Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee

Mohammad Ichsan Rasyid[1]

[1]Faculty of Communication, Universitas Islam Riau, Indonesia

Abstract

Since 2017, For five consecutive years, Kopi Kapal Api has been the leading brand in Indonesia's Top Brand chart in the instant roast and ground coffee category. The brand tagline, "Jelas Lebih Enak", communicates the brand promise to deliver better taste, and has become one of the popular taglines among Indonesian consumers. Any coffee brand that wants to be perceived to be more excellent than Kopi Kapal Api needs to apply a distinguished Advertising Message Strategy to challenge the competition's position. Therefore, this study aims to understand the distinguished applied Advertising Message Strategy by the newborn brand owned by an Indonesian Consumer Goods company, Barista Special Blend by Top Coffee. This study utilized The Elaboration Likelihood Theory Model as the analysis framework. This qualitative descriptive research collects data from literature studies and audiovisual advertising material from the official YouTube account of Top Coffee. The findings show that Barista Special Blend by Top Coffee endeavors to build a 'Coffee Expert' Brand Association and elaborate aesthetically on the process of serving a sophisticated Coffee-Making process made by the Barista Character. The study concludes that the Ad mainly uses the peripheral route to create expertise perception as the message strategy.

Keywords: *Brand Association, Advertising Strategy, Brand Association, Product Branding, The Elaboration Likelihood Theory*

INTRODUCTION

Indonesia has become the top 5 coffee-consuming countries in the world (Mahmudan, 2022). With the increasing consumption of coffee in the country has emerged various new coffee brands. Whether it is a coffee shop or an instant coffee in packaging, these new brands want to get a piece of the significant coffee share in Indonesia. One of the existing Top Coffee brands, particularly in the roast and ground instant coffee product category in Indonesia, is Kopi Kapal Api.

Table 1. 5 Years Top Brand Index of Roast & Ground Coffee (%)

Brand/ Year	2017	2018	2019	2020	2021
Kapal Api	43,8	55,6	60,7	66,2	62,4
ABC	22,8	16,3	21,8	13,3	15,9
Luwak	11,4	6,5	11,6	11,5	14,7

Source: topbrand-award.com in 2021, September 30, 15:07 WIB

For 5 consecutive years, Kopi Kapal Api has led the Top Brand Index chart in the Roast and Ground Coffee product category (Top Brand Award, 2021). Subsequently followed by 'racing' between Kopi ABC and Kopi Luwak. Although Kapal Api brand has become one of the top choices

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

for roast and ground coffee products in the country, the brand was also very consistent in recommunicating its tagline through Advertising materials and reminding its brand promise to deliver a better taste of coffee. Whatever the product innovations, Kopi Kapal Api always utilized its '*Jelas Lebih Enak*' or 'Obviously More Delicious' tagline as the end punchline and as a reminder of the quality positioning that they have maintained for years. Therefore, for any brand that wants to challenge the position, it needs a distinguished advertising message strategy that can be perceived as 'more' than 'Jelas Lebih Enak'. One of them is Top Coffee by Wings.

Top Coffee by Wings is one of the most recognized coffee brands in the country. As a brand, Top Coffee has two different product categories: (1) roast and ground product category and (2) instant coffee product category. Although the brand has been recognized by Indonesian consumers, the brand still needs to compete harder in the roast and ground product category. To be the leading brand in the Top Brand Index, Top Coffee even still must face competition from Kopi ABC and Kopi Luwak. Therefore, in 2021, Top Coffee decided to launch Barista Special Blend by Top Coffee to drive growth in the Roast and Ground coffee category. Not only the brand must have better taste, but the brand must also have a distinguished Advertising message strategy that can create better quality and taste perception.

Being the Champion of the Top Brand Index for 5 consecutive years, Kapal Api is presumed to have already set the standard for the quality and taste of roast and ground coffee. Its consistent tagline has also become one of the most memorable taglines in the coffee industry. In the competition context, the problem that Barista Special by Top Coffee has is how to communicate the brand through Advertising so that the new brand can be perceived to have better quality and taste than the top competitor, in this case, Kopi Kapal Api. Through Advertising, Barista Special Blend by Top Coffee must create a superior perception to attract Indonesian consumers' attention to the brand. Therefore, from the research problem, the objective of this study is to understand how the Advertising Message Strategy by Barista Special Blend by Top Coffee.

LITERATURE REVIEW

In the Fast-Moving Consumers Goods industry, Advertising is the most popular consumer persuasion tool (Pomering & Johnson, 2009). It is believed that Advertising can persuade consumers from purchase intention to purchase action, particularly in the low involvement products categories (Sutherland, 2007) such as roast and ground coffee product category as the market context of this study. With the advancement of information and communication technology, the channel to distribute Advertising messages has been divided into two categories: traditional channels and digital channels. As people nowadays are getting more attached to their digital and mobile devices, the Advertising expenditure in the digital channel was in parallel been constantly increasing (Nielsen, 2019). In 2018, Ad spending on the coffee product category contributed 3,46% or equal to Rp1,08 trillion, which ranks at number 9 in the top 10 list of Ad spender product categories (Widowati, 2019). Although the deceleration of ad spending fell during the 2020 pandemic, coffee is still one of the top product categories to spend money on Advertising spaces.

Advertising has been considered the most persuasive marketing message targeted to the most potential prospective buyers of certain products (Jefkins, 1994). In Indonesia, TV is still the most used Advertising channel to reach many audiences (Novianty, 2022). It plays an important role in disseminating messages at a large scale, creating opinions about products, changing behavior, shaping attitudes, and creating a culture (Shehzad et all, 2020). The advertising message not only affects behavior, attitudes, and culture, but it also constructs a fantasy in the mind of the

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

consumers through languages, symbols, images, and narratives created by a group of people who wants to persuade consumers by establishing certain perception. This fantasy construction phenomenon is explained in the theory called the Symbolic Convergence Theory. Fantasies are creative interpretations of events by certain group members to fulfil a certain need (Ernest Bormann, 1985 in Borchers, 2005). In the context of this study, the group of fantasy maker group consists of people who are involved in the process of creating the Advertising message (See figure 1). From the group, the constructed fantasy is shared through various media and shared by the targeted consumers of the brand. However, understanding how the Advertising message strategy creates the fantasy needs another framework to categorize the approach taken by the Persuaders. Therefore, this study will utilize the Elaboration Likelihood Model (ELM) of Persuasion by Richard Petty and John Cacioppo (Griffin, 2012)
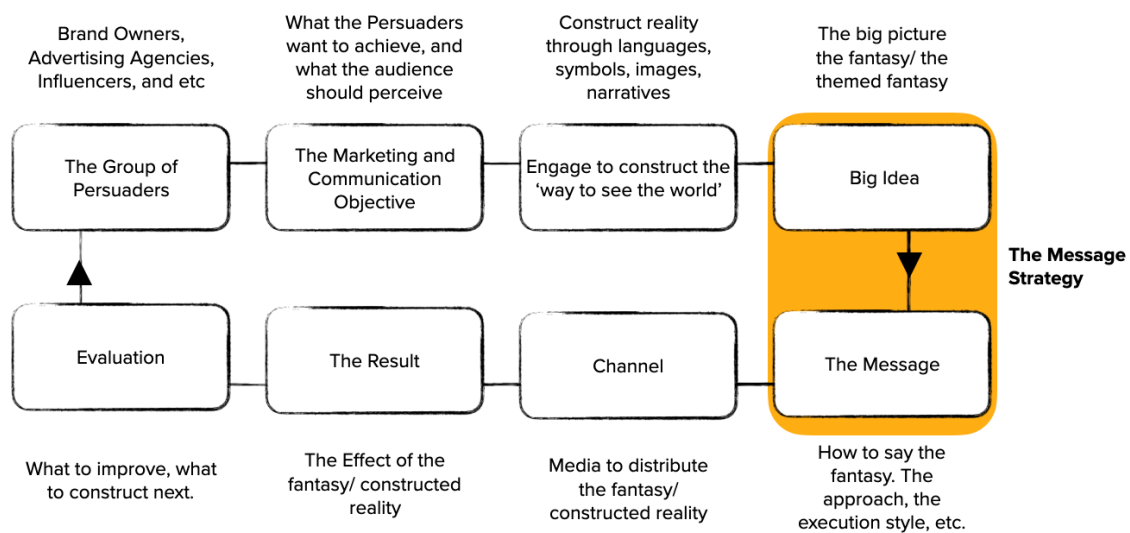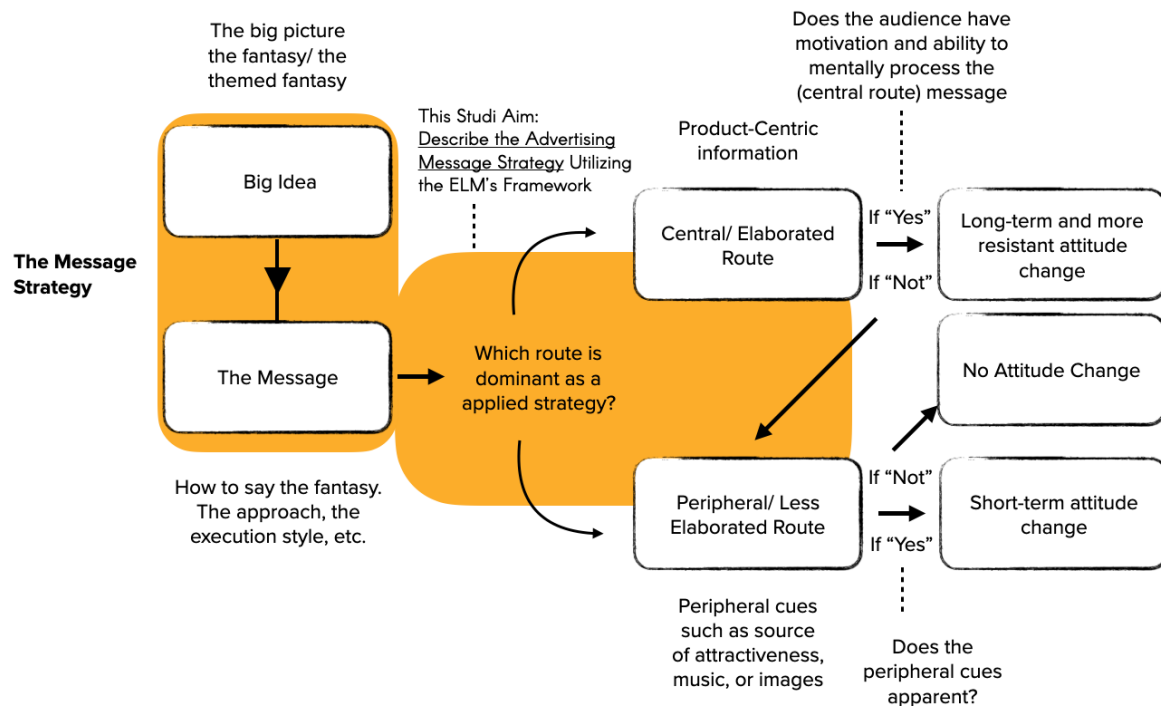

Source: Research Result

Figure 1. Process of Advertising Message Strategy Utilizing the Assumption of the Symbolic Convergence Theory

The ELM model framework was categorized under the theory of influence (Griffin, 2012). The ELM theory explained that there are two paths of persuasion: the central and the peripheral routes of persuasion. Both routes refer to the receiver's mental efforts. The central route is the high mental effort or high level of message elaboration, and the peripheral routes refer to the low mental effort or low level of message elaboration. The central route persuasion result is more likely to come from the person's careful, meticulous, and thoughtful consideration which involves a great amount of individual cognition process (Petty and Wegener, 1999). When a person uses the Central Route, it means that the person is consciously engaged in thinking (Larson, 2010). It is also believed that the central route is more likely to result in long-term and enduring attitude change. On the other hand, the peripheral route persuasion result is more likely to come from the person's association that goes with the central route persuasion message such as the source of message attractiveness and credibility, the production quality of the message, the audio-visual elements of the persuasion

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

message, and more. The peripheral route cues are generally unrelated to the central route stimulus logic. However, the theory explains that when the receiver does not have the motivation and the ability to mentally process the central route message, they tend to focus on the peripheral routes instead, which is also believed to be the more persuasive route to the audience's attitude and behavior. The theory also suggested to any persuasive message must be based on a preliminary understanding of the targeted audience (Dainton et all, 2011).

Source: Research Result

Figure 2. The Descriptive Analysis of Advertising Message Strategy Applying the ELM's Framework

Applying the ELM framework to describe the Advertising message strategy will enable the researcher to categorize which elaboration route was taken by the persuader to create the favorable perception, or fantasy if accord with the Symbolic Convergence Theory, in the mind of the consumer before ultimate change the attitude and behavior of the targeted audiences. Any approach applied in the ad, whichever dominant the elaboration route is, whether it is central or peripheral cues, the applied creative constructing elements in the Advertising message will create a certain perception and even association towards the communicating brand.

By watching the Advertising material, consumers will establish certain perceptions of certain brands. The consumer's perception is the consumer's ability to be aware, be noticed, and understand things related to a product or service through their physical senses (Cambridge, 2021). The way they organized, interpret, and experience sensory information refers to perception (Lumen, 2021). The physical sensory or senses refer to Sensation which precedes perception. Watching an Advertising material is also considered Sensation which involves stimulation that is

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

received by our physical senses, particularly our visual and auditory senses. Therefore, to understand how the Advertising message strategy is, the researcher needs to describe techniques, visuals, copy, and audio applied in Advertising as the sensation or signal that will create perception.

Every brand, including Barista Special Blend by top Coffee, has 'things' associated with the brand name. For a new brand like Barista at least have the connection with its Mother Brand, Top Coffee. Everything that is "connected" within the consumer's memory to a certain brand is a brand association (Aaker, 1991). The connected memory can be many things such as consumer segmentation, mascots, previous consumer experiences, the product characteristic, the brand owner, etc. The Brand Association can 'be injected into the consumer's mind through communication such as through Advertising, and experiences. The stronger the exposure and the more consistent the experiences, the higher the strength the Brand Association will attach to the consumer's mind. The significance of the linked association to a brand is that it helps the consumer to access and retrieve brand information, differentiate brands, establish brand positioning, provide a reason to buy, create favorable attitudes and feelings, and ultimately it became the basis for brand extension (Aaker, 1991). Everything that is associated with the brand that holds in the memory is the perception of the brand and can be referred to as Brand Image (Keller, 1993). An association in a brand can also affect how the consumer recall information, provide a point of differentiation, provide a reason to buy, and ultimately affect the consumer's behavior and feeling (Listiana, 2015). Therefore, Applying the framework will also enable the researcher to understand what perception, fantasy, and association wanted to be conveyed by the Ad.

RESEARCH METHOD

The methodology of this study is qualitative descriptive whereas it aims to provide a complete description of the research object. The qualitative research method usually relies on the data that the researcher directly obtained from direct observation, interviews, and other qualitative data gathering methods. The research obtains and analyses non-numerical data, and it is also presented in a non-numerical manner. Descriptive research presents a picture of specific details of a situation, social setting, or relationship (Neuman, 2006, P.33). As this research aims to describe how the Advertising Message Strategy of Barista Special Blend by Top Coffee is, the qualitative descriptive methodology and approach will enable the researcher to describe the approach, the technique, the creative elements, and the hence the big idea delivered through the advertisement material. The data gathering method is literature studies where the researcher collects relevant references for the study. In qualitative research, the literature study is very important (Pawito,2007). The advertisement material was obtained from the primary digital source. The audiovisual ad material was accessed from the official channel of Top Coffee on the Media Sharing Platform, YouTube. Although it is accessed from YouTube, the Ad was also distributed through Television Ad Spots. The details are as follow:

Table 1. The Descriptive Analysis of Advertising Message Strategy Applying the ELM's Framework

Ad Title	**Baru! Barista Special Blend by Top Coffee. Enaknya No Debat!**
Ad Source	Official Channel of Top Coffee Indonesia
	https://www.youtube.com/c/TopCoffeeIndonesia
Time	Uploaded by Top Coffee: July 8th 2021
	Downloaded by Researcher: 20 April 2021

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

Ad Title	Baru! Barista Special Blend by Top Coffee. Enaknya No Debat!
Link to Ad	https://www.youtube.com/watch?v=bxs2xLFYhtI

Source: Produced by Researcher

After accessing the Advertising material from YouTube, the Researcher downloaded the file in the video format that will be able to be replayed in video player applications such as QuickTime Player in iOs and stored it. The next treatment was to capture the scene by scene from the video. Each scene will be captured using snapshot tools in MacBook Pro, and the selected screenshot or snapshot will be numbered to put within the numeric table. From the treatment, there were 25 scenes to be put in the numeric table, and the description of each scene was put next to each screenshot of the scene. The entire description will be presented within the scene by scene Description table (see Table 2).

Table 2. Scene by Scene Description Table

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
1	Scene Screenshot here	Visualization, audio, copy, and other applied creative elements will be described here	The researcher interpretation on the approaches and execution styles applied in the scene	Number categorizing which route applied in the scene

Source: Produced by Research

Furthermore, next to the description column, also in the same table, next to the description column, further analysis of the applied message and the categorization (See Table 3) of the elaboration will be put. To maintain the trustworthiness and the dependability of the data interpretation, the researcher applies data source triangulation by analyzing two Top Coffee owned and active digital media assets of Top Coffee: (1) Top Coffee Official Instagram Account (https://www.instagram.com/topcoffeeid) and Top Coffee YouTube Channel as the research data interpretation references.

Table 3. Message Categorization Based on ELM's Message Categorization

No.	Message Elaboration Route	Description	Code
1	Central Route	The Scene of the Ad conveyed or elaborated Product-Centric. The Possible approaches and execution styles applied in the Ad are by showing the product, showing/ explaining the benefit, and showing the disadvantages of not consuming the product.	0
2	Peripheral Route	The Scene of the Ad less elaborated on the information related to the product. The Possible approaches and execution styles applied in the Ad are using celebrities as spokesperson, visuals, images, and other creative elements that have no direct or indirect connection with the product.	1

Source: Produced by Researcher

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

FINDINGS AND DISCUSSION

The advertising material for Barista Special Blend by Top Coffee was uploaded to the official channel of Top Coffee Indonesia 2021, on July 8th. Although the researcher accessed the advertising material on YouTube, the same material was also distributed through other marketing communication channels such as television. The brand appointed Adipati Dolken as Brand Ambassador and as the main talent in the analyzed 30-second Ad. The overall scenes of the advertisement show a modern coffee café setting. The monochromatic color choices in the video materials also sent modern and urban nuances. From the overall visualization and the consumer reflection represented by the Brand Ambassador, the perceived targeted audiences of the brand were Male, 22 – 40 years old, masculine, modern, and have a good understanding of coffee.
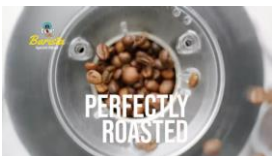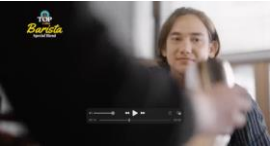
The Barista as the Main Ingredients

The Brand used "Barista" as its brand name. A barista is a person who has special expertise to operate a special piece of machinery or tools to create and serve an espresso-based drink. From the name itself, as it is an inseparable property of the product, the consumer might have a certain perception of the quality or the taste of the product by processing the information. Therefore, this property should be a major part of the Ad. The ad started with the visualization of Coffee Beans to initially communicate that this was an Ad for a coffee product. Subsequently, the scene was followed by the appearance of the Barista character. From the description table, the Ad showed the Barista Character in most parts of the Ad (see table 4). There were 4 scenes where the Barista character appear individually (scenes 2, 5, 10, and 18), and there were 6 scenes where the Barista character appeared showing the activities of coffee making and serving (scenes 2, 4, 9, 10, 11, 12). The 7 scenes where the Barista character was in-frame were the important scenes that indirectly connected to the product which may result in a fantasy that the product is a high-quality tasty coffee product. The name Barista, which is also visualized in the Ad, may create a Brand Association with Coffee Expert. The first two scenes set up the context of the quality positioning of the product by visualizing the two important ingredients of the product: The Coffee and the Barista. From the first two scenes, the audience will perceive that it is not just the coffee beans that made the product so special, but also the Barista's hands that made the coffee blend have a superior taste.

Table 4. Scene by Scene of the Barista by Top Coffee TV Advertisement

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
1		**Visualization** Variety origin of Coffee beans poured into blender. **Audio:** Sounds of coffee blended beans and magical-like piano music intro.	It's a coffee product Advertisement. The scene shows the main product ingredient to communicate the product category	0

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid
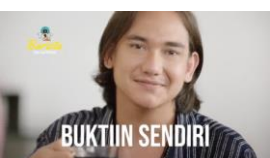
No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
2		**Visualization:** The Barista smell the aromatic coffee beans mixes **Audio:** Sounds of relaxing guitar mixed into the composition.	This is the Barista, the man who understands the art of blending coffee. The scene shows an imaginary character played by talent who acts as Barista	1
3		**Visualization:** The coffee lover expressed that he wants to drink coffee made by the Barista **Audio:** Piano composition in piano dynamic level music **Supers:** Adipati Dolken, Actor **Voice Over:** I want to drink coffee mixed by Barista.	Adipati Dolken, a famous actor who seems to like to drink high-quality coffee, looks modern and sophisticated, and he wants to drink coffee from the Barista. The scene shows Celebrity talent to attract the audience's attention and has no direct correlation with the product although he was asking for Coffee from the Barista in the scene.	1
4		**Visualization:** The Coffee Lover observes the Barista preparing the coffee in the Coffee Bar. **Supers:** Adipati Dolken, Actor	Adipati Dolken is a famous, handsome, masculine actor who likes to drink quality coffee made by someone who understands the art of blending coffee. The scene shows constructed setting of a café which has no direct correlation with the product	1
5		**Visualization:** The charismatic close shot of the Barista and superimpose of Barista Pack Shot. **Voice Over:** New, Barista Special Blend by Top Coffee	There's a new product called Barista by Top Coffee, and this is the Barista who made the coffee blend of Barista Special Blend. The ad shows an imaginary character played by a talent who acts as Barista. The character appeared	1

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
			side-by-side to create a juxtaposition association between the Barista character and the product	
6		**Visualization:** The Barista open the Coffee Box filled with a variety of coffee beans and smell the aroma **Audio:** Piano and Guitar play together moderately increasing dynamic level.	The scene shows that the Barista will use the precious coffee beans collection. The scene shows the product ingredients that made the Barista special blend. It is unclear if these are the ingredients of the end product.	1
7		**Visualization:** The display of a variety of Coffee Beans **Audio:** Same musical dynamic. **Supers:** Chosen Coffee Beans **Voice Over:** Mixed from chosen Indonesian Coffee Beans.	The product is made from a mix of several selected Indonesian coffee beans. The scene indirectly communicates the product ingredients that made the special blend.	1
8		**Visualization:** The roasted coffee beans were poured into the blender. Sounds of coffee beans are poured into the blender. **Audio:** Same musical dynamic. **Supers:** Perfectly Roasted	The Coffee is Perfectly Roasted. This is a high-quality coffee that has superior taste. The scene indirectly communicates that the product was made with specialized methods and specifications.	1

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
9		**Visualization:** The Barista smells the blended coffee mix from the coffee machine. **Audio:** Same musical dynamic. **Supers:** Perfectly Roasted	The Coffee is Perfectly Roasted. This is a high-quality coffee that has superior taste. The scene indirectly communicates that the product was made with specialized methods and specifications.	1
10		**Visualization:** The Barista smells the blended coffee mix from the mixing glass. **Audio:** Same musical dynamic. **Supers:** In different temperatures. **Voice Over:** In different temperatures.	Great coffee roasted at a special temperature and the Barista loved his coffee. The scene indirectly communicates that the product was made with specialized methods and specifications.	0
11		**Visualization:** The Barista put the coffee powder to mix the glass **Audio:** Same musical dynamic. **Supers:** In different temperatures.	The scene indirectly shows that the product was made with specialized methods and specifications by showing the Barista mixing the coffee.	1
12		**Visualization:** The coffee lover observing the Barista works **Audio:** Same musical dynamic.	The scene shows that Coffee Lover cannot wait to drink the coffee, which has no direct correlation with the product.	1
13		**Visualization:** Zoom in the Barista pouring hot water into the Coffee filter. Sound of hot water poured into the filter.	The scene shows the Barista pouring the coffee through specialized methods and specifications which	1

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
		Audio: Same musical dynamic.	indirectly related to the product. It is indirect because is not showing how the real product will be prepared for a drink.	
14		**Visualization:** More zoom in on the Barista pouring hot water into the Coffee filter showing the smoke coming from the hot water **Audio:** Same musical dynamic.	The scene zooms in on the coffee poured through specialized methods and specifications which indirectly related to the product. It is indirect because is not showing how the real product will be prepared for a drink.	1
15		**Visualization:** Zoom in to coffee dripping into a nice-looking pot. **Audio:** Highlighted the sound of dripping coffee with the same musical dynamic.	The scene shows the coffee dripping from a pot. The depiction of the coffee preparation is not showing how the real product will be prepared for a drink by end consumers.	1
16		**Visualization:** Zoom in to the result of the coffee drips. Audio: Same musical dynamic.	The scene shows a black, pure, and strong coffee stirred. The scene is connected to the previous scene which is also not a real depiction of how the product will be prepared by the end consumers. The scene also has an indirect connection with the real product.	1
17		**Visualization:** Barista by Top Coffee Product Shot **Audio:** All musical instruments play together.	The scene shows the pack shot of the product of Barista Special Blend by Top Coffee.	0

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
18		**Visualization:** The Barista smell the coffee of Barista by Top Coffee and show the enjoyable taste of the coffee	The scene shows the Barista loving and enjoying his coffee. The scene has an indirect connection to the real product.	1
19		**Visualization:** Zoom in to Coffee mix drips from the coffee machine and the sound of the coffee dripping. **Audio:** Guitar sound stands out from the composition. **Supers:** Strong Coffee Mixed	The scene shows that coffee was made with specialized methods and specifications. The scene has an indirect connection with the real product.	1
20		**Visualization:** The Coffee lover drinks the Barista by Top Coffee and the sound of the Coffee lover sipping the coffee drink. **Audio:** Guitar sound stands out from the composition. **Supers:** Strong Coffee Mixed	Adipati Dolken drinks the coffee made by Barista and the copy explaining the coffee taste that was made by the Barista. The scene has an indirect connection with the real product, and it was unclear if the Coffee Lover was enjoying the product in the scene.	1
21		**Visualization:** The Coffee Lover shows satisfactory expression toward the taste **Audio:** The smooth Orchestra sound stands out from the composition. **Supers and Voice Over:** It mixed just right.	Adipati Dolken loves the coffee made by the Barista and explains that the coffee is the right mix of coffee. The scene has an indirect connection with the real product, and it was unclear if the Coffee Lover was enjoying the product in the scene.	1

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

No.	Advertising Message Scene by Scene		Interpretation	Code
	Scene	**Description**		
22		**Visualization:** Zoom in to the Coffee Lover enjoying his coffee **Audio:** The smooth Orchestra sound stands out from the composition. **Supers and Voice Over:** Enjoyable to drink	Adipati Dolken drinks the coffee made by Barista and the copy explains the coffee experience that was made by the Barista. The scene has an indirect connection with the real product, and it was unclear if the Coffee Lover was enjoying the product in the scene.	1
23		**Visualization:** The Coffee Lover testify the delicious taste of the coffee **Audio:** Smooth Orchestra sound stands out from the composition. **Supers and Voice Over:** The Delicious Taste? No Debate.	Adipati Dolken drinks the coffee made by Barista and the copy explaining the coffee taste that was made by the Barista. The scene has an indirect connection with the real product, and it was unclear if the Coffee Lover was enjoying the product in the scene.	1
24		**Visualization:** Barista by Top Coffee Product Packshot **Audio:** Smooth Orchestra sound stands out from the composition. **Supers:** The Delicious Taste? No Debate.	The scene shows the pack shot of Barista Special Blend by Top Coffee with the coffee describing the taste.	0
25		**Visualization:** The Coffee Lover with a satisfied expression and call others to try Barista by Top Coffee **Audio:** Music Ended **Supers:** Prove it Yourself	The scene shows Adipati Dolken recommending the coffee that is made by the Barista. it was unclear if the Coffee Lover was enjoying the product in the scene.	1

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

Another major part of the scene is the Brand Ambassador. The Brand Ambassador represents a Coffee Lover played by Adipati Dolken, The Brand Ambassador appeared in 9 scenes in the Ad which made the Brand Ambassador one of the important elements of the Ad. The next scene after the appearance of the Barista character was scenes number 3 and 4. The two scenes accentuated that only the true Coffee Lover chooses to drink a special coffee blend by Barista. The constructed creative element of the scene conveys associatively to the audience that Barista Special Blend by Top Coffee was made from quality coffee beans, mixed by the coffee expert, and enjoyed by someone who truly understands the quality coffee taste. The overall 25 scenes can be interpreted as an effort to create brand quality positioning in the roast and ground coffee market category.

Establishing Indirect Connection Between Barista's Coffee Making with the Real Product

The description table shows that there were multiple scenes that can be seen as an attempt to associate the real product with the process of sophisticated coffee-making. Scenes numbers 5 to 16 narrate the Barista's special process to make a special coffee blend. The process part of the advertisement begins with the expert character's appearance as the key part of the product ingredients. From the parts, the target audiences will interpret that the product was a combination of several best Indonesian coffee beans that were roasted perfectly at a special temperature that ultimately create a perfect taste of coffee. After the beans were roasted at a different temperature, the coffee is poured into a coffee filter, and the quality and tasty drips of the coffee were dripped into a pot. The Barista coffee-making part was the longest part of the Ad. The part shows indirectly the product ingredients, the intricate process of coffee-making, the coffee machinery, and of course the Barista himself were parts that made the real product. The Ad shows an unclear connection between the sophisticated process with the real product.

The Expression of Superior Taste by the Barista Character and the Coffee Lover

Scene number 17 to 23 was the part that showed the moment of enjoyment. After the intricate coffee-making process part, the subsequent series of scenes showed the satisfying result of the mix of selected coffee beans and the intricate process of coffee-making. The first scene of enjoyment starts with the Barista character himself who was satisfied with the special coffee blend he made. After the Barista, the Coffee Lover appeared to enjoy the coffee and testified to the satisfying experience of drinking the special coffee blend made by the Barista. The satisfying experience of drinking coffee by the expert was visually communicated by showing and verbally expressing satisfying expressions when drinking and smelling the aroma of the coffee. The visualizations were also strengthened with supers that strengthen the visualization of the experience felt by the Coffee Lover.

The Cut-to-Cut Coffee-Making Scene with Product Pack Shot

To connect Barista Special Blend by Top Coffee with the narrative of the Ad, the advertising applied the cut-to-cut scene technique between the story of coffee-making and the image of the product pack. The description table describes that most of the Ad story was about the coffee-making process by a Barista. The clear information related to the product was in fact minimum. Therefore, to establish the connection between the story and the real product, the Ad put the product pack in between the story. The interchange of scenes, images, and verbal messages presumably create mixed perceptions between the real product and its stories. This editing application on the scenes

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

was presumably an attempt to mainly highlighted the Brand Association rather than unveil the ingredients and the real process that made the product. The last scene of the Ad, where it showed the product pack shot and the call to action by the Brand Ambassador, concluded as if the entire story of the Advertising material was about Barista Special Blend by Top Coffee's real product.

Peripheral as the Main Elaboration Route

The Elaboration Likelihood Theory explains that the audience motivation and ability affect the persuasiveness message effect. Whenever the audience is not motivated or is not able to mentally process the persuasive message, they will turn into the peripheral route (Borchers, 2005, Griffith, 2006,). The central route is a product-centric route that elaborates the product-related aspect such as the product ingredients, the product process, the taste of the coffee, etc. However, in the case of the Baristas Special Blend by Top Coffee, not much product-centric information was delivered.

Table 5. Scene and Code

S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
C	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	0	1

Source: Produced by Researcher – Scene (S), Code (C), Central-Route (0), Peripheral Route (1)

The majority route executed in the Ad was the peripheral route (see table 5). 4 out of 25 scenes were the message that presumably conveyed product-centric information. Most of the scenes of the ad were constructed stories of something else that has no relation or is at least indirectly connected to the real product. Presumably, the only product ingredient that was explained in the Ad was the use of mixed Indonesian selected coffee beans. The dominant message elaboration in the Ad was the coffee-making process by the imaginary Barista character and the testimonial of the Brand Ambassador who testified that the coffee made by the Barista is tasty. Both dominant aspects mentioned were not directly related to the product and it was unclear whether the processes and the ingredients were the parts that made the real product. Certainly, in a real situation, the end consumer might not go through the same process narrated in the Ad when they want to drink the real Barista Special Blend by Top Coffee product. Therefore, the ad created the fantasy that the product was made in a way that the Barista prepared and served in the Ad.

The Advertising Message Strategy that Goes Beyond Product Taste

In the context of market competition where the market category was led by a competitor who constantly promises better taste, Top Coffee must create a superior taste perception. By creating a new endorsed brand, Barista Special Blend by Top Coffee, Top Coffee doesn't have to directly compete with Kopi Kapal Api. Instead, it sent the Barista brand to challenge the Top Brand. As the challenger, Barista must have a message strategy that can create the perception that the product has better taste than Kopi Kapal Api. Therefore, capitalizing on its brand name, 'Barista', exploring the possibilities of using the images of 'Barista', taking benefit of the coffee drinker's knowledge of the term 'Barista', and turning it into a story of advertising material.

From the description table, it can be concluded that the communication objective of the Ad was to communicate Barista Special Blend by Top Coffee as the coffee made by the expert. The Ad was an attempt to establish the "Expertise" Brand Association. The goal was to make the audience think that the product is better than the competitor. Hence the execution of the Ad was the story of

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

the Barista character who have specialized method and specification to make a tasty coffee. The story was also strengthened by the appeal of the Brand Ambassador who reflected the modern, manly, and contemporary consumers of Barista products. The Brand Ambassador also testified how tasty the coffee was, at least in the Ad.

As Kopi Kapal Api has been the leader in the Top Brand Index chart for 5 consecutive years, and the believed to have the standard in the category, Barista Special Blend by Top Coffee needs to apply a message strategy that goes beyond product information. From the description table, it is visible that the strategy applied was beyond the product. To reach the goal, Barista Special Blend by Top Coffee, the brand took the peripheral route and create a story that might have an indirect connection with the product but might be perceived to be the story of the real product. In the Ad, the product was narrated as if it was a product made by Barista and that intricate process was part of the serving. Whereas in real-life experience, the end consumer will not go through the same intricate process of coffee making as same as the advertisement. They will simply tear the packaging, pour in some hot water, stir it, and enjoy the coffee. The coffee-making process narrated in the advertisement was created to simply create an expert and better taste perception of the product and does not explain what the consumers will go through and experience when consuming the product. The moment of truth of the product will be evaluated when the consumer consumes the real product themselves at home.

CONCLUSION

From the analysis above, the study concludes that the Advertising message strategy of Barista Special Blend by Top Coffee utilized peripheral routes to create an expert perception of the product by communicating the indirect elaboration of how a sophisticated coffee was prepared and served. The peripheral route application in the Ad was the sophisticated coffee-making by a Barista, the Barista character himself, and the use of Brand ambassadors which has no relation to the product's real ingredients, processes, and experience. Through analyzing the applied message strategy, the researcher concludes that the Ad does not elaborate on the attributes that made the real product superior to its competitors such as its distinctive ingredients, process, and experience, but rather simply and narratively builds an image of expertise by narrating how is the sophisticated coffee was prepared and served.

LIMITATION & FURTHER RESEARCH

The limitation of this research is the access to obtained primary data from the representative of the consumer goods company that owned the brand, such as the Marketing Director, Brand Manager, and another relevant informant, and the representative of the Advertising Agency that created and produced the Ad. Due to confidentiality issues, the primary sources couldn't share their insight and enrich the research finding & discussion. Further research can be done to study the Brand Experience. Brand experience is very important in today's consumer society. If referring to the Elaboration Likelihood Theory Model, the effect of the advertising may not have a long-term effect on consumer consumption as it does not elaborate on the product information and the real experience of enjoying the Barista Special Blend by Top Coffee. The Barista Blend by Top Coffee Ad might result in a favorable perception and Brand Association. However, whether the brand association perception will remain the same post-consumption requires further multidisciplinary

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

investigation. Further research can be done on describing how the coffee expert message is delivered through an experiential marketing program.

REFERENCES

Aaker, David A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. The Free Press. New York

Borchers, Timothy A. (2005). Persuasion in the Media Age.McGraw Hill. Boston

Cambrige (2021, December 6). Perception. Cambridge Dictionary. https://dictionary.cambridge.org/dictionary/english/perception

Dainton, Marrianne. Zelley, Elaine D. (2011). Applying Communication Theory for Professional Life, a Practical Introduction: 2nd Edition. Sage Publication. USA.

Griffin, EM (2012). A First Look at Communication Theory: Eight Edition. McGraw Hill. USA

Larson, Charles U. (2010). Persuasion: Reception and Responsibility. International Edition – 12th Edition. Wadsworth Cengage Learning. USA

Jefkins, Frank (1994) Periklanan, Edisi Ketiga. Penerbit Erlangga, Jakarta, Indonesia.

Keller, Kevin Lane (1993). Conceptualizing, measuring and managing customer-based brand equity. Journal of Marketing, Vol.57, No.1, pp. 1–22.

Listiana, Erna (2015). Country of Origin Image and It's Impact on Brand Association, Perceived Quality and Brand Loyalty. Journal of Marketing and Consumer Research

Lumen (2021, December 2). Sensation and Perception. Lumen Learning. https://courses.lumenlearning.com/msstate-waymaker-psychology/chapter/reading-what-is-perception/.

Mahmudan, Ali (2022, June 9). Berapa Konsumsi Kopi Indonesia Pada 2020/2021?. https://dataindonesia.id/sektor-riil/detail/berapa-konsumsi-kopi-indonesia-pada-20202021

Nielsen (2019, September 18). Belanja Iklan Digital Menyumbang 6% dari Total Belanja Iklan. Nielsen. https://www.nielsen.com/id/id/press-releases/2019/belanja-iklan-digital-menyumbang-porsi-6-dari-total-belanja-iklan/

Neuman, W. Lawrence, (2006). Social Research Methods: Qualitative and Quantitative Approaches, Boston : Pearson Education.

Novianty, Dythia (2022, March 14). Survey: Televisi Masih Favorit Belanja Iklan, Pertumbuhan Online Services Paling Tinggi di Media Sosial. https://www.suara.com/tekno/2022/03/14/130117/survei-televisi-masih-favorit-belanja-iklan-pertumbuhan-online-services-paling-tinggi-di-media-sosial

Pawito (2007). Penelitian Komunikasi Kualitatif. LKIS Pelangi Aksara Yogyakarta. DIY. Yogyakarta.

Top Brand Award (2021, September 30). Top Brand Award. https://www.topbrand-award.com/top-brand-index/

Sutherland, Max. Sylvester, Alice K. (2007) Advertising and the mind of the consumer. Penerbit PPM, Jakarta.

Shehzad, Munham. Iqbal, Ashraf. Hussain, Tanveer (2020). Influence of Cellular Networks TV Advertisement on Brand Switching Behavior of Pakistani Consumers at Distric Mandi Bahhuddin. Researchgate.

Widowati, Hari (2019, January 11). Kata Data. Tumbuh 13% Belanja Iklan Televisi Tembus Rp110 Triliun di tahun 2018.

International Journal of Entrepreneurship, Business and Creative Economy (IJEBCE), Vol. 2 (2), 70-87
Descriptive Study of Advertising Message Strategy of Barista Special Blend by Top Coffee
Mohammad Ichsan Rasyid

https://katadata.co.id/hariwidowati/digital/5e9a5576a51e4/tumbuh-13-belanja-iklan-televisi-tembus-rp-110-triliun-tahun-2018

Petty, R.E., Wegener, D. T. (1999). The Elaboration Likelihood Model: Current Status and Controversies. In S. Chaiken & Y. Trope (Eds.), Dual Process Theories in Social Psycho

Pomering, A. and Johnson, L.W. (2009), "Advertising corporate social responsibility initiatives to communicate corporate image: Inhibiting scepticism to enhance persuasion", *Corporate Communications: An International Journal*, Vol. 14 No. 4, pp. 420-439. https://doi.org/10.1108/13563280910998763