



The Trend of Coffee Brand Advertising Messages in Building Brand Reputation (A Comparative Study of Nescafe and Good Day Advertising Messages)

Mohammad Insan Romadhan ^{1*}, Zahratun Sabina ², Aisyah Indha Suwandha ³
^{1,2,3} Universitas 17 Agustus 1945 Surabaya, Indonesia

Address: Jl. Semolowaru No.45, Menur Pumpungan, Kec. Sukolilo, Surabaya, Jawa Timur 60118

Email correspondence: insanromadhan@untag-sby.ac.id

Abstract. Advertising is one of the media frequently used in building brand reputation. Through advertising, companies can convey messages and reach their audience on a massive scale. Many companies compete to create attractive advertisements to capture the audience's attention and build a strong brand reputation. This includes brands like Nescafe and Good Day. As packaged coffee brands with a good reputation in the public eye, their success is certainly supported by the advertisements they produce. Based on this, the research focuses on a Comparative Study of the Trends in Advertising Messages of Nescafe and Good Day Coffee Brands in Building Brand Reputation. This study examines the advertising messages produced by the Nescafe and Good Day coffee brands. The study divides the advertising message approach into three categories: Product Driven (1.0), Customer Oriented (2.0), and Human-Centric (3.0). The research uses a quantitative content analysis method, observing the trends in advertising messages produced by Nescafe and Good Day coffee brands over the past 5 years in building brand reputation. The results show that Nescafe primarily uses a Customer-Oriented approach, where 60% of the advertisements produced between 2020-2024 emphasize consumer needs and preferences. Meanwhile, Good Day applies a more balanced approach between Product-Driven (50%) and Customer-Oriented (45%), with only a few advertisements using the Human-Centric approach (5%). This indicates that Nescafe focuses more on personal aspects and consumer experiences, whereas Good Day tends to blend product excellence with emotional experiences that engage consumers.

Keywords: Advertising, Brand, Consumer, Reputation

1. INTRODUCTION

Advertising has become one of the most important elements in product marketing strategies. In the context of coffee products, advertisements serve as a communication tool capable of conveying messages about the quality, uniqueness, and advantages of the product to consumers. This includes coffee brands. Coffee brands in Indonesia not only compete in terms of quality but also in how they convey their messages through advertisements to attract consumers' attention. Typically, coffee brand advertisements emphasize several messages such as taste, aroma, the uniqueness of the production process, and the ambiance they want to convey to consumers. In recent years, the trend of coffee advertisements has shifted towards an emotional approach, using more personal narratives to build a connection with the audience (Zakiyyah & Kurniawati, 2023)

One of the main trends seen in coffee advertisements is the use of endorsers or brand ambassadors to build credibility and appeal. For example, in Top Coffee advertisements featuring Iwan Fals, the endorser is used to highlight an authentic, down-to-earth image that resonates with everyday life. This trend shows that coffee brands are increasingly utilizing public figures to establish emotional connections with consumers. The use of Iwan Fals as a

brand ambassador for Top Coffee ads has proven effective in attracting consumer attention, especially because the message conveyed touches on emotional aspects and a sense of closeness to local culture. This demonstrates that the use of endorsers with a strong and positive image remains a relevant trend in coffee advertisements (Setyawan, 2018).

In addition to using endorsers, another prominent trend in coffee advertisements is the use of strong narratives. Narratives in coffee ads are often associated with moments of togetherness, leisure, and relaxation. This message aims to link coffee consumption with feelings of comfort, warmth, and enjoyment. In instant coffee ads, many brands choose an advertising approach with refreshing visuals and messages that convey togetherness, such as Good Day and Top Coffee ads (Setyawan, 2018).

This trend shows that instant coffee products want to associate themselves with light, relaxed, and happy moments. The trend of using advertising messages that emphasize emotions and togetherness is also evident in GoFood's advertising campaign in collaboration with the BTS boyband. These ads not only promote coffee but also leverage BTS's global popularity to attract K-pop fans and build brand awareness (Zakiyyah & Kurniawati, 2023). This proves that using figures with strong fan bases is a growing trend.

Advertising messages that use an emotional approach by linking the product to special moments continue to be a growing trend. These messages succeed not only by conveying product information but also by building an emotional connection with consumers (Hisan & Azhar, 2020). For example, BTS's presence as GoFood's brand ambassador significantly impacted the increase in product brand awareness, demonstrating how advertising messages that use public figures with great appeal can create a positive viral effect and expand audience reach (Madani & Ambarwati, 2023).

An important aspect of the advertising message trend is the use of attractive visuals to convey messages. Refreshing and colorful visuals are often used to emphasize the product's message (Prasetiyo, 2022). This can be seen in Good Day coffee ads that highlight bright visuals to attract young consumers' attention. Additionally, many ads rely on humor to capture attention and create a positive impression of the brand. Humor is used to make the message lighter and easier to remember, as seen in several ads targeting young audiences (Tasruddin, 2017).

Another emerging trend in advertising messages is the incorporation of local cultural elements in the narrative. The use of figures representing local values and relevant to consumers' daily lives (Widuhung & Sartika, 2022). This approach also serves to increase

consumers' trust in the product. Research shows that advertisements involving local culture and community icons have a greater influence in building consumer loyalty. Consumers feel more connected to the product when the message reflects the values they uphold.

Additionally, another emerging trend in advertisements is the use of continuous storytelling in advertising campaigns. This narrative often tells the journey of a character or an inspiring life story, which is then linked to the product. This aims to create a deeper emotional bond with consumers. The use of emotional messages in coffee ads is further strengthened by data showing that consumers are more likely to remember brands associated with positive emotions. Ads that touch consumers' emotions tend to be more effective in influencing purchasing decisions (Zukhruf et al., 2023).

In the digital era, coffee advertising messages also widely use social media as the main platform. Social media allows advertising messages to go viral more easily and reach a wider audience, especially younger generations. The BTS x GoFood campaign, for instance, successfully leveraged social media platforms to create direct interaction with consumers (Zakiyyah & Kurniawati, 2023). Another trend is advertisements using interactive approaches, where consumers can directly participate through social media. This creates a more personal and interactive experience for consumers, ultimately increasing brand engagement (Baskoro, 2021). Advertising messages used to communicate a brand's message to the public are meant to build the brand's reputation. Through advertising, the brand's message can reach a broad audience.

Brand reputation is one of the most valuable assets for a company. In the coffee industry, reputation is not only built through product quality but also through the perception formed by the advertising messages delivered to consumers. Ads play an important role in creating a product's reputation in the minds of consumers. Furthermore, the trend of using advertising messages that connect the product with local values is also an effective tool in building an authentic brand reputation. Coffee products that utilize local cultural elements in their messages show that the brand understands its audience well. This not only increases the product's credibility but also strengthens the brand's reputation as one that respects and promotes local culture.

Consumer trust is a key element in building a solid brand reputation. Advertising messages that successfully convey product quality clearly and consistently, while reinforcing the brand's positive image, will encourage consumers to trust the brand. Research shows that consumers tend to be more loyal to brands whose reputation they trust, and advertisements are

one of the main ways to build that trust (Dimiyati, 2018). In the context of digital marketing communication, social media has become an important platform for brands to manage their reputation. Viral advertising trends through social media, such as the BTS x GoFood campaign, demonstrate how strong advertising messages can quickly enhance brand reputation. Messages widely distributed via social media create direct interaction between consumers and the brand, ultimately strengthening the brand's positive image and reputation in the eyes of consumers (Setiadi, 2023).

Moreover, a good brand reputation is also determined by the consistency of the message delivered across various platforms. Coffee brands that consistently deliver the same message, whether on television, social media, or billboards, tend to build a stronger reputation. This consistency creates a clear and memorable identity for consumers, as seen in Top Coffee ads featuring Iwan Fals (Setyawan, 2018). Advertising messages in the marketing world not only serve as a means to introduce products but also become a strategic tool in building a strong and trustworthy brand reputation. The trend of using emotional, personal messages and involving public figures in coffee product ads has shown a significant impact on how consumers perceive a brand. Well-designed advertising campaigns not only increase brand awareness but also strengthen the brand's reputation in an increasingly competitive market. However, as this trend develops, questions arise about how effective these advertising messages are in truly building a sustainable and reliable brand reputation for consumers.

Although advertising trends involving emotional elements and personal narratives have proven effective in creating relationships with consumers, little research has explored how these elements specifically contribute to the formation of a strong brand reputation. Factors such as the credibility of the endorser, message consistency across platforms, and the relevance of local culture also influence how advertising messages are received by the audience.

Based on the development of advertising message trends in building brand reputation, the research problem in this study is, "How are advertising message trends used in the Nescafe and Good Day brands?" These two brands were chosen not only because they are among the largest instant coffee brands, but also because they have actively produced advertisements in the last five years. This research focuses on analyzing advertising message trends over the past five years for each brand, focusing on audio-visual advertisements.

This study uses the concept of advertising messages based on the evolution from Advertising 1.0 (Product-Driven), Advertising 2.0 (Customer-Oriented), and Advertising 3.0 (Human-Centric), which can serve as a theoretical foundation for the research. In Advertising

1.0, the focus is on the product itself, where the majority of advertising messages are product-driven. At this stage, advertisements primarily highlight product features, quality, and functional benefits. In Advertising 2.0, the focus shifts from the product to the consumer, using a customer-oriented approach. At this stage, advertising messages seek to understand and respond to consumer needs and preferences. Ads no longer just communicate product advantages but also strive to create a more relevant relationship with the audience. Advertising 3.0 evolves with a human-centric approach, where advertising messages not only focus on the product or consumer needs but also on deeper human values, emotions, and aspirations. In this era, advertisements seek to connect products with social, environmental, and humanitarian issues.

Table 1. Concept of Advertising Evolution

Message	Definition	Example of Message in Coffee Products
Product Driven	The message focuses on the characteristics of the product or service offered by the company.	Coffee with the best taste and quality selected beans.
Customer Oriented	The message focuses on customer needs, trying to understand their preferences and feedback (depicting consumer behavior when using the product).	Enjoy coffee with all its warmth, and make it your companion in every hangout.
Human-Centric	The message focuses on understanding the values provided to customers (offering representative qualities).	Want to be as wise as Iwan Fals? Just have some coffee first.

The Product Driven (1.0) approach was used in the early stages of advertising development, where, in the context of coffee products, for example, the emphasis was on taste, price, and quality as the main messages conveyed to consumers. Coffee advertisements using this approach tend to provide direct product information and encourage consumers to choose the product based on objective values such as affordable prices or good taste quality. The Customer-Oriented (2.0) approach began to adjust the advertising message to align with consumer lifestyles, such as instant coffee ads targeting young people by emphasizing convenience, quick preparation, and togetherness. The messages in 2.0 advertising prioritize customer satisfaction, building the brand based on personalized experiences, and offering added value beyond the basic functions of the product. Meanwhile, the Human-Centric (3.0) approach in advertising presents emotional stories related to consumers' lives and tends to represent the product as part of a broader aspect of life.

2. METHODS

The research approach used is quantitative content analysis, a technique employed to identify and measure the manifest content of communication. In the context of this research, content analysis will be used to measure the elements of advertising messages based on the evolution of advertisements that have appeared in Nescafe and Good Day coffee brand ads over the past five years. Quantitative content analysis involves coding data based on systematically defined categories, allowing for an objective depiction of the trends emerging in the advertising messages of Nescafe and Good Day brands (Saptiyono et al., 2020).

This research involves several key steps. First, data collection will include advertisements aired by each brand from 2020 to 2024. This data will be gathered through media archives and digital platforms. Second, coding will be conducted using a coding sheet designed based on the concept of advertising evolution to observe the trends used by each brand. This stage emphasizes the importance of accuracy in coding to ensure the reliability and validity of the data (Fadhila & Damastuti, 2023)

Data analysis will be carried out by calculating the frequency of occurrences for each category of advertising messages and evaluating the trend changes that occurred over the research period (Dwi Cahyani & Aprilia, 2022)(Dwi Cahyani & Aprilia, 2022). The analysis results will be presented in the form of descriptive statistics to depict the dominant trends in the use of advertising messages. This method enables researchers to identify patterns of change in advertising messages that focus on building brand reputation (Damastuti, 2021).

3. FINDINGS AND DISCUSSION

By observing the trends in advertising messages produced by both brands, Nescafe and Good Day, in building their brand reputation, the tendencies will be analyzed year by year. From 2020 to 2024, the coding established in this research is intended to make it easier to understand the trends in the use of advertising messages. The coding for this research is as follows:

Table 2. Coding in the research

No	Koding	Keterangan
1	PD	Product Driven Message Approach
2	CO	Customer-Oriented Message Approach
3	HC	Human-Centric Message Approach
4	N	Nescafe Brand
5	G	Good Day Brand
6	N1-Dst	Nescafe Advertising Message 1, etc
7	G1-Dst	Good Day Advertising Message 1, etc

The discussion of the advertising message approach used by Nescafe and Good Day brands will be illustrated from the advertisements produced between 2020 and 2024. Below are the advertising messages produced in 2020:

Table 3. Nescafe Brand Advertising Messages in 2020

Published	Ad Coding	Nescafe Advertisement		
		PD	CO	HC
2020	N28	✓		
2020	N29	✓		
2020	N30	✓		
2020	N31	✓		
2020	N32	✓		
2020	N33	✓		
2020	N34	✓		
2020	N35	✓		
2020	N36		✓	
2020	N37		✓	
2020	N38		✓	
2020	N39		✓	
2020	N40	✓		
2020	N41	✓		
2020	N42	✓		
2020	N43	✓		
2020	N44		✓	
2020	N45		✓	
2020	N46		✓	
2020	N47		✓	
2020	N48		✓	
2020	N49		✓	
2020	N50		✓	
2020	N51		✓	
2020	N52		✓	
2020	N53	✓		
2020	N54	✓		
2020	N55	✓		
2020	N56	✓		
2020	N57	✓		
2020	N58	✓		
2020	N59		✓	
Total Advertisements		32 Advertisements		
Advertising Messages		18	14	0
Advertisement Percentage		56%	44%	0%

Table 4. Good Day Brand Advertising Messages in 2020

Published	Ad Coding	Good Day Advertisement		
		PD	CO	HC
2020	G35		✓	
2020	G36		✓	
2020	G37		✓	
2020	G38		✓	
2020	G39	✓		
2020	G40		✓	
2020	G41	✓		
2020	G42	✓		

2020	G43	✓		
2020	G44	✓		
2020	G45	✓		
2020	G46	✓		
2020	G47	✓		
2020	G48	✓		
2020	G49	✓		
2020	G50	✓		
2020	G51	✓		
2020	G52	✓		
2020	G53	✓		
2020	G54	✓		
2020	G55	✓		
2020	G56	✓		
2020	G57	✓		
2020	G58	✓		
2020	G59		✓	
2020	G60		✓	
2020	G61		✓	
2020	G62		✓	
Total Advertisements		28 Advertisements		
Advertising Messages		19	9	0
Advertisement Percentage		67%	33%	

In 2020, both Nescafe and Good Day produced many advertisements, with Nescafe producing a total of 32 ads, of which 18 used the product-driven advertising message approach (56%) and 14 used the customer-oriented approach (44%). The Good Day brand produced 28 ads, with 19 ads using the product-driven message approach (67%) and 9 ads using the customer-oriented approach (33%).

The content of the messages in the advertising approaches used by Nescafe and Good Day in 2020 is as follows:

Table 5. Comparison of Nescafe and Good Day Advertising Messages in 2020

Nescafe Brand		Good Day Brand	
Customer-Oriented	<ol style="list-style-type: none"> 1. Nescafe advertisements provide the audience with a sensation when consuming, making a crush like us back. 2. Nescafe advertisements provide a sensation when consuming. 3. Every cup of Nescafe coffee feels more enjoyable. 4. Nescafe advertisements provide motivation to consumers during the pandemic era. 	Customer-Oriented	<ol style="list-style-type: none"> 1. Good Day advertisements provide an uplifting sensation to the audience, encouraging them to rise during the pandemic

Product Driven	<ol style="list-style-type: none"> 1. Nescafe advertisements highlight the product's characteristics, making it more delicious. 2. Nescafe advertisements emphasize the superior and unique characteristics of the product with a new flavor. 3. Nescafe advertisements provide a tutorial on how to serve Nescafe to attract consumer attention. 4. Nescafe advertisements offer a coffee product that dissolves faster without hassle. 	Product Driven	<ol style="list-style-type: none"> 1. Good Day advertisements highlight the new packaging characteristics. 2. Good Day advertisements create a tutorial on how to serve Good Day coffee to attract consumer attention. 3. Good Day advertisements emphasize the superior and unique characteristics of the product with a new flavor.
Ad Screenshot			
Tetap aman dan tetap dekat bersama NESCAFÉ		GOOD DAYX SAYKOJI - AYO BANGKIT INDONESIA	
Secangkir NESCAFÉ #dirumahaja untuk saling menjaga		Good Day Sweet Lab - Carrebian Creamy Peanut Butter	
NESCAFÉ Classic Ice Frappe at home		Good Day Sweet Lab - Coolin Coconut Coffee	
Bahagiannya bikin Apple Spy bareng NESCAFÉ Classic		Good Day Sweet Lab - Marie Coffee Dessert Glass	

Given the large number of advertisements produced by Nescafe and Good Day, both brands are working to strengthen their brand reputation during the Covid-19 pandemic. This effort is being made because, during the pandemic, the public was required to stay home more often, and both brands aimed to strengthen their reputation in the minds of consumers as the perfect companion while staying at home.

Both Nescafe and Good Day conveyed messages using the Covid-19 pandemic situation, but Good Day did so to a lesser extent compared to Nescafe. Good Day produced more

advertisements focusing on creative ways to serve their product, which was later followed by Nescafe.

Nescafe used the Covid-19 pandemic as the foundation for creating its advertising messages in 2020. However, there was a noticeable difference in how both brands produced their advertisements. Nescafe mostly used a Customer-Oriented approach to convey emotional messages linked to the Covid-19 pandemic, compared to Good Day. Additionally, a smaller portion of Nescafe's advertisements emphasized creative ways to serve their product, similar to the approach taken by Good Day.

In 2021, the advertising message approaches used by both Nescafe and Good Day were as follows:

Table 6. Nescafe Brand Advertising Messages in 2021

Published	Ad Coding	Nescafe Advertisement		
		PD	CO	HC
2021	N17		✓	
2021	N18		✓	
2021	N19		✓	
2021	N20	✓		
2021	N21	✓		
2021	N22	✓		
2021	N23	✓		
2021	N24		✓	
2021	N25	✓		
2021	N26		✓	
2021	N27		✓	
Total Advertisements		11 Advertisements		
Advertising Messages		5	6	0
Advertisement Percentage		45%	55%	0

Table 7. Good Day Brand Advertising Messages in 2021






Published	Ad Coding	Good Day Advertisement		
		PD	CO	HC
2021	G23	✓		
2021	G24	✓		
2021	G25	✓		
2021	G26	✓		
2021	G27		✓	
2021	G28			✓
2021	G29			✓
2021	G30			✓
2021	G31	✓		
2021	G32		✓	
2021	G33		✓	
2021	G34		✓	
Total Advertisements		12 Advertisements		
Advertising Messages		5	4	3
Advertisement Percentage		41%	33%	26%

In 2021, Nescafe produced 11 advertisements, with 5 ads using the product-driven message approach (45%) and 6 ads using the Customer-Oriented approach (55%). Good Day produced 12 advertisements, with 5 ads using the Product-Driven approach (41%), 4 ads using the Customer-Oriented approach (33%), and 3 ads using the Human-Centric approach (26%).

In 2021, Good Day had advertisements using the Human-Centric approach, and looking at the use of their messages, Good Day distributed its advertising messages fairly evenly across the three approaches (Product-Driven, Customer-Oriented, and Human-Centric). On the other hand, Nescafe still evenly distributed its advertising messages between only two approaches: Product-Driven and Customer-Oriented.

The content of the messages in the advertising approaches used by Nescafe and Good Day in 2021 is as follows:

Tabel 8. Comparison of Nescafe and Good Day Advertising Messages in 2021

Nescafe Brand		Good Day Brand	
Customer-Oriented	<ol style="list-style-type: none"> 1. Nescafe advertisements invite the audience to drink Nescafe coffee, offering a café-like experience. 2. Nescafe advertisements make gatherings more fun, and the laughter never stops 	Customer-Oriented	<ol style="list-style-type: none"> 1. Good Day advertisements provide a sensation that makes gatherings more fun and the laughter never stops when consuming together
Product Driven	<ol style="list-style-type: none"> 1. Nescafe advertisements offer a limited edition coffee product, featuring dates in Nescafe coffee for the first time. 2. Nescafe advertisements highlight the extraordinary and unique characteristics of the product. 	Product Driven	<ol style="list-style-type: none"> 2. Good Day advertisements highlight the superior and unique characteristics of the product with a new flavor
		Human Centric	<ol style="list-style-type: none"> 3. Good Day advertisements offer a sensation when consuming Good Day coffee that makes us feel closer to someone we like (Anya)
Ad Screenshot			
NESCAFÉ Ala Café, BARU!		Good Day Cari Terus Rasamu	
Kopi Susu Kurma Pertama di Indonesia		Good Day Avocado Delight	
		Good Day Cappuccino Rasanya Nyatu	

In 2021, Nescafe focused its advertising messages on illustrating the enjoyment of consuming Nescafe, likening it to a café experience. Nescafe consistently aligned the emphasis of its ads with the brand's positioning and also introduced its first date-flavored coffee product. On the other hand, Good Day focused on three key advertising messages. First, it consistently emphasized that Good Day coffee makes life more exciting, gatherings more fun, and the laughter never stops. Second, it highlighted the launch of Good Day's new product (avocado-flavored coffee). Third, it conveyed the message that consuming Good Day brings you closer to someone, as portrayed with Anya.

In 2022, the advertising message approaches used by both Nescafe and Good Day were as follows:

Tabel 9. Nescafe Brand Advertising Messages in 2022

Published	Ad Coding	Nescafe Advertisement		
		PD	CO	HC
2022	N12	✓		
2022	N13		✓	
2022	N14		✓	
2022	N15		✓	
2022	N16		✓	
Total Advertisements		5 Advertisements		
Advertising Messages		1	4	0
Advertisement Percentage		20%	80%	0%





Tabel 10. Good Day Brand Advertising Messages in 2022

Tahun Publikasi	Koding Iklan	Iklan Good Day		
		PD	CO	HC
2022	G18	✓		
2022	G19	✓		
2022	G20	✓		
2022	G21	✓		
2022	G22		✓	
Total Advertisements		5 Advertisements		
Advertising Messages		4	1	0
Advertisement Percentage		80%	20%	0%

In 2022, Nescafe produced 5 advertisements, with 1 ad using the product-driven message approach (20%) and 4 ads using the Customer-Oriented approach (80%). Good Day also produced 5 advertisements, with 4 ads using the Product-Driven message approach (80%) and 1 ad using the Customer-Oriented approach (20%). From the advertising message approaches used in 2022, Nescafe had some ads that employed the product-driven approach, but the majority still used the Customer-Oriented approach. Meanwhile, Good Day mostly used the Product-Driven approach in their ads, with the remainder using the Customer-Oriented approach.

The content of the Customer-Oriented advertising messages used by both Nescafe and Good Day in 2022 is as follows:

Table 11. Comparison of Nescafe and Good Day Advertising Messages in 2022

Nescafe Brand		Good Day Brand	
Customer-Oriented	<ol style="list-style-type: none"> 1. Nescafe advertisements provide a sensation where every cup of Nescafe coffee feels cooler when consumed. 2. Nescafe advertisements invite the audience to drink Nescafe coffee, offering a café-like experience. 	Customer-Oriented	<ol style="list-style-type: none"> 1. Good Day advertisements provide a sensation that makes gatherings more fun and the laughter never stops when consuming together.
Product Driven	<ol style="list-style-type: none"> 1. Nescafe advertisements introduce a limited edition coffee product directly from Thailand. 	Product Driven	<ol style="list-style-type: none"> 1. Good Day advertisements introduce the characteristics of Good Day coffee with its newest flavor, the first-ever Good Day Cold Instant.
Tangkapan Layar Iklan			
Dimanapun Berasa Di Café, Kalau Ada Nescafé Ala Café			
Limited Edition! Nescafé Thai Milk Coffee			

In 2022, Nescafe focused its advertising messages on illustrating the enjoyment of consuming Nescafe, similar to a café experience, and introduced a limited edition product (Thai coffee). Nescafe consistently aligned the emphasis of its advertisements with the brand's positioning. Meanwhile, Good Day focused on two key advertising messages. First, it consistently emphasized that Good Day coffee makes life more exciting, gatherings more fun, and the laughter never stops. Second, it highlighted the launch of Good Day's new product (cold coffee).

In 2023, the advertising message approaches used by both Nescafe and Good Day were as follows:

Tabel 12. Nescafe Brand Advertising Messages in 2023

Published	Ad Coding	Nescafe Advertisement		
		PD	CO	HC
2023	N8		✓	
2023	N9		✓	
2023	N10		✓	
2023	N11		✓	
Total Advertisements		4 Advertisements		
Advertising Messages		0	4	0
Advertisement Percentage		0%	100%	0%

Tabel 13. Good Day Brand Advertising Messages in 2023





Published	Ad Coding	Good Day Advertisement		
		PD	CO	HC
2023	G7	✓		
2023	G8	✓		
2023	G9		✓	
2023	G10		✓	
2023	G11		✓	
2023	G12		✓	
2023	G13		✓	
2023	G14		✓	
2023	G15		✓	
2023	G16		✓	
2023	G17		✓	
Total Advertisements		11 Advertisements		
Advertising Messages		2	9	0
Advertisement Percentage		18%	82%	0%

In 2023, Nescafe produced 4 advertisements, all of which used the Customer-Oriented approach (100%). On the other hand, Good Day produced more ads, with a total of 11 advertisements, of which 2 used the Product-Driven approach (18%) and 9 used the Customer-Oriented approach (82%). Based on the advertising message approaches used, Nescafe in 2023 continued to rely on the Customer-Oriented approach. Meanwhile, Good Day used a small portion of its ads with the Product-Driven approach, with the remainder using the Customer-Oriented approach.

The content of the Customer-Oriented advertising messages used by both Nescafe and Good Day in 2023 is as follows:

Tabel 14. Comparison of Nescafe and Good Day Advertising Messages in 2023

Nescafe Brand		Good Day Brand	
Customer-Oriented	1. Nescafe advertisements in 2023 offer a stronger sensation, inviting the audience to drink Nescafe coffee, giving the feeling of being in a café. Every sip makes you feel more relaxed, as if you are in the warm atmosphere of a café.	Customer-Oriented	1. Good Day advertisements provide a sensation that makes gatherings more fun, and the laughter never stops when consuming together. 2. Good Day advertisements held the "Gaul Creation" event to give all consumers the opportunity to participate in a design competition.

	2. Nescafe advertisements make gatherings more fun, and the laughter never stops.		
		Product Driven	1. Good Day advertisements highlight the superior and unique characteristics of the product with its newest flavor.
Ad Screenshot			
Dimanapun Berasa Di Café, Kalau Ada Nescafé Ala Café		Serunya Cappuccilove Date Bareng Dikta	
Nongkrong Makin Seru, Bareng Nescafé		Baru! Kopi Good Day Groovy Cookies, Sensasi Rasa Yang Bikin Asyik!	

In 2023, Nescafe continued to focus its advertising messages on illustrating the enjoyment of consuming Nescafe, likening it to a café experience. The advertisements remained consistent with the brand's positioning. On the other hand, Good Day emphasized two key advertising messages: first, that Good Day coffee makes life more exciting, gatherings more fun, and the laughter never stops; second, highlighting the new product launched by the Good Day brand.

In 2024, the advertising message approaches used by both Nescafe and Good Day were as follows:

Tabel 15. Nescafe Brand Advertising Messages in 2024

Published	Ad Coding	Nescafe Advertisement		
		PD	CO	HC
2024	N1		✓	
2024	N2		✓	
2024	N3		✓	
2024	N4		✓	
2024	N5		✓	
2024	N6		✓	
2024	N7		✓	
Total Advertisements		7 Advertisements		
Advertising Messages		0	7	0
Advertisement Percentage		0%	100%	0%



Tabel 16. Good Day Brand Advertising Messages in 2024

Published	Ad Coding	Good Day Advertisement		
		PD	CO	HC
2024	G1		✓	
2024	G2		✓	
2024	G3		✓	
2024	G4		✓	
2024	G5		✓	
2024	G6		✓	
Total Advertisements		6 Advertisements		
Advertising Messages		0	6	0
Advertisement Percentage		0%	100%	0%

In 2024, Nescafe produced 7 advertisements, all of which used the Customer-Oriented approach (100%). Meanwhile, Good Day produced 6 advertisements, all of which also used the Customer-Oriented approach (100%). Based on the advertising message approaches used, both Nescafe and Good Day relied entirely on the Customer-Oriented approach.

The content of the Customer-Oriented advertising messages used by both Nescafe and Good Day in 2024 is as follows:

Tabel 17. Comparison of Nescafe and Good Day Advertising Messages in 2024

Nescafe Brand		Good Day Brand	
Customer-Oriented	Nescafe advertisements in 2024 offer a stronger sensation, inviting the audience to drink Nescafe coffee, giving the feeling of being in a café. Every sip makes you feel more relaxed, as if you are in the warm atmosphere of a café	Customer-Oriented	<ol style="list-style-type: none"> 1. Good Day advertisements provide a sensation to consumers when drinking Good Day coffee, making life more exciting. 2. Good Day advertisements create a sensation that makes gatherings more fun, and the laughter never stops when consuming together.
Ad Screenshot			
NESCAFÉ x Ji Chang-wook Everyday Cafe Bumper		Ini Cara & Dunia Kita, karena Hidup Perlu Banyak Rasa!	

Nescafe focuses more on delivering advertising messages to the audience by illustrating the enjoyment of consuming Nescafe, likening it to the taste of a café. Considering the brand's name, the message of enjoying coffee like in a café aligns well with the emphasis of the ads and the brand's positioning. Meanwhile, Good Day's advertisements convey that Good Day coffee makes life more exciting, gatherings more fun, and the laughter never stops. This message emphasis also aligns with the brand's positioning (Good Day).

When comparing the overall advertisements from 2020 to 2024, the following is illustrated:

Tabel 18. Comparison of Advertising Message Approaches Between Nescafe and Good Day Brands (2020-2024)

Nescafe Brand					Good Day Brand				
Published	Ad Coding	PD	CO	HC	Published	Ad Coding	PD	CO	HC
2024	N1		✓		2024	G1		✓	
2024	N2		✓		2024	G2		✓	
2024	N3		✓		2024	G3		✓	
2024	N4		✓		2024	G4		✓	
2024	N5		✓		2024	G5		✓	
2024	N6		✓		2024	G6		✓	
2024	N7		✓		2023	G7	✓		
2023	N8		✓		2023	G8	✓		
2023	N9		✓		2023	G9		✓	
2023	N10		✓		2023	G10		✓	
2023	N11		✓		2023	G11		✓	
2022	N12	✓			2023	G12		✓	
2022	N13		✓		2023	G13		✓	
2022	N14		✓		2023	G14		✓	
2022	N15		✓		2023	G15		✓	
2022	N16		✓		2023	G16		✓	
2021	N17		✓		2023	G17		✓	
2021	N18		✓		2022	G18	✓		
2021	N19		✓		2022	G19	✓		
2021	N20	✓			2022	G20	✓		
2021	N21	✓			2022	G21	✓		
2021	N22	✓			2022	G22		✓	
2021	N23	✓			2021	G23	✓		
2021	N24		✓		2021	G24	✓		
2021	N25	✓			2021	G25	✓		
2021	N26		✓		2021	G26	✓		
2021	N27		✓		2021	G27		✓	
2020	N28	✓			2021	G28			✓
2020	N29	✓			2021	G29			✓
2020	N30	✓			2021	G30			✓
2020	N31	✓			2021	G31	✓		
2020	N32	✓			2021	G32		✓	
2020	N33	✓			2021	G33		✓	
2020	N34	✓			2021	G34		✓	
2020	N35	✓			2020	G35		✓	
2020	N36		✓		2020	G36		✓	
2020	N37		✓		2020	G37		✓	
2020	N38		✓		2020	G38		✓	
2020	N39		✓		2020	G39	✓		
2020	N40	✓			2020	G40		✓	
2020	N41	✓			2020	G41	✓		
2020	N42	✓			2020	G42	✓		
2020	N43	✓			2020	G43	✓		
2020	N44		✓		2020	G44	✓		
2020	N45		✓		2020	G45	✓		
2020	N46		✓		2020	G46	✓		
2020	N47		✓		2020	G47	✓		
2020	N48		✓		2020	G48	✓		
2020	N49		✓		2020	G49	✓		
2020	N50		✓		2020	G50	✓		
2020	N51		✓		2020	G51	✓		
2020	N52		✓		2020	G52	✓		

2020	N53	✓			2020	G53	✓		
2020	N54	✓			2020	G54	✓		
2020	N55	✓			2020	G55	✓		
2020	N56	✓			2020	G56	✓		
2020	N57	✓			2020	G57	✓		
2020	N58	✓			2020	G58	✓		
2020	N59		✓		2020	G59		✓	
					2020	G60		✓	
					2020	G61		✓	
					2020	G62		✓	
Total Advertisements		59			Total Advertisements		62		
Advertising Messages		24 PD	35 CO	0 HC	Advertising Messages		31 PD	28 CO	3 HC
Advertisement Percentage		40%	60%	0%	Advertisement Percentage		50%	45%	5%

The data above shows that, of the total 59 advertisements produced by Nescafe, the majority used the Customer-Oriented message approach, with 35 ads (60%). Meanwhile, 24 ads (40%) used the Product-Driven approach. For Good Day, the use of Product-Driven and Customer-Oriented message approaches was almost equal. Of the total 62 advertisements produced, 31 ads (50%) used the Product-Driven message approach, while 28 ads (45%) used the Customer-Oriented approach. Additionally, a small number of advertisements (3 ads, 5%) used the Human-Centric approach.

4. CONCLUSION

The trend of using advertising messages in building the reputation of coffee brands, for both Nescafe and Good Day, shows a difference in strategy. Nescafe predominantly used a Customer-Oriented approach, with 60% of advertisements produced between 2020-2024 focusing on consumer needs and preferences. Meanwhile, Good Day applied a more balanced approach between Product-Driven (50%) and Customer-Oriented (45%), with only a small portion of ads (5%) using the Human-Centric approach. This indicates that Nescafe focused more on personal aspects and consumer experiences, while Good Day tended to combine product excellence with emotional experiences that engage consumers.

From this comparative analysis, it is evident that both brands utilized different advertising messages to build their brand reputation. Nescafe often depicted ads offering the sensation of being in a café, while Good Day emphasized the fun and warmth of being with friends in its ads. Good Day also incorporated interactive elements through design competitions and coffee presentation creations, which fostered greater consumer engagement. These two strategies demonstrate that the choice of advertising messages can influence how a brand is perceived by

consumers and can be effectively used to build a strong brand reputation in the minds of the public.

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