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Promotion Strategy Of Cafe Kopi Saa Through Instagram Social Media Based On Swot Analysis

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Abstract

Cafe Kopi Saa is a local micro coffee business in Kupang City that was established in 2019, but its official Instagram account (@kopisaa) has not been managed in a planned manner: as of January 2026 it only has around 1,700 followers with an engagement rate of 4.5%, far below the average competitor (7–10%). This study aims to formulate a promotion strategy for Cafe Kopi Saa through Instagram based on a SWOT analysis and identify internal and external factors that affect it. The study used a qualitatively dominant mixed method approach with 34 respondents (1 owner, 3 employees, 30 consumers) which were determined by purposive sampling, analyzed through the IFAS-EFAS matrix and the SO, WO, ST, WT strategy matrix. The results of the study placed Cafe Kopi Saa in Quadrant I (+1.30; +1.70), where internal strengths and external opportunities were more dominant than weaknesses and threats. The SO strategy is a priority, namely strengthening NTT's local coffee educational content and expanding creative community collaboration, supported by high customer loyalty (score 4.24). Weaknesses such as posting inconsistencies and limited human resources need to be addressed through digital marketing training and content calendars, while the threat of competition for new cafes is faced by strengthening NTT's local coffee identity as a brand differentiation. Overall, Instagram has played a real role as the main promotional channel, but its contribution will be optimal if its management shifts from a personal pattern to a teamwork pattern that is scheduled and evaluated periodically through Instagram Insights.

Keywords: Instagram Social Media, Promotion Strategy, SWOT Analysis, Coffee MSMEs, Saa Coffee Cafe.

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INTRODUCTION

The coffee café industry in Indonesia, especially in Kupang City, has experienced rapid development after the COVID-19 pandemic, marked by the emergence of new culinary MSME players with diverse café concepts (Antara News, 2025), so that competition is no longer only about product quality but also digital marketing strategies. Cafe Kopi Saa, which was established in 2019 in Kota Lama, Kupang, with the concept of "Local Coffee, Home Atmosphere" and raw materials for local coffee in NTT, also faces this challenge: taste excellence and strategic location alone are not enough, because MSMEs are now required to utilize digital technology as a means of promotion and communication with consumers (Siubelan et al., 2026).

Internally, Instagram management @kopisaa not optimal: as of January 2026, it only has 1,700 followers with an engagement rate of 4.5%, the frequency of posts is inconsistent (on average 1–2 times per week), interactive features such as Reels and Stories have not been fully utilized, and Instagram Insights data has not been used as a basis for promotional decisions. In fact, Instagram users in Indonesia have exceeded 100 million, dominated by 18–34 years old (We Are Social & Meltwater, 2024), while around 70% of F&B MSMEs still rely on conventional promotions (Setyawan, Karsimin, & Pantjaningsih, 2023) — a condition that is also reflected in Cafe Kopi Saa.

Various previous studies have discussed the management of Instagram in coffee cafes (Arneisha et al., 2024; Hae et al., 2021; Usman, 2025; Maulana, 2025), but no one has yet integrated SWOT analysis with Instagram management at local coffee cafes in Eastern Indonesia. Based on these gaps, this study aims to (1) formulate a promotion strategy for Cafe Kopi Saa through Instagram based on SWOT analysis, and (2) identify internal-external factors that affect its effectiveness, as well as become a practical reference for similar coffee café MSMEs.

METHODS

Research Time and Place

This research was carried out at Cafe Kopi Saa which is located on Jalan Soekarno, Lailai Bisi Kopan Village, Kota Lama District, Kupang City, East Nusa Tenggara Province. The selection of the location was based on the relevance of Cafe Kopi Saa as a local coffee MSME that faces challenges in managing Instagram social media. The research will be carried out starting in April 2026, including observation, interviews, documentation, and data analysis stages.

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Population and Sample

The determination of the sample in this study uses the purposive sampling technique, which is a non-probability sampling technique based on certain considerations according to the research objectives (Sugiyono, 2019). The research population includes all parties involved in the operation of Cafe Kopi Saa, namely owners, employees, and consumers who interact with @kopisaa Instagram account. The sample criteria include: (1) owner/management as a decision-maker for Instagram management; (2) employees who are involved in content management and have worked for at least 6 months; and (3) consumers who actively follow Instagram accounts, have interacted with content, and visited the café at least 2 times in the last 6 months. The total research sample was 34 respondents, consisting of 1 owner/management, 3 employees, and 30 active consumers. After verification of the criteria, there were 1 respondent who did not meet the requirements (did not follow the @kopisaa account) so they were excluded from the quantitative analysis, leaving 33 respondents who were used in the IFAS-EFAS weighting.

Data Collection Methods

Data was collected through four methods. First, direct observation of café operational activities and the practice of managing @kopisaa Instagram accounts. Second, semi-structured interviews with selected owners, employees, and consumers to explore in-depth information about the role of social media, content management constraints, and consumer perceptions. Third, documentation in the form of internal café archives, sales records, and Instagram content (posts, stories, reels, and engagement metrics). Fourth, a 1–5 Likert scale questionnaire was given to active consumers and employees to measure perceptions of content management, engagement, and Instagram's influence on visiting decisions.

Data Analysis Techniques

This study uses qualitative descriptive analysis with a SWOT approach to identify the strengths, weaknesses, opportunities, and threats of Cafe Kopi Saa in Instagram management as a promotion strategy. Qualitative data analysis is carried out through three stages according to Miles, Huberman, and Saldana (2014): (1) data reduction, namely selecting and focusing relevant information according to the categories of internal and external factors; (2) presentation of data in the form of narratives, tables, and SWOT matrices; and (3) drawing conclusions based on the results of the analysis.

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To measure the competitiveness of Cafe Kopi Saa in a more measurable manner, score weighting was carried out through the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrix following the Rangkuti (2015) approach. Each internal and external factor was analyzed through two components, namely weight (W) which indicates the level of importance of factors on a scale of 0–1 (total weight = 1.00), and rating (R) which indicates the condition of the organization's response to these factors on a scale of 1–4, where 1 = very weak/poor response, 2 = weak, 3 = quite good, and 4 = very good/strong response. The final score of each factor is obtained through the formula:

Score (S) = Weight (W) × Rating (R)

The total scores of IFAS and EFAS are then used to determine the strategic position of Cafe Kopi Saa in the SWOT quadrant diagram, through the calculation of the difference between the total strength and weakness score (X axis) and the difference between the total odds and threat scores (Y axis). The quadrant position obtained then becomes the basis for the formulation of the SO (Strengths-Opportunities), WO (Weaknesses-Opportunities), ST (Strengths-Threats), and WT (Weaknesses-Threats) strategy matrix.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study were 34 people, consisting of 1 owner/management, 3 employees, and 30 active consumers of Cafe Kopi Saa. The characteristics of respondents based on age, gender, occupation, and status of following Instagram accounts @kopisaa presented in the following table.

Table 1 Characteristics of Respondents by Age Group

Yes	Age Group (Year)	Frequency (People)	Percentage (%)
1	20	1	2,94
2	21–26	21	61,76
3	27–32	10	29,41
4	> 32	2	5,88
	Quantity	**34**	**100**

Source: Primary Data, processed (2026)

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Customers @kopisaa dominated by the age group of 21-26 years (61.76%), followed by the age group of 27-32 years (29.41%). The dominance of this productive age group reflects that @kopisaa main customers are the younger generation who actively use the internet and social media and are responsive to digital marketing approaches.

Table 2 Characteristics of Respondents by Gender

No	Gender	Frequency (People)	Percentage (%)
1	Male	22	64,71
2	Women	12	35,29
	Quantity	**34**	**100**

Source: Primary Data, processed (2026)

Table 3 Characteristics of Respondents by Occupation

No	Jobs	Frequency (People)	Percentage (%)
1	Student/Student	18	52,94
2	Civil Servant	0	0,00
3	Private Employees	3	8,82
4	Self-employed	5	14,71
5	Others	8	23,53
	Quantity	**34**	**100**

Source: Primary Data, processed (2026)

Respondents were dominated by students/students (52.94%), in line with age characteristics, most of which were in the range of 21–26 years. These findings confirm that @kopisaa main customers are young people who are in the education phase or early to enter the workforce, so a creative digital content-based promotional approach is relevant to reach this segment.

Table 4 Characteristics of Respondents Based on Status of Following @kopisaa Account

No	Follow Account	Frequency (People)	Percentage (%)
1	Ya	33	97,1
2	No	1	2,9
	Quantity	**34**	**100**

Source: Primary Data, processed (2026)

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Most of the respondents (97.1%) have followed @kopisaa's Instagram account, indicating that this account has reached customers widely and is one of the main sources of information related to café products and activities. One respondent who did not follow the account was excluded from the quantitative analysis, so the number of respondents used in the IFAS-EFAS weighting was 33 people.

Saa Coffee Cafe Promotion Strategy Through Instagram Social Media

Cafe Kopi Saa is carrying out its promotional strategy through the official Instagram account of @kopisaa which, based on observations as of May 2026, already has around 396 uploads and 1,777 followers. The account bio lists the brand identity of "Local Slow Bar Coffee Shop" with the tagline #LocalBrandWorldClassTaste, equipped with highlight features themed Nongki Kop, Jalan-jalan, Termatcha, New Wave, and Barista as a visual archive for consumers. The selection of Instagram as the main promotional medium is based on the target market of young people who actively use the platform, as well as making it an educational medium about local coffee in NTT.

In terms of planning and content management, all management of Instagram accounts is @kopisaa carried out directly by the owner without a special team, and employees have not received digital marketing training even though the recruitment process has required the ownership of social media accounts. Owners organize content adaptively with the help of CapCut and Canva apps. The types of content uploaded include product education content (matcha introduction, coffee production process, coffee tasting), promotional content for community events (Mega Beatbox Battle, Underdog Stand Up Comedy Competition, Open Mic, Film Screening), community collaboration content (Flobamor Comedy Club), and relatable content with the theme of daily life of young people. This diversity reflects the efforts to build Cafe Kopi Saa as a creative community space, not just a coffee shop. However, the frequency of uploads is still inconsistent, ranging from 2-3 times per week but can be completely empty when the owner is busy with café operations.

In terms of audience engagement, Cafe Kopi Saa utilizes the Reels, Stories, and Instagram Ads features, as well as runs collaborations with influencers and local communities promoted through the tag feature in Stories. This collaboration has been shown to increase the number of likes, although the growth in comments and shares has not shown a significant increase. Many consumers come to Cafe Kopi Saa with the motivation to seek education about coffee, a response that is in line with the educational content approach that has been carried out, so that the Instagram account not only

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serves as a means of product promotion but also builds the perception of Cafe Kopi Saa as a local coffee education space.

In terms of performance evaluation, Cafe Kopi Saa believes that the use of Instagram has a positive influence on customer and sales increases, even though systematic measurements have not been carried out through Instagram Insights. As a strategy to face competition, Cafe Kopi Saa relies on local community collaboration, consistency of NTT local coffee education, product quality, and starting to activate TikTok through the Live feature. The main competitive advantage lies in the use of local coffee in NTT as a raw material as well as a business model that combines cafes with creative communities, which is consistently communicated through the taglines "More than coffee – where people connect" and "Local Brand, World Class Taste".

Overall, Instagram has played a real role as the main promotional tool of Cafe Kopi Saa in reaching out and building relationships with consumers, especially young people in Kupang City. However, this role has not been running optimally due to the limited human resources of content managers who rely entirely on the owner, the lack of digital marketing training for employees, and inconsistency in the frequency of content uploads. These findings are in line with the digital marketing framework of Chaffey and Ellis-Chadwick (2019) who affirm that the effectiveness of digital marketing is determined by the integration of three pillars, namely human resource readiness, structured content planning, and consistency of publication schedules.

Internal Factor Analysis (IFAS Matrix)

The IFAS analysis was conducted to identify and assess the internal strengths and weaknesses of Cafe Kopi Saa in Instagram management as a promotional strategy. The data was sourced from a questionnaire of 33 respondents and in-depth interviews with owners. The results of the IFAS analysis are presented in Table 5.

Tabel 5 Matriks IFAS (Internal Factor Analysis Summary)

No	Internal Factors	Weight (W)	Rating (R)	Score (S=W×R)
	Strengths			
1	The advantages of NTT's local coffee products as the main brand identity	0,15	3	0,45

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No	Internal Factors	Weight (W)	Rating (R)	Score (S=W×R)
2	High customer loyalty – willingness to return (score 4.24)	0,15	4	0,60
3	Willingness of consumers to recommend (word of mouth) (score 4.18)	0,10	4	0,40
4	User-Generated Content (score 3.55)	0,10	3	0,30
5	Active collaboration with the creative community and local influencers	0,10	3	0,30
	Weaknesses			
1	Low posting frequency consistency (score 2.85)	0,15	2	0,30
2	The visual quality of the content is not optimal (score 2.91)	0,10	2	0,20
3	Limited content management human resources – entirely by the owner	0,10	2	0,20
4	Consumer periodic engagement is still low (score 2.64)	0,05	1	0,05
	Total	**1,00**	**-**	**2,80**

Source: Primary Data, processed (2026); Weight and rating approach following Rangkuti (2015)

The total IFAS value of 2.80 is above the midpoint of 2.50, which indicates that the internal condition of Cafe Kopi Saa is relatively strong in supporting promotion through Instagram. The highest strength comes from customer loyalty (score 0.60) and the superiority of NTT's local coffee (score 0.45), while the most impactful weakness is the low consistency of posting frequency (score 0.30) which is the root of a number of other weaknesses, including low periodic consumer engagement. As a comparison, the ideal practice for managing small-scale culinary MSME Instagram accounts recommends the frequency of uploads to the feed 3–4 times per week, accompanied by Stories at least 3 times per day (Kompas.com, 2026); The frequency of Cafe Kopi Saa, which is only 2-3 times per week and sometimes empty, shows that the consistency of promotions has not reached this ideal threshold.

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External Factor Analysis (EFAS Matrix)

The EFAS analysis was conducted to identify and assess opportunities and threats from the business environment that affect the effectiveness of Instagram Cafe Kopi Saa promotions, using the same weighting and rating methods as IFAS. The results of the EFAS analysis are presented in Table 6.

Tabel 6 Matriks EFAS (External Factor Analysis Summary)

No	External Factors	Weight (W)	Rating (R)	Score (S=W×R)
	Peluang (Opportunities)			
1	The trend of coffee culture that continues to increase among young people in Kupang City	0,20	4	0,80
2	Potential to increase brand awareness through Instagram (score 3.00)	0,15	3	0,45
3	The influence of Instagram content on consumers' decision to visit (score 3.09)	0,15	3	0,45
4	Collaboration opportunities with the Kupang local creative community and influencers	0,15	3	0,45
5	Development of digital promotional channels to the TikTok platform	0,05	3	0,15
	Threats			
1	New café competition is getting tighter with a more aggressive digital strategy	0,15	2	0,30
2	Instagram content is not strong enough to drive direct visits (score 2.76)	0,10	2	0,20
3	Consumer interaction (comment) rate is still low (score 3.06)	0,05	2	0,10
	Total	**1,00**	**-**	**2,90**

Source: Primary Data, processed (2026); Weight and rating approach following Rangkuti (2015)

The total EFAS value of 2.90 is also above the midpoint of 2.50, which means that the external environment still provides considerable opportunities for the development of Cafe Kopi Saa's digital promotion. The highest opportunity comes from

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the trend of coffee culture among young people (score 0.80), while the main threat comes from competition from new cafes with more aggressive digital strategies (score 0.30). Overall, the external opportunity (2.30) is still much greater than the threat (0.60), so the business environment is relatively conducive for Cafe Kopi Saa to develop an Instagram-based promotion strategy.

Strategic Positioning (SWOT Quadrant)

The strategic position of Cafe Kopi Saa is determined through the difference between the total strength and weakness score (X axis) and the difference between the total opportunity and threat score (Y axis), following the approach of Rangkuti (2015).

X Axis (Internal): Total Strength score (S) = 0.45 + 0.60 + 0.40 + 0.30 + 0.30 = 2.05; Total Weakness score (W) = 0.30 + 0.20 + 0.20 + 0.05 = 0.75; Difference (X) = 2.05 – 0.75 = +1.30.

Y-axis (External): Total Odds score (O) = 0.80 + 0.45 + 0.45 + 0.45 + 0.15 = 2.30; Total Threat score (T) = 0.30 + 0.20 + 0.10 = 0.60; Difference (Y) = 2.30 – 0.60 = +1.70.

The coordinates of the strategic position of Cafe Kopi Saa are (X = +1.30 ; Y = +1.70), which places Cafe Kopi Saa in Quadrant I in the SWOT diagram, which is a position where internal strengths outweigh weaknesses and external opportunities outweigh threats. According to Rangkuti (2015), organizations in Quadrant I are in a very favorable position and are advised to implement an aggressive strategy (growth strategy), which is an SO strategy that utilizes internal strengths to the maximum to optimize external opportunities. This position shows that the main problem of Cafe Kopi Saa does not lie in the lack of product attractiveness, but in the lack of an optimal digital promotion management system, so the challenge is to translate social capital and strong brand capital into Instagram activities that are more scheduled, measurable, and able to encourage consumers from the stage of liking content to the stage of visiting and buying.

SWOT Matrix and Strategy Formulation

Based on the position in Quadrant I, all internal and external factors are integrated into the SWOT matrix to formulate four groups of strategies, as presented in Table 7.

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Table 7 Matrix SWOT Cafe Kopi Saa

IFAS \ EFAS	**STRENGTHS (S): S1. The advantages of NTT's local coffee; S2. Customer loyalty; S3. Word of mouth; S4. consumer UGC; S5. Community collaboration**	**WEAKNESSES (W): W1. Low post consistency; W2. The visual quality is not optimal; W3. Human resource limitations; W4. Low periodic engagement**
OPPORTUNITIES (O): O1. Youth Coffee Trends O2. Potential brand awareness via IG O3. The influence of IG on visits O4. Community/influencer collaboration opportunities O5. Expansion to TikTok	SO Strategy: SO1. Strengthen & consistent educational content of NTT's local coffee to attract young segments (S1, S5, O1, O2). SO2. Optimize collaboration of local creative communities & influencers as a key strategy for organic reach expansion (S5,O3,O4). SO3. Facilitate loyal consumers to actively make UGC as an organic promotion (S2, S3, S4, O2, O3).	WO Strategy: WO1. Delegate content management to selected employees through digital marketing training (W1,W3,O1,O4). WO2. Improve the visual quality of content by taking advantage of the momentum of the coffee trend (W2,O1,O2). WO3. Put together a structured monthly content calendar (W1,W4,O4).
THREATS (T): T1. Competition for new cafes is getting tighter T2. Content hasn't driven in-person visits T3. Active consumer interaction is still low	ST Strategy: ST1. Strengthen and consistent the identity narrative of NTT's local coffee as a differentiation that is difficult for	WT Strategy: WT1. Prepare SOPs for Instagram content management that can be delegated to employees (W1, W3, T1, T2).

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	competitors to imitate (S1, S5, T1). ST2. Leverage customer loyalty and word of mouth as the foundation for sustainable organic promotion (S2, S3, S4, T1, T2).	WT2. Design more interactive content with a clear call to action to drive conversion visits (W2,W4,T2,T3).

Source: Primary Data, processed (2026)

The SO1 strategy is a top priority because it is most in line with the position of Quadrant I. SO1 strategy (strengthening the educational content of NTT's local coffee) is relevant because the superiority of local products (S1) and the trend of young people coffee (O1) are factors with the highest weighted scores in IFAS and EFAS. The SO2 (community collaboration optimization) strategy is supported by the fact that likes on Instagram content increase significantly after actively collaborating with local communities. The SO3 strategy (encouraging consumer loyalty) is supported by a very high willingness to return (4.24) and recommend (4.18) scores, indicating a large potential consumer base as an organic promotion agent.

The WO strategy is designed to address internal weaknesses by leveraging available opportunities, especially delegating content management through digital marketing training (WO1) in response to HR limitations (W3) and posting inconsistencies (W1), as well as the creation of a monthly content calendar (WO3) as a practical solution without requiring a large investment of resources. ST's strategy is directed at strengthening the differentiation narrative of NTT local coffee (ST1) which is difficult for new competitors to imitate, as well as the use of customer loyalty as a shield for organic promotion (ST2) in the midst of the onslaught of competitors' digital promotions. The WT strategy is defensive but still important as an anticipatory step, namely the preparation of content management SOPs (WT1) so that the sustainability of promotions does not depend on one individual, as well as the design of more interactive content accompanied by a clear call to action (WT2) to encourage conversion from consumer interest to real visits.

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Managerial Implications

Based on the overall results of the study, the managerial implications that can be formulated are the need to change Instagram management from an owner-based personal pattern to a more planned organizational pattern, through three main steps: the division of content manager roles, the preparation of content calendars, and periodic evaluations using Instagram Insights. In addition, Cafe Kopi Saa needs to make Instagram a part of the customer experience, not just a medium for disseminating information, for example by encouraging consumers to share their experiences through stories, account tags, or special hashtags that represent the identity of NTT's local coffee. This finding is in line with Maulana (2025) who emphasizes that the success of Instagram marketing is not only determined by active content management, but also by the ability of managers to use analytics data on a regular basis as a basis for promotional decision-making, as well as consistency of brand differentiation as the key to building brand awareness in the midst of increasingly fierce competition.

CONCLUSION

Based on the results of the research and discussion of the promotion strategy of Cafe Kopi Saa through Instagram social media based on SWOT analysis, it can be concluded as follows.

1. Saa Coffee Cafe Promotion Strategy Through Instagram. Instagram plays a real role as the main means of promotion of Cafe Kopi Saa through the three pillars of social media management, namely content planning, audience engagement, and performance evaluation. The content uploaded includes NTT local coffee education, event promotions, community collaboration, and relatable content, thereby building the identity of Cafe Kopi Saa as a creative community space. However, Instagram's role has not been optimally run due to three main obstacles: inconsistency in upload frequency, lack of digital marketing training for employees, and the lack of Instagram Insights as a basis for promotion evaluation.

2. Internal and External Factors Affecting the Effectiveness of Promotions. The position of Cafe Kopi Saa is in Quadrant I (+1.30; +1.70), with the main strengths in the form of high customer loyalty and the superiority of local coffee in NTT, as well as the main weakness in the form of inconsistency in posts and limited human resources of content managers. The main external opportunities come from the trend of coffee culture among young people and the collaboration of creative communities, while the main

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threats come from the competition of new cafes with more aggressive digital strategies. Because strengths and opportunities are more dominant than weaknesses and threats, Cafe Kopi Saa has room to implement a more aggressive promotion strategy (SO strategy) by optimizing internal strengths to capture available external opportunities, supported by WO, ST, and WT strategies as supporting strategies.

For the manager of Cafe Kopi Saa, it is recommended to recruit or train employees as special admins for Instagram management, prepare Standard Operating Procedures (SOPs) for content management, compile a monthly content calendar with a minimum posting frequency of three times per week, regularly utilize Instagram Insights as a basis for evaluation, and expand collaboration with the creative community and local influencers. For other local coffee café business actors in Kupang City, the results of this research can be a reference in implementing promotional strategies based on local product identity (local storytelling) and community collaboration to build differentiation in the midst of increasingly fierce competition.

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