

Chapter 5: Social media Marketing strategy selection of Starbucks in Indonesia

5.1 Social Media Marketing System Construction based on SICAS Model

Based on the SICAS Model there are 5 stages of model that should be understood to make social media marketing more effective to analyze the consumer behaviour. From this chapter, we will discuss more about those 5 stages according to the online questionnaires that have been done by the researcher. SICAS consumption model to examine decision-making processes of customers. Subsequently it recommends the marketing paradigm for social e-commerce according to the level of consumption activity. Thus, those answers are based on the customer's experience itself from the Starbucks Indonesia social media marketing. However, from all of the answers we can see how the SICAS Model is implemented in Starbucks Indonesia.

Sense:

Sense — It should be interpreted as a sign. Sense means that users should be able to detect ads or marketing content across all Internet contactors. In SICAS ecology, the establishment of a dynamic perception network between brands, merchants and users through distributed and multi-touch is very significant. As we can see in the figure. 10 & 11, it would be evidence of how the customers are mostly affected by the promotions on social media. On the other hand, users should perceive them; on the other, the users should interpret them. Such two points are the two keys to create a network of expectations for the brand merchants.

Interest and interactive:

Interest & Interactive—Enables consumers to engage with the brand and create interest. This means that as users perceive the brand's presence in the network, it will encourage users to be interested in learning about the brand itself, while sharing their attitudes and thoughts on the social forum's brand side to influence other interactions, such as forums, search engines, and video sites. Based on the figure. 13 and 14, we can see that the customers

are having their interest and get more to be interactive with the social media. This is reflected by the Mobile Advertisement page comment section, the fan group and the social network sharing feature.

Connect and communication:

Connect & Contact – to build a brand connection and contact. Consumers can use instagram, website, and ads networks to connect to the brand goods or services. By connecting and engaging with customers, the brands can involve combining ads, content, partnership network and other facets entirely, ensuring that smartphone ads are transmitted correctly and brand awareness is communicated correctly to target audiences. As from the figure. 17 - 20 we can see that the recommendations from all the customers are mostly about some advertisement on social media, and to be connected to other celebrities in order to promote their products.

Action:

Action – action to buy. It also takes several page redirects to produce the order, and for this reason consumers are reluctant to consume. Consumers in the era of social media progressively modified their methods of buying. It is important to pay attention to the social media marketing style to help the brand owners achieve business transformation. From the figure. 12, it shows that Starbucks Indonesia needs to be more active to promote their products on their social media in order to increase the actions of their consumers.

Share:

Share—user sharing the experience. Upon purchase, consumers would share their own experiences which will be shared through social networks. According to akihiro & mamoru (2017), Open sharing not only facilitates word-of-mouth but also aggregates a continuous chain of intimate contact between consumers, such that information and communication are no longer the product of consumption but, to a large extent, the origin of consumption and a major source of consumer output. From the figure.9 it can be some references for Starbucks Indonesia to choose which social media that they can use more to share their marketing. Moreover, from the figure.16 also we can see that customers are very reliable to social media marketing which can bring benefits for its company.

Thus, Focus on social communication and promote collaboration and engagement among customers so that they can meet customers emotional needs and hopefully make it easier to adjust customer behaviour changes. While there were distinctions between the many words that define this new medium and those that user-generated content is a characteristic of social media, social media meanings and user-generated content were used semi-interchangeably (Kaplan and Haenlein, 2010).

5.2 Social Media Marketing Strategy Selection

Based on the result of the online survey that has been conducted, with the results that also we have done discussed. From those results we can see that the SICAS Model has been indirectly implemented by Starbucks Indonesia. Those results begin to make the author see that there were some applications which can be applied more effectively than the SICAS Model to be implemented on Starbucks Indonesia. This research adopted an exploratory methodology and opened up several objectives for future study. The research would be a first opportunity to evaluate services based on the consumers' actual activities by identifying different customer-created services that users define. We've used various forms of social media to create a range of activities. Therefore, from those approaches this research wants to propose a new social marketing strategy model as a future recommendation for Starbucks Indonesia. The new social media marketing model is known as ICES Model which is an adaptation from the SICAS Model. but this new marketing model is more focused on the interactions. This model is already generated in China, which seems more effective for those who want to focus on their social media marketing strategy may implement this ICES Model as the tools for their strategy. ICES Model stands for; Interaction, Content, Experiences, Sharing.

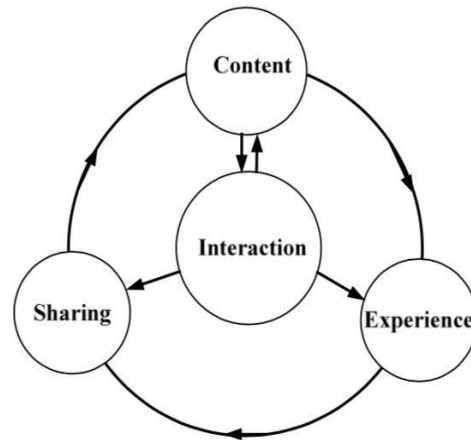


Figure 5.1 ICES Model

Sources; semantic scholar, 2017

According to the research of Yan, Xu, Hu, and Liu in 2017, "Interaction" as an essential content is a link with three other social media marketing categories. The interaction is based on content of high quality which offers interaction information. Interaction in the cycle of customer experience will improve shopping productivity and maximize shopping experience. Brand advertising should also directly promote the level of consumer buying behaviour as part of digital marketing. In fact, a series of interactions can only meet their social needs but may also strengthen customer sharing engagement in the sharing process.

Content:

Content - actually in social media marketing content takes a very important part. However, the customers will be interacted if they see something interesting on social media then they will have a follow up to the account. Only if businesses follow the "three" concept that is efficient, profitable, interesting and creates the content that consumers enjoy will they truly enforce content making, content sharing, consumer obedience and commercial realisation. May this content marketing strategy be useful for the social media section: first, is to extend the sources. Give more information and directions to the consumer, then it will make them reliant on promoting or buying the products. Second, to present many of various forms of the content. The business will go through words, images, videos, link pages, lives and all other methods to show their goods. Third, producing fantastic content and topics. Create inventive word-of-mouth issues that resonate with the company and band, and utilize interpersonal social media networking to circulate as a viral style to reach the full spectrum of consumer concerns. With the aforementioned content marketing technique, it not only meets society's desires, cultivates customer senses and stimulates interest, but it can also easily disseminate product and brand awareness.

Experiences:

Experience - after looking towards the results of the online surveys, consumers are getting interested and connected to the company by the brand information that will give an action to buy. Thus, the most critical aspect and purchasing experience may have a significant effect on customer buying behaviour. so marketing experience has exceptional significance. Experience marketing in particular means that the business provides high-quality engagement activities across the entire stage of customers' purchasing activities. There were three elements of the social media experiences:

1. the experience of consuming processes.
2. the experience of the product itself.
3. the experience of beyond expectation.

Increases product awareness by customers through free trials in order to increase the purchasing rate. In addition, the social media platform itself should give presents to improve customer positive brand impression. Knowledge beyond the standards of customers would bring a pleasant impact to direct consumers to buy, disseminate and form their reputations.

Sharing:

Sharing - The kind of Internet-based sharing will give them a sense of belonging and recognition. The instinctive sharing drive of consumers is the foundation, and a more significant point is that social media marketing should create an environment that facilitates content creation and accelerates information sharing dissemination. This closed loop will draw new customers on an ongoing basis, boost old customer loyalty and encourage the frequency of consumer behavior in terms of sense-interest-communication-action-sharing. This kind of marketing strategy is open and ongoing and as a result of sharing, the value of the business and brand will continue to grow.

However, all of those 3 categories bring connections to gaining the interactions. From these interactions it should be interactive to attract the customers. Therefore, interactive marketing success impacts the effect of other marketing strategies to a large extent. This also influences customer behavior, overtly or indirectly. In order to strengthen the close relationship between Starbucks Indonesia and customers and to provide customers with positive feedback on the brand's goods, the aim is that the brand itself should preserve its engagement with consumers and goods and with the brands.. By having a strong cohesion and experiences from the customers then the company could gain more trust from the customers.