

Community-Based Research for Strengthening Digital Marketing and Customer Engagement at KATAMA Coffee & Space Bandar Lampung

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Abstract. This community service activity aimed to strengthen digital marketing and customer engagement at KATAMA Coffee & Space in Bandar Lampung through a Community-Based Research (CBR) approach. The activity was motivated by the increasing competition among coffee shops and the need for KATAMA to optimize digital communication while strengthening customer engagement through social media and community-oriented strategies. The CBR approach involved direct observation, structured interviews, identification of customer needs, and collaborative formulation of practical marketing strategies based on the experiences of customers and the business context. Data were collected from ten KATAMA customers consisting of eight students and two private-sector employees, with observations conducted during active business hours. The findings indicate that customers perceive KATAMA as a comfortable, affordable, and productive space for studying, working, socializing, and spending time. Friends and social media platforms, particularly Instagram and TikTok, were identified as important channels through which customers discovered and developed interest in KATAMA. The community-based analysis further identified opportunities to strengthen digital content emphasizing KATAMA's 24-hour operation, comfortable atmosphere, facilities, menu variety, and customer experiences. The activity also highlighted several areas requiring attention, including menu innovation, facility cleanliness, and the development of community-oriented programs. Based on these findings, a digital marketing and customer engagement strategy was formulated around the positioning of KATAMA as a "Student & Productivity Hub," supported by interactive social media content, student-focused programs, community events, and customer-generated content. The CBR approach demonstrates the value of integrating community knowledge and customer experiences into practical digital marketing development for local businesses.

Keywords: Community-Based Research; Digital Marketing; Customer Engagement; Social Media; Coffee Shop; Community Service.

1. Introduction

The digital transformation of small and medium-sized businesses has fundamentally

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changed the way local enterprises communicate with customers, build brand visibility, and develop market relationships (Dvorsky et al., 2021). In the contemporary business environment, digital marketing is no longer limited to promotional activities but increasingly involves continuous interaction, relationship building, and the creation of customer experiences through digital platforms. Social media provides businesses with relatively accessible channels to disseminate information, communicate with customers, receive feedback, and cultivate brand communities. Sulistiyowati & Rahmawati (2024) emphasize that digital marketing enables MSMEs to expand market reach, increase brand awareness, strengthen competitiveness, and develop customer engagement through platforms such as social media, e-commerce, and search-based digital channels. Similarly, Trunfio & Rossi (2021) explain that social media provides MSMEs with a cost-effective mechanism for reaching broader audiences while facilitating interaction with customers. Thus, the ideal development of a local business in the digital era should not merely focus on increasing promotional exposure but also on developing a participatory relationship with customers in which digital communication becomes part of a sustainable business development process (Akpen et al., 2024).

This ideal condition is particularly relevant to coffee-shop businesses, where customer decisions are strongly connected to social interaction, experiences, atmosphere, and digital information. KATAMA Coffee & Space in Bandar Lampung operates within a competitive coffee-shop environment in which consumers increasingly use coffee shops not only for purchasing beverages but also for studying, working, meeting friends, and participating in social activities (Ahmad Hidayat et al., 2022; Dewi et al., 2025). The preliminary findings in the existing manuscript show that KATAMA customers perceive the establishment as comfortable, affordable, and supportive of productive activities, while friends, Instagram, and TikTok constitute important sources through which customers become aware of the business. Ten interviewed customers also indicated their willingness to return to KATAMA, while several respondents identified social media as a source of information about the coffee shop. These conditions indicate that KATAMA already possesses valuable community and customer assets that can be developed through a more systematic digital marketing and customer engagement strategy.

The relevance of social media for customer engagement has also been established in the broader literature. Algharabat et al. (2020), through a systematic review of customer engagement and social media research, demonstrate that customer engagement has evolved beyond transactional interactions and increasingly encompasses customers' behavioral, emotional, and relational interactions with brands through digital platforms. A systematic review by Chen et al. (2025) similarly identifies likes, comments, and shares as commonly examined manifestations of customer engagement, while emphasizing the need for broader approaches to understanding interaction between brands and customers. In the context of SMEs, the systematic literature review by Yasiukovich & Haddara (2021) shows that social media can be integrated with customer relationship management to support customer acquisition, interaction, and relationship development. Meanwhile, research on digital marketing in community-based enterprises by Tran et al. (2024) indicates that social media and websites are among the primary digital marketing tools used by community-based enterprises, with potential effects on customer satisfaction, entrepreneurial skills, and business performance.

Despite these developments, an important gap remains between the growing literature on digital marketing and the practical needs of local businesses. Much of the



existing literature examines digital marketing from the perspective of business performance, consumer behavior, technology adoption, or social media effectiveness. Ali Abbasi et al. (2022) and Nazir et al. (2025), for example, note that research on social media marketing among SMEs has developed but remains fragmented in terms of platforms, theories, motivations, and research contexts. Likewise, Ghapar & Luqman (2024) identify the need for further investigation of the factors that connect social media engagement with MSME performance. More importantly for community-service practice, digital marketing interventions are often designed as activities delivered to businesses rather than developed with business owners, workers, and customers through a participatory process. This creates a methodological gap because the digital strategy may not fully reflect the local knowledge, customer experiences, existing business assets, and specific communication needs of the partner. Community-based research provides an alternative by positioning community members and institutional partners as active participants in problem identification, knowledge production, and action.

Community-Based Research (CBR) offers a distinctive approach for addressing this gap because it emphasizes collaboration, shared decision-making, co-learning, and action-oriented outcomes. Chupp et al. (2023), Broad & Ortiz (2020) explain that CBR positions the community as an equal partner rather than merely as an object of research, involving community members in stages ranging from problem formulation to the dissemination and utilization of results. Similarly, Suarez-Balcazar et al. (2005) describe community-university collaboration as a process involving entry into the community, development of mutual trust and communication, collaborative agenda setting, and recognition of shared benefits. Racine et al. (2022) further emphasize that community-based participatory approaches require trust building, power sharing, co-learning, capacity building, and an iterative relationship between research and action. Applying these principles to KATAMA creates a methodological novelty: digital marketing is not introduced as a generic promotional package, but is developed from evidence generated through direct interaction with customers and the business context and subsequently translated into practical customer-engagement strategies.

The novelty of this community-service activity therefore lies in integrating Community-Based Research, digital marketing, and customer engagement within a local coffee-shop context. Rather than treating KATAMA merely as a business case for observing consumer behavior, the activity positions KATAMA as a community partner whose existing assets, customer experiences, digital presence, and operational characteristics become the foundation for collaborative improvement. The approach connects customer knowledge with practical digital communication strategies, particularly through Instagram and TikTok, while strengthening KATAMA's potential identity as a "Student & Productivity Hub." This positioning is grounded in the existing findings that customers use KATAMA for studying, working, socializing, and other productive activities, while its 24-hour operation, Wi-Fi, power outlets, free printing service, menu variety, and comfortable spaces constitute important perceived-value assets. In this sense, the novelty is not simply the use of social media, but the participatory process of converting community and customer knowledge into context-specific digital marketing and engagement strategies.

The significance of this community-service activity is both practical and methodological. Practically, strengthening KATAMA's digital marketing capacity can help the business communicate its distinctive value more consistently, maintain relationships



with existing customers, and create opportunities for deeper customer participation through interactive content, community activities, and user-generated experiences. The existing manuscript indicates that KATAMA has opportunities to strengthen Instagram and TikTok content by emphasizing its 24-hour concept, comfortable work environment, customer experiences, student-oriented programs, and community events. Methodologically, the activity demonstrates how CBR can be applied in community-service programs involving local businesses by combining systematic identification of community needs with collaborative strategy development. This is consistent with recent literature showing that digital marketing can contribute to customer satisfaction, entrepreneurial capabilities, and business performance in community-based enterprises, while community-university partnerships can generate mutually beneficial outcomes through shared knowledge and collaborative action.

Based on this context, this community-service activity aims to strengthen digital marketing and customer engagement at KATAMA Coffee & Space Bandar Lampung through a Community-Based Research approach. Specifically, the activity seeks to (1) identify the digital marketing and customer-engagement needs of KATAMA based on customer and partner perspectives; (2) map the existing business and community assets that can be utilized for digital communication; (3) formulate context-specific digital marketing strategies emphasizing Instagram and TikTok; and (4) develop customer-engagement initiatives that strengthen KATAMA's positioning as a comfortable, productive, and community-oriented coffee space. Through these activities, the program is expected to produce practical strategies that are relevant to KATAMA's local context while demonstrating the applicability of CBR as a participatory methodology for community-service interventions aimed at strengthening the digital capacity and sustainability of local businesses.

2. Methods

This community service activity employed a Community-Based Research (CBR) approach to strengthen digital marketing and customer engagement at KATAMA Coffee & Space, Bandar Lampung. CBR was selected because it enables the community or partner to participate actively in identifying problems, providing contextual knowledge, interpreting findings, and formulating practical solutions (Arriola-Pacheco *et al.*, 2025). The activity was conducted at KATAMA Coffee & Space, located on Jalan Letjen Alamsyah Ratu Prawiranegara No. 86, Way Halim Permai, Bandar Lampung. The approach positioned KATAMA not merely as an object of observation but as a community-business partner involved in the identification of digital marketing needs and the development of customer-engagement strategies. This orientation was adapted from the principles of community-based research, particularly collaboration, mutual learning, contextual problem identification, and action-oriented outcomes.

The first stage was community and partner engagement, which focused on establishing communication with KATAMA Coffee & Space and understanding the business context, customer characteristics, existing promotional practices, and perceived challenges in digital marketing. Direct observation was conducted during the active operating period between 10:00 a.m. and 1:00 p.m. in May 2026. The observation examined customer density, customer activities, service flow, seating patterns, duration of visits, interactions between customers and staff, and the utilization of facilities. The activity also considered KATAMA's existing business assets, including its comfortable



environment, Wi-Fi, power outlets, free printing facilities, menu variety, indoor and rooftop spaces, and 24-hour operating concept. These observations were used as a contextual basis for identifying opportunities that could be communicated through digital marketing channels.

The second stage involved needs assessment and community-based data collection. Structured interviews were conducted with ten customers who were selected purposively based on their current visit experience at KATAMA. The respondents consisted of eight students and two private-sector employees, reflecting the dominant customer characteristics identified during observation. The interviews explored customers' reasons for visiting KATAMA, preferred products, sources of information about the coffee shop, perceptions of its strengths and weaknesses, social media exposure, satisfaction, and willingness to revisit. Particular attention was given to the role of Instagram, TikTok, friends, and other forms of digital or interpersonal communication in shaping customers' awareness and engagement with KATAMA. The interview findings were subsequently organized into themes related to customer motivation, perceived value, social influence, digital media exposure, satisfaction, and customer suggestions.

The third stage was participatory analysis and strategy formulation. Findings from observations and interviews were discussed in relation to KATAMA's existing business assets and digital marketing needs. The analysis identified several opportunities for strengthening customer engagement, particularly through Instagram and TikTok content that highlights the coffee shop's atmosphere, 24-hour operation, facilities, menu variety, and customer experiences. The findings also indicated the need to strengthen KATAMA's positioning as a space for studying, working, socializing, and productive activities. Based on the community-based analysis, the proposed strategy emphasized the development of interactive digital content, student-oriented programs, community events, customer-generated content, and communication that reinforces KATAMA's identity as a Student & Productivity Hub. The strategy was formulated by connecting customer perspectives with the practical characteristics and resources available at the partner location.

The final stage was action-oriented development and evaluation, in which the identified findings and strategic recommendations were translated into practical directions for improving KATAMA's digital marketing and customer engagement. The evaluation focused on the relevance of the proposed strategies to customer needs, the utilization of KATAMA's existing assets, and the feasibility of implementing the strategies through available digital platforms and community activities. The activity did not measure changes in sales turnover, follower growth, engagement rate, or other quantitative business-performance indicators because such measurements were not included in the original data collection. Instead, the outcomes were assessed descriptively through the identification of customer needs, digital communication opportunities, strategic recommendations, and the alignment between customer experiences and the proposed marketing initiatives. This approach ensured that the community-service program remained grounded in the evidence obtained from the partner and its customers.

Table 1 Community-Based Research Stages and Activities

Stage	Main Activities	Participants/Source	Output
Partner Engagement	Initial engagement, observation of business context, identification of	KATAMA Coffee & Space and activity team	Partner profile, business context, and initial problem



	existing assets and digital marketing conditions		identification
Needs Assessment	Structured interviews and direct observation of customer behavior, preferences, media exposure, and service experiences	10 customers: students and private-sector employees	8 Customer needs, preferences, digital media exposure, and engagement insights
Participatory Analysis	Thematic organization and interpretation of findings related to motivation, perceived value, social influence, social media, satisfaction, and suggestions	Activity team and partner context	Identification of digital marketing and customer-engagement priorities
Strategy Formulation	Development of digital marketing and customer-engagement strategies based on customer perspectives and KATAMA's business assets	Activity team and KATAMA	Instagram/TikTok content directions, positioning strategy, and community-oriented programs
Action and Evaluation	Formulation of practical recommendations and assessment of their relevance and feasibility	KATAMA and activity team	Context-specific digital marketing and customer-engagement recommendations

Source: Authors' elaboration based on community-based participatory research principles and community-engaged research frameworks

Table 1 illustrates the implementation of the CBR approach as a sequential process that connects community engagement, needs assessment, participatory analysis, strategy formulation, and action-oriented evaluation. The ten customer interviews and direct observations served as the empirical foundation for identifying KATAMA's existing strengths and areas requiring improvement. The findings show that customers value KATAMA's comfortable environment, affordability, facilities, and suitability for studying, working, and socializing, while Instagram, TikTok, and recommendations from friends function as important discovery channels. These findings were subsequently transformed into practical recommendations emphasizing digital content, student-focused activities, community events, and customer experiences. Thus, the method does not position customers merely as respondents but as sources of contextual knowledge that inform the development of a more relevant digital marketing and customer-engagement strategy.

3. Results and Discussion

3.1. Identification of Customer Needs and Existing Business Assets

The Community-Based Research process identified that KATAMA Coffee & Space



possesses a number of business and community assets that can be utilized to strengthen its digital marketing and customer engagement. Direct observation showed that the coffee shop was actively used by students and young professionals for various productive and social activities, including studying, completing assignments, conducting group discussions, working with laptops, meeting friends, and spending leisure time. This finding indicates that KATAMA functions not only as a conventional coffee shop but also as a multifunctional social and productivity space. The diversity of customer activities provides an important foundation for developing a digital marketing strategy that communicates experiences rather than merely promoting food and beverages.

The physical and service facilities available at KATAMA further strengthen this potential. Customers have access to Wi-Fi, power outlets, free printing services, indoor seating, and rooftop areas, while the coffee shop operates for 24 hours. The price range identified during the activity was approximately Rp20,000–Rp38,000, providing an additional element of perceived affordability. These characteristics create a combination of functional and experiential value that can be communicated through digital media. In particular, the availability of facilities supporting studying and working provides a distinctive basis for positioning KATAMA as a productive environment for students and young professionals rather than simply as a place for casual coffee consumption.

The interviews with ten customers provided further evidence concerning customer needs and perceptions. The respondents consisted of eight students (80%) and two private-sector employees (20%). Most respondents identified comfortable atmosphere, affordable prices, and supporting facilities as important reasons for choosing KATAMA. All ten respondents also indicated their willingness to return to the coffee shop. Within the scope of these ten interviews, this finding reflects a positive customer experience and suggests that KATAMA already has a favorable foundation for developing customer loyalty and engagement. However, this result should be interpreted as a descriptive finding from the interviewed respondents rather than as a statistical representation of all KATAMA customers.

The findings indicate that the primary issue is not the absence of attractive business assets but the need to communicate and optimize these assets through more systematic digital marketing. Existing facilities, customer activities, and customer experiences can become sources of authentic digital content. Rather than relying predominantly on conventional promotional messages, KATAMA can communicate how customers actually use the space for studying, working, socializing, and other productive activities. Such an approach allows digital marketing content to emerge from the real experiences of the customer community. The CBR approach is therefore useful because it connects the identification of customer needs with the development of practical communication strategies based on the existing conditions of the partner.

The findings also provide a basis for strengthening KATAMA's positioning as a Student & Productivity Hub. This positioning reflects the observed customer profile and activities as well as the facilities available at the coffee shop. The combination of a comfortable environment, affordable products, Wi-Fi, power outlets, free printing, indoor and rooftop spaces, and 24-hour operation provides several content themes that can be developed for Instagram and TikTok. At the same time, the customer suggestions identified in the original activity, particularly regarding menu innovation and facility cleanliness, should be considered as part of continuous service improvement. Therefore, the identification of customer needs and business assets provides the foundation for



subsequent stages of the CBR process, particularly the formulation of digital marketing and customer-engagement strategies.

Table 2 Identification of Customer Needs and Existing Business Assets at KATAMA Coffee & Space

Aspect	Findings from Community-Based Research	Implication for Digital Marketing and Customer Engagement
Customer Profile	8 students (80%) and 2 private-sector employees (20%)	Develop content and engagement activities relevant to students and young professionals
Main Customer Activities	Studying, completing assignments, group discussions, working, socializing, and spending productive time	Present KATAMA as a multifunctional productive and social space
Comfort	Customers identified a comfortable atmosphere as one of the main reasons for visiting	Create visual content showing ambience, seating areas, and customer experiences
Affordability	Price range approximately Rp20,000–Rp38,000	Communicate affordable product options through social media content and promotional campaigns
Supporting Facilities	Wi-Fi, power outlets, free printer, indoor and rooftop seating	Develop facility-focused content demonstrating practical benefits for students and workers
Operating Hours	24-hour operation	Emphasize the flexibility of KATAMA as a study, work, and social space at different times
Customer Experience	All 10 interviewed respondents indicated willingness to return	Develop customer testimonials, user-generated content, and engagement activities
Digital Discovery	Customers reported discovering KATAMA through Instagram, TikTok, and friends	Strengthen Instagram and TikTok content and encourage digital word-of-mouth
Improvement Needs	Menu innovation and facility cleanliness were identified as areas for improvement	Integrate service improvement with customer feedback and digital communication
Potential Positioning	Coffee shop as a space for productivity, social interaction, and community activities	Strengthen the positioning of KATAMA as a Student & Productivity Hub

Source: Authors' Community-Based Research observation and structured interviews at KATAMA Coffee & Space, Bandar Lampung, May 2026; adapted from the findings in the original manuscript.

Table 2 demonstrates that KATAMA possesses a combination of customer, physical, experiential, and digital assets that can be transformed into a more structured customer-engagement strategy. The dominant presence of students and the use of KATAMA for



studying, working, and socializing provide a clear contextual basis for developing student-oriented digital content, while facilities such as Wi-Fi, power outlets, free printing, indoor and rooftop seating, and 24-hour operation provide concrete content materials for Instagram and TikTok. At the same time, customers' willingness to return and their discovery of KATAMA through social media and friends indicate opportunities to strengthen digital word-of-mouth and user-generated content. Thus, the CBR findings establish a direct connection between what KATAMA already possesses, what customers actually need, and what can be communicated through digital marketing, providing the empirical foundation for the subsequent customer-engagement strategy.

3.2. Digital Media Exposure and Customer Engagement Opportunities

KATAMA Coffee & Space is discovered by customers through a combination of interpersonal communication and digital media exposure. Based on the interviews, several respondents stated that they first learned about KATAMA from friends, while others encountered information about the coffee shop through Instagram and TikTok. This finding demonstrates that the process of customer awareness does not necessarily begin when customers physically encounter the coffee shop. Instead, awareness may be constructed beforehand through conversations within social networks and exposure to digital content. In the context of contemporary consumer behavior, friends function as an interpersonal information channel, while Instagram and TikTok operate as mediated channels that extend the visibility of KATAMA beyond its physical location. For example, a student who hears from a friend that KATAMA is suitable for studying may subsequently search for its Instagram account, examine photographs of the interior, look at the available menu, and watch TikTok videos showing the atmosphere before deciding whether to visit. Thus, the initial relationship between customers and KATAMA may actually begin in the communication environment rather than at the coffee shop itself.

The interviews further indicate that visual information plays an important role in shaping customers' initial perceptions of KATAMA. Respondents referred particularly to information concerning the menu, atmosphere, facilities, and activities. This is significant because coffee-shop consumption is not exclusively determined by the physical product being sold. Customers may also evaluate the atmosphere, comfort, facilities, and activities that accompany the consumption experience. A photograph showing a comfortable corner for studying, for instance, communicates something different from a photograph that merely displays a cup of coffee. Similarly, a short TikTok video showing customers working on laptops, interacting with friends, attending an event, or spending time in the coffee shop can communicate the social character of the venue more effectively than a conventional promotional poster. Therefore, digital media can function as a pre-visit experience, allowing prospective customers to construct an initial mental image of KATAMA before they physically arrive. In this sense, Instagram and TikTok are not merely promotional channels but also spaces where the identity and experiential value of the coffee shop are communicated.

Another important finding is the role of reference groups, particularly friends, in creating awareness and encouraging customer engagement. Recommendations from friends represent interpersonal communication that may carry a different level of credibility from commercial advertising because the information comes through an existing social relationship. For example, when a student tells a classmate, "KATAMA is comfortable for working on assignments because it is open 24 hours," the message



contains not only information about the business but also a personal recommendation based on experience. This interpersonal recommendation may then interact with digital communication: the prospective customer can search for KATAMA on Instagram or TikTok to verify what the friend has described. Consequently, interpersonal communication and digital communication should not be treated as two completely separate pathways. Instead, they can reinforce one another, with word-of-mouth generating curiosity and social media providing visual confirmation. This finding provides an important basis for KATAMA to develop communication strategies that encourage customers to share their experiences voluntarily and make those experiences visible within their own social networks.

The community-based interpretation of the findings subsequently shifts the orientation of KATAMA's digital communication from product promotion toward customer engagement. A purely promotional approach would primarily emphasize menu items, prices, discounts, and product availability. Such content may provide useful information, but it does not fully represent the broader meaning that customers associate with KATAMA. If customers already perceive the venue as a space for studying, working, socializing, and participating in activities, then digital communication can be designed to reflect these experiences. For example, Instagram and TikTok content can present a day at KATAMA, show students completing assignments, document customers working remotely, introduce different areas of the venue, highlight the 24-hour operating concept, and present community activities. The objective is not simply to tell audiences, KATAMA sells coffee, but to communicate, KATAMA is a space in which particular activities and experiences can take place. This distinction is important because customer engagement involves a relationship between the audience and the brand or business rather than simply exposure to a promotional message.

The fifth aspect concerns the opportunity to transform customers from passive audiences into active participants in KATAMA's digital communication ecosystem. The findings open opportunities for user-generated content, customer testimonials, interactive posts, community collaborations, and other forms of participatory communication. For instance, KATAMA could encourage customers to share photographs of their study sessions, work activities, community meetings, or social gatherings at the venue and tag the coffee shop's social-media account. Students or local communities could also be invited to collaborate on events, discussions, creative activities, or digital campaigns. Customer testimonials could provide experiential narratives that are more personal than conventional advertising messages. In this model, communication flows in multiple directions: KATAMA communicates with customers, customers respond through engagement and content creation, and the resulting content can subsequently reach new audiences through customers' own social networks. The strategic opportunity therefore lies not merely in increasing the number of promotional posts but in building a participatory communication environment in which customers become part of the story of KATAMA.

Table 3 Digital Media Exposure and Customer Engagement Opportunities

Finding Dimension	Evidence from Respondents/Observation		Communication Meaning	Customer Engagement Opportunity	Possible Digital Content
Interpersonal	Several	customers	Friends	Encourage	Customer



Finding Dimension	Evidence from Respondents/Observation	Communication Meaning	Customer Engagement Opportunity	Possible Digital Content
discovery	discovered KATAMA through friends	function as reference groups and interpersonal information sources	customers to share experiences with their social networks	testimonials, referral stories, “bring your friend” content
Instagram exposure	Respondents identified Instagram as a source of information	Instagram contributes to pre-visit awareness and perception formation	Transform followers into active audiences	Reels, carousel posts, Stories, polls, behind-the-scenes content
TikTok exposure	Respondents mentioned TikTok as an information source	Short-form video can communicate atmosphere and activities dynamically	Encourage participatory and shareable content	Short videos, customer activities, venue tours, event highlights
Visual information	Menu, atmosphere, facilities, and activities were mentioned	Visual communication helps customers imagine the KATAMA experience before visiting	Strengthen experiential representation	Menu visuals, interior videos, facility tours, activity documentation
KATAMA as a social/productive space	Customers use the venue for studying, working, socializing, and activities	The value proposition extends beyond food and beverages	Build community-oriented engagement	Study/work stories, community events, student collaborations
User-generated content	Customers have experiences that can be potentially documented and shared	Customers can become participants in communication	Facilitate customer-created content	Reposts, testimonials, customer stories, tagged content
Community collaboration	KATAMA has potential connections with students and local communities	Communication can be developed through	Create sustained community participation	Student events, local collaborations, workshops,



Finding Dimension	Evidence from Respondents/Observation	Communication Meaning	Customer Engagement Opportunity	Possible Digital Content
		collaborative networks		community campaigns

Source: Authors' elaboration based on community-based findings and relevant literature.

The table 3 illustrates that the main opportunity identified from the finding is not simply an increase in the frequency of Instagram or TikTok uploads, but a transformation in the function of digital media from a one-way promotional instrument into a platform for relationship building and participation. Interpersonal communication through friends can generate initial awareness, while Instagram and TikTok can strengthen that awareness through visual representations of the menu, atmosphere, facilities, and activities. These channels can then be connected to customer-generated communication through testimonials, tagged posts, collaborative content, and community activities. In this way, KATAMA's digital strategy can reflect the empirical finding that the coffee shop is experienced not only as a commercial establishment but also as a social and productive space.

3.3. Community-Based Digital Marketing Strategy for KATAMA

The final finding of the community-service activity demonstrates that the digital marketing strategy developed for KATAMA Coffee & Space was not formulated solely from a promotional perspective, but emerged from the intersection between customer experiences, business assets, and community participation. This distinction is important because the CBR approach positions community members not merely as objects from whom information is collected, but as participants whose experiences contribute to defining problems and formulating relevant solutions. Racine et al. (2022) emphasize that community-based participatory research should connect knowledge generated from the community with practical action and should be developed through collaborative relationships among researchers, community members, and relevant organizations. In the KATAMA context, this principle is reflected in the formulation of a positioning direction as a Student & Productivity Hub, which emerged from the observed pattern of customers using the venue not only for consuming food and beverages but also for studying, working, meeting, and conducting productive activities. Thus, the proposed positioning is not an arbitrary branding concept created by the activity team; rather, it represents an interpretation of the existing relationship between customer activities and KATAMA's physical and operational assets. The community-service intervention therefore transforms empirical customer knowledge into a strategic communication direction that is more closely connected to the actual character of the business. This is consistent with the broader principle of community-engaged research that findings should be translated into contextually meaningful action rather than remaining merely as descriptive information.

The proposed positioning of KATAMA as a Student & Productivity Hub also illustrates the importance of developing a distinctive value proposition in digital marketing. The finding indicates that KATAMA possesses several assets that can support this positioning, including a comfortable atmosphere, facilities suitable for study and work, affordable offerings, and a 24-hour operating concept. In digital marketing, these assets need to be



transformed into meaningful communication rather than simply presented as isolated pieces of information. Zeqiri et al. (2025) conceptualize consumer brand engagement in social media as cognitive, emotional, and behavioral activity related to consumer-brand interactions. From this perspective, content about KATAMA's study environment, customer activities, workspaces, facilities, or 24-hour service can potentially perform more than an informational function: it can help audiences imagine how they themselves might use the space. For example, a photograph of a coffee product communicates what KATAMA sells, whereas a short video depicting a student working on an assignment at 11 p.m. communicates how KATAMA fits into a customer's daily life. This distinction is strategically important because the latter provides an experiential narrative that can stimulate identification between the audience and the brand. Therefore, the proposed strategy shifts the communication emphasis from "what product does KATAMA sell?" toward "what experience and activity can customers have at KATAMA?" Such a shift is consistent with the concept of customer engagement, in which interaction between consumers and brands extends beyond transactional purchasing.

The recommendation to strengthen Instagram and TikTok content also receives support from empirical research on social-media marketing in the coffee-shop sector. Achmad et al. (2024), for example, found in their study of coffee-shop customers in Medan that social media marketing had a positive and significant relationship with customer engagement, while brand love also played a mediating role in the relationship between social media marketing and engagement. This finding is relevant to KATAMA because it suggests that social media should not be treated simply as a digital catalogue containing menus and prices. Instead, social-media communication can become an instrument for developing relationships between customers and the coffee-shop brand. Similarly, Lies Setyawati & Anindita (2022), in their study of a local coffee-shop brand, examined Instagram as a means of developing customer engagement and customer participation. These findings support the KATAMA recommendation to develop content around productive-space experiences, customer activities, facilities, menu choices, student-oriented programs, community events, and behind-the-scenes stories. The implication is that Instagram and TikTok should communicate the distinctive experience of KATAMA consistently, so that audiences encounter a coherent representation of the brand across different posts. The recent study by Putri & Saskara (2025) on coffee shops in Denpasar likewise specifically examined social-media marketing, brand awareness, and customer engagement, reinforcing the relevance of social media as part of contemporary coffee-shop marketing communication.

Another important dimension of the finding is the recommendation to develop customer-generated stories and user-generated content (UGC). This strategy is theoretically relevant because digital communication increasingly allows customers to move from being recipients of marketing messages to becoming participants in the production and circulation of brand-related communication. Hollebeek et al. (2014) explain that engagement encompasses not only cognitive processing but also emotional and behavioral activation in consumer-brand interactions. In practical terms, this means that a customer who photographs a study session at KATAMA, uploads it to Instagram, tags the coffee shop, writes a testimonial, or creates a TikTok video is participating in a form of brand communication. Research by Yang et al. (2019) on user-generated content on Facebook business pages similarly examines how UGC characteristics relate to customer engagement. Meanwhile, research on non-sponsored brand-related UGC by



Davcik *et al.* (2022) found positive effects of UGC-related value and use on users' engagement intentions in an Instagram context. Therefore, the recommendation for KATAMA to facilitate customer testimonials, repost customer experiences, and encourage customers to share their activities is theoretically and empirically defensible. Importantly, this does not mean that KATAMA should manufacture customer enthusiasm; rather, the business can provide opportunities for authentic customer experiences to become visible within digital networks.

The community-based strategy also provides an important connection between digital communication and offline community activities. The proposed student programs, community events, and collaborations with local micro-influencers can function as bridges between KATAMA's physical environment and its digital presence. This is particularly relevant because the findings suggest that KATAMA is already perceived not simply as a place to purchase coffee but as a social and productive space. A recent study by Yapputra & Dahlan (2024) on Jakarta Coffee House similarly found that interpersonal communication, social-media activities, coffee education, and community activities contributed to building customer engagement and strengthening the coffee shop's position as a space for communication and social interaction. The implication for KATAMA is that digital content should not stand independently from real-world activities. For example, a student discussion held at KATAMA can become an Instagram Reel; an entrepreneurship workshop can generate TikTok content; a community gathering can become a customer-story series; and a customer's experience can subsequently be shared through their own social-media network. This creates a reciprocal relationship between offline experience and online communication. The physical space generates experiences, while digital media extends those experiences into wider communication networks. Consequently, the proposed strategy can be understood as an integrated communication ecosystem rather than merely a social-media posting plan.

The finding concerning menu innovation and facility cleanliness is also important because digital marketing cannot sustainably compensate for weaknesses in the actual customer experience. A strong Instagram feed may attract prospective customers, but the promise communicated through digital media needs to correspond with the experience customers encounter when they visit KATAMA. In this respect, the community-based strategy should integrate promotional communication with service and operational improvement. If KATAMA positions itself as a "Student & Productivity Hub," then cleanliness, comfort, internet or workspace facilities, seating conditions, operating hours, and menu availability become part of the meaning of that positioning. Digital communication should therefore highlight existing strengths while simultaneously responding to customer-identified areas for improvement. This is consistent with the logic of community-based research described by Joubert & Reid (2024), in which community-generated knowledge is intended to contribute to practical action. The same logic can be seen in the recent study by Illahi Lubis & Indra (2026) concerning customer engagement in mobile marketing at Coffee Shop Titik Koma Medan, which identifies engagement as developing through processes including connection, interaction, satisfaction, retention, commitment, advocacy, and engagement. For KATAMA, therefore, digital engagement should not be measured only through likes or views. It should ideally be connected with broader indicators such as customer interaction, repeat visits, participation in community activities, testimonials, recommendations, and customer advocacy.

The principal contribution of the community-service activity lies in translating



customer perspectives into a context-specific digital marketing and customer-engagement framework. This is more appropriate for KATAMA than importing a generic digital-marketing template because the proposed strategy is grounded in the particular characteristics of its customers and operating environment. The recommendation is therefore not simply “use Instagram and TikTok more frequently,” but to use those platforms to communicate a coherent identity as a place for studying, working, socializing, and productive activity while creating opportunities for customers to participate in the communication process. This direction is supported by Afyani et al. (2023), who emphasize Instagram's role in developing customer participation for local coffee-shop brands, and by Hollebeek et al. (2014), who conceptualize engagement as a multidimensional consumer-brand interaction rather than a simple exposure to promotional messages. It is also consistent with evidence from coffee-shop contexts showing the relevance of social-media marketing to customer engagement. Accordingly, the outcome of this community-service activity can be understood as a locally grounded digital communication framework, in which KATAMA's existing strengths become the foundation for positioning, digital storytelling becomes the mechanism for communicating the experience, and customer/community participation becomes the pathway for extending that experience through social networks. In this sense, CBR does not merely produce knowledge about KATAMA; it facilitates the transformation of customer knowledge into practical recommendations that can support the development of KATAMA's digital presence and community-oriented identity.

4. Conclusions

The community-service activity demonstrates that the Community-Based Research (CBR) approach can provide a context-specific foundation for strengthening digital marketing and customer engagement at KATAMA Coffee & Space, Bandar Lampung. The findings indicate that customers perceive KATAMA not merely as a coffee shop but as a comfortable, affordable, and productive space for studying, working, socializing, and spending time. Friends, Instagram, and TikTok were identified as important channels through which customers discovered KATAMA, while the 24-hour operating concept, atmosphere, facilities, menu variety, and customer experiences represented key communication assets. Based on these findings, the activity formulated a digital marketing direction positioning KATAMA as a “Student & Productivity Hub,” supported by experiential and interactive content, student-oriented programs, community activities, and customer-generated content. The principal contribution of the activity lies in connecting customer experiences with the business's existing assets and translating these insights into practical recommendations for strengthening KATAMA's digital presence and community engagement.

This activity has several limitations that should be considered when interpreting the findings. First, the customer data were obtained from a relatively small group of ten respondents, consisting of eight students and two private-sector employees; therefore, the findings represent the experiences of the participating customers and should not be generalized to all KATAMA customers or coffee-shop consumers in Bandar Lampung. Second, data collection was conducted within a specific observation period and relied primarily on structured interviews and direct observation, without longitudinal measurement of changes in customer engagement. Third, the proposed “Student & Productivity Hub” positioning and digital marketing strategies were formulated as



practical recommendations rather than experimentally tested interventions. Consequently, this activity does not establish that the proposed strategy will necessarily increase engagement, sales, customer retention, or business performance. The findings should instead be understood as a context-specific community-based formulation of strategic directions grounded in customer experiences and partner conditions.

Future community-service activities should therefore move beyond the formulation of recommendations toward implementation, monitoring, and participatory evaluation of the proposed digital marketing strategy. Subsequent activities could involve implementing selected Instagram and TikTok content programs, developing user-generated content campaigns, facilitating student and community collaborations, and evaluating changes in measurable indicators such as reach, engagement, customer participation, repeat visits, testimonials, and digital interactions before and after implementation. Future CBR activities should also involve a broader and more diverse range of customers, including students, employees, community groups, and other customer segments, to obtain a more comprehensive understanding of KATAMA's market and community relationships. In addition, future activities could integrate periodic customer feedback with improvements in menu innovation, facility cleanliness, and community-oriented services. Such an iterative process would strengthen the connection between community knowledge, business improvement, digital communication, and measurable outcomes, allowing KATAMA's digital marketing strategy to develop from an initial context-specific recommendation into a continuously evaluated and community-responsive practice.

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Conflict of Interest

The authors declare no conflict of interests.

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