



PROPOSED MARKETING STRATEGIES TO INCREASE PRODUCT AWARENESS FOR INSTANT DRIP BAG COFFEE

Ivan Zacky Nugraha, Prawira Fajarindra Belgiawan
Institut Teknologi Bandung, Indonesia
Email: Ivan_zacky@sbm-itb.ac.id

Abstract

The coffee industry in Indonesia has experienced significant growth, driven by evolving consumer preferences and the increasing popularity of coffee culture. Portacaba Roastery, a Bandung-based coffee company, has established itself as a key supplier of ground coffee to businesses but faces challenges in expanding its market to direct consumers, particularly for its instant drip bag coffee products. This study aims to identify the main causes of low product awareness and develop effective marketing strategies to increase consumer recognition of Portacaba's instant coffee offerings. Using a qualitative research approach, data collection was conducted through in-depth interviews with stakeholders, including Portacaba's owners and potential customers. The research utilizes Porter's Five Forces, SWOT analysis, and consumer behavior analysis to evaluate market conditions and competitive positioning. Findings indicate that limited brand awareness, high competition, and a lack of differentiation in marketing approaches hinder the growth of Portacaba's instant coffee segment. To address these challenges, the study proposes a multi-faceted marketing strategy, including content marketing, social media engagement, influencer partnerships, targeted digital advertising, and customer loyalty programs. By implementing these strategies, Portacaba can strengthen its market presence, enhance consumer engagement, and drive sales of its instant drip bag coffee.

Keywords: *coffee industry, marketing strategy, brand awareness, instant drip coffee, consumer behavior, digital marketing.*

INTRODUCTION

The rise of coffee culture in Indonesia has impacted the coffee consumption behaviour in Indonesia (Purnomo et al., 2021). According to Snapcart.global Indonesia, 79% of Indonesians are coffee consumers, with average one cup of coffee per day. With this rate, it indicates that Indonesia has market potential in the coffee industry. Over the years, coffee preferences in Indonesia have undergone significant transformation, reflecting broader societal changes and evolving consumer tastes. As a result of the coffee culture in Indonesia, many coffee roastery companies appeared on the surface, as reported from hermanoscoffeeroasters.com coffee roastery is A company that imports, roasts, and prepares beans in large quantities, frequently supplying coffee shops, restaurants, hotels, and other enterprises (business-to-business). Additionally, it usually sells entire beans or bags of ground coffee (to be prepared at home) directly to customers. Nowadays many coffee roasters are starting to sell ready-to-serve coffee or known as instant coffee. Traditionally, instant coffee, particularly "kopi," has been the beverage of choice for older and middle-aged individuals, who favor its convenience and accessibility.

(Manzocco, 2019) stated that instant coffee, also known as soluble coffee, coffee crystals, or coffee powder defined as dried product that soluble in water, is gained from roasted coffee by physical methods using only water for transport agent non-derived from coffee. (Shofinita et al., 2024) also mentioned that instant coffee is coffee concentrate obtained by further dehydration process to reach final moisture content below 5%. The two processes that are typically used for this purpose are spray drying and freeze drying. Agglomeration typically occurs after spray drying, producing larger particles that dissolve more readily in the customer's cup. Instant coffee, such as granulated or powdered, can be

purchased separately or combined with additional ingredients to create ready-to-make drinks like cappuccino.

The infographic by Snapcart presents a detailed analysis of coffee consumption trends in Indonesia for 2023, based on data from a survey of 4,538 respondents. Findings indicate that 79% of Indonesians consume coffee, with daily consumption being the norm for the majority. Gender differences are also apparent in coffee preferences, with men more inclined toward unsweetened black coffee and women showing a preference for cold, flavored beverages. Consumption peaks in the late morning, although substantial coffee intake occurs throughout the day. Among ready-to-drink brands, Good Day and Nescafe are most popular, whereas Kapal Api and Good Day lead in the ground coffee category.

Portacaba Roastery is a coffee grind company located in Bandung City that sells a broad range of coffee products. Most of their products are sold to other business places such as coffee shops and restaurants. Recently, Portacaba wants to expand their market to the common customer, in order to do that Portacaba uses e-commerce and their coffee place as their place to sell their products. Each transaction from the E-Commerce websites are automatically recorded in the system. Sales reports from the e-commerce website and their coffee place are used to conduct further analysis.

Established since 2015, Portacaba has become primary coffee supplier in Bandung area. Many well known coffee shops in Bandung are using their roasted coffee in making their products (Soewarno & Permata, 2019). Not only a roastery, Portacaba also has their own coffee shop in Jalan Supratman, Bandung city, the company also offers to manage any coffee shops that need helps in the management and the development of their business including as a consultant or as a third party who help develops the products.

Regardless of the use of e-commerce, executing marketing strategy, conducting digital ads, and so on. Portacaba still faces the struggle since most of their customers are already familiar with coffee products, and the company wants to expand their market to common customers in Indonesia.

From the preliminary research the customers are still unfamiliar with portacaba and portacaba instant coffee products. For the customer that already knows portacaba, they only recognized portacaba as a coffee shop place and only sold coffee ground products instead served ready coffee products. As the result of that, common consumers does not aware of Portacaba instant coffee products, because of the unaware situation the company are struggling to sell it.

From the figure above, it is shown that most of portacaba coffee instants only sold in few amount, most of their instant coffee products are sold less than ten, but their ground coffee product is sold for more than hundred.

The stakeholders that need to be involved in this study are the owner of Portacaba as the client, Marketing staff as the problem owner and author as the problem solver. The owner will analyse the market performance based on the report from the marketing staff. The marketing staff will develop new strategies for approaching the market, and the author will develop, propose, and implement the solutions, assuring they meet the objectives of the study.

Scenario 2 highlights the necessity of a diversified marketing plan that sets the brand apart in a crowded coffee industry, addressing the difficulties Portacaba has had growing its market among Indonesian consumers. By carrying out in-depth market research to determine consumer familiarity with coffee items, this strategy finds new target markets outside of coffee lovers. Launching educational programs that emphasise the distinctive features of Portacaba's products, using targeted digital advertising on well-known platforms, and interacting with customers through social media content that highlights the brand's narrative and product quality are important strategies.

Research Questions and Research Objectives

Based on the problem statement and background of the study, the grand research question is “How to increase the product awareness of Portacaba Instant drip bag coffee?” This research question will be detailed with the following questions.

1. What are the main causes of the low level awareness of Portacaba instant drip bag coffee products?
2. What is the suitable marketing strategy for increasing the product awareness of Portacaba instant drip bag coffee products within its market segments?
3. How is the current internal and external condition of Portacaba Roastery in order to increase the product awareness of Portacaba Instant drip bag coffee?

Based on the research questions, the research objectives is to understand how to increase the product awareness of Portacaba Instant drip bag coffee by analyzing:

1. The main causes of the low level awareness of Portacaba instant drip bag coffee products.
2. The suitable marketing strategy for increasing the product awareness of Portacaba instant drip bag coffee products within its market segments.
3. The current internal and external condition of Portacaba Roastery in order to increase the product awareness of Portacaba Instant drip bag coffee.

RESEARCH METHODS

Research Design

In this chapter, the author would like to elaborate on the methods and steps that will be implemented in this research. In order to carry out this research and also to solve the issues and the problem in the business, the steps will be compelling. This chapter begins by introducing the approach and the strategy of the research also to discuss more regarding the tools and methods that will be used to establish the accuracy of the result. The process of data analysis is also discussed in this chapter to address the core questions of the research.

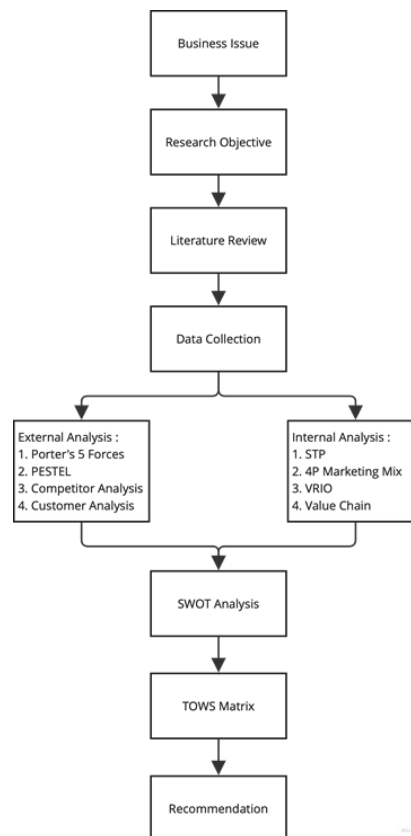


Figure 1. Flowchart Research Design

Data Collection Method

Process of collecting information and data from various sources is the definition of data collection method. According to (Mohajan, 2018) Investigating a social or human issue through a variety of methodological traditions is the foundation of qualitative research. The researcher creates a comprehensive, intricate image, examines language, presents in-depth informational perspectives, and carries out the research in a natural environment.

Qualitative research is exploratory and helpful when the researcher is unsure of which variables are crucial to look at. Because the subject is distinctive, has never been studied with a specific sample or group of people, or because current theories do not apply to the specific sample or group being studied, this kind of method might be required (Ahmed, 2025).

This research uses qualitative methods as the research methods. In order to discover information and data, in depth interviews will be conducted. The interviews will be conducted involving the owner of Portacaba roastery and several potential customers of Portacaba roastery.

Data Analysis Method

The methodology that will be used in this research is qualitative method, and in depth interviews as the media in doing the qualitative research. The interviews will be conducted with the two owners of portacaba roastery and several potential customers of portacaba roastery.

Qualitative Methodology

According to Creswell (2013) the use of qualitative methodology in this research is to draw out and to acknowledge the differences of certain groups of people, social, and human problems itself. It is possible to interact with clients and investigate their issues by using qualitative methodologies. In addition to theory, these qualitative findings will result in an examination of issues that arise in the area itself. These received data and information contain notions and meanings that align with descriptive analytics, which typically does not employ statistics.

In Depth Interview

In-depth interviews are a qualitative research method that involves open-ended, one-on-one conversations aimed at exploring participants' perspectives, experiences, and feelings in depth. This technique allows researchers to gather rich, detailed data by encouraging participants to discuss their thoughts freely, thus uncovering nuanced insights that structured methods may overlook. Kvale and Brinkmann (2009) describe in-depth interviews as "research conversations" that adhere to specific rules and conventions distinct from casual discussions, emphasizing their role in generating knowledge through interaction. The flexibility of in-depth interviews enables researchers to adapt questions based on participants' responses, facilitating the exploration of unexpected themes and fostering a deeper understanding of complex issues (Deterding & Waters, 2021). This method is particularly valuable for sensitive topics or when the researcher seeks to understand individual experiences that reflect broader social dynamics.

To conduct effective in-depth interviews, researchers should define clear objectives, select appropriate participants, and prepare an interview guide while maintaining the flexibility to explore emergent topics. Creating a comfortable environment is crucial for encouraging candid responses, as is the skillful analysis of the collected data to ensure that the richness of participants' narratives is preserved (Harrell, 2025). By employing this method thoughtfully, researchers can gain valuable insights into the complexities of the potential customers behavior and social phenomena.

RESULTS AND DISCUSSION

In order to look at the industry competitiveness, Porter's 5 forces are carried out. The industry that is being discussed is the coffee industry in Bandung. The further analysis is being discussed below.

Threat of New Entrants (High)

Portacaba Roastery has their own identity in their coffee beans characteristics. In 2015 Portacaba became the first coffee roasting company in Indonesia that used mixed origin coffee beans in their products. Mixed origin coffee beans are a combination of various beans that are blended together into single packaging hence the product has their own uniqueness of taste. With this kind of products, Portacaba will be able to satisfy the needs of a tasty coffee for coffee drinkers.

Coffee industry has become a very competitive industry for the players. New players who want to join the industry must have strong brand identity and characteristics for the products in order to become competitive with the existing competitors. Since there are too many competitors in the market with their own uniqueness, it will be difficult to enter the market if they can't adapt with the market.

Power of Buyers (High)

The bargaining power of buyers in Bandung's coffee industry is notably high due to the vast variety of coffee products available in the market. Consumers have access to everything from premium single-origin beans to affordable instant coffee, catering to diverse financial situations and preferences. This abundance enables buyers to compare and choose options that best meet their needs, while the low switching costs make it easy for them to shift between brands or cafes. Additionally, the rise of social media and online platforms has empowered buyers with access to detailed product reviews, pricing comparisons, and recommendations, allowing them to make more informed decisions.

This competitive landscape forces coffee businesses, including Portacaba Roastery, to adapt and innovate continually. Buyers' expectations for high-quality products, competitive pricing, and personalized experiences compel companies to differentiate themselves through unique offerings, branding, and customer engagement. To mitigate buyer power, Portacaba Roastery can emphasize its value proposition by offering exceptional product quality, promoting its locally sourced beans, and building loyalty through targeted promotions and community-driven initiatives. By focusing on customer satisfaction and brand loyalty, the business can strengthen its position and reduce the risk of losing customers to competitors.

Threat of Substitutes (High)

The coffee industry in Bandung presents a high threat of substitutes due to the wide variety of available products and alternatives. Consumers can easily choose from numerous coffee shops, roasteries, and retail options offering diverse blends and brewing styles, catering to different preferences. In addition, non-coffee alternatives such as tea, chocolate drinks, bubble tea, and kombucha further intensify this threat by appealing to similar customer segments. With low switching costs, customers can easily transition between brands or even shift to alternative beverages without significant inconvenience or expense. Price sensitivity also plays a crucial role, as customers often compare options and may opt for substitutes that offer similar quality at a lower cost.

For Portacaba Roastery, this competitive landscape underscores the need to differentiate its products and services to stand out. By focusing on unique offerings, such as signature blends and innovative brewing methods, and emphasizing the superior quality of its coffee, the brand can reduce the likelihood of customers opting for substitutes. Building strong customer loyalty through personalized experiences, storytelling, and effective engagement strategies is also essential. Furthermore, promoting the overall value of its products can justify premium pricing compared to alternatives, helping Portacaba Roastery maintain its position in a market crowded with substitute options.

Power of Supplier (Moderate to High)

The bargaining power of suppliers for Portacaba Roastery is moderate to high, influenced by the diversity and sourcing practices of the business. Portacaba relies on multiple suppliers, both local and international, to procure its raw materials, such as coffee beans. While this diversification reduces over-reliance on a single supplier, the company tends to follow supplier-driven price demands. This reliance on supplier-set pricing indicates limited bargaining leverage, especially when sourcing premium, high-quality beans that are in demand globally.

Local suppliers provide benefits such as shorter supply chains and potentially fresher produce, while international suppliers contribute specialty coffee varieties that meet global standards. However, these suppliers often have the upper hand due to the niche nature of high-quality coffee markets and fluctuating global commodity prices. This creates vulnerability for Portacaba, as price volatility and limited alternatives for specific bean varieties can impact profit margins. To mitigate this, the company could explore strategies such as fostering long-term partnerships, negotiating fixed contracts, or collaborating directly with farmers to stabilize costs while ensuring quality.

Rivalry among existing competitors (High)

The coffee industry in Bandung is marked by intense rivalry due to the large number of players, each with unique offerings tailored to specific market segments. Specialty roasters differentiate themselves through premium blends, single-origin beans, and personalized café experiences, while big companies with commercial instant coffee dominate the mass market by focusing on affordability, convenience, and widespread availability. This dual-layer competition creates a dynamic and crowded environment where businesses, regardless of size, must continuously innovate to capture and retain consumer attention. Low switching costs further intensify the rivalry, as consumers can easily explore new brands or switch between specialty and instant coffee products depending on their preferences and budget.

To thrive amidst this competition, Portacaba Roastery must emphasize its unique identity and superior quality to stand out in the crowded market. Building strong customer loyalty through personalized engagement, storytelling, and exceptional experiences will be key to reducing the impact of intense competition. Additionally, maintaining consistent innovation, such as introducing exclusive blends or leveraging creative marketing strategies, will ensure that Portacaba stays relevant and appealing to its target audience while differentiating itself from both local specialty roasters and larger commercial coffee brands.

Pestel

(De Sousa & Castañeda-Ayarza, 2022) states that the PESTEL framework serves as a strategic tool for organizations to have better knowledge about how various external forces in the macro environment affect their operations and strategic planning. In order to do that several factors are being categorized into political, economic, social, technological, environmental, and legal factors. From this categorization. Organizations can identify any possible opportunities and threats and also help them to set any strategy that is needed. On the other hand (Kotler, 2019) emphasized PESTEL as a component of environmental scanning in strategic marketing. It aids companies in comprehending how outside factors influence consumer choices and corporate operations.



Figure III.3 Pestel Framework

Political

Political factors are about the influence of government policy and stability on the wider business environment according to Johnson, Scholes, and Whittington (2017). These include foreign trade policies, political stability, taxation policies, and trade restrictions. In order to be competitive, businesses must manage the opportunities and risks presented by these factors.

Economic

These factors, which have a direct effect on consumer spending and organizational expenses, include GDP growth, inflation, interest rates, and unemployment rates (Park, 2020). For instance, although exporters profit from advantageous exchange rates, consumers' purchasing power is diminished by rising inflation.

Social

These elements are a reflection of shifting consumer views, cultural changes, and demographic transitions. For example, firms have been urged to embrace green practices due to the social focus on sustainability (Rajput & Kaur, 2025). Long-term market trends are frequently influenced by social shifts.

Technological

Rapid technological advancement has the power to disrupt established markets and open up new avenues for growth. According to Johnson et al. (2017), factors like R&D, technology adoption, and infrastructure development are essential for preserving competitive advantage.

Environmental

Companies are being held more and more responsible for their effects on the environment. Organizations must implement sustainable practices as a result of stricter regulations on emissions, resource consumption, and waste management (Wheelen et al., 2018).

Legal

Operational boundaries are established by legal frameworks, such as industry-specific regulations, consumer protection laws, and employment laws. To stay out of trouble and keep the firm's reputation intact, firms must follow these guidelines (Uwamusi, n.d.)

Competitor Analysis

The methodical process of determining and assessing the advantages, disadvantages, tactics, and market positions of both present and prospective rivals in a given industry is known as competitor analysis. Finding risks and opportunities that could affect an organization's competitive edge and strategic decision-making is the goal of this procedure.

"Competitive analysis begins with the identification of competitors' goals and their current strategies to better anticipate their future moves." In addition, Ghoshal and Westney (1991) stress that competitor analysis entails "monitoring and analyzing competitors'

behaviors to understand the external environment and identify market dynamics." Businesses are able to successfully modify their plans thanks to these insights.

Analyzing competitors entails looking at their product lines, price policies, advertising campaigns, clientele, and market results (Hidayat et al., 2024). The results help with better strategic planning and competitiveness by informing choices about resource allocation, product differentiation, and market positioning.

Consumer Analysis

Brand awareness is a critical factor in influencing consumer decisions and building long-term loyalty. For Portacaba Roastery, a relatively new player in the local coffee industry, brand awareness determines its ability to compete with established local brands. Based on the consumer analysis, the current level of awareness about Portacaba among respondents is minimal.

Current Brand Awareness Level

From the consumer survey, only two out of ten respondents had heard of Portacaba Roastery. This limited awareness indicates a significant challenge for the brand to position itself in a competitive market dominated by well-known local brands such as Sejiwa, Makmur Jaya, Dreezel, and others. Furthermore, respondents who were aware of Portacaba had limited knowledge about its offerings, further underscoring the need for effective brand communication.

Coffee Preference Analysis

Type of Coffee Preferred

The analysis revealed a strong preference for Arabica coffee, chosen by 7 out of 10 respondents. Arabica is often associated with smoother, more nuanced flavors, appealing to customers who value quality and a premium experience. Robusta coffee was preferred by 2 respondents, indicating a niche for stronger and more robust flavor profiles. One respondent favored a blend, reflecting a demand for balanced flavor profiles that cater to varied palates.

Flavor Profile

Respondents predominantly preferred strong coffee flavors, with 5 out of 10 highlighting this as their choice. This was followed by sweet and fruity profiles, with 3 and 2 preferences, respectively. The presence of fruity and mild preferences indicates an appreciation for specialty coffee with complex flavor notes, which aligns with current trends in premium coffee consumption.

Coffee Form

Ground coffee emerged as the most popular choice (7 respondents), followed by instant coffee (2 respondents) and whole beans (1 respondent). This pattern reflects a mix of semi-premium preferences for ground coffee and the convenience-driven appeal of instant coffee.

Influencing Factors

Key factors influencing coffee choices included taste, price, and convenience. These findings suggest that while quality remains a priority, affordability and accessibility also play crucial roles in consumer decision-making.

Coffee Consumption Habits

Frequency of Consumption

The survey indicated that coffee consumption is a regular habit, with most respondents drinking coffee daily or multiple times a day. Notably, 6 out of 10 respondents consumed coffee at least 7 times a week, and some reported drinking coffee up to 14 times a week. This high frequency underscores the importance of maintaining customer loyalty through consistent product quality and availability.

Time of Day

Afternoon coffee consumption was most common, with the majority drinking coffee after lunch. Morning coffee was also significant, reflecting its role in daily routines.

These insights suggest that marketing campaigns or product promotions should focus on these key consumption windows.

Location of Consumption

Respondents consumed coffee in various settings, including home, campus, cafés, and offices. This highlights the need for versatility in packaging and distribution, catering to both at-home and on-the-go consumption.

Number of Cups Per Day

Most respondents drank 1-2 cups per day, aligning with typical daily consumption habits. However, a segment of high-frequency drinkers consumed up to three cups daily, suggesting potential demand for larger packaging or subscription models.

Social Habits

While the majority preferred drinking coffee alone, a notable proportion also enjoyed it socially. This duality provides opportunities for marketing both individual-focused and group-oriented campaigns.

Purchasing Habits

Purchase Locations

Respondents primarily purchased coffee from e-commerce platforms, local coffee shops, and warungs. The popularity of online marketplaces like Shopee and Tokopedia highlights the importance of a robust digital sales strategy. Additionally, partnerships with cafes and local retailers can enhance visibility.

Influencing Factors

Quality was the most influential factor in purchasing decisions, followed by price and brand reputation. These findings underscore the need for Portacaba to highlight its quality and value proposition in marketing campaigns.

Brand Switching

All respondents expressed openness to switching coffee brands if their preferences were met. This suggests that Portacaba has significant potential to attract new customers by addressing key factors such as taste, quality, and affordability.

Factors Contributing to Low Brand Awareness

Awareness of Portacaba

Only 2 out of 10 respondents were familiar with Portacaba. This low awareness highlights the need for targeted campaigns to introduce the brand to potential customers and build recognition.

Reduced Competitive Edge

In Bandung's competitive coffee market, brands like Sejiwa, Bahagia, and Kenangan dominate due to strong awareness and loyal customer bases. Without significant awareness, Portacaba struggles to position itself as a competitive alternative.

Impact on Consumer Perception

Low awareness often correlates with low trust. Customers unfamiliar with the brand may perceive it as less credible or of lower quality compared to well-known competitors.

Limited Customer Acquisition

Awareness directly affects the ability to attract new customers. With the current lack of promotion and visibility, Portacaba's growth potential remains underutilized.

After conducting internal and external analysis, further with SWOT and TOWS matrix, following are the recommendation strategies. By integrating these strategies, Portacaba can effectively raise awareness, engage its audience, and boost sales of its instant drip bags.

Recomendation

1. Content Marketing

- a. **Develop Educational Content:** Create blogs, videos, and infographics on the benefits of instant drip bags compared to traditional instant coffee. Highlight its convenience, health benefits (no additives), and premium taste.

- a. Example: A video titled "Switch to Instant Drip Coffee: A Healthier and Tastier Alternative to Instant Coffee."
- b. **Customer Testimonials and Stories:** Share testimonials or videos of customers using instant drip bags in various scenarios, such as traveling, working, or enjoying coffee at home.
- c. **Sustainability Focus:** Produce content that emphasizes the eco-friendliness of your drip bags, such as biodegradable filters or partnerships with sustainable coffee farmers.

2. Social Media Marketing

a. Platform-Specific Strategies:

- a. **Instagram:** Use reels and carousel posts showcasing the convenience and quality of instant drip bags. Collaborate with coffee enthusiasts to create visually appealing "How-To" content on brewing.
- b. **TikTok:** Post short, engaging videos that showcase innovative ways to use instant drip bags, such as creating iced coffee or specialty drinks.
- c. **Facebook:** Create longer-form posts or ads explaining the product benefits and user testimonials targeted to a more mature audience.
- b. **Interactive Campaigns:** Run contests such as "Show Us Your Coffee Moment" where customers post pictures or videos using Portacaba's instant drip bags for a chance to win discounts or products.

3. Advertising

- a. **Targeted Social Media Ads:** Use Facebook, Instagram, and TikTok ads targeting demographics interested in specialty coffee, sustainability, and convenience.
- a. Focus on:
 - i. Young professionals aged 20–35.
 - ii. Coffee enthusiasts looking for premium alternatives to instant coffee.
- b. Example Ad: "Experience café-quality coffee wherever you are with Portacaba's Instant Drip Bags. Perfect for work, travel, or home brewing!"
- b. **Google Ads Campaign:** Run search ads using keywords like "best instant coffee alternatives," "instant drip bags Indonesia," or "portable premium coffee."

4. Public Relations

- a. **Press Releases:** Announce the unique features of the instant drip bag line to local and national media. Highlight aspects like sustainability, health benefits, and local sourcing.
- b. **Media Coverage:** Partner with food and lifestyle magazines or blogs to review the product.
 - a. Example: A feature article in a magazine titled, "Portacaba's Instant Drip Bags: Revolutionizing Your Daily Coffee Routine."
- c. **Events and Activations:** Host public brewing workshops or tasting events to showcase the convenience and flavor of the instant drip bags.

5. Influencer Partnerships

a. Target Coffee Enthusiasts and Lifestyle Influencers:

- a. Partner with coffee influencers who regularly review or promote coffee products.
- b. Collaborate with travel bloggers or vloggers who can demonstrate the convenience of using drip bags while traveling.
- b. **Micro-Influencers:** Work with micro-influencers who have smaller but highly engaged audiences in niche markets like coffee lovers, sustainable living, or urban professionals.
- c. **Campaign Example:**
 - a. Influencers post "Morning Coffee Routines" using Portacaba's instant drip bags.
 - b. Use a branded hashtag, such as #DripYourWay, to track user-generated content.

6. Customer Engagement and Loyalty Programs

- a. **Subscription Services:** Introduce a subscription model for instant drip bags, offering discounts and exclusive flavors for loyal customers.

- b. **Referral Program:** Encourage current customers to refer friends in exchange for free drip bags or discounts.

7. Localized Marketing

- a. Partner with local cafés and co-working spaces to provide instant drip bags for sampling.
- b. Run community workshops in Bandung to educate people about the product and offer free tastings
- c. By integrating these strategies, Portacaba can effectively raise awareness, engage its audience, and boost sales of its instant drip bags

CONCLUSION

This research explores the strategies to increase product awareness of Portacaba Instant Drip Bag Coffee by addressing its challenges and leveraging its unique strengths. The analysis integrates insights from Porter's Five Forces, PESTEL, Competitor Analysis, and Customer preferences to provide a comprehensive understanding of the internal and external factors influencing Portcaba's market position.

REFERENCE

- Ahmed, S. K. (2025). Sample size for saturation in qualitative research: Debates, definitions, and strategies. *Journal of Medicine, Surgery, and Public Health*, 5, 100171.
- De Sousa, G. C., & Castañeda-Ayarza, J. A. (2022). PESTEL analysis and the macro-environmental factors that influence the development of the electric and hybrid vehicles industry in Brazil. *Case Studies on Transport Policy*, 10(1), 686–699.
- Deterding, N. M., & Waters, M. C. (2021). Flexible coding of in-depth interviews: A twenty-first-century approach. *Sociological Methods & Research*, 50(2), 708–739.
- Harrell, M. V. (2025). Data Literacy in the Age of Artificial Intelligence: A Hermeneutic Phenomenological Study.
- Hidayat, R. T., Anggara, L., Diah, R., Soraya, R. A., Sitepu, S. H. R., Sudaryana, Y., & Zulfitra, Z. (2024). INCREASING BRAND AWARENESS AND IMPLEMENTING MARKETING MANAGEMENT STRATEGIES FOR DEPOK CITY MSMEs. *J-ABDI: Jurnal Pengabdian Kepada Masyarakat*, 4(4), 459–466.
- Kotler, P. (2019). Keller. KL (2016): *Marketing Management* 15th. USA: Pearson Pretice Hall Inc.
- Manzocco, R. (2019). *Transhumanism. Engineering the Human Condition*. Suiza: Springer.
- Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 7(1), 23–48.
- Park, S. (2020). *Marketing management* (Vol. 3). Seohee Academy.
- Purnomo, M., Yulianti, Y., Shinta, A., & Riana, F. D. (2021). Developing coffee culture among indonesia's middle-class: A case study in a coffee-producing country. *Cogent Social Sciences*, 7(1), 1949808.
- Rajput, N., & Kaur, H. (2025). Stakeholder pressure and sustainable environmental management practices in India: the moderating role of firm characteristics. *Operations Management Research*, 1–16.
- Shofinita, D., Lestari, D., Aliwarga, L., Sumampouw, G. A., Ambarwati, S. A., Gunawan, K. C., & Achmadi, A. B. (2024). Drying methods of coffee extracts and their effects on physicochemical properties: A review. *Food and Bioprocess Technology*, 17(1), 47–72.
- Soewarno, N., & Permata, D. D. (2019). The transformation of heritage buildings as tourist attraction: adaptive re-use of colonial buildings at a bandung conservation area. 18th

International Conference on Sustainable Environment and Architecture (SENVAR 2018), 156, 131–140.

Uwamusi, J. A. (n.d.). Navigating Complex Regulatory Frameworks to Optimize Legal Structures while Minimizing Tax Liabilities and Operational Risks for Startups.

Wheelen, T. L., Hoffman, J. D. H. A. N., & Bamford, C. E. (2018). Strategic management and business policy globalization. Pearson.



© 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).