Regular article

Digital Cultural Fusion: The Transformation of Influencers and Social Media Marketing in Shaping The New Cultural Marketing Identity Coffee Shops

Ari Prabowo [a,*], Paningkat Siburian [b], Rosita Bangun [c]

[a] Doctoral Student, Faculty of Economics, Study Program Doctoral in Management Prima Indonesia University, Medan-Indonesia
[b] Doctoral Lecturer, Faculty of Economics, Study Program Doctoral in Management Prima Indonesia University, Medan-Indonesia
[c] Doctoral Lecturer, Faculty of Economics, Study Program Doctoral in Management Prima Indonesia University, Medan-Indonesia

A R T I C L E   I N F O

A B S T R A C T

Indonesia is one of the world's leading coffee producers, and most of its Arabica coffee plantations are located in North Sumatra. The coffee trend in Indonesia has now also penetrated into concepts that were previously unimaginable. Many coffee shops no longer prioritize the taste of coffee but instead focus on ambiance. The purpose of this research is to know and analyze the influence of influencer marketing and social media marketing partially and simultaneously on new cultural marketing to coffee shop consumers in Medan City. The method used in this research uses a method, namely the type of research used in this research is a quantitative research method. This research uses an analytical tool is SPSS Version 23. The population in this study was all coffee shop consumers in Medan City, whose number could not be determined with certainty. The sampling method in this study uses accidental sampling technique. The sampling method in this study uses accidental sampling technique. By using the Lameshow formula, the final sample size used was 100 people. The results of this research are (1) Influencer marketing partially has a positive and significant effect on new cultural marketing, (2) Social media marketing partially has a positive and significant effect on new cultural marketing, (3) Influencer marketing and social media marketing together or simultaneously have a positive effect and significant to the new cultural marketing.

* Corresponding author.
  Email address: mahasiswa.a123@gmail.com (A. Wibowo)

Introduction

The coffee shop industry in Indonesia has experienced rapid growth in recent years. The Indonesian coffee market is projected to grow by 3.61% (2024-2029), generating a market volume of US$3.14 billion by 2029. In 2022, cafes and bars in Indonesia generated sales of around US$1.9 billion. Indonesian coffee chains such as Janji Jiwa have even surpassed Starbucks as the leading coffee chain in Indonesia, with 800 locations in 2020. Local chains dominate the café market share in Indonesia. The rise in domestic coffee consumption can be attributed to the growing café culture, particularly among urban youth. With increasing prosperity and exposure to international consumption trends,

Indonesia's younger generation has embraced the fourth wave of coffee culture.

This reflects a significant transformation in Indonesian consumer preferences, who increasingly value high-quality coffee experiences with strong local nuances. The trend of iced coffee milk drinks sweetened with liquid palm sugar, known as es kopi susu, has shifted consumer preferences from other beverages to coffee milk. Es kopi susu allows local coffee shops to combine freshly brewed espresso with traditional flavors at an affordable price. This phenomenon reflects how local coffee shops have successfully adapted international flavors with a touch of Indonesian culture.

Indonesia is the fourth largest coffee producer in the world with a production of 9.94 million bags in 2023. Indonesia's coffee production for

the 2024/25 season is projected to recover to 10.9 million bags weighing 60 kilograms, thanks to favorable weather conditions. Indonesia is one of the world's leading coffee producers, and most of its Arabica coffee plantations are located in North Sumatra. Domestic coffee consumption in Indonesia is projected to reach approximately 112,000 metric tons by 2028, up from around 99,000 metric tons in 2023. This represents an average annual growth rate of 1.9%. A study conducted by Snapcart revealed that 79% of Indonesians are coffee consumers. In terms of per capita consumption, Australia, the United Kingdom, and Canada are among the countries associated with high per capita coffee consumption. Due to high consumption and rising disposable income, an increasing number of companies are showing interest in the instant coffee market. Indonesia, as both a producer and consumer of coffee, demonstrates significant market potential for the coffee shop industry.

The emergence of large coffee shops offering cheap coffee, several specialty coffee shops have closed one by one. They are unable to sustain the coffee ideals they championed, such as brewing single-origin coffee from single plantations and single farms processed using specialized methods. This phenomenon highlights the challenges of maintaining the specialty coffee concept amid competition from more affordable commercial coffee shops. The coffee trend in Indonesia has now also penetrated into concepts that were previously unimaginable. Many coffee shops no longer prioritize the taste of coffee but instead focus on ambiance. In Jakarta, for example, the coffee trend has become increasingly blurred.

Coffee shops are no longer just places to enjoy coffee but have become venues for clubbing, where visitors enjoy upbeat music from DJs until late at night. The increasingly fierce competition between local and international brands also poses a unique challenge. Coffee shops must find the right differentiation to attract and retain customers. During the COVID-19 pandemic, local coffee chains proved more effective as they adapted by selling one-liter bottles of pre-mixed iced coffee and collaborating with companies like Go-Jek, Tokopedia, and Traveloka to deliver their coffee to consumers.

Cultural marketing is a marketing strategy that involves understanding and connecting with the values, beliefs, and trends of a specific cultural group or community. This strategy aims to attract the target audience by creating emotional bonds, resonating with their cultural identity, and incorporating customs, traditions, or social norms into marketing campaigns. New cultural marketing in the context of 2024 has evolved into a more sophisticated approach. According to an Amazon Ads survey, 56% of respondents agree that both brands and ads help people learn more about other cultures. 72% of respondents say ads are an important way for brands to communicate their values.

New cultural marketing is designed to demonstrate how products,

services, or brands fit into customers' life experiences. Like platforms, brand resonance has been forming in customers' cultural experiences for some time. In the context of coffee shops, new cultural marketing is particularly relevant because coffee is not just a beverage, but also part of consumers' lifestyle and cultural identity. Strategies for effective cultural marketing involve in-depth research into the target culture, developing culturally aligned strategies, and creating brand stories that resonate. Building authentic connections and integrating values into cultural branding efforts are crucial for genuine engagement with the target brand audience.

The main challenge in implementing new cultural marketing is conducting market research and comprehensive analysis to understand the cultural values, beliefs, customs, and language of the target audience. Coffee shops in Medan must understand the complexity of diverse local cultures, ranging from Batak and Malay cultures to modern urban cultural influences. One of the biggest challenges is balancing genuine connection without resorting to stereotypes. Brands must strike a delicate balance that allows them to connect authentically without using stereotypes.

In the context of coffee shops, this means not simply using cultural symbols as decoration, but truly understanding and integrating cultural insights into the brand identity. Agencies and brands that truly want to drive cultural change must act boldly. Driving change requires agencies to explore new territories, experiment on new platforms, and take some big risks. This challenge demands that coffee shops not only follow cultural trends but also dare to be pioneers in creating new cultural trends.

Influencer marketing continues to demonstrate its power, with 81% of consumers reporting that social media posts from influencers, friends, or family members sparked their interest in a product or service in the past year. By 2025, influencer marketing has evolved from conspicuous endorsements to an essential pillar of digital marketing strategies. In terms of interest and potential to drive action, the food and beverage sector leads the influencer marketing category, followed by health and wellness, and beauty and personal care. Platforms such as YouTube are seen as the most authentic for influencer content, with 36% of consumers rating it highest.

In the early days, brands sought influencers with massive followings, hoping their reach would translate into engagement and sales, but as the influencer landscape flooded, it became clear that numbers did not directly translate into engagement. The trend has shifted toward micro- and nano-influencers who have closer relationships with their audiences. Consumers increasingly see influencers as educational resources. Relatable personalities are most appealing to 61% of those surveyed, followed by expert personalities (43%), fun personalities

(32%), and aspirational personalities (28%). The preference for celebrity influencers has declined, with only 11% liking them.

When we polled influencer marketers, 81.2% said that it will be more difficult to achieve the same ROI from influencer collaborations in 2024. When having to spend more to get the same results, programs suffer. The main challenges in influencer marketing include identifying the right influencers, ensuring transparency, and measuring ROI. Brands face challenges in the form of content control in influencer marketing as they strive to balance authenticity and brand consistency. The influencer industry needs guardrails where unethical behavior is punished; professional expectations, compensation, and desired outcomes are standardized; and creators are given the same rights and protections as other professional marketers.

Despite the influence of social media personalities, consumer skepticism is on the rise. Sixty-three percent of respondents noticed an increase in sponsored influencer content, compared to 53% in 2020. This influx of brand offerings has raised questions about the authenticity of influencer recommendations. The influencer market is crowded and it is harder than ever to stand out. With so many people claiming to be influencers, consumers are experiencing "influencer fatigue." As a result, engagement rates for top influencers are starting to plateau, while newer and more niche influencers continue to rise.

Social media marketing has become a key strategy for demonstrating how brands fit into customers' lives. With more than half of the world's population on social media—liking, commenting, and sharing petabytes of content every second—this opens up unprecedented opportunities for businesses to access a vast ocean of potential customers. Currently, there are nearly 5.17 billion social media users. The number of social media users is projected to increase to 5.85 billion by 2027. On average, people spend 2 hours and 24 minutes each day on social media. This data highlights the importance of social media marketing in modern coffee shop marketing strategies.

Social media marketing is the best way to establish a positive online presence. Social media techniques tend to evolve with the ever-changing trends of social media. However, by adopting the right strategies, businesses can leverage the widest possible reach through social media. Social media algorithms are complex systems designed to prioritize content based on various factors such as user engagement, relevance, and timing. Changes to algorithms can significantly impact the organic reach of content, affecting how often and prominently content appears in users' feeds.

The demand for engaging and relevant content on a regular basis requires a strategic and creative approach. From eye-catching visuals to compelling captions, businesses must navigate the delicate balance between quantity and quality. Lead generation has also proven to be a

hurdle in 2024. 14% of those surveyed reported creating content that generates leads as their top social media challenge this year. Lead generation is a job in itself. Group that with content creation, trend monitoring, and community management, and you've just described the quintessential social media marketer's tasks. The ever-present nature of social media means you never feel like you can fully rest. The constant need to be online is one of the biggest challenges social media must overcome. It not only creates a very poor work-life balance but can also impact people's mental health.

Based on the discussion above, the coffee shop industry in Indonesia, particularly in Medan, is undergoing significant transformation in the digital marketing landscape. New cultural marketing has become a crucial strategy that enables coffee shops to build emotional connections with consumers through the integration of local cultural values. However, its implementation faces challenges in balancing cultural authenticity without falling into stereotypes Influencer marketing and social media marketing play a vital role in reaching the target consumers of coffee shops, especially the urban youth who are the driving force behind the growth of this industry. However, both strategies face complex challenges such as declining ROI, consumer skepticism, content saturation, and difficulties in measuring campaign effectiveness.

This research is relevant because coffee shops in Medan need to understand how to synergistically integrate these three marketing variables to create effective marketing strategies. With Medan as the coffee hub of Sumatra and its unique cultural characteristics, this study is expected to provide deep insights into how influencer marketing and social media marketing can influence the implementation of new cultural marketing in the context of local coffee shops striving to compete with international brands while maintaining their cultural identity.

Literature Review

New Cultural Marketing (Y)

New cultural marketing is a platform designed to demonstrate how products, services, or brands fit into consumers' life experiences and cultural identities. This approach goes beyond traditional promotion by creating deep emotional resonance through an understanding of the cultural context of consumers' daily lives (Sherry, 2021; De Mooij, 2021; Al Koliby et al., 2024). New cultural marketing is a strategy that leverages cultural movements and collective shifts in beliefs, values, and behaviors that significantly influence society. Brands don't just follow cultural trends, but become active participants and contributors to evolving social narratives, creating meaningful conversations and emotional engagement (Kemp et al., 2023; Buccieri et al., 2020). New cultural marketing is a marketing approach that integrates the values,

beliefs, traditions, and social norms of a cultural group into a brand's identity and marketing strategy (Porcu et al., 2020; Bartikowski et al., 2023). This strategy does not merely use cultural symbols as ornaments, but truly understands and internalizes cultural insights into the core messaging of the company to create authentic connections with the target audience.

Influencer Marketing (X1)

Influencer marketing is a digital marketing strategy that leverages the credibility and reach of influential individuals on social media to promote products or services to a specific target audience (Leung et al., 2022; Campbell & Farrell, 2020). This strategy combines endorsement marketing with modern authentic content marketing. Influencer marketing is a form of word-of-mouth marketing mediated electronically, in which influencers act as independent third parties who recommend products to their followers based on the trust and credibility they have built up over time (Sands et al., 2022; Martínez-López et al., 2020). Influencer marketing is a marketing approach that exploits social psychology principles such as social proof and parasocial relationships, whereby consumers tend to follow recommendations from figures they admire and trust in the digital environment (Masuda et al., 2022; Chopra et al., 2021). Influencer marketing is a collaborative ecosystem between brands, influencers, and social media platforms that creates integrated content to achieve specific marketing goals through organic engagement and authentic storytelling in an interactive digital environment (Farivar et al., 2021; Lee & Kim, 2020).

Social Media Marketing (X2)

Social Media Marketing is a marketing strategy that utilizes social media platforms to promote products, services, or brands to target audiences. This strategy involves creating and distributing engaging content to increase brand awareness, build relationships with customers, and encourage desired actions such as purchases or engagement (Evans et al., 2021; Prabowo et al., 2025; Chatterjee & Kar, 2020). Social Media Marketing is an integral part of the digital marketing ecosystem that focuses on using social networks such as Facebook, Instagram, TikTok, Twitter, and LinkedIn to achieve business goals (Zollo et al., 2020; Kedi et al., 2024). This approach combines organic and paid content to maximize reach and conversion. Social Media Marketing is the process of building an active online community around a brand or product through two-way interaction with the audience (Singh, 2024; Moedeen et al., 2024). This concept emphasizes the importance of listening, responding, and engaging followers in meaningful conversations to create long-term loyalty. Social Media Marketing is defined as the art and science of creating, curating, and distributing relevant, valuable, and consistent visual and textual content to attract and retain a clearly defined audience with the goal of driving profitable customer action

(Jamil et al., 2022; Malesev & Cherry, 2021).

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:
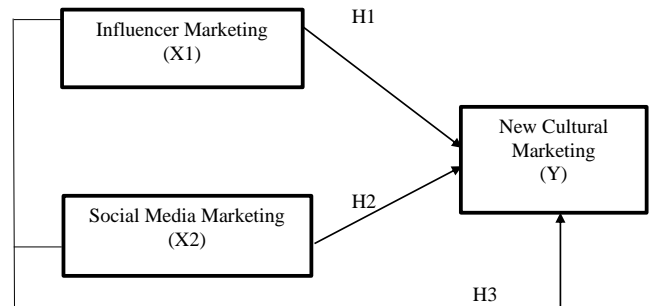

Figure 1 Conceptual Framework

Methodology

Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2021).

Data source

This research uses primary and secondary data sources, as follows:

a. According to Sugiyono, (2021), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.

b. According to Sugiyono, (2021), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

Research Population and Sample

According to Sugiyono, (2021) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this

study was all coffee shop consumers in Medan City, whose number could not be determined with certainty. The sampling method in this study uses accidental sampling technique. According to Sugiyono (2021) the accidental sampling method is a sampling technique using a sampling strategy based on chance, anyone who happens to meet the researcher can be used as a sample if deemed suitable as a data source. By using the Lameshow formula, The final sample size used was 100 people, namely consumers who visited and placed orders at coffee shops in Medan City.

Results and Discussion

Respondent Characteristics

Table 1 Characteristics of Respondents Based on Gender

Gender				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	73.0	73.0	73.0
	Female	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2025)

Table 2 Characteristics of Respondents Based on Age

Age				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22 year old	7	7.0	7.0	35.0
	23-27 year old	35	35.0	35.0	58.0
	>27 year old	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2025)

Table 3. Characteristics of Respondents Based on Income

Income				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.000.000-3.000.000	31	31.0	31.0	45.0
	3.000.001-6.000.000	45	45.0	45.0	24.0
	>6.000.001	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2025)

Validity and Reliability Test Results

Table 4 Validity Test Results

Item Statement	Corrected Item Total Correlation	r-table	Information
X1.1	0,535	0,361	Valid
X1.2	0,519	0,361	Valid
X1.3	0,542	0,361	Valid
X1.4	0,557	0,361	Valid
X1.5	0,596	0,361	Valid
X1.6	0,526	0,361	Valid
X2.1	0,574	0,361	Valid
X2.2	0,538	0,361	Valid
X2.3	0,521	0,361	Valid
X2.4	0,572	0,361	Valid
X2.5	0,563	0,361	Valid
X2.6	0,581	0,361	Valid
Y.1	0,566	0,361	Valid
Y.2	0,578	0,361	Valid
Y.3	0,540	0,361	Valid
Y.4	0,561	0,361	Valid
Y.5	0,567	0,361	Valid
Y.6	0,587	0,361	Valid

Source: Processed by researchers (2025)

Based on the statistical test results above, it is known that the corrected item correlation value > 0.361, so the data is declared valid.

Table 5 Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Influencer Marketing (X1)	0,837	
2	Social Media Marketing (X2)	0,881	Reliable
3	New Cultural Marketing (Y)	0,822	

Source: Processed by researchers (2025)

Based on the table above, it is known that the Cronbach's alpha value for all research variables influencer marketing, social media marketing and new cultural marketing > 0.60, it can be said that the overall reliability test results are reliable (reliable).

Normality Test Results

Table 6 Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.27286694
Most Extreme Differences	Absolute	.181
	Positive	.078
	Negative	-.070
Test Statistic		.066
Asymp. Sig. (2-tailed)		**.216[c,d]**
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed by researchers (2025)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is 0.216 > 0.05 so it can be concluded that this study

is normally distributed and has met the requirements of the normality test.

Multicollinearity Test Results

Table 7 Multicollinearity Test Results

Coefficients^a			
		Collinearity Statistics	
Model		**Tolerance**	**VIF**
1	Influencer Marketing	**.537**	**1.427**
	Social Media Marketing	**.537**	**1.427**
a. Dependent Variable: New Cultural Marketing			

Source: Processed by researchers (2025)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10, and the Tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test Results

Table 8 Glejser Heteroscedasticity Test Results

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.255	1.526		**.126**	**.611**
	Influencer Marketing	.031	.048	.079	**1.137**	**.342**
	Social Media Marketing	.066	.070	.126	**1.404**	**.574**
a. Dependent Variable: ABS_RES					

Source: Processed by researchers (2025)

Based on the Glejser test table above, the significance value of the three independent variables is > from 0.05, it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test Results

Tabel 9 Multiple Linear Regression Test Results

		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	**6.571**	3.093
	Influencer Marketing	**.328**	.093
	Social Media Marketing	**.614**	.127

Source: Processed by researchers (2025)

Based on the table above, the regression equation is obtained as follows:

$$Y = 6{,}571 + 0{,}328\,X1 + 0{,}614\,X2 + \varepsilon$$

This can be seen in the following information:

1. The constant value of 6,571 means that if all independent variables

are considered constant or equal to zero the dependent variable is 6,571.

2. The regression coefficient value of the influencer marketing variable (X1) is 0.328, which means that if there is an increase in influencer marketing by 1, then new cultural marketing (Y) will increase by + 0.328

3. The regression coefficient value of the social media marketing variable (X2) is 0.614, which means that if there is an increase in social media marketing by 1, then fi new cultural marketing will increase by + 0.614.

T-test Results (Partial Test)

Table 10 T-test Results (Partial Test)

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.571	3.093		**2,571**	**.000**
	Influencer Marketing	.328	.093	.377	**2.875**	**.000**
	Social Media Marketing	.614	.127	.453	**3.329**	**.000**
a. Dependent Variable: Financial Behaviour						

Source: Processed by researchers (2025)

Based on the t test results above, the t table value = at n-k (100-3) is 97 at a significant level of 5% (0.05) is 1.985. Thus, to find out partially, the following explanation can be described:

1. The Effect of Influencer Marketing on New Cultural Marketing The t-count value of influencer marketing is 2.875 > t-table 1.98 (n-k =100-3 = 97 at 0.05 / 5%) and a significance of 0.001 < 0.05, so Ha is accepted and Ho is rejected, then influencer marketing partially has a positive and significant effect on new cultural marketing.

2. The effect of Social Media Marketing on New Cultural Marketing The t-count value of social media marketing is 3.329 > t-table 1.98 (n-k = 100-3 = 97 at 0.05 / 5%) and significance 0.000 < 0.05, so Ha is accepted and Ho is rejected, then social media marketing partially has a positive and significant effect on new cultural marketing.

F-Test Results (Simultaneous Test)

Table 11 F-Test Results (Simultaneous Test)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1662,184	2	578,787	**61,077**	**,000^b**
	Residual	1451,236	97	20,258		
	Total	3021,602	99			
a. Dependent Variable: New Cultural Marketing						
b. Predictors: (Constant), Social media marketing, influencer marketing						

Source: Processed by researchers (2025)

Based on the table above, It is known that the F-test results in an F-count of 61.077 > F-table 3.09 (n-k-1 at k = 100-3-1 = 96) so that Ha is accepted and Ho is rejected, meaning that influencer marketing and

social media marketing simultaneously have a significant effect on new cultural marketing.

Determination Test Results

Table 12 Determination Test Results

Model Summary[b]				
Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	,572[a]	,583	**,714**	4,435
a. Predictors: (Constant), social media marketing, influencer marketing				
b. Dependent Variable: new cultural marketing				

Source: Processed by researchers (2025)

From the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.714 or equal to 71.4%. This figure means that the independent variables consisting of influencer marketing and social media marketing affect new cultural marketing variable while the remaining 28.6% of the employee performance variable is influenced by other variables not examined in this study. Notably, variables such as store location, price range, brand reputation, and customer service quality were not included in the current model but could play a significant role in shaping consumer perceptions of cultural branding. This omission points to a limitation in the explanatory power of the regression model.

Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Influencer marketing partially has a significant effect on new cultural marketing to coffee shop consumers in Medan City.

2. Social media marketing partially has a significant effect on new cultural marketing to coffee shop consumers in Medan City.

3. Influencer marketing and social media marketing simultaneously has a significant effect on new cultural marketing to coffee shop consumers in Medan City.

Based on the conclusions obtained from the above research, the following suggestions are made:

1. Based on the above conclusions, the suggestions that can be given regarding influencer marketing variables are as follows Coffee shops in Medan should strategically utilize influencer marketing by partnering with local influencers who have an emotional connection with their followers. This collaboration can increase awareness and create customer loyalty, especially among young people who are active on social media and open to new trends.

2. Based on the above conclusions, the suggestions that can be given regarding social media marketing variables are as follows Coffee shops in Medan should maximize social media marketing by

prioritizing authentic, interactive, and locally relevant content. Use popular platforms such as Instagram and TikTok to showcase the atmosphere of the shop, customer testimonials, and attractive promotions to effectively build loyalty and expand market reach.

3. Based on the above conclusions, the suggestions that can be given regarding new cultural marketing variables are as follows New cultural marketing can be an effective strategy for coffee shops in Medan to attract the attention of young people who increasingly appreciate cultural diversity. By highlighting local cultural elements such as Batak ornaments, traditional music, or regional specialties, coffee shops can create a unique and authentic experience. This strategy not only strengthens brand identity but also builds emotional attachment among customers to the cultural values promoted.

4. To address this gap, future research should consider incorporating control variables that capture contextual dimensions, such as geographic location of the coffee shop, average product pricing, and physical design elements. These factors may significantly influence the effectiveness of cultural marketing strategies, particularly in heterogeneous urban settings like Medan.

5. Researchers could adopt frameworks like Hofstede's cultural dimensions or use ethnographic techniques to assess perceived cultural authenticity from the consumer's perspective. This would ensure that culture is not reduced to mere aesthetic, but is understood as a meaningful and strategic component of digital branding.

References

Al Koliby, I. S., Mehat, N. A. B., Al-Swidi, A. K., & Al-Hakimi, M. A. (2024). Unveiling the linkages between entrepreneurial culture, innovation capability, digital marketing capability and sustainable competitive performance of manufacturing SMEs: evidence from emerging countries. The Bottom Line, 37(4), 473-500.

Bartikowski, B., Richard, M. O., & Gierl, H. (2023). Fit or misfit of culture in marketing communication? Development of the culture-ladenness fit index. Journal of Business Research, 167, 114191.

Buccieri, D., Javalgi, R. G., & Cavusgil, E. (2020). International new venture performance: Role of international entrepreneurial culture, ambidextrous innovation, and dynamic marketing capabilities. International Business Review, 29(2), 101639.

Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. Business horizons, 63(4), 469-479.

Chatterjee, S., & Kar, A. K. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. International Journal of Information Management, 53, 102103.

Chopra, A., Avhad, V., & Jaju, A. S. (2021). Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. Business Perspectives and Research, 9(1), 77-91.

De Mooij, M. (2021). Global marketing and advertising: Understanding cultural paradoxes.

Evans, D., Bratton, S., & McKee, J. (2021). Social media marketing. AG Printing & Publishing.

Farivar, S., Wang, F., & Yuan, Y. (2021). Opinion leadership vs. para-social relationship: Key factors in influencer marketing. Journal of Retailing and Consumer Services, 59, 102371.

Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of social media marketing activities in influencing customer intentions: a perspective of a new emerging era. Frontiers in psychology, 12, 808525.

Kedi, W. E., Ejimuda, C., Idemudia, C., & Ijomah, T. I. (2024). Machine learning software for optimizing SME social media marketing campaigns. Computer Science & IT Research Journal, 5(7), 1634-1647.

Kemp, A., Gravois, R., Syrdal, H., & McDougal, E. (2023). Storytelling is not just for marketing: Cultivating a storytelling culture throughout the organization. Business Horizons, 66(3), 313-324.

Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. Journal of global fashion marketing, 11(3), 232-249.

Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. Journal of the Academy of Marketing Science, 1-26.