

ABSTRACT

The rapid growth of coffee shops triggers the level of competition in reaching the target market. This happened to Locus Coffee, one of the local coffee shops that was founded in May 2020 in Padang City. In the face of competition, Locus Coffee uses Instagram social media to increase brand awareness and interest in Instagram users who are the target market, namely young people. The revenue data for Locus Coffee is dominated by offline sales, namely directly at the shop, while online sales are through the GO-JEK application. The difference between the revenue target and the revenue achievement has been the initiation of research related to the improvement of Instagram Locus Coffee social media which is used as an online marketing medium. In addition, the percentage of products that are in demand by the target market is high but the percentage of the target market's knowledge of Locus Coffee is low. Therefore, this study uses the benchmarking method to find out more about best practices in online marketing of a coffee shop via Instagram social media. The benchmarking process is carried out using an evaluation tool, namely the Analytic Hierarchy Process (AHP) which aims to determine partner benchmarks with criteria, namely every Instagram social media feature (feeds, captions, stories, and profiles) and 16 sub-criteria which are quality assessments integrated with Voice of Customer (VoC) for these features. The results of this study are recommendations based on the ability of Locus Coffee in the form of a social media improvement plan for Instagram Locus Coffee which is used as an online marketing media.

Keywords: Locus Coffee, Online Marketing Media, Instagram, Benchmarking, Analytic Hierarchy Process.