# Social Media Analysis: Utilizing Information Technology for Market Intelligence and Branding of Toraja Coffe Products

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**Abstract**

This research discusses the utilization of social media analytics (AMS) to strengthen brand image and gather market information, specifically in the context of Toraja Coffee products. The aim is to understand consumer needs, improve brand image, and support coffee MSMEs in the Salubarani area, Tana Toraja, South Sulawesi. Through this AMS, it is expected that coffee MSMEs can improve their market knowledge, brand image, and contribution to the local economy. This research was conducted in Salubarani Village, located in Gandangbatu Sillanan District, Tana Toraja Regency, South Sulawesi. This research relies on two types of data, namely primary data and secondary data. The use of purposive sampling technique helped in the selection of informants who met the predetermined criteria. The data collection methods applied in this research include observation, interview, and documentation. The results confirmed that social media analysis is crucial in designing marketing strategies and improving the brand image of Toraja coffee. By understanding consumer preferences through social media platforms, companies can evaluate campaign effectiveness, identify market opportunities, and strengthen brand image. Findings also show that social media plays a crucial role in influencing purchasing decisions and strengthening customer loyalty. In the context of Toraja coffee, social media analytics is a critical success factor in marketing and branding The use of Social Media Analytics (AMS) provides great benefits for companies in gaining market intelligence and strengthening brand image. AMS enables customization of marketing strategies, competitor mapping, and identification of hidden opportunities. However, effective use requires a robust IT infrastructure and a well-trained team. Privacy and security challenges must also be addressed. In the context of Kopi Toraja, AMS can help MSMEs strengthen brand image

**Keywords:** Social Media Analytics,  Brand Image, Market Intelligence, Toraja Coffe.
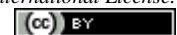
## 1.  Introduction

Social media has become an integral aspect of the modern business world. In an era where digital connectivity is key, digital platforms provide great opportunities for companies to build their brands, interact with customers, and expand market reach. Through creative content and the right marketing strategies, businesses can increase brand awareness, generate new leads, and strengthen relationships with existing customers. In addition, social media also provides a platform for companies to listen to real-time customer feedback, allowing them to customize their products and services according to consumer needs and preferences. In integrating social media in business strategy, companies also need to pay attention to the associated challenges and risks. One of the main risks is brand reputation and the biggest challenge today is facing the digitalization of target market changes or commonly referred to as market intelligence analysis. Both possibilities are very vulnerable to negative content or criticism that can spread quickly through these platforms so that changes in target markets are at risk or unstable. Social Media Analytics (AMS) has become one of the key tools in marketing strategy and brand management in this digital age. With the rapid growth in the use of social media worldwide, platforms such as Facebook, Twitter, Instagram, and LinkedIn have become an inevitable source of information for companies looking to understand their market better. AMS integrates information technology with data from social media to provide deep insights into consumer preferences, market trends, and brand image and reputation [1]. According to [2] one of the key advantages of AMS is its ability to provide real-time market intelligence. By analyzing live user posts, comments, and interactions, companies can quickly identify changes in trends, consumer demand, and public sentiment. This allows companies to adjust their strategies more responsively, avoid market surprises, and better capitalize on emerging opportunities. Branding is an important aspect of a successful marketing strategy, and AMS plays a key role in monitoring and strengthening a company's brand image [3]. By analyzing online

conversations about the brand, both positive and negative, companies can measure the level of brand awareness, consumer perception, and online reputation. This information can be used to identify areas where the brand needs improvement, as well as to design more effective marketing campaigns to strengthen the overall brand image. Not only that, AMS also allows companies to do better competitor mapping. This research also refers to the analysis conducted by [4] stated that by monitoring competitors' activities on social media, including their marketing strategies, customer responses, and product feedback, companies can gain valuable insights into their competitive position in the market. This allows companies to identify competitors' weaknesses and exploit opportunities that may not have been seen before.

However, to use AMS effectively, a business must have adequate information technology infrastructure in place. This includes the use of sophisticated text and sentiment analysis algorithms to understand the context and nuances in online conversations, as well as the use of robust data management systems to manage large volumes of data from social media. In addition, companies should have a team that is trained and experienced in analyzing social media data and taking appropriate action based on the insights they gain [5]. Therefore, this research was conducted on the basis of wanting to examine how a technology readiness is done or being planned in the object of this research. There are also privacy and security-related challenges that must be addressed in the use of AMS. This research will also greatly support the addition of information related to how data processes collected from social media are often personal and sensitive, so businesses must ensure that they comply with applicable privacy regulations and properly protect customer information. This involves implementing strict security measures, such as data encryption and proper access arrangements for authorized persons. [6] Although challenges and risks will always exist in a business, according to [7] the benefits of using AMS in market intelligence and branding are clear for the long-term development implications of a business amidst the changing digitalization of the market. The purpose of this study is also very clear to examine how a business that can use AMS effectively has a significant competitive advantage, because it can make decisions based on relevant and real- time data. The results of this study are expected to better understand the needs and wants of consumers and their position in the market, allowing companies to develop more effective marketing strategies, increase customer satisfaction, and strengthen their overall brand image. In this context, investment in information technology to support AMS is becoming increasingly important for companies that want to stay relevant and succeed in an increasingly competitive market. By utilizing data from social media wisely, companies can take appropriate measures to improve their performance and build stronger relationships with their customers. As a result, AMS is not only a tool for collecting data, but also a pillar of a successful business strategy in this digital era [8]. Coffee is a product that has adopted information technology to support its production and distribution. Coffee, as one of the main commodities in the plantation sector, has a strategic role in the Indonesian economy. The country is known as one of the world's largest coffee exporters, accounting for about 11% of total global production. [9]. Coffee production growth was also recorded significantly in several regions, including in Salubarani Village, Tana Toraja, South Sulawesi with production data in 2021 reaching 382.93 (Directorate General of Plantations, 2020). Salubarani Village, located in Gandangbatu Sillanan Sub-district, Tana Toraja Regency, South Sulawesi, is one of the high-quality Arabica coffee producing areas. Here, coffee farmers, mostly smallholders, carefully tend their coffee farms using traditional farming methods. However, some farmers are involved in micro, small and medium-sized enterprises (MSMEs) that process and market their coffee in a more organized manner. Coffee products from Salubarani often attract tourists and local customers who appreciate their quality, while coffee MSMEs in the area play an important role in maintaining coffee farming traditions as well as improving the economic welfare of the local community. Initially, coffee MSMEs in Salubarani marketed their products traditionally in a variety of ways that have become part of local business practices. Traditional marketing methods may include direct sales to local customers through stalls, shops, or traditional markets in the surrounding area. In addition, coffee MSMEs may also sell their products through participation in community events, festivals, or local agricultural markets that are often held in the area. Another traditional approach may involve partnering with local coffee retailers or traders who help market the products to their customers. While traditional marketing is still common, some coffee MSMEs have also started to utilize modern technologies such as social media or online platforms to expand their market reach and increase the visibility of their products but have not been very effective in social media communication. The effectiveness of social media communication in the context of Toraja coffee branding can be improved through strategies that have been highlighted in various sources. One of them is to build a loyal community of followers and increase brand awareness through targeted digital content marketing and understanding the target audience well [10]. Good integration between marketing communication elements, creative branding, social media, and digital content marketing can also help strengthen brand image and increase engagement with consumers [10]. The utilization of social media as marketing communication can also help increase marketing effectiveness as well as advances in information and technology [11]. In addition, effective communication can build brand awareness, improve reputation, and strengthen relationships with consumers. [12] The integration of social media and information technology is becoming increasingly important in market intelligence and branding of Toraja coffee products. Social media applications, such as WhatsApp, have played an important role in marketing, allowing

easy access to e-commerce and communication [13]. In addition, the use of information technology in education has been shown to enrich teaching capabilities and enhance students' learning experience [14]. In addition, small and medium-sized enterprises can strengthen the promotion of their products through the use of information technology, including social media, websites, and online transactions [15]. The integration of social media and information technology is essential for market intelligence and branding of Toraja coffee products. This research has high urgency behind the novelty of the analysis conducted to effectively utilize natural resources such as coffee products to improve marketing strategies, brand exposure, and consumer engagement, ultimately contributing to the success of coffee businesses.

## 2. Research Methods

This type of research is descriptive qualitative research. This research was conducted in Salubarani Village, located in Gandangbatu Sillanan District, Tana Toraja Regency, South Sulawesi. This research relies on two types of data, namely primary data and secondary data. Primary data was obtained through a process of observation and interviews conducted with coffee farmers who have at least five years of experience and use social media as a means of distributing their products, while secondary data came from various sources such as articles, documents, and photos relevant to the research context. The use of purposive sampling technique helped in the selection of informants who met the predetermined criteria. The data collection methods applied in this study include observation, interview, and documentation. These three methods were used to explore in- depth information about the vision, mission, strategy and performance. Qualitative descriptive analysis, which is the main approach in this research, aims to describe in detail various relevant aspects, such as the achievement of sales targets, finance, production, operations, and product quality. The interactive analysis method was used to investigate the data and generate a deep understanding of the various aspects related to the object of research. The following presents the complete data of informant sources that meet the research criteria.

Table 1. Informant Data

| No. | Informant | Age | Length of Service |
|-----|-----------|-----|-------------------|
| 1 | Mr. Jayandi | 47 | 7 years |
| 2 | Mr. Kisman | 51 | 8 years |
| 3 | Mr. robens | 42 | 7 years |
| 4 | Mr. Mus | 56 | 5 years |
| 5 | Mr. Tamrin | 50 | 8 years |
| 6 | Mrs. Murni | 56 | 5 years |
| 7 | Ms. Risny | 50 | 8 years |
| 8 | Mrs. Rocheny | 48 | 6 years |
| 9 | Mrs. Christian | 53 | 6 years |
| 10 | Mrs. Mercy | 55 | 6 years |

## 3. Results and Discussion

### 3.1. Overview

Tana Toraja Regency is one of the regencies in South Sulawesi Province, located in the northern part of the province. The capital is Makale, a cool city located at an altitude of about 125-3,075 meters above sea level. Tana Toraja Regency is geographically located between 119°22"14.322- 120°2"37.566 East Longitude and 2°44"21.296-3°23"23.505 South Latitude, which is the center of cultural tourism activities in South Sulawesi Province and as the gateway between West Sulawesi and South Sulawesi. The topography of Tana Toraja Regency is relatively undulating and hilly, while the flat topography is relatively few. There are coffee plantations in Salubarani Village, Gandangbatu Sillanan Sub-district, Tana Toraja Regency, South Sulawesi

that amaze with the beauty and health of their coffee plants. Arranged neatly on the green slopes of the hills, these gardens present a breathtaking view, dotted with lush, leafy coffee trees. The coffee plants look healthy and robust, with glossy green leaves and well-developed coffee cherries. The cool, manicured mountain atmosphere provides ideal conditions for plant growth, producing high- quality coffee beans that are appreciated by coffee connoisseurs around the world. The cleanliness and care of these coffee farms reflect the dedication and expertise of local farmers in producing the best coffee products, making them a source of pride and wealth for their communities.

### 3.2. Overview of Marketing Techniques Using Social Media Analytics to Market Intelligence

The description of marketing techniques using social media analysis of market intelligence refers to an approach that combines data and insights gained from online activities of customers, competitors, and industry trends to inform marketing strategies. The results of observations made in this study based on an interview with Pak Mus, one of the farmers who worked as a coffee farmer for 6 years, said that "social media analysis really allows us to understand customer preferences, behavior, and sentiment better". This research has similarities with [16] and [17] showing the application of sentiment analysis on social media platforms, such as Facebook and Twitter, which shows the potential of social media in capturing and analyzing user sentiment. Mr. Mus also said that sometimes by tracking customers' online activities such as interactions with customers via whatsapp to find out their satisfaction and desires. Apart from Mr. Mus, one of the other informant sources is Mr. Tamrin, who explained that we do not yet have a patent coffee brand or brand due to a lack of understanding in managing the branding of coffee farm products, but our coffee reviews always get high satisfaction from coffee distributors such as coffee shop owners and others. Furthermore, Mr. Tamrin also added that the social media analysis used is still simple using frequently used applications such as WhatsApp, Facebook, and Instagram. The similarity of this analysis is also found in [18] collecting customer data through offline and online questionnaires, which shows the relevance of online data collection for understanding customer behavior. [19] also discussed the multidirectional flow of information through various online channels and devices, making customer relationships more challenging to control and manage. Other informants such as Ms. Murni and Ms. Risny also conveyed that the condition of the coffee business as much as possible still sees how coffee is produced widely spread while also allowing coffee farmers to be able to monitor competitor activities and coffee industry trends in real-time. By tracking what competitors are talking about and sharing as well as emerging trends in the industry, companies can adjust their marketing strategies more responsively. This allows companies to stay relevant and competitive in an ever-changing market. Another informant explained that social media analysis can be used even though it is simple but very helpful to identify new opportunities and challenges in the market. The results of other information described by research informants on the conditions of the coffee business in this study are conceptualized as follows:
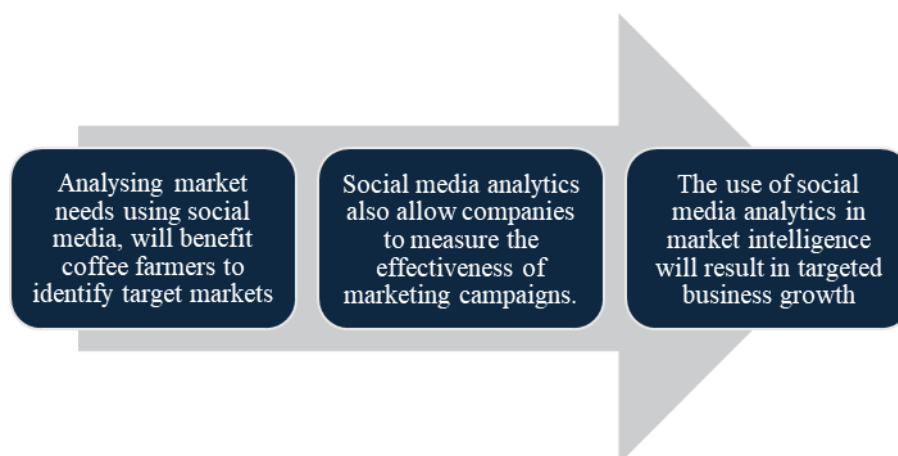


| Analysing market needs using social media, will benefit coffee farmers to identify target markets | Social media analytics also allow companies to measure the effectiveness of marketing campaigns. | The use of social media analytics in market intelligence will result in targeted business growth |

Figure 1. Coffe Businness Condition

By analyzing data about customer needs and wants revealed through social media platforms, companies can discover unmet market gaps or emerging trends. In addition, social media analytics also allow companies to measure the effectiveness of their marketing campaigns. By tracking the performance of specific content and campaigns on social media, companies can evaluate how well their messages are received by the audience, how much engagement is generated, and whether marketing objectives have been achieved. Finally, the use of social media analytics in market intelligence allows companies to develop more targeted and effective marketing strategies. By utilizing the data and insights gained, companies can make smarter decisions about marketing resource allocation, product or service customization, as well as the development of more effective marketing

messages to achieve their business goals. Thus, social media analytics becomes one of the most valuable tools in developing a comprehensive and effective marketing strategy. Based on the analysis of customer needs and wants expressed through social media platforms, it is evident that social media plays an important role in understanding and meeting customer expectations [20]. Furthermore, [21] mentioned influential factors that strengthen customers' purchase intentions, such as brand love, brand ambassadors, and word of mouth, all of which are often manifested and communicated through social media platforms. This underscores the impact of social media in shaping customer perceptions and purchasing decisions. Similar analysis is also presented by [22] discussing the influence of social media on customer decision making, emphasizing the importance of social media in collecting customer data, differentiating and classifying customers, and facilitating customer needs and product offerings.

### 3.3. Overview of Marketing Techniques Using Social Media Analytics on Branding Toraja Coffe Products

Marketing techniques using social media analysis for branding Toraja coffee products utilize digital platforms to strengthen and promote brand identity and increase product appeal to consumers such as Facebook, Instagram, Twitter, and others to understand consumer perceptions, preferences, and behaviors related to the brand. First of all, social media analysis allows Toraja coffee companies to understand consumers' perceptions and preferences towards their brand. By monitoring user interactions on social media such as reviews, comments, and sharing of Toraja coffee-related content, companies can capture consumer sentiments and feedback that can be used to drive more effective branding strategies. Furthermore, social media analysis also allows companies to monitor and respond to the latest trends in the coffee industry as well as observe branding strategies employed by competitors. By understanding trends and best practices in the emerging coffee industry through social media analytics, companies can adapt their branding strategies more dynamically to stay relevant and compete in a competitive market. Third, social media analysis provides companies with valuable insights into their target audience. Using demographic data, online behavior, and consumer interests obtained from social media, companies can tailor their marketing messages to better suit the needs and desires of their audience, thereby increasing the appeal of the Toraja coffee brand in the eyes of consumers. The results of observations made in this study based on interviews with Mr. Kisman, one of the farmers who works as a coffee farmer, said that "by utilizing social media analysis algorithms and software, it allows us to be able to track how often our brand/product is mentioned, how customer sentiment towards our brand/product (whether positive, negative, or neutral), and even what type of content attracts the most customer attention". This research has similarities with [23] and [24] who say that social media analytics can help in increasing brand awareness, increasing sales, and developing more effective marketing strategies, controlling social media, increasing credibility, identifying issues and creating the right content. In addition to Mr. Kisman, one of the other informants is Ms. Rocheny who conveyed that marketing techniques using social media analysis of Toraja coffee branding provides valuable insights into the strengths and weaknesses of barnding that can allow us to optimize our product marketing strategy and with a better understanding of the audience, we can compose relevant and interesting content, interact directly with consumers, and strengthen our overall brand image in the coffee market. This statement is the same as [25] and [26] who state that by using social media analytics, we can effectively improve the branding of a product and increase overall brand awareness. Other informants such as Ms. Kristiani and Ms. Mercy explained that social media analytics also allow them to measure the effectiveness of their branding campaigns. By tracking the performance of Toraja coffee brand content and campaigns on social media, they can evaluate how well their brand messages are delivered to the audience, how much engagement is generated, and whether the branding objectives have been achieved. This is the same as the statement [27] and [28]. In addition, utilizing social media analysis, Toraja coffee companies can develop a more targeted and sustainable branding strategy by deeply understanding consumer behavior and market dynamics expressed through social media, companies can design branding strategies that are more authentic, relevant, and memorable, thus strengthening the position of the Toraja coffee brand as the top choice for coffee lovers in the domestic and international markets.

### 3.4. The Impact of Implementing Social Media Analytics on a Coffe Farm Product

The implementation of social media analytics on coffee farm products has a significant impact on various aspects of the business. First, social media analytics allows coffee producers to better understand consumer preferences and needs. [29]. By monitoring consumer interactions on social media platforms such as reviews, comments, and feedback, producers can capture market sentiment, detect trends, and identify emerging consumer needs [30]. This allows them to produce coffee products that better suit consumer tastes, increase customer satisfaction, and expand their market share. Based on the results of observations with Pak Jayandi as an informant who has been a coffee farmer for 7 years, he stated "the implementation of social media analysis allows us as coffee producers to improve marketing strategies, by understanding consumer preferences and behaviors revealed through social media data, we can develop marketing campaigns that are more targeted and

effective. We can identify the most relevant social media platforms to reach our target audience, create engaging content and share useful information, as well as interact directly with consumers to build closer and more personalized relationships". Another informant, Mr. Robens, stated "the implementation of social media analytics also provides us with valuable insights into competitors and market trends. We can identify new opportunities and anticipate changes in consumer behavior by monitoring competitors' activities and keeping up with trends in the coffee industry through social media. We can also use this information to adjust our business strategy, develop new products, or respond more quickly and appropriately to market changes. The implementation of social media analytics can improve the brand image of coffee products. By actively participating in social media, sharing useful and interesting content, and responding quickly to consumer questions and comments, manufacturers can build a strong and positive brand reputation. This statement has similarities in analysis with research conducted by [31] and [32] who in their analysis stated that this strategy is effective in building a strong and positive brand reputation. By sharing useful and interesting content, and responding quickly to consumer questions and comments, manufacturers can increase brand awareness, increase consumer trust, increase engagement, increase conversions, and increase competence.  This can increase consumer trust, strengthen brand loyalty, and help coffee products to differentiate themselves from competitors in a crowded and competitive market. Thus, the implementation of social media analytics has a positive and sustainable impact on coffee farming products and the business as a whole.

## 3. Conclusion

The conclusion of this study is that the use of Social Media Analytics (AMS) can provide significant benefits to companies in terms of market intelligence and branding. By using AMS, companies can gain deep insights into consumer preferences, market trends, and brand image and reputation. This enables companies to responsively adjust their marketing strategies, avoid market surprises, and better capitalize on emerging opportunities. In addition, AMS also enables companies to conduct better competitor mapping. By monitoring competitors' activities on social media, companies can gain valuable information about their competitive position in the market and identify competitor weaknesses and opportunities that may not have been seen before. However, effective use of AMS requires adequate information technology infrastructure, such as sophisticated text and sentiment analysis algorithms and robust data management systems. Companies must also have a team that is trained and experienced in analyzing social media data and taking appropriate action based on the insights they gain. In addition, challenges related to privacy and security must also be addressed in the use of AMS. Companies must ensure that they comply with applicable privacy regulations and properly protect customer information through the implementation of strict security measures. In the context of Toraja Coffee products, AMS can assist coffee MSMEs in strengthening their brand image, increasing customer satisfaction, and building stronger relationships with customers. By utilizing data from social media, coffee MSMEs can take the right steps to improve their performance and stay relevant in an increasingly competitive market.

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