

**Role of Film Media in Building Filofofi Kopi's  
Brand Knowledge: Study at Filosofi Kopi Coffee  
Shop, Melawai, Jakarta Selatan**

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**ABSTRACT**

This study aims to understand the levels of brand knowledge and roles of the media film content in building Filosofi Kopi's brand knowledge. In general an enterprise is supposed to control messages to be delivered by consumers through brand knowledge. The methodology used in this study is mix method research to deepen their understanding on the film from the media company as well as consumer's perspectives focusing on the brand knowledge. The data gathered in this research uses in-depth interviews, observation, study documentation, and questionnaires. The result of this study indicated that brand knowledge that forms on the audience of Filosofi Kopi the movie is more excel on the brand awareness compared with the brand image of Filosofi Kopi. Filosofi can use this as an advantages by the existence of Filosofi Kopi that already can be considered as credible. The role of media film content that is applied to Filosofi Kopi's film has also help build consumer's brand knowledge. The conclusion of this study underlines that the audience of Filosofi Kopi has had the high level on the brand knowledge. In addition, Filosofi Kopi can still be maximizing the power on the contents of the story at the process of making the movie in order to continue to grow. Recommended for this research is a very important aspect to take advantage of company's brand awarens to make new content on social media, held a workshop, enrich the company character, also to implement marketing plan in the most comprehensive way. It is important to maximize company's potential to reach larger market.

Key Words : Brand Knowledge, Filosofi Kopi, Media Film Content

**1. INTRODUCTION**

The development of people's lifestyles helped encourage the development of massmedia that applied the marketing communication concept to inform, persuade, and remind onsumers directly or indirectly about products and brands.

According to the Nielsen Company Indonesia, overall media consumption in various cities both Java and outside Java shows that television is still the main medium consumed by Indonesians (95%), followed by the internet (33%), radio (20%), newspapers (12%), cinemas (11%), tabloids (6%), and magazines (5%).

One business field that has good opportunities according to data from the Creative Economy Agency (Bekraf) is the culinary business, whose contribution to Indonesia reaches 41.69% in 2016. With a substantial contribution, it is necessary to support a unique and attractive marketing strategy so that company information can be accepted by target consumers. One of the unique and potential media is through film or cinema (11%) which has the function of informative, educative, and even persuasive.

In the current era, the use of digital media as a media of information and promotion is quite interesting and beneficial for the company. Especially to reach the target market for teenagers or young people who are sensitive to technological developments and actively access information through digital media. This can be utilized by companies, especially culinary companies to package their brand knowledge through digitally interesting content and promotions. Companies may engage this technology, especially through the use of the Internet, to optimize the promotion and delivery of any information to the public about their brands and products. (Astuti & Setiyadi, 2017 : 374)

According to Kaplan, brand knowledge is used in evaluating consumer perceptions of brand knowledge in cognitive and emotional brand associations where a company should be able to monitor the messages that will be conveyed by consumers through brand knowledge. Activities such as information retrieval and seeking advice on the choice of culinary places are now very dependent on the reputation of a brand through feedback, references, and comments from other consumers through digital access. When compared to conventional promotions such as distributing brochures in the area where the business is running, teen consumers are more likely to get information through practical media.

However, the use of digital media in culinary marketing strategies does not mean without constraints. Even often there is a gap between the suitability of the digital information and the reality of the place. So that culinary companies must be able to convey brand knowledge through digital media wisely and effectively to be able to compete with competitors.

Filosofi Kopi Coffee Shop Melawai is one of the businesses that apply film media as a marketing strategy. In 2015 the Filosofi Kopi film adapted from the novel by Dewi Lestari was shown, which simultaneously opened Filosofi Kopi Coffee Shop Melawai by Rio Dewanto, Chicco Jerikho, and several film makers as a realization of the film's story. According to Kompas.com the Filosofi Kopi by Angga Sasongko's director managed to break the Indonesian box office in 12 days when Filosofi Kopi was fourth in the Indonesian box office under Visinema Pictures production house. With a total of 229,680 spectators, Filosofi Kopi fans, especially teenagers, increasingly realized their desire to actually visit coffee shops in the Blok M Square area, Melawai, South Jakarta. The success of the film continued with the emergence of the Filosofi Kopi web series on youtube and the release of the film sequel, Filosofi Kopi 2: Ben & Jody in July 2017. The Filosofi Kopi film that supports the highest sales in the first three months according

to the general manager of Filosofi Kopi Coffee Shop in Melawai, it has made the company a successful company using unique media to introduce its companies to potential consumers. Thus the researchers are interested in conducting research on the suitability of the information submitted by Filosofi Kopi film with visitors' expectations of Filosofi Kopi Coffee Shop Melawai, South Jakarta.

**2. LITERATURE REVIEW**

**2.1. Brand Knowledge**

All of corporate marketing affect brand knowledge directly, Rajh (2002) through its marketing activities, the company can directly influence the dimensions of brand knowledge (or brand description), which can additionally increase the applicability of the developed scale to direct marketing activities. In addition there are 2 (two) components of brand knowledge namely brand awareness and brand image.

**Brand Awareness**

Brand awareness can be evaluated through two aspects, namely brand recognition and brand recall, “Brand recognition is assessed through requesting consumers to distinguish the brand: whether it has been previously seen or heard, or not. Brand recall, on the other hand, is asking consumers to retrieve brands in a given product category (Keller, 2008 in Alimen and Cerit, 2010 : 541).”

A consumer cannot establish a brand image of a brand without the presence of brand awareness that is first owned. "Brand awareness classifies into brand recognition and brand recall (Keller, 1993 in Alimen and Cerit, 2010: 540)" where brand recognition is the ability of a consumer to confirm a brand when a brand is symbolized as a sign. On the other hand, brand recall is the ability of consumers to recall a brand when a product category is given, where the method of remembering is fulfilled by category or with the help of other checks.

**Brand Image**

“Brand image, which is enrooted in both tangible and intangible associations linked to the attributes of the product, is assessed through various approaches (Kaplan, 2007 : 93)”.

There are two associations that can measure a brand image, namely from the cognitive and emotional side.

	<i>Product of this brand</i>
<i>Cognitive brand associations</i>	<ol style="list-style-type: none"> <li>1. <i>Perform as expected</i></li> <li>2. <i>Offer value for price</i></li> <li>3. <i>Reliable</i></li> <li>4. <i>Functional</i></li> <li>5. <i>Usable</i></li> <li>6. <i>Durable</i></li> <li>7. <i>Have technical sophistication</i></li> <li>8. <i>Expensive</i></li> </ol>

<i>Emotional brand associations</i>	<ol style="list-style-type: none"> <li>1. <i>Make a person feel good</i></li> <li>2. <i>Target high-income level</i></li> <li>3. <i>Increase the respectability of its user</i></li> <li>4. <i>Are admired by my friends and relatives</i></li> <li>5. <i>Express my personality</i></li> </ol>
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(Kaplan, 2007 : 126)

The thirteen characteristics of the brand image scale items, namely conformity to expectations, value on price, reliable, functional, usable, durability, technical sophistication, high prices, makes someone feel good, targets high income, increases user honor, factors admired by friends and relatives, and conveying one's personality, this can be measured by the strength or not knowledge of the brand offered by the company.

### 3. RESEARCH METHODS

The research object of the variables studied was brand knowledge. The analysis unit of this research object were Filosofi Kopi Coffee Shop, Melawai Jakarta. To obtain data, the authors used field research methods by combining of qualitative and quantitative methods. In the first step, data collection and analysis quantitatively, then in the second step the data is analyzed qualitatively as a whole to draw conclusions. So that the data collection in this study combines indirect communication by questionnaires and direct communication, namely in-depth interviews related to the object of research. In addition, supporting data is also obtained from observation, documentation, and other secondary sources such as websites and journals about Filosofi Kopi's brand variables.

#### Population and Informants

The population includes the parties involved in Filosofi Kopi film and Filosofi Kopi Coffee Shop. The informants are the General Manager of Filosofi Kopi Coffee Shop, Producer Assistant and Screenplay of Filosofi Kopi film, and Consumer of Filosofi Kopi Coffee Shop.

#### Data Analysis Technique

The technique used was statistical descriptive, that is to describe data that has been collected as it is without intending to make conclusions that apply to the public or generalization. Descriptive statistics include presentation of data through tables, graphs, circle diagrams, pictograms, mode calculations, medians, mean (measurement of central tendencies), calculation of deciles, percentiles, calculation of data distribution through calculation of averages and standard deviations, percentage calculations (Sugiyono, 2009).

### 4. RESULT AND DISCUSSION

This study shows the role of film media in building Filosofi Kopi's brand knowledge. The first phase of data collection used a questionnaire on 121 respondents, but there

were only 63 respondents that were in accordance with the demographic segmentation and lifestyle of Filosofi Kopi Coffee Shop Melawai. Other data collected from interviews, observations, documentation and official website information from Filosofi Kopi.

#### 4.1. Brand Awareness

**Brand Recognition**, measuring how people know the brand, in Filosofi Kopi this was formed first because of the Filosofi Kopi film released in 2015 which influenced consumers' curiosity about Filosofi Kopi Coffee Shop Melawai. Information on the whereabouts, logos and locations of the shops are superior to existence which is considered credible.

The results showed that Filosofi Kopi's brand recognition was included in the high category. Brands and logos are considered unique and easy to remember because they have been known through Filosofi Kopi Film, thus creating consumer awareness of Filosofi Kopi products.

**Brand Recall**, Filosofi Kopi known as a coffee shop that provides the best kind of coffee, which is one measure brand recall. Filosofi Kopi Coffee Shop, known as an artist's shop, can also help companies strengthen brand awareness. The point is that consumers are able to recall information that has been presented in the Filosofi Kopi Film to classify the Filosofi Kopi brand after watching the film.

The results of the assessment of the Brand Recall indicator show a high category, which reflects the Filosofi Kopi that has convinced consumers that the brand owned has added value compared to other brands. In other words, the Filosofi Kopi that is remembered as a coffee shop of an artist who has the best kind of coffee can create brand awareness that promotes the name of the Filosofi Kopi.

**Brand Awareness**, Assessment of brand awareness is obtained from two indicators, namely brand recognition and brand recall that have been explained previously. The results of the questionnaire showed that the brand awareness of Filosofi Kopi was able to create an image and create a strong positive impression.

In the calculation, Filosofi Kopi brand recognition obtained the best score that proved that consumers had known the existence of Filosofi Kopi through film first. However, compared to other indicators, the indicator on brand recall received the lowest score so that attention and efforts to improve consumer's memory of the brand were still needed.

#### 4.2. Brand Image

Brand image is formed in the Filosofi Kopi can be categorized into two aspects; cognitive and emotional. Cognitive Brand Associations are more focused on consumer knowledge of the brand, while emotional brand associations prioritize what feelings consumers bring to a brand.

**Cognitive Brand Associations**, how information delivers into consumer memory and how the process persists as part of the brand image. The results of this study indicate that this indicator is in a high category. This proves that Filosofi Kopi's brand image has made respondents feel the advantages that can make consumers believe that the information provided in Filosofi Kopi Film first can satisfy expectations of knowledge and trust in Filosofi Kopi Coffee Shop Melawai.

**Emotional Brand Associations**, related to how evaluations, feelings, and emotions are perceived with a brand. The results of the assessment of emotional brand associations indicators shows that this indicator is in the medium category. This proves that the Filosofi Kopi brand's brand image is not enough to represent the whole perception of Filosofi Kopi Coffee Shop Melawai in terms of emotional. Almost all of the respondents among the students agreed that if the emotional brand associations owned by Filosofi Kopi could not improve their existence in the social environment if they visited Filosofi Kopi Coffee Shop Melawai. The impression generated by the first Filosofi Kopi Film has not yet reached the attachment between the consumer and its brand.

Thus, it can be concluded that the brand knowledge assessment at Filosofi Kopi Coffee Shop which consists of brand awareness and brand image is in the high category. This is evidenced by the fact that respondents' ratings were in the high category with an actual score of 4969. Indirectly the respondents who filled out this questionnaire showed that there was knowledge that emerged through the first Filosofi Kopi Film. In other words, the Filosofi Kopi has conveyed information about its brand through film media well.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusions

The results of the discussion in previous section can be concluded as follows:

1. *Brand knowledge* Filosofi Kopi Coffee Shop Melawai as a whole to the audience of Film Filosofi Kopi is highly valued. This illustrates in general that brand knowledge in the eyes of consumers towards Filosofi Kopi Coffee Shop Melawai is good. Moreover, the dimensions of the brand awareness of Filosofi Kopi are in the high category so that it can be said that the public has known the existence of the Filosofi Kopi. In addition, Filosofi Kopi's brand image dimension is also in the high category although not as high as the overall brand awareness dimension. In other words, the brand image of Filosofi Kopi that is formed is not as big as its brand awareness, but it can be a basic advantage that is used by Filosofi Kopi companies for existence that can already be considered credible.
2. The role of media content applied to the Filosofi Kopi Film can help build consumers' brand knowledge. Pre-production activities that involve the community to be involved in the content of the story as digital producers The Filosofi Kopi is a unique and effective marketing approach. In addition, strengthening the character and deepening the issues in Filosofi Kopi Film can make the viewers connected with the content of the story they want to convey.

The appointment of issues that are relevant to the present has also been implemented so that this becomes an advantage that can continue to be developed. But the complexity of characters that can strengthen the content of the story has not been applied by Filosofi Kopi to its full potential.

## 5.2.Suggestions

1. Filosofi Kopi Coffee Shop can take advantage of high brand awareness in other distributions such as creating content on web series on Youtube Channels and Instagram to introduce new products or menus. This relates to Filosofi Kopi that still needs to pay attention and do branding related to the brand recall indicator in the dimensions of brand awareness that gets the lowest score according to the results of the questionnaire. Filosofi Kopi must be able to strengthen its store association with stores that provide the best type of coffee or as an artist's shop that can help companies strengthen brand awareness.
2. Based on the results of the study, Chicco Jerikho represented Filosofi Kopi Coffee Shop higher than Rio Dewanto. The deeper knowledge of coffee owned by Chicco Jerikho can also be used to strengthen the brand image of Filosofi Kopi. This supports the company to be able to hold a workshop on coffee making with Chicco Jerikho so that Filosofi Kopi Coffee Shop's image continues to increase.
3. Based on the results of research on the dimensions of the brand image, emotional brand association only has a percentage of 57.1% which is categorized as moderate. It is expected that companies can improve their emotional approach to consumers by increasing engagement between consumers and their shops so that consumers' emotional needs are met. This can be done by enriching the Filosofi Kopi company character by increasing the comfort and quality of the Filosofi Kopi Coffee Shop Melawai atmosphere.
4. The company can complete the digital producer recruitment system, which can be started from utilizing social media that is commonly used like Instagram. This can be started from the polling feature on Instagram's story to be more affordable by a wider target market.
5. Integrated marketing (integrated marketing communication) needs to be applied in the Filosofi Kopi marketing planning process so that the marketing concept can be carried out comprehensively. The purpose of this integrated communication is to get direct feedback from the target market to evaluate the strategic role of various communication elements. Therefore, the evaluation obtained will help the company to choose the best strategy from various strategic alternatives.

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