

CHAPTER I INTRODUCTION

1.1 Background

Hanging out culture has become an important part of *the lifestyle* of young people in Indonesia, especially in the city of Surabaya in recent years. This activity is no longer just a matter of filling free time, but has developed into a social and cultural phenomenon. Hanging out in cafes or coffee shops is considered a means to socialize, build relationships, relax or just as a means of expressing the lifestyle of young people. In line with Dhaehasti Agustina Saputri et al. (2023) The culture of hanging out for young people in café is a reflection of the values, attitudes, and way of life of certain social groups, where the existence of cafes is not only positioned as a place for consumption, but also as a space for interaction.

The phenomenon of hanging out culture is certainly inseparable from the influence of globalization and the development of social media. Platforms such as Instagram and TikTok have also strengthened the trend of hanging out by presenting café content as an "aesthetic space". Various studies show that this has an impact on young people who make hanging out activities no longer just face-to-face interactions, but also part of building self-image on social media (Widiyaningsih, 2022). In this context, cafes are no longer seen as just a place to drink coffee, but have turned into a symbol of a modern lifestyle that becomes a consumptive value and social identity (Ahmad et al., 2022).



Figure 1. 1 Disway Daily Post
(Source : Instagram)

The growth of this hanging out trend has also encouraged an increase in the number of coffee shops in various regions, especially in urban areas. One of the cities that is experiencing rapid growth in this sector is the city of Surabaya. Based on data released by the Disway Daily on January 22, 2026 through the Instagram platform @harian.disway, Surabaya is recorded as the city with the largest number of coffee shops in Indonesia, with a total of 12,510 coffee shops, outperforming big cities such as Bogor and Jakarta.

Along with the increasing interest of young people in coffee and hanging out, coffee shops are now not only a place to enjoy drinks or food, but also a space for young people to gather. In line with Puspa & Yani Hardiyanti (2021) about the consumption patterns of café visitors in Indonesia stating that the presence of coffee shops has become a new habit in daily life, where consumers, especially the younger generation, make it a space for recreation, work, and also a means of creating content for social media. This is in line with the study of Fauzi (2023) which adapted Alfred Weber's Location theory. The distribution of coffee shops in urban areas is influenced by the community's need for comfortable public spaces and the development of popular culture.

Of course, in the midst of the increasing growth of coffeeshops, every brand is required to have a strong identity, uniqueness, and an effective communication strategy in order to make an impression on the audience. One of the strategies that is widely used by coffeeshop business actors is the use of social media as the main means to build brand awareness, convey brand value, and attract potential customers. This is in line with Pratiwi et al. (2025), that social media plays an important role in building brand awareness because it is able to present information visually, quickly, and interactively. Visual content such as ambience photos, interior design, products, and customer activities is considered effective in creating a positive perception of the brand and influencing audience interest. It is also emphasized that social media platforms allow two-way communication between brands and consumers, so that it becomes a space for interaction and the formation of emotional relationships. This makes it relevant to the character of coffeeshops that sell experiences other than products.



Figure 1. 2 Rumah Brd
(Source : Personal Documents)

Rumah.Brd is one of the coffeeshops in Surabaya that comes with the concept of "home" as its main identity. This concept is realized through a homie, comfortable, and warm atmosphere, with an industrial homie interior, so that visitors are expected to feel the experience of hanging out like at home. In addition, Rumah.Brd also has another uniqueness in the form of using local raw materials in each of its products, which is an added value as well as differentiation in the midst of the rise of coffeeshops with similar concepts.

Rumah.Brd positions itself as a meaningful coffeeshop, a hangout place that is not only a place to have coffee, but also is expected to be an emotional place to return home for visitors. This vision is also realized through the mission to provide a simple but memorable hangout experience, create a comfortable and inclusive atmosphere, and make the café a space for interaction and expression, with the presentation of events that are quite routine held every month. This commitment is also reflected in the selection of local raw materials as an effort to support the environment and the surrounding area, which is also listed in the tagline "Sumber Kemajuan Rakyat" which has been used since before the rebranding and has been maintained until now.

Rumah.Brd was not present instantly. This brand was first established on June 18, 2023 under the name Kedai Berada and operates as a simple coffee shop. On its way, Berada had experienced various operational problems, even though it had opened branches in other locations three times. This condition encourages Raka as the owner to conduct a thorough evaluation of the concept, identity, and direction of the brand. The

result of the process was the decision to close its previous operations and rebrand it completely.

The rebranding gave birth to Rumah.Brd which was officially opened on November 5, 2025, located on Jl. Kyai Abdul Karim No.12, Rungkut Menanggal, Gunung Anyar District, Surabaya, East Java 60293, with operating hours opening at 09.00 WIB and closing at 23.00 WIB. This change does not only occur in the naming, but also in the concept and positioning of the brand. Rumah.Brd transformed from a simple coffee shop into a café with a stronger approach to space experience, focusing on ambience, comfort, and emotional closeness to visitors. This change in concept reflects the brand's efforts to adapt to the development of coffeeshops in Surabaya and the need for audiences to find a hangout experience that is not only functional, but also emotionally meaningful.

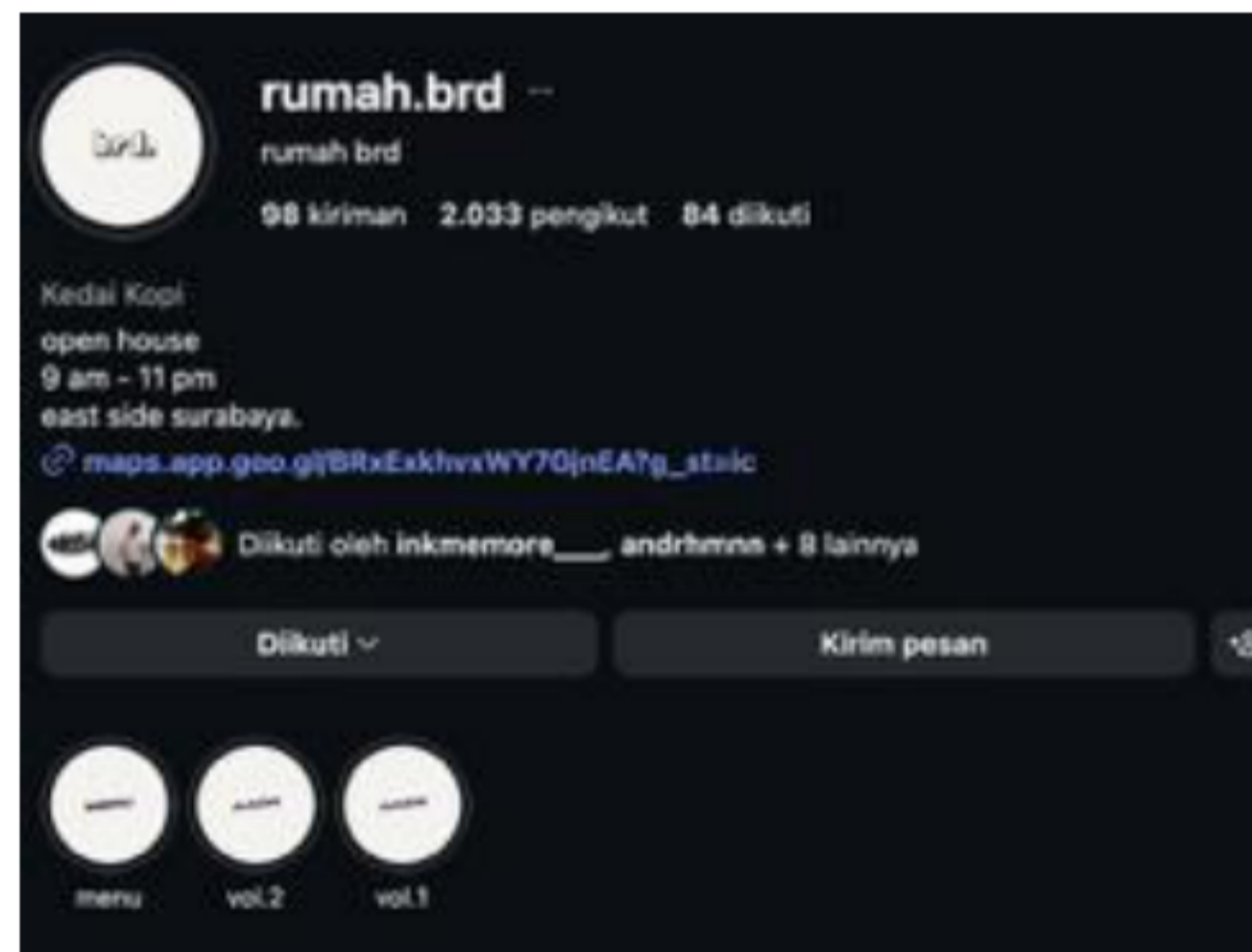


Figure 1. 3 Instagram Pofile @rumah.brd
(Source : Instagram)

In the increasingly competitive competition for coffeeshops in Surabaya, social media plays a key role as the main means to introduce the value of Rumah.Brd into the digital experience of the audience. Currently, Rumah.Brd has used Instagram through the @rumah.brd account with a total of 2,033 followers, and 98 uploads as a tool to introduce the brand and display the atmosphere of the space. As a relatively new brand after the rebranding, Rumah.Brd's social media management is still organic and has not been directed at a structured communication flow, so the brand message has not been fully conceptualized in an ongoing manner from the introduction stage to audience involvement.



Figure 1. 4 Rumah.Brd Location on Google Maps
(Source : Google Maps)

This condition is also strengthened and influenced by several other factors, such as the relatively remote location of Rumah.Brd and not in the center of a crowded coffeeshop, the high number of alternatives to other coffeeshop options with similar visual appeal in Surabaya, and the behavior of younger generation consumers who tend to be selective.

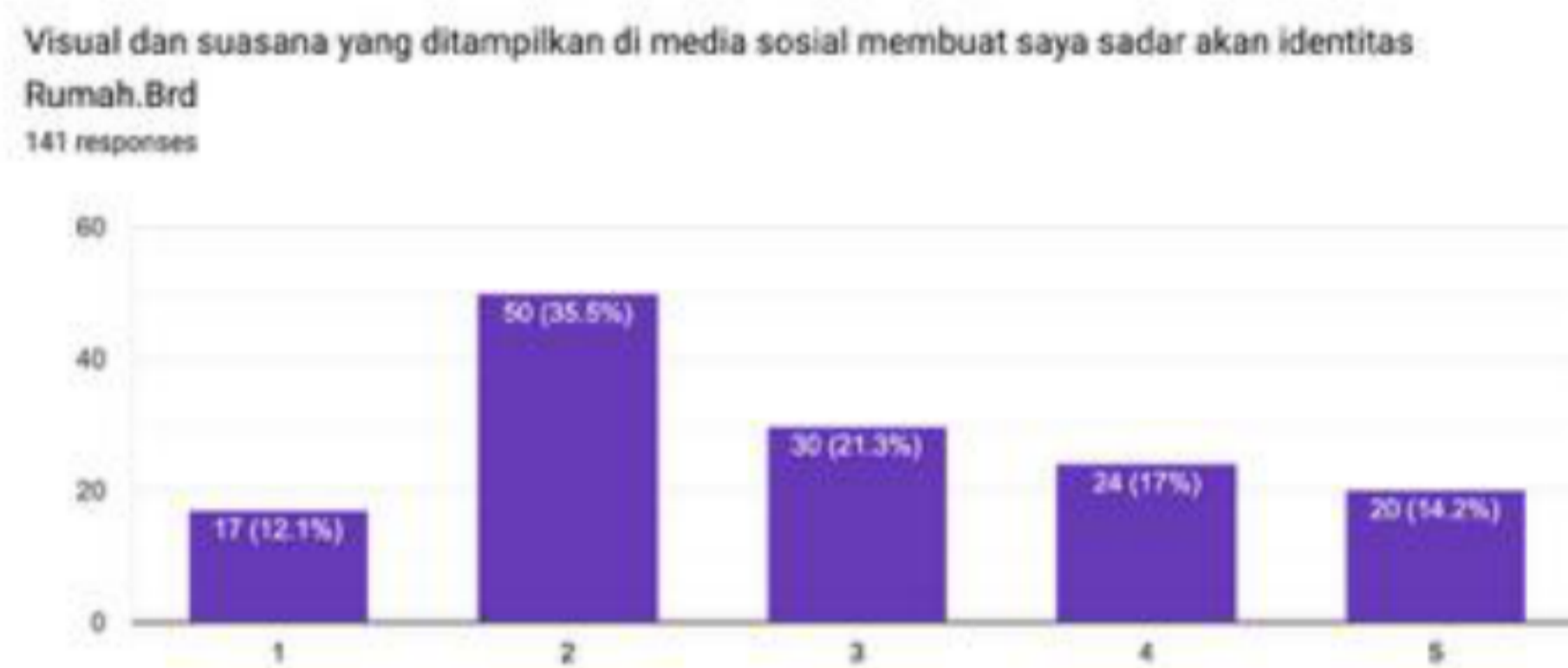


Figure 1. 5 Consumer Awareness Questionnaire
(Source : Google Form)

This is also evidenced by the results of the questionnaire of 141 respondents, the audience's perception of the visuals and atmosphere displayed on Rumah.Brd's social media shows that the brand identity has not been conveyed **optimally**. The majority of respondents gave an assessment on a scale of 1–2 (disagree) of 47.6%, which indicates that the existing content is not strong enough in building audience awareness of the identity of Rumah.Brd. Meanwhile, respondents who said they agreed and strongly agreed only reached 31.2%, showing that only a small part of the audience is able to

capture brand identity through the visuals and atmosphere of social media content. These findings reinforce the need for a more structured and consistent design of social media content so that the identity of Rumah.Brd can be conveyed more clearly to the audience.

The main goal that Rumah.Brd wants to achieve in the future is not only to attract the attention of the audience to know the existence of Rumah.Brd, but also to encourage customer behavior at a later stage, such as seeking deeper information (Ask), visiting and making purchases (Act), to sharing experiences and recommending Rumah.Brd to others (Advocate). This is reflected in the number of reviews for Rumah.Brd on Google Maps which until now has only reached 27 reviews since the beginning of its opening. This number shows that even though customers have visited and experienced Rumah.Brd, not many have been encouraged to *share* experiences or provide reviews as a form of recommendation to other audiences.

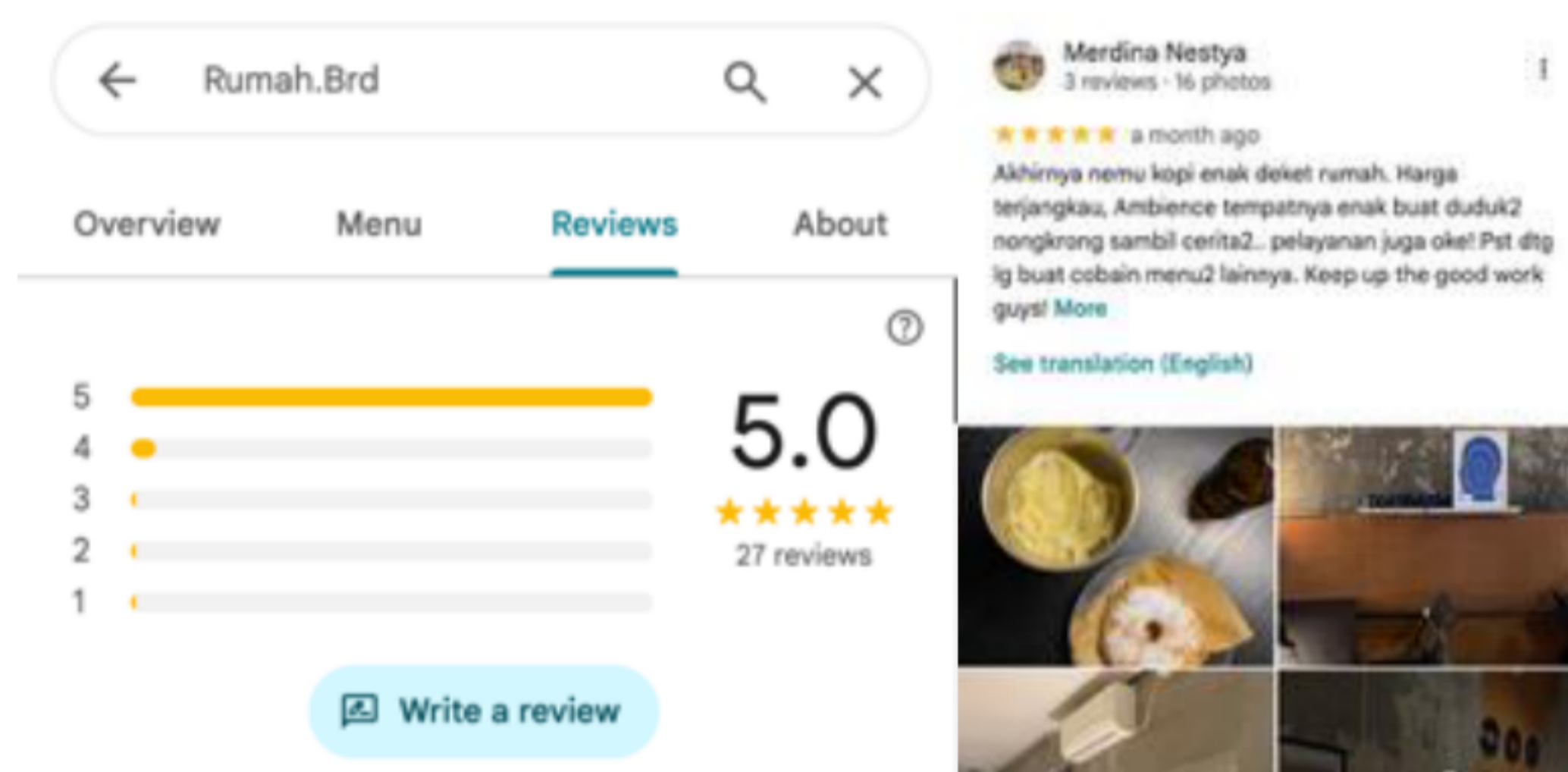


Figure 1. 6. Reviews on Google Maps
(Source : Google Maps)

The low number of reviews and customer participation in digital form indicates that customer advocacy behavior has not been optimally formed. In fact, reviews on Google Maps and recommendations on social media have an important role in building trust and brand awareness for new audiences, especially in the midst of increasingly dense competition for coffeeshops in Surabaya. This condition shows that there is a gap between brand awareness that is starting to form and the expected audience behavior, namely the willingness to share experiences and recommend Rumah.Brd.

Based on these conditions, it is necessary to design a social media content strategy that not only focuses on visual aesthetics, but is also able to gradually direct the audience from knowing the brand to becoming loyal customers. One relevant approach to answer

these needs is Customer Path 5A (Aware, Appeal, Ask, Act, Advocate). This model maps the consumer journey, not only stopping at brand awareness, but also emphasizing customer engagement, action, and advocacy. In contrast to conventional marketing approaches that focus on promotional output or direct conversions, Customer Path 5A places consumers as active subjects who move from awareness to advocacy. This is in line with the character of the younger generation of coffeeshop consumers who are not only looking for products, but also experiences, emotional closeness, and a sense of involvement with the brand.

The selection of Customer Path 5A is also relevant to the condition of the location of Rumah.Brd. With a position that is not in the center of the coffeeshop crowd, consumers' decision to visit is heavily influenced by the initial perceptions, recommendations, and experiences of others. Therefore, the Ask and Advocate stages are crucial, as audiences tend to seek validation through reviews, experience reposts, and word of mouth before deciding to come. The 5A model explicitly accommodates this behavior, which is not specifically addressed in many other marketing theories that emphasize awareness or purchase alone.

Ekasari (2021) Research, with title “Strategi Perbaikan Jalur Pelanggan Berdasarkan Pola Customer Path Pada Kafe Kopi Lamongan” shows that the implementation of Customer Path 5A is effectively used as the basis for communication strategies and social media content in the coffeeshop sector, because it is able to help brands direct messages according to the stages of consumer behavior. Therefore, the design of social media content based on Customer Path 5A is seen as relevant to help Rumah.Brd streamline its communication strategy, strengthen the audience experience, and encourage a shift in customer behavior from just knowing the brand to more active engagement and advocacy.

Based on these conditions, it can be assumed that the insight into the character of Rumah.Brd as a relaxing and productive hangout place is still not communicated through social media, while the less strategic location of Rumah.Brd demands a more strategic use of social media to expand the reach of the audience. In addition, according to the results of the questionnaire, around 50% of information dissemination still occurs through word of mouth. As such, Customer Path 5A is considered a relevant and effective approach to help Rumah.Brd develop a more structured, sustainable, and behavior-oriented social media content strategy.

1.2 Identify the problem

Based on the background that has been explained, the problems faced by Rumah.Brd can be identified as follows:

1. Based on observations through Google Maps and field conditions, Rumah.Brd has a less strategic location, far from the center of the *coffeeshop* crowd, this has not been supported by a targeted and structured content strategy to expand reach and brand recognition.
2. The dissemination of information is dominated by direct word-of-mouth communication. Based on the results of the questionnaire, around 50% of respondents knew about Rumah.Brd through the recommendation of friends.
3. Rumah.Brd Insight through social media has not been formed strongly and evenly. This is shown by the results of the questionnaire which showed that only 31.2% of the 141 respondents were aware of the brand identity through the visuals and atmosphere displayed on Instagram.
4. Although the content reach data is quite high and the engagement rate is 13.8% according to the phanx.com web , this potential has not yet pushed the audience towards further actions such as information search and visits.

1.3 Problem Formulation

How to design Instagram content for Rumah Brd with the Customer Path 5A strategy?

1.4 Purpose

1. To increase the reach of Rumah.Brd's audience through social media as a response to remote locations.
2. To develop a direction for Rumah.Brd's social media content that is more directed, informative, and visually consistent so that brand communication can be persuasive.
3. To optimize the role of Rumah.Brd's social media so that it does not only stop at the awareness stage, but is able to encourage the audience to engage further.
4. To encourage audiences to the Ask, Act, and Advocate stages, including improving customer recommendation behavior through reviews and sharing experiences of Rumah.Brd.

1.5 Problem Limitations

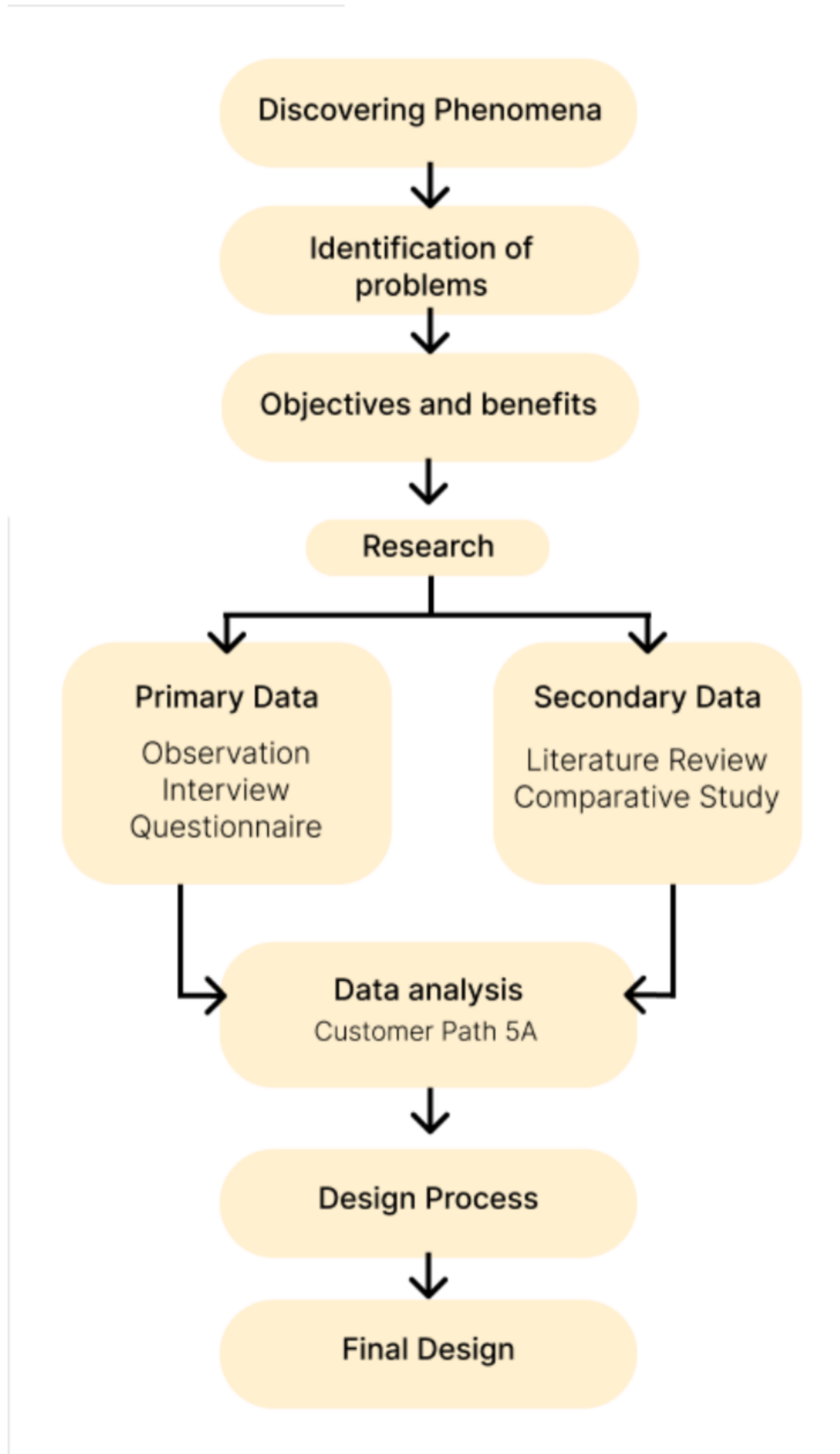
In order to make the research more focused, the research limits are set as follows:

1. The promotional media used in this design is focused on social media, namely Instagram. With the design of a content calendar for one year.
2. The design is focused only on creating Rumah.Brd's social media content, not on the overall marketing strategy. The content is designed following the Customer Path 5A approach.
3. The scope of content issues includes visual consistency, clarity of information, and brand identity delivery. The focus of design does not include operational management, sales management, or other business strategies.
4. The target audience that is the focus is 18-27 years old who have a habit of hanging out and actively using social media. The main stakeholders involved are limited to the owners and baristas of Rumah.Brd as a source of data and concept validation.
5. The evaluation of the success of the strategy is limited to the audience's perception of the designed content, including visual appeal, suitability of communication style. Success is not measured by sales data, but by audience responses through interviews and questionnaires with random samples, and also social media insights.

1.6 Research Benefits

1. Increasing audience reach through Instagram users, so that it can increase the competitiveness of coffeeshops in Surabaya.
2. Clarify the identity, values, and character of Rumah.Brd as a coffeeshop with the concept of "home" through structured and visually consistent social media content.
3. Optimizing the role of Rumah.Brd's social media in guiding the audience gradually through the Customer Path 5A stage. Not only at the aware stage, but towards the Ask, Act stage.
4. Driving audience engagement to the Advocate stage, with increased reviews on Google Maps, reposting experiences on social media, and *Word of Mouth* which strengthens the image and loyalty of the audience to Rumah.Brd.

1.7 Research Framework



Gambar 1. 1 *Research Framework*
(Source : Personal Document)