on Instagram. Techniques to reach consumers through advertisements on Instagram can make it easier for a product to be known to someone [4].

The emergence of social media has a significant impact on how people communicate and socialize. Teenagers use social media to create and maintain social relationships with friends and build their reputation [5]. Instagram is a relatively new form of communication where users can easily share their updates by taking photos and changing them using filters. Instagram has experienced rapid growth since it was launched in October 2010 with posts and followers. Previous research said that total users of Instagram in Indonesia are 56 million accounts. It means that there is a lot of potentials for people to glance at so it is likely to build up a lot of consumers buying interest as well, this will generate more profits for business activists. The purpose of this study was conducted to find out how to use Instagram social media as a means of publishing coffee shop photo menus in Bandung. We used descriptive qualitative methods and direct research from surveys, interviews, and field observations.

2. Method
The method used in this research is a descriptive qualitative method through literacy studies and field observations. The descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events at present. The purpose of this descriptive research is to make a description, picture, or painting systematically, factually, and accurately about the facts, properties, and relationships between the phenomena investigated. It states that the descriptive method is a method used to describe or analyze a research result but not be used to make broader conclusions. We described how the use of Instagram as a means of publishing aesthetic menu photographs to attract attention and interest in buying, of course. To increase the purchasing power of the shop, researchers are interested in coffee shops or coffee shops as the object of study.

3. Results and Discussion
We saw a phenomenon where at this time a lot that uses the appearance of a good, interesting and unique Instagram. This is used in publishing a product, which when shooting, angle and color tone selection becomes important or complex. Besides, the images can give certain messages that can also provide good interest from consumers. That means when consumers are interested and already have an interest in buying, of course, it will produce feedback or good profits. However, that is certainly not the only reason, because a good Instagram appearance must still be supported by product quality, facilities, taste, price or the other so that when consumers buy products from the coffee shop, they will like it. By becoming a permanent consumer, not turning away, loyal might even invite his friends to come to enjoy coffee in the coffee shop. Indeed, we cannot be sure that a good appearance on Instagram will make someone immediately buy their products, but with the images displayed on Instagram especially if the picture has its characteristics, at least consumers remember or even recommend it to others.

We can do other ways to increase buyer interest, in addition to making a good appearance, we can make ads on Instagram to be increasingly known. To put an ad or publish a product on Instagram, we have to prepare it carefully, apart from the picture, it turns out the statement to convey the information must be prepared as well. It is because there are results given to the product ranking, there are good or bad product ratings. Therefore, it underestimates the quality of the product. From the results of research conducted, marketing generally makes a good statement and seems excessive instead produces a ranking that is more favorable than an unfavorable statement that produces an unfavorable rating [6]. The use of platforms such as Instagram has made the community change dramatically. This unknown region
provides a good opportunity and creates many uncertainty traps while still. This platform is the most effective way to promote one's product or service. From the results of the study stated, to get the maximum benefit from advertising on social media need to provide insight into personal life. Although your "aesthetic" and "illness" posts show similar response rates, "scientific" posts fail to attract people's attention. While posting "aesthetic" is stored by most people [7]. We all like depend on social media as a communication tool because we who are connected with social media have become an inseparable aspect of daily life for many people. This type of constant connection is enabled by mobile devices, such as smartphones and tablet computers, which allow users to create and share content and to maintain personal relationships while traveling [8].

We compare two famous coffee shops in Bandung for shows that the appearance of an attractive picture publication on Instagram turns out to be important. It can be seen that both of them use almost the same tone, which is monochrome color and is also dominated by brown like to give meaning to comfort calm and peace. If investigated further from the first publication to the end it turns out to display the same color. Also seen by Instagram followers, it turns out that not a few who make a lot of reviews from people who have visited the coffee shop. To support this research, we analyze whether publishing photos through Instagram is being sought after by business activists especially the coffee shop. We take two different objects as examples for the object of analysis, namely two coffee shops. Figure 1 photos posted on Instagram are arranged to look uniformly dominated by monochrome colors, taking pictures from unique store angles is also interesting. There is even a photo that is only displayed on the table with a cake as a friend, the concept is quite simple but gives a different taste to people who see it. Let us imagine then compare with for example other stores selling the same product but publishing it is not as attractive as the image display. Surely it will not pay attention to consumers. Nowadays, Instagram is often the first reference point for consumers to look for their needs, if it is felt that the appearance on Instagram is unique and interesting then the place or product will be the choice of consumers, with the record not to rule out the taste, price, atmosphere, and comfort of the place (see Figure 1).
Furthermore, Figure 1 in a different coffee shop, however still displays colors that are almost the same as before, which is dominated by monogram and brown colors. It indicates that some coffee shops in Bandung are trying to publish the latest colors for social media on Instagram, which is possible if we explore further and expand not only coffee shops that do it but almost all brands ranging from food, drinks, clothes, souvenirs, and others. Besides that, Instagram's display which is supported by many followers and likes is certainly very helpful for the development of the business, but it must be seen that the main goal is to satisfy customers or consumers. This coffee shop does not only sell coffee, but they also innovate by adding light to heavy snacks to become coffee friends. You can see rice bowls, pancakes, chicken rice, katsu, and french fries. The trend of creating a new social business is expected to get feedback for us [9]. As previously stated, what makes consumers interested in coffee shops outside of their own Instagram display and is considered by consumers in buying, physical characteristics show five considerations besides display on Instagram. Namely, cleanliness, attractive aroma, adequate lighting, comfortable furniture, and views out. Other things also mention that it is related to people, their activities, and their feelings and attitudes about coffee shops. Each coffee shop was found to have a unique social and cultural climate-related to ownership, territorial and ownership, productivity and personal growth, opportunities for socialization, support and networking, and a sense of togetherness [10].

We are also equally accustomed to using Instagram, then often see Instagram as a reference to go to which coffee shop, see other people's reviews from the photo comments column, through photos published on Instagram adding to their information about the coffee shop, whether the coffee shop is interesting or not, the atmosphere is supportive or not, and others (see Figure 2).
Based on Figure 2 above, it appears that publications made by producers on Instagram can attract buyers and of course affect the increase in income for coffee business activists.

4. Conclusion
From the research conducted we can conclude that attractive and aesthetic photographic images can influence how a person perceives or interprets things, with pictures we can easily describe them. Instagram is a social media that is widely used and displays various images to be shared. Beautifying the appearance of photos on Instagram will make consumers interested so there is a desire to buy the menu available at the coffee shop if many people buy because of the good promotional images on Instagram. Then, will increase the number of sales and provide more profits.

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