
THE CREATIVE COPYWRITING ON TAKEAWAY COFFEE BRAND IDENTITY

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ABSTRACT

Copywriting commonly known as a technique or the art of conveying verbal messages to the audience. As one of the vital elements of promotion, the text element which called copy can be used in various media such as advertisements, articles, blogs, taglines or as a name of a brand or product. In the midst of a boost in digital technology and the expansion of the creative economy in Indonesia, many businesses are optimizing the use of creative copywriting to build their brand identity. One of the most flourishing beverage business in Indonesia today, is a specialty coffee shop with a takeaway concept. This, of course, invites intense competition between stalls. One strategy that can be applied to win this fierce competition, is to strengthen its brand identity through creative copywriting. This Research on the creative copywriting on take away coffee shop brand identity is through secondary data collection, namely literature and official data provided by case studies. This research also using primary data as a support through interviews and observations to the take away coffee shop. Interviews were conducted with consumers from case studies to find out their perceptions of creative copywriting and their influence on brand identity. This is important for this research because it served as an insight for drawing conclusions. The aim of this research is to classify the creative copywriting on takeaway coffee brand identity based on the founding using case studies as the object. The results of the research will help the culinary business, especially in the beverage sector to determine copywriting so that their brand identity becomes refined and can increase their brand awareness.

Keywords: *copywriting, brand identity, coffee shop*

INTRODUCTION

Today, amidst advances in digital technology and the development of the creative economy sector in Indonesia, many businesses are optimizing the use of creative copywriting in building their brand identity. In Indonesia, since 2015 the creative economy has a special forum called the Creative Economy Agency (BEKRAF) which then merged with the ministry of tourism to become the Ministry of Tourism and Creative Economy in 2019. Of the sixteen creative economic sub-sectors in Indonesia, one of the most developing is the food and beverage industry. Quoted from Koran Sindo (2019), in the 2019 non-oil and gas growth projection, the food and beverage industry sector is projected to grow by 9.86%. One of the most flourishing beverage business sectors in Indonesia today is a specialty coffee shop with a take away concept.

The results of the TOFFIN & MIX MarComm Magazine (2019) research, recorded the number of coffee shops in Indonesia reach more than 2,950 outlets in

August 2019. This figure showed a three-fold increase around 1,950 outlets from 2016, which was only around 1000. The real number of coffee shops can be greater because the census of the coffee shop only includes networked outlets in big cities, excluding shopping centers. modern and traditional independent coffee shops in various regions (Rachman Haryanto, 2019).

The increased amount of coffee shops in Indonesia certainly invite intense competition between the shops. One strategy that can be applied to win the competition is to strengthen its brand identity through creative copywriting. Copywriting is closely related to promotion and branding because the message communicated through copywriting is a bridge from the brand to the consumer so that the product will be able to display a different character from its competitors.

Because of this matter, the research was conducted to find creative copywriting that are being used as support for take away coffee shop brand identity. Three case studies are used as research objects for this purpose, the results obtained can be a reference to consider the use of copywriting in the process of designing the identity of the coffee shop business.

METHODOLOGY

The methodology used in the influence of creative copywriting research on takeaway coffee brand identity is descriptive exploratory. Data collection is done through secondary data, namely literature and official data provided by case studies. This research also using primary data as a support through interviews and observations to the take away coffee shop. Interviews were conducted with consumers from case studies to find out their perceptions of creative copywriting and their influence on brand identity. This is important for this research because it served as an insight for drawing conclusions.

RESULT AND DISCUSSION

1. Creative Copywriting & Brand Identity

Copywriting is the activity of writing texts for the purpose of advertising or other forms of marketing. In this case, the writing produced in copywriting practice is called copy (Adiprasetyo, 2019: 46). Creativity is the ability to solve problems that give individuals the opportunity to create original / adaptive ideas whose full function is to develop (Antara and Yogantari, 2018). Furthermore, copywriting is a unique creative profession. Biyosi et al (2013: 1) explains, it is different from other creative professions. The process of creating a copy begins with understanding well the needs and the reality of consumers. Where, it can provide an information to be used as a guide for the process of creating a copy.

Furthermore, Ashton (2012: 2) explains, good copywriting is constructed from carefully selected words and written with clear purposes. Because of this, in the process of creating a copy, it is important to truly understand consumers. So that a copy that is right on target can be created. In this case, a copy with a purpose to build a brand identity. Wheeler (2018) explains, brand identity is something that is real and interesting to the human senses. In this case, brand identity is tangible, can be touched, held, heard, and can move.

Jain (2017) explains, brand identity has three important elements. One of them is differentiation. In a competitive era like this, surely being different is not enough. A brand must show and communicate their distinction in the form of different messages and ways. One of them is through the use of creative copywriting. Madison (2018) explains, creative copywriting uses the power of storytelling to attract the attention of consumers. Usually by using catchy slogans and concepts that are relevant to the target audience.

Because of this, it can be said that creative copywriting can be used to communicate the distinguishing elements of a brand. Of course in the process, a brand must understand and learn about its own products, target audience, and prevailing trends. So that it can create a copy that is right on target.

2. Takeaway Coffee Brand as Case Studies

The emergence of coffee shops is always regarded as a sign of socio-cultural changes in urban areas triggered by an increase of population income. The culture of coffee resonates with Indonesians in urban areas are not because of the latest trends from abroad, but because of the changes in generation and the growth of appreciation, especially among the younger generation that encourage increased quality and creativity (Bekraf 2017). The shift in consumer behavior opens great opportunities for creativity for culinary entrepreneurs to innovate, from food menus, services, brand identity design, interior design, to visual content as a promotional medium in the digital era (Yogantari and Dwijendra, 2019).

The potential for developing extraordinary coffee is now being promoted as a lifestyle. Coffee which had been merely a commodity began to change the paradigm of people in Indonesia. Indonesian coffee has a fairly good quality and has an increase in consumption (Trihatmaji 2017). Coffee brand collaboration with various disciplines such as craft design for coffee makers, visual communication design and marketing as a promotional media, IT, and interior design are the forms of innovation from creative endeavours. With creativity, Indonesians try to innovate in the presentation of coffee quality so that the price of coffee is more populist and has a wider marketing reach.

The space to sell coffee is no longer requires a large budget because consumers' needs for coffee are starting to get out of balance with their desire to spend long hours while enjoying coffee on location. This has become a driving force for the creativepreneur in the field of coffee to innovate by creating the concept of take away coffee, which means that coffee is formulated and purchased at a store can be taken by the consumers to drink it elsewhere.

These following are the three case studies of a coffee franchise business with a takeaway concept in Indonesia. These three takeaway coffee brands have outlets spread across major cities in Indonesia, namely Jabodetabek (Jakarta, Bogor, Tangerang, Bekasi) and Bali.

a. Kopi Ruang Hati

Kopi Ruang Hati uses the tagline #kopyangngangeni to target millennial consumers which means "coffee that missed". Besides offering 28 types of hot and cold drinks, Kopi Ruang Hati also serves snacks that can be eaten while drinking coffee. Here are the names of the coffee-based menus they serve to consumers; Banana Coffee, Cocopresso, Java Americano, Kopi Susu Aren, Kopi Susu Latte, Kopi Susu Caramel, Rum Regal Latte, dan Rhum Latte. The most favorite menu from Kopi Ruang Hati is Kopi Susu Aren.



Image 1. Kopi Ruang Hati
Source: Grabfood, 2020

b. Kopi Kenangan

Kopi Kenangan uses the tagline “Kopi Kenangan Mantan” which means “ex’s memories coffee” and has 337 outlets in 18 cities in Indonesia. Kopi Kenangan has a special designation for its outlet, that is “Rumah Mantan”. Kopi Kenangan is using copywriting related to ex-lover for their menu classification. Here is the menu categories from Kopi Kenangan

Table 1. Kopi Kenangan Menu

No.	Menu Category	Menu Explanation	Product
1	Kopi Kenangan Mantan (Ex’s Memories Coffee)	Sweet memories that are gone, but like to come suddenly to mind.	Kopi Kenangan Mantan Dua Shot Iced Shaken
2	Kopi Kenangan Masa Lalu (Memories from The Past Coffee)	Too bitter to remember, but too beautiful to forget.	Americano / Long Black Kopi Kelapa
3	Kopi Mantan Menikah (Ex Getting Married Coffee)	When millions of feelings from the past are only memories. Game over.	Vanilla Latte, Hazelnut Latte, Caramel Latte, Pandan Latte, Tiramisu Latte, Oreo Latte
4	Kopi Lupakan Dia (Forget Your Ex Coffee)	Medication to forget bitter memories even for a moment.	Kopi Baileys

Source: Writer, 2020



Image 2. Kopi Kenangan
Source: Traveloka, 2020

c. Kopi Kulo

Kopi Kulo was allegedly the pioneer of contemporary coffee shops that carry "coffee to go" in Indonesia. In five months since operating in December 2017, Kopi Kulo has opened dozens of branches in major cities in Indonesia. By becoming a go-food partner, which is a messaging and delivery service for food from Gojek, Kopi Kulo is flooded with orders and claims 70-80% of the orders came from online (Ambranie Nadia, 2018). Kopi Kulo does not have a tagline and the menus are offered using a name that is easy to understand. The following are products from Kopi Kulo; Es Kopi Kulo, Es Kopi Item, Es Kopi Keju, Es Kopi Berry, Es Kopi diRegalin.



Image 3. Kopi Kulo
Source: food.detik.com, 2020

CONCLUSION

From the discussion above it can be concluded that creative copywriting used for the brand identity consists of brand names, slogans, and menu names. Here is a table that explains the use of copywriting on their brand identity.

Table 2. Creative Copywriting

No.	Coffee Shop	Brand Name	Slogan	Menu Name
1	Kopi Ruang Hati	√	√	-
2	Kopi Kenangan	√	√	√
3	Kopi Kulo	-	-	-

Source: Writer, 2020

From the table above it can be seen that Kopi Ruang Hati does not use creative copywriting to name their menus. However, their brand names and slogans have an emotional appeal so they can make customers remember their brands. Kopi Kenangan has a creative brand names, slogans, and menu so that the bond between the brand and consumers is emotionally tighter. Furthermore, the bond between the brand and the consumer is formed, because the copy used by the two brands has a broken heart theme. Where the form of the message is so emotionally relevant to the current generation. In this case, the emotional aspects affect consumers in remembering a brand. Kopi Kulo, on the other hand, does not use creative copywriting for their brand names, slogans, or menu names. Their brand identity is known by the public not because of creative copywriting but because they are the first in the take away coffee industry in Indonesia with many outlets.

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