ABSTRACT

Sakoffie is a business operating in the food & beverage sector, emphasizing a cozy and homie concept. It was first established in Buah Batu, Bandung, by Indra Rasyid in 2017, with its main product being coffee, along with menu variations including non-coffee beverages, refreshing drinks, and food items consisting of light snacks and main courses. Sakoffie has already implemented social media marketing through the TikTok platform as part of its effort to support sales and promotional strategies. However, in practice, Sakoffie has not been able to achieve the expected sales targets. Therefore, a survey was conducted to compare the management of Sakoffie's TikTok account with competing coffee shops. The survey results, obtained through phlanx.com, show that the engagement rate of Sakoffie is still lower compared to other competitors.

To address the issues faced, a study was conducted to design engagement rate improvement using an integrated approach through the dimensions of Social Media Marketing Activities (SMMA) and the Kano Model. Based on the voice of customer and literature studies, 15 need attributes were identified, categorized into 5 dimensions of Social Media Marketing Activities (SMMA). The 5 dimensions used in this study are Entertainment, E-Word of Mouth, Customization, Trendiness, and Interactivity.

The data processing results from the Social Media Marketing Activities (SMMA) questionnaire produced 5 strong attributes and 10 weak attributes, while the Kano model questionnaire yielded 7 attributes in the must-be category, 5 attributes in the attractive category, and 3 attributes in the indifferent category. After integrating the Social Media Marketing Activities (SMMA) questionnaire and the Kano model, 1 attribute was identified as needing priority, 7 attributes requiring improvement, 4 attributes to be maintained, and 3 attributes to be ignored. The result of this integration is 8 attributes that will become the true customer needs. Based on the identification of these 8 true customer needs, the proposed recommendations for Sakoffie to improve engagement rate include establishing content quality standards, creating review-themed content, creating content that stimulates discussions in the

comment section, creating customized content, creating content following the latest trends, and creating content that encourages brand-audience interaction.

Kata Kunci: *Engagement Rate,* **Model Kano,** *Social Media Marketing, Social Media Marketing Activities* **(SMMA), TikTok,** *True Customer Needs*