

Packaging Development and Instagram Application of SME Kalong Coffee

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Abstract. Kalong Coffee is one of the small medium enterprise (SME) in the Jakarta area which is engaged in the Food and Beverage (FnB) industry. The trend of coffee shops that are growing very rapidly nowadays makes competition very tight in this industry. For that, in maintaining a competitive advantage, Kopi Kalong must have a good strategy to survive by having the characteristics that are easily recognized by the public. It is also supported by marketing strategies, services, products, prices, and locations that match the target market with a marketing strategy using digital platforms such as social media Instagram. This research was conducted using qualitative methods and the data obtained came from observations, surveys, discussion groups, and in-depth interviews.

Keywords: Business Coaching; Coffee Industry; Food and Beverages; Instagram Marketing Packaging Development; Small Medium Enterprise

I. Introduction

This paper presents a case study of the SMEs engaged in Food and Beverage (FnB), namely Kopi Kalong which is a coffee shop in North Jakarta and South Jakarta. The fact that coffee shops are currently very proliferated, for that Kalong Coffee which is an SME that was just established in 2019 has a pretty tough challenge to be able to be competitive and survive. Kopi Kalong must have a strategy that not only targets the taste and quality of coffee but also looks at several factors that can influence success in attracting consumer buying interest. The strategies owned by various coffee shop brands also vary from menu variations, prices, attractive product packaging, comfortable shop atmosphere, and attractive promotions. Kopi Kalong itself currently does not have the characteristics or characteristics that are the advantages of Kopi Kalong. The number of shops that are only two, and not widely known by the public in general is a challenge for the owner of the Kopi Kalong shop to be able to find the most appropriate strategy. The paper aims to find the strategies that can be implemented by SME Kalong Coffee so that it becomes an advantage and ultimately can compete with other competitors.

Researchers who have looked at this subject include the segmentation, target, and position of the Kopi Kalong shop where the majority of consumers are millennials, namely in the age range of 15 to 35 years, Kopi Kalong should be able to take advantage of the impulsive nature of the younger generation in buying or consuming food and beverages where their decision making is not only influenced by the needs and main benefits of the product but rather driven by several factors that attract attention. In addition, Kopi Kalong also uses social media Instagram as the application that is most widely used by the millennial generation in promoting their brands and products to be more effective because they are targeted at segmentation and target markets.

The subject of the research is important because there are several things that need to be considered by Kopi Kalong SMEs in responding to challenges in the coffee shop business. The number of coffee shop brands in Indonesia, especially Jakarta, is a challenge for Kopi Kalong SMEs so that the brand can be known by the wider community and easy to remember. This can be done by giving the characteristic or signature that is owned by Kopi Kalong. In contrast to most coffee shops that use attractive images or logo designs or with brand names that are close to daily experiences such as soul promises, ex-coffee, and so on, the development of product packaging carried out by Kopi Kalong by combining snacks and coffee drinks at in a unique packaging that is rarely used by other coffee shops. Wu (2015) suggest that packaging in a brand will increase awareness of the products being sold. The branding business in packaging for MSME products is more than just producing a tagline and logo. In addition, Warlop and Pieters (1999) briefly argues the correlation between visual attention influencing purchasing decisions. Debate centres on the issue of product packaging that helps facilitate purchasing decisions, because the packaging also contains information about the product. This is in line with the product associations and promotional methods applied. Where the information contained in the packaging, in accordance with the identity of the product that will be used in the promotion strategy. After Kopi Kalong has product and packaging characteristics, the next step is to market it through social media channels, namely Instagram as one of the platforms widely used by millennials as the majority of Kopi Kalong consumers.

Eventually, my research questions are how to increase the competitiveness of the Kopi Kalong shop with its advantages over competitors through the development of packaging and how to increase the

competitiveness of the Kopi Kalong shop through the development of the Instagram application. The contributions of this study are first, Business coaching activities are able to provide material and non-material benefits in the form of implementing solutions to identified problems and several management theories for the sustainability of Kopi Kalong's business processes. Second, Business coaching activities train students to apply the knowledge they have gained in college so far into direct business practice. Third, Business coaching activities can be used as a reference for other business actors in the coffee industry.

II. Literature Review

This topic is important because in its development, one of the industries that is currently growing rapidly is the coffee industry. The coffee industry in Indonesia has experienced an increase since the phenomenon of coffee consumption culture, among others, as a result of the rise of coffee shops which are currently a trend of increasing coffee consumption. In addition, urbanization is also another contributing factor. People who moved to the city began to consume coffee as a lifestyle trend. Coffee status, experience and personalization are very valuable for Generation Y or Millennials in society. It is socially accepted and now drinking coffee is more fashionable than other drinks like soda. Coffee consumption is seen not only as a necessity, but as a 'lifestyle' which is supported by the entry of Starbucks in 2002 for the first time at Plaza Indonesia. My project will be used by the owner of the SME Coffee shop, especially in Jakarta. The specific questions I will answer are how to increase the competitiveness of the Kopi Kalong shop with its advantages over competitors through the development of packaging and the Instagram application.

In 2004, it was said that foreign exchange earnings for coffee commodities generated an export value of US\$ 251 million or 10.1% of the export value of all agricultural products, or 0.5% of non-oil and gas exports or 0.4% of total exports (AEKI, 2004). 2005) which is a fairly large number when compared to neighboring countries such as Singapore or Malaysia. Most of Indonesia's coffee is grown by Indonesian farmers with an average planting area of 0.5 to one hectare. Meanwhile, according to Ditjenbun (2004) in the same year the coffee plantation area reached 1.3 million hectares with a production of 675,000 tons. Looking at these data, domestic coffee production is quite a lot and is one of the most desirable commodities.

I intend to add to the conversation about the success of personalizing coffee through various marketing strategies has captured the problems of the fashion industry and the environment. So that coffee consumption does not only have an external value, but also contains an internal value that is inherent in the daily life of Generation Y today. Since President Joko Widodo promoted Tuku Coffee in 2017 to increase the competitiveness of national MSMEs. Since then, the image of coffee as a "lifestyle" has changed from the expensive ones like Starbucks, Coffee Bean and Excelso, to being more local and affordable for a wide range of people. The success of Kopi Tuku motivates entrepreneurs to open up business opportunities in the coffee sector. People has worked on this subject before are: First, Diadre Dachiviant Sindudipoera in 2019 who wrote about Physical Evidence Development and Determination of Food Production Time Standards in Woven Coffee SMEs through Business Coaching which discussed strategies in developing physical evidence for shops and providing production time standards so that service speed is maintained. This study also wants to prove that by developing physical evidence and determining the standard time of food production from Woven Coffee SMEs, it can attract visitors.

Second, research from Rakhmat Dicky in 2020 on Instagram Marketing Strategy and Implementation of Bread Packaging Redesign on Guriyana Bread SMEs through Business Coaching. In this study, it is explained about the basic problems experienced by Guriyana Roti so far, which has never developed a strategy regarding marketing activities through social media and changed the concept of packaged bread design which has been maintained for as long as Roti Guriyana was established. So the purpose of the research is to develop the bakery business and expand the target market through digital development and activation.

Third, the research conducted by Dedi Purwana et al. discusses the use of digital marketing for micro, small and medium enterprises (MSMEs) in the Malaka Sari village, Duren Sawit, East Jakarta. Based on this research, it can be identified that the problems that occur are the transition of marketing trends from conventional to digital, the number of business actors in particular, MSMEs who use digital marketing are not proportional to the growth in internet users, and at least MSME actors, who do not understand how to carry out digital activities. marketing by utilizing social networks.

Fourth, research conducted by Khabib Alia Akhmad (2015) which discusses the use of social media for MSME marketing development. In the study, it was explained that the MSMEs were engaged in trading, with a business focus on selling clothes and accessories entrusted by clothing manufacturers or their own production. Based on this research, it can be identified that the problems that occur include: the use of digital in the marketing field is still minimal, assuming the use of digital in the marketing field which

is considered the most crucial can increase business transformation through the speed, accuracy and efficiency of exchanging large amounts of information, especially in the utilization of social media.

Low Involvement Consumer Decision Making

In case consumers buy products or services, consumers show high or low involvement. High-involvement products are products that represent consumers's personality, status, and lifestyle where they buy with their goals and needs. On the other hand, low-involvement products are those that are purchased ignoring their primary purpose and function.

In low-involvement consumer decisions, loyalty is not required and they can switch from one brand to another. Whenever a new consumer product appears on the market, they buy it as a trial. When a consumer finds similar alternatives within the same product class, they choose one brand. In this case, the buying process does not take time. This situation generally arises when consumers buy goods for daily consumption such as snacks or drinks, including bubble drinks or coffee.

Some low-involvement purchases are made without planning or forethought. This buying decision is called an impulse purchase. While consumers are waiting to browse at the grocery store, they may see a magazine with a famous celebrity on the cover and buy it on the spot simply because the consumer wants it. In addition, another condition that describes low involvement is when consumers see a roll of masking tape at the checkout with a very attractive color so they are interested in buying it. In other words, in the concept of 'low involvement consumer decision making', packaging colors, attractive images and product appearance can attract consumers' attention and encourage them to buy by exploiting their impulsive nature.

Hypothesis 1: The improvement efforts made are expected to increase the competitiveness of good products and produce an increase in sales which is one of the objectives of business Coaching activities.

Hypothesis 2: The improvement efforts made are expected to increase traffic or followers on Kopi Kalong's Instagram so that they can introduce new innovations to a wider target consumer.

III. Research Method

Our study adds to the growing literature of the increase the competitiveness of the Kopi Kalong shop with its advantages over competitors through packaging development and the development of the Kopi Kalong Instagram application. However, such surveys are costly to carry out and differences in methodologies adopted to conduct such surveys complicate the comparison of data between countries. This paper aims to see how packaging and marketing through Instagram can affect the competitiveness of Kopi Kalong. The debate centered on the problem of strategy or what steps were taken to increase consumer buying interest through internal and external analysis of the Kopi Kalong SMEs. The contribution of this research is that besides being able to be used as a reference for other business actors in the coffee industry, it can provide a reference to marketing strategies used in Instagram social media, and can be a reference in seeing the effect of packaging on consumer buying interest.

The initial purpose of this research paper is to study the effect of developing food and beverage packaging and the development of social media, especially the Instagram application for MSMEs in Kopi Kalong in increasing product competitiveness. In addition to the main objective, this study also wants to see how the steps taken in carrying out promotional strategies through Instagram as the media that are most in demand by the millennial generation, which is the majority of the coffee bat consumers themselves. This research has several stages starting from data collection, interviews and observations, internal analysis using several analytical tools such as Segmenting, Targeting, Positioning or often called STP, then TOWS Analysis, Business Model Canvas, and Pareto analysis. After analyzing internally, the next is external analysis using PESTEL analysis tool consisting of Politics, Economy, Social, Technology, Environment, and Legal, as well as Porter's Five analysis. From all these analyzes will emerge a dominant problem which is then found a solution to solve the problem. After the solution is implemented, the last step is to evaluate whether the results of the implementation are successful or not.

The data collection method that will be used in this study is based on how to obtain it, namely primary data and secondary data, where primary data is data collected and processed by researchers directly from the subject or object of research. This was done through in-depth interviews with coffee shop owners, analyzing sales data owned by coffee shops, conducting a survey directly to the field by visiting Kopi Kalong customers as many as 30 respondents to do a pre-test and a total of 100 respondents for both Kopi Kalong branches, and conducting a survey. Focus Group Discussion (FGD) to five Kopi Kalong customers. While the secondary data obtained is through sales data provided by the owner of Kopi Kalong as well as internet sources or literature reviews. Meanwhile, if viewed based on the source, this research will use

internal data, namely data that describes the situation or activities in an organization or institution where the data will be displayed directly from the owner of Kopi Kalong. Then if based on its nature, this research uses qualitative data, namely data that is not in the form of numbers but descriptive explanations based on actual conditions or reality.

IV. Results and Discussion

Result

Marketing Mix (7Ps)

In analyzing internally about Kopi Kalong, a marketing mix analysis tool is needed to be able to see how the business conditions are. In the marketing mix there are several variables used by the company to influence the response from customers. For tangible products, they generally use the 4Ps for their marketing mix, where the marketing mix includes product, price, promotion, and place. However, for companies that provide services, the marketing mix used is the 7P marketing mix, of which 3 other variables are added, namely evidence, people, and process (Kotler & Armstrong, 2012). Kopi Kalong uses the 7P marketing mix because it has a coffee shop in which it cannot be separated from services that involve human resources or employees, the convenience of the shop and the presentation process until it is accepted by consumers.

Product

The combination of products and services offered to the target market by the company is called the product (Kotler & Armstrong, 2012). The definition of product here is not only tangible products, but can also be in the form of services or services. Singh (2012) states that one of the factors that can influence price determination include the cost of making products, costs in marketing strategies, as well as distribution costs, advertising, or price changes in the market. For Kopi Kalong, its selling power is not only limited to food and beverage products, but also the service, ambience of the coffee shop which is comfortable, strategic location, and long operating hours until late at night.

Price

Pricing has a significant influence for consumers to decide whether to buy the goods or services or not. In general, consumers will compare one brand with another by comparing the prices offered. Even a thousand-rupiah difference can be a consideration for consumers because basically consumers will look for the most profitable for themselves. To get the desired product or service, consumers must exchange it at a predetermined price (Solomon, 2018). Kopi Kalong itself has a price that is quite affordable for young people who do not have high income.

Promotion

Belch and Belch (2017) state that promotion is a coordination of sellers to create a persuasive information channel to sell products or services or promote an idea. Meanwhile, according to Solomon (2018), promotion is one of the efforts made by the company to persuade potential consumers to buy or use the company's services. The promotions carried out by Kopi Kalong are still not optimal due to the limited staff, costs, and time owned by the owners of Kopi Kalong.

Place

Place or location becomes very important when it is associated with the convenience of consumers in accessing goods or services sold by the company. Place is a place where the company's activities are carried out in making or providing services to customers (Kotler & Armstrong, 2012). Kopi Kalong itself has a fairly strategic location, namely in a shophouse complex that has fairly easy access and at the polim commander who is in front of the park where there are many street vendors selling food and a hangout spot for young people in South Jakarta.

Process

The success of a business cannot be separated from how the process of a business in providing products and services to its consumers. In distributing its services, there are procedures, mechanisms, and several activities carried out by the company where this is a process (Zeithanml et al, 2008). Kopi Kalong itself has a presentation process that is quite simple and uncomplicated so that the challenges it has in the

presentation process are also quite easy. Kopi Kalong also has quite friendly employees, although the limited number of employees often makes the serving time quite long when the coffee shop is very busy.

People

People or human resources is the most important thing in every business. People become a determining factor on the level of consumer satisfaction in using goods and services. Good human resource management will determine the success of a business and can be a competitive advantage of the business. People referred to here are people who are involved in service activities and influence consumer perceptions of the services offered are called people (Zeithanml et al, 2008).

Physical Evidence

Physical evidence has elements such as a supporting environment, including furniture, building colors, building placement, and room noise levels. In addition, there is cleanliness and atmosphere from the room to supporting facilities such as toilets.

Table 1. Marketing Mix Analysis of Market Segmentation and Target

Element	Support	Hinder
<i>Product</i>		√
Price	√	
Promotion		√
Place	√	
Process	√	
People	√	
Physical Evidence	√	

Source: Author's Result 2021

Gap Analysis

The author will use the GAP or gap analysis tool to compare the ideal conditions with the actual conditions. GAP analysis is used to determine what steps need to be taken to move from a current state to a desired state or a desired future state. GAP analysis can also be interpreted as a comparison of actual performance with potential or expected performance.

GAP analysis will ultimately make it easier for researchers to speed up the process of assessing the real condition of the Kopi Kalong UMKM and reduce subjectivity in the assessment. GAP analysis is also one of the important analytical tools in evaluating employee performance so far. This makes it easier for business unit owners to manage their human resource management. Literally "gap" identifies a disparity between one thing and another. GAP analysis is often used in the field of management and is one of the tools used to measure the quality of service.

The model developed by Parasuraman, Zeithalm and Berry (1995) has five gaps, namely: Management Perception Gap, Quality Specification Gap, Service Delivery Gap, Marketing Communication Gap and Perceived Service Gap. GAP analysis is useful for assessing how big the gap is between actual performance and an expected work standard, knowing the performance improvement needed to close the gap, and becoming one of the basis for decision making related to priorities and costs needed to meet established service standards, the mechanism for calculating the average gap value is 100 percent minus the average number of weight percentages from the coach and coachee. So that the gap value equation is obtained as below:

$$\text{Gap value} = 100\% - (\text{weight of coach} + \text{weight of MSME Kopi Kalong}) 2$$

Pareto Analysis

A Pareto chart is a series of bar charts depicting the frequency or effect of a process/state/problem. The chart is arranged from highest to lowest from left to right. The left side of the bar chart is relatively more important than the right. The name of the Pareto diagram is taken from the Pareto principle, which says that 80% of disturbances come from 20% of the problems.

Pareto diagrams have long been used in quality management tools, as a tool to investigate existing problem data and then solve them into certain categories, so that the frequency for each event/process can be known. With Pareto, the authors get a number of data into a better and easier to read form, so that conclusions can be drawn and priorities for completing tasks.

Table 2. Kalong Coffee Gap Analysis

No	SME Actual condition	Gap Score	Coachee Needs	Total
1	Buyers are not familiar with the bat coffee brand and cannot find the uniqueness and advantages of other competitors	80	10	800
2	Not doing marketing optimally by utilizing digital platforms	70	8	560
3	No budget for promotion	50	3	150
4	Buyers don't know the brand of Kopi Kalong	65	6	390
5	No educational background and experience in business	60	4	240

Source: Author's Result 2021

In the final result of the gap analysis that has been described through the gap analysis table above, the gap selected as the basis for the purpose of implementing this business coaching is the gap from the marketing and sales aspects of Kopi Kalong SMEs. Problems that arise from the marketing and sales functions are then given a readiness assessment by the coachee to understand business fundamentals (on a scale of 1 - 10). After being given an assessment, the coach will be directed to recalculate and compile a cumulative percentage of the weight of the problem. Meanwhile, the analysis of problem identification is shown in the following table:

Table 3. Kalong Coffee Pareto Analysis

No	SME Actual condition	Score	Persentase	Accumulative
1	Buyers are not familiar with the name Kopi Kalong and do not find the uniqueness of Kopi Kalong.	800	37,3%	37,3%
2	Does not have the uniqueness or characteristics of other competitors	560	26,2%	63,5%
3	Packaging does not provide information on product advantages	150	7,1%	70,6%
4	Insufficient marketing	390	18,2%	88,8%
5	No educational background and	240	11,2%	100%

	experience in business			
	Total	2.140	100%	

Source: Author's Result 2021

From the Pareto Analysis of Kopi Kalong table above, it can be concluded that the largest percentage is the problem of buyers who are not familiar with the Kopi Kalong brand and cannot find the uniqueness and advantages of other competitors by 37.3%, then Kopi Kalong does not do marketing optimally by utilizing digital platform by 26.2%, this causes the third problem, namely buyers do not know the name Kopi Kalong by 18.2% of the total.

Discussion

Kalong Coffee Packaging Development

After conducting in-depth interviews with the owners of Kopi Kalong, then surveys through questionnaires and through Focus Group Discussion (FGD) activities, it was found that the Kopi Kalong packaging still lacks uniqueness and information on product advantages. Compared to other coffee shops, which try to create their own characteristics and uniqueness through images on the packaging, writing on the packaging in the form of poetry or interesting words, Kopi Kalong loyal consumers admit that they cannot remember the logo or image on the product packaging. The packaging design is still considered normal and does not make them interested in posting it on social media. For this reason, they admit that the unique packaging will make them feel satisfied that they will post it on their social media, thereby increasing the promotion of Kopi Kalong for free without having to pay endorsement fees to influencers or public figures. The development of Kopi Kalong product packaging that can be done is by combining snacks and drinks into one unique packaging. The shape and form of the packaging has not been used by most coffee shops in Jakarta. For this reason, the unique and attractive packaging will make it easier for consumers to remember the brand and name of Kopi Kalong.

When compared to competitors such as Kopi Kulo, they try to design the packaging so that it has a unique character with pictures and writing on the packaging. Then some coffee shops such as Kopi Kenangan often use poetic and interesting words so that consumers are interested and easy to remember the Coffee brand. Meanwhile, Atmosphere Kopi plays colors where they play colors such as dark black which makes the packaging different from other coffee shops.

By using packaging that has not been used by most coffee shops, it is hoped that consumers can easily remember the Kopi Kalong brand and its uniqueness, based on the segmenting, targeting, and positioning (STP) of Kopi Kalong where most of the consumers are the younger generation with an age range of 15-35 years. will be easily motivated to post the unique packaging on their social media. So that it will increase the promotion of Kopi Kalong for free without having to pay influencers or artists. This can be a solution to the problems found in the field that the name Kopi Kalong is not widely known and the promotional efforts carried out by business owners are also still very limited considering the new age of Kopi Kalong and branches that only exist in two locations, namely North Jakarta and South Jakarta. When compared to Promise Jiwa or other Coffee Shops that have many branches, and during a pandemic like today, Kopi Kalong must take advantage of digital platforms and good marketing strategies in order to increase consumer buying interest.

Coffee Kalong Instagram Application Development

For improvements in terms of increasing the competitiveness of Kopi Kalong products with other coffee outlets, one of them can be done by maximizing sales through digital platforms. So far, the owners of Kopi Kalong admit that they have not maximized all digital platforms for selling. In addition, their digital marketing is also not optimal. The owner of Kopi Kalong admits that this is due to a lack of human resources (HR) as they only have four employees. Minimizing employees is one of the strategies of Kopi Kalong owners to reduce costs, but not implementing performance management makes their HR management less than optimal. For that, there needs to be employees who function to focus on sales and marketing through digital platforms.

First, Kopi Kalong must take advantage of digital sales as much as possible, starting from Grab, Gojek, Tokopedia, and Shopee. Kopi Kalong does not need to create a special website to order because apart from the high maintenance costs, it is very rare for customers to order coffee and snacks using the website platform. The owner of Kopi Kalong himself said that in the future they will diversify their products more according to the situation and conditions in the community. Like other competitors, where in this

covid-19 pandemic situation there are so many who sell 1 liter of coffee or coffee ice cream, Kopi Kalong will also do the same.

In addition, the author also proposes to the owners of Kopi Kalong SMEs to redesign the logo because based on the author's observations and it was also conveyed by loyal customers of Kopi Kalong in the focus group discussion that the logo of Kopi Kalong is not eye catching or attracts attention so that customers cannot remember how the Kopi Kalong logo. If you look at the font or form of writing, the Kopi Kalong logo is also less legible. Meanwhile, in terms of value, it does not highlight what is the value of Kopi Kalong where in the initial interview it was said that the choice of the name 'Kalong' was because the customers who attended were people who often worked late or late at night or young people who wanted to 'hang out' with his friends late into the night. This is evident from the bustling Kopi Kalong shops in the Kelapa Gading and Panglima Polim branches, starting from five in the afternoon until two in the evening. So the shop's operational opening hours follow suit, which is open until 12 pm in Kelapa Gading and 2 pm at Panglima Polim.

Several promotional steps by utilizing the Instagram application by conducting marketing are by using the services of celebrity or influencers to introduce Kopi Kalong products using new packaging. Then, the use of the 'promotion' feature provided by Instagram itself is paid to be displayed in the feeds of Instagram users. In addition, another strategy is to use endorsement services for food information accounts such as Kelapa Gading culinary, Jakarta food bang, Jakarta food information, and so on. In addition, Kalong Coffee also active in utilizing social media by operating it and posting new product packaging.

V. Conclusion

The conclusion from the business coaching activities that have been carried out for the Kopi Kalong UMKM is that there are several things that need to be considered by the Kopi Kalong SMEs in responding to challenges in the coffee shop business. The number of coffee shop brands in Indonesia, especially Jakarta, is a challenge for Kopi Kalong SMEs so that the brand can be known by the wider community and easy to remember. This can be done by giving the characteristic or signature that is owned by Kopi Kalong. Unlike most coffee shops that use attractive images or logo designs or with brand names that are close to daily experiences such as soul promises, ex-coffee, and so on, the development of product packaging carried out by Kopi Kalong through the Business Coaching process is by combining food light and coffee drinks in unique packaging that is rarely used by other coffee shops. After Kopi Kalong has product and packaging characteristics, the next step is to market it through social media channels, namely Instagram as one of the platforms widely used by millennials as the majority of Kopi Kalong consumers.

In the process of development of SME Product Packaging for Kopi Kalong, Kopi Kalong's challenges in introducing its brand as well as marketing strategies to make it easy for consumers to remember the Kopi Kalong brand or in other words increase consumer brand awareness have been optimized. Improvements made by MSME Kopi Kalong are in the form of product packaging development by combining food and drinks in a unique container that is rarely used by other coffee shops. After these improvements were made, it was found that the improvements had a positive impact on the Kopi Kalong SMEs. The packaging development makes customers interested in buying Kopi Kalong products and makes consumers, the majority of whom are young people with an age range of 15 to 35 years, to post the product packaging on their social media. Thus helping the marketing of the Kopi Kalong brand to be more widely known and making it easier for the public to remember the characteristics possessed by Kopi Kalong.

After developing the Kopi Kalong product packaging, the next step is to carry out a marketing strategy through Instagram social media which is a platform that is often used by the millennial generation as the majority of Kopi Kalong customers. The strategy is to reactivate the Kopi Kalong account which was previously not managed properly due to a lack of human resources who can actively process social media. Then Kopi Kalong also uses endorsement services to several influencers so that the Kopi Kalong brand is increasingly known to the wider community. Furthermore, by collaborating with food info accounts such as Jakarta Food Bang, Kelapa Gading Info, and Info.Kelapa Gading. Kopi Kalong also uses the 'promotion' feature on Instagram by advertising for a fee.

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