

Communication Program for the Repositioning and Retargeting of Converso as a Family Café as Account Executive and Event Manager

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ABSTRACT

This study discusses the Integrated Marketing Communication (IMC) strategy used for the repositioning and retargeting of Café Converso, a brand that experienced sales decline due to weak positioning and high competition in Tembalang, Semarang. The shift in market segmentation from students to families was implemented through multiple communication channels, including advertising, social media, direct marketing, sales promotion, and special events. This research applied an experimental design using a one-group pretest-posttest method and evaluated outcomes through the AIDA model. Results indicate an increase in brand awareness from 1.7% to 58%, and a sales improvement from 73% to 80%. The IMC strategy proved effective in building Converso's new image as a relevant and competitive family café.

Keywords: IMC, Family Café, Repositioning, Retargeting, Marketing Communication, AIDA

INTRODUCTION

The café industry in the Tembalang area of Semarang has witnessed substantial growth over the past few years, driven by the increasing presence of young people and the rising popularity of a consumer-oriented lifestyle among the younger generation. This growth has led to a surge in the number of cafés targeting youth, with many establishments offering similar concepts, affordable pricing, visually appealing interiors, trendy menus, and a strong presence on social media platforms such as Instagram and TikTok. As a result, the market has become highly saturated and competitive, making it challenging for individual cafés to establish a unique brand identity or attract consistent customer loyalty. Café Converso, established in 2016, was initially positioned as a casual hangout spot aimed at the student market. However, over time, the café struggled to maintain its visibility and relevance in the increasingly crowded and fast-evolving café scene. Internal performance reports indicated that during February to March 2024, the café's sales only reached 73% of its monthly target. In-depth surveys further revealed that only 1.7% of respondents were aware that Converso had repositioned itself as a family café, a significant indicator of low brand awareness and

ineffective communication of the new positioning. This condition highlights a gap between brand identity and consumer perception, suggesting the urgent need for a comprehensive communication strategy. The management of Café Converso recognized that competing solely within the student segment was no longer sustainable. A strategic shift toward targeting family consumers an audience considered more stable, loyal, and emotionally engaged was therefore undertaken as part of its repositioning and retargeting efforts. To ensure the effectiveness of this repositioning, the brand adopted an Integrated Marketing Communication (IMC) approach. IMC enables a cohesive and synergistic use of multiple communication tools ranging from digital advertising, social media content, direct marketing, and promotional offers to special offline events to deliver a unified brand message. This approach not only amplifies reach but also strengthens consumer engagement across different touchpoints. Thus, this study explores the implementation of IMC as a strategic framework to realign Café Converso's brand image and evaluate its impact on consumer awareness, interest, and behavior during the repositioning process.

OBJECTIVE

The objective of this study is to design and implement an Integrated Marketing Communication (IMC) strategy aimed at repositioning and retargeting Café Converso as family café. This communication program seeks to increase brand awareness, shift public perception,

and enhance consumer engagement through a combination of digital and offline marketing efforts. Specifically, the study evaluates how IMC through advertising, social media campaigns, direct marketing, sales promotion, and special events can effectively reshape Converso's brand

identity and drive improved sales performance in a highly competitive café market

Conceptual Framework

This study is built upon the conceptual foundation of Integrated Marketing Communication (IMC), which refers to the strategic coordination of various promotional tools and channels to deliver a unified and persuasive message to the target audience. IMC in this study encompasses several key elements, including digital advertising through Instagram Ads, content marketing via social media platforms, direct marketing efforts such as WhatsApp broadcast messages, sales promotion activities like voucher and package deals, and special events such as pop-up markets and family-oriented workshops. These components are designed to work together synergistically, ensuring message consistency and strengthening brand visibility across both online and offline touchpoints. Through this integration, IMC does not merely serve as a promotional strategy but becomes a holistic communication framework that reinforces the brand's identity and emotional appeal particularly in the context of family values that Converso seeks to convey. To measure the effectiveness of this communication strategy, the study utilizes the AIDA model, which outlines the psychological stages a consumer passes through before making a decision: Awareness, Interest, Desire, and

Action. In this framework, awareness represents the consumer's initial exposure to Converso's brand and concept as a family café. Interest reflects their curiosity and engagement with the message, often seen through interactions with social media content or participation in offline events. Desire indicates a stronger emotional connection or preference toward the brand, which can be influenced by the values and experiences embedded in Converso's family-oriented approach. Lastly, action refers to the consumer's behavioral response such as visiting the café, purchasing a product, or recommending it to others. Supporting this communication program is the application of experimental theory, implemented through a one-group pretest-post-test design. This allows the researcher to assess changes in perception and behavior by comparing data collected before and after the intervention. The integration of IMC as the strategic approach, AIDA as the behavioural measurement framework, and experimental design as the methodological structure creates a solid conceptual foundation for evaluating how communication can effectively reposition a brand and shift consumer attitudes in a saturated and competitive café market.

Communication Strategy: The Role of Events in Strengthening Brand Awareness (As Account Executive & Event Manager)

Special events serve as powerful tool in creating direct and memorable experiences for the audience, making them an essential component in building brand awareness. In the context of this program, event such as the Family Workshop (Pizza & Latte Art) and the Pop-Up market were strategically designed to provide interactive, educational, entertaining moments that align with Converso's new identity as a family café. These activities allowed participants not only to engage with the brand but also to internalize its values, warmth, togetherness, and creativity within a family environment.

By facilitating real- experiences, events help audience develop stronger emotional

connections with the brand. This aligns with the principle that experimental marketing strengthens brand recall and recognition, as individuals are more likely to remember a brand associated with a meaningful or enjoyable experience. The presence of families and their active participation in each event proved to be effective in reinforcing the repositioning message. Furthermore, documentation of these events through social media helped extend the reach of the campaign beyond physical attendees, amplifying awareness through digital visibility.

The integration of offline engagement through events with online amplifications demonstrates how IMC can utilize media events not only as marketing tactics but also as strategic communication tools that foster emotional bonding and improve long-term brand recognition.

RESULT AND DISCUSSION

The implementation of the program showed a significant increase in awareness of Converso as a family café from only 1.7% at the beginning to 58% after the program. This achievement was driven by the Instagram Ads strategy, which reached over 47,000 accounts, along with increased engagement across Converso's official social media content. Offline events such as the Pizza & Latte Art Workshop attracted 36 participants, exceeding the target of 30, while the Pop-Up Market drew 51 visitors,

surpassing its goal of 50. Sales also improved, rising from 73% to 80% of the monthly target during the program. The integrated implementation of IMC strategies had a significant impact on the brand image and emotional appeal of Converso as a family-friendly space. The combination of visual messaging, interactive activities, and family discount promotions became the key to shifting consumer perception positively.

EVENT ANALYSIS

1. Increase in Brand Awareness through Special Events

The implementation of special events played a pivotal role in increasing Café Converso's brand awareness as a family

café. Before the communication program was launched, survey data showed that only 1.7% of respondents recognized Converso's new positioning. After executing offline events such as the Pizza and Latte art Workshop and the Pop- Up Market, this figure rose to 58%. These events provided opportunities for families to interact directly with the brand through enjoyable, value- driven experiences that reflected the warmth, creativity, and togetherness promoted by Converso. As a result, the brand message became more emotionally resonant and memorable, leading to stronger brand recall and public recognition. The experience-driven nature of these events significantly contributed to shaping the brand identity in the minds of the target audience.

2. Effectiveness of IMC Strategy in Program Execution

The communication program was guided by the Integrated Marketing Communications (IMC) framework, combining various combination various communication tactics to deliver a unified brand message. Offline initiatives such as workshops and markets were strategically supported by digital promotions including Instagram Ads, WhatsApp broadcasts, and social media content optimization. As the Account Executive, I ensured seamless communication between the client and the implementation team, monitored execution timelines, and supervised media planning. Meanwhile, in my role as Event Manager, I handled concept development, event operations, logistics, and visual messaging that

reflected Converso's new family identity. Instagram Ads reached over 47,000 accounts, contributing to heightened visibility. The campaign also achieved improved engagement rates across Converso's social platforms, with significant increases in likes, comments, and shares, demonstrating that the IMC strategy succeeded in amplifying both interest and emotional connection to the brand.

3. Shift in Brand Perception After the Events

Post- event interviews and feedback showed a positive transformation in how Café Converso was perceived by participants. Previously regarded as a student- oriented café with a focus on affordability and youth trends, Converso began to be seen as a cozy, inclusive space for families to connect and spend time together. This perceptual shift was influenced by multiple factors: the welcoming atmosphere of the events, the family- inclusive activities, the brand visual and tone, the curated event experience. The emotional impact generated by this engagement reaffirmed the value of experiential marketing within the IMC approach. These results indicated the campaign successfully repositioned the brand and introduced new values to the target audience in a way that was both meaningful and memorable

4. Sales Growth and Consumer Response

In addition to increased awareness and positive perception, the campaign led to measurable improvements in consumer action and sales performance. At the

start of the program, Converso's sales were at 73% of the monthly target. Following the implementation of the IMC strategies, sales rose to 80 % of the target, showing that the communication campaign effectively converted interest into action. Events such as the Ramadhan Family Package, which sold 130 packages surpassing its initial goal of 100 further demonstrated the power of tailored promotions that resonated

CONCLUSION

The IMC-based communication strategy proved effective in helping Café Converso rebuild its image as a family café. The synergy between digital campaigns, offline events, and direct communication successfully enhanced consumer awareness, interest, and ultimately purchasing actions. The combination of experimental approaches and integrated marketing communication effectively addressed the challenges of repositioning and retargeting the brand within a competitive market. IMC served not only as a promotional tool but also as a medium to foster emotional connection between the brand and its audience, particularly within the family context.

RECOMMENDATIONS

1. Academic Recommendations

This study indicates that event-based communication can be an effective strategy to increase brand awareness and influence audience perception. Future academic research could focus on a more in-depth analysis of which specific elements within media events—such as visuals, interactivity, or storytelling—most significantly affect audience responses.

with the family segment. The Midday Lunch Discount promotion, although resulting in 5 out of 10 voucher redemptions, still contributed to visibility and encouraged trial from new customers. These outcomes reflected not only the reach of the campaign, but also the success in encouraging real customer behavior aligned with Converso's repositioning goals.

Additionally, it is recommended that future studies explore the synergistic integration between event marketing and digital strategies, particularly how these two channels can be optimized to build sustainable brand equity over the long term.

2. Practical Recommendations

From a practical standpoint, Café Converso is encouraged to develop a more structured and consistent communication strategy to sustain audience engagement. One strategic step would be to organize family-oriented events on a regular basis to maintain brand presence and emotional connection with the target audience. Collaborations with more strategic partners, including local media, parenting communities, and family-focused influencers, could help expand reach and strengthen brand positioning. Furthermore, leveraging interactive features on social media—such as reels, stories, polls, or UGC (user-generated content) campaigns—can significantly enhance Converso's visibility in digital spaces and reach a broader audience segment.

3. Social Recommendations

From a social perspective, initiatives like Converso's family workshops and pop-up markets have the potential to foster inclusive community engagement. These

events can become platforms that support local talents, empower small business tenants, and create a collaborative space for community interaction. Moving forward, strengthening partnerships with local government, creative communities, and educational institutions could turn such events into catalysts for broader social impact especially in promoting family values and empowering creative entrepreneurship within the local ecosystem.

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This study discusses the Integrated Marketing Communication (IMC) strategy in the effort to reposition and retarget the Café Converso brand, which experienced a decline in sales due to weak positioning and intense competition in the Tembalang area of Semarang. The shift in market segmentation from students to families was carried out through various communication channels such as advertising, social media, direct marketing, sales promotion, and special events. The research method used was an experiment with a one-group pretest-post-test design, and evaluation was based on the AIDA model (Awareness, Interest, Desire, Action). The results showed an increase in awareness from 1.7% to 58%, as well as a sales improvement from 73% to 80%. The IMC strategy proved effective in shaping Converso's new image as a relevant and competitive family café.