

Emotional Bonding in Coffee Shops Toward Society 5.0

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ABSTRACT

This study describes the changing trends in coffee shops with the 5.0 approach, which no longer relies on promotional location strategies, but on strengths in social media and customer experience at coffee shops. The purpose of this study is to find out the social media content uploaded on Instagram and customer service in coffee shops to form an emotional bond, in the end, resulting in trust and commitment with customers. This study uses a virtual ethnographic approach. The results of emotional research between customers and coffee shops show that customers repeatedly come to the coffee shop because they miss the atmosphere of the coffee shop, chat waiting for the coffee to be brewed, and unite when the coffee shop opens/closes. Research also found that coffee shops provide Wi-Fi facilities with large quotas and rely on the storytelling power of Instagram content and special treatment for consumers when serving. All of those strengthen customers' trust and commitment to return. From the results of this study, a model can show the emotional bonding process in Society 5.0. The limitations of this study are limited to describing the process of emotional bonding that occurs in coffee shops; further research can measure how much influence emotional bonds have on coffee shop customer loyalty.

Keywords: *commitment; emotional bonding; instagram; society 5.0; trust*

ABSTRAK

Penelitian ini menjelaskan tentang perubahan tren yang terjadi di kedai kopi dengan pendekatan 5.0 yang tidak lagi mengandalkan pada lokasi strategis, namun menekankan pada kekuatan dalam promosi yang mengandalkan media sosial Instagram, dan pengalaman pelanggan di kedai kopi. Tujuan dari penelitian ini adalah untuk mengetahui konten media sosial yang diunggah di Instagram dan layanan pelanggan di kedai kopi untuk membentuk ikatan emosional yang pada akhirnya menghasilkan kepercayaan dan komitmen dengan pelanggan. Konsep yang digunakan dalam penelitian ini adalah strategi *digital branding*, *emotional bonding*, *guerilla marketing* dan *customer experience 5.0*. Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi virtual. Hasil penelitian tentang ikatan emosional antara pelanggan dengan kedai kopi ditunjukkan dengan pelanggan ingin datang berulang kali ke kedai kopi karena kangen dengan suasana kedai kopi, obrolan yang terjadi saat menunggu kopi diseduh dan memantau kapan kedai kopi buka/tutup. Penelitian juga menemukan kedai kopi menyediakan fasilitas Wi-Fi dengan kuota yang besar. dan mereka mengandalkan kekuatan *storytelling* pada konten Instagram dan perlakuan khusus bagi konsumen saat melayani. Hal tersebut memperkuat kepercayaan dan komitmen pelanggan untuk kembali lagi. Dari hasil penelitian ini dapat dibentuk sebuah model untuk menunjukkan proses *emotional bonding* dalam Society 5.0. Penelitian ini memiliki keterbatasan dalam mendeskripsikan proses *emotional bonding* yang terjadi di kedai kopi, penelitian selanjutnya dapat mengukur seberapa besar pengaruh emosional bonding yang terjadi terhadap loyalitas pelanggan kedai kopi.

Kata Kunci: ikatan emosional, instagram, kepercayaan, masyarakat 5.0, pengalaman pelanggan

RESEARCH BACKGROUND

Indonesia is known for its tobacco and spices and the distinctive flavor of coffee from each region, such as Aceh coffee, Lampung coffee, Javanese coffee, and others. Since 2014, drinking coffee has become an increasing trend, with an average increase of 8.22% every year from 2014 to 2019. Therefore, in 2021 coffee consumption will reach 370.00 tons. Along with the increase in coffee consumption, coffee shops are also growing in various big cities in Indonesia (Widiarni, 2019). Drinking coffee at a coffee shop has become a lifestyle for young people, who often upload it on social media and sometimes make it viral. However, lifestyles and trends will continually change. Therefore, to stay in this business, customers who visit coffee shops regularly and are willing to refer to their friends voluntarily, not only in the viral period, must make this business last longer.

Tadasih is a coffee shop that tries to grab the market in a way other coffee shops have never done. Tadasih actively interacts with customers through social media Instagram; all information, such as operating hours and coffee beans available daily, is informed on Instagram. However, Tadasih only sometimes opens every day, and does it always open and close at the same time and day? In addition, the types of coffee available for brewing are sometimes different, so customers should check their Instagram before visiting Tadasih.

The coffee shop divides into two areas, a coffee serving area with only one bar table with several stool chairs and a queuing area with plenty of places to sit. When arriving, customers take the queue number first and then wait for the numbers call to enter the coffee serving area. Each group of 3-5 people will be served privately and exclusively, like entering a doctor's office, only patients and their companions.

Coffee brews according to customer preferences, and the owner serves his customers directly, with no other employees. Customers can choose the coffee cup to enjoy their coffee. Customers can also choose the music they want to hear while enjoying coffee through the iPod provided. While brewing the coffee, the baristas will open the conversation with the customers. If the coffee is ready, and there is still a number in the queue, the customer will ask to finish his coffee in the sitting area.

The design of the Tadasih coffee shop is communal with the concept of a minimal name sign. The room is open so visitors can see each other. The seating material in the queue area is crushed cement, with wood forged into a cube table. According to its founder, a Japanese designer named Yusuke Seki, who had a minimalist style, inspired this interior design. The queue sitting area also uses for workshop discussions on films, photos, books, and other exciting events held by the community.

Whereas in the serving area, the seat at the bar table is mainly teak wood which is durable and very strong. The seat cushion is a coat of goat skin that has the process to be sterile, durable, and odourless. The things that Tadasih coffee shop does are presented but with solid character. The coffee shop represents the owner's idealism of love of coffee.

This research will discuss: 1) Instagram's strategy to establish brand awareness and 2) Customer experience to cause emotional bonding.

The primary purpose of a branding strategy is to establish a clear and distinctive product/service identity and corporate identity. This brand identity covers all tangible such as logos, names, products, employees, and the environment in which the brand is involved. However, the intangible aspects of the brand are the physical stores, the web, its presence on

social networks, ads, and the company's reputation and perception to the public (Romo , Medina, & Romero, 2017).

In this digital age, branding is built as a product identity to be recognized by the public through social media. Digital branding through word-of-mouth information is made easy with a social media presence. Facebook, YouTube, Twitter, and Instagram are social media that companies commonly use to inform the products or services they offer. (Aora, Bansal, Kandpal, Aswani, & Dwivedi, 2019). This research will describe the emotional bonding process in coffee shops toward society 5.0.

Digital Branding Strategy on Instagram

Instagram is a visual-oriented social media platform. In digital social media branding, Instagram can be the primary communication channel because the nature of conversation on Instagram does not only involve product visualization but can also project brand-related lifestyles that accompany product purchases (Lim & Childs, 2020). In addition, Instagram can also do digital branding through stories in photos, videos, and descriptions.

The spread of e-WOM on social media, which represents in the form of storytelling, has become one of the critical strategies in digital branding to interact with the public and present the characteristics of a brand or product (Romo , Medina, & Romero, 2017). The socialization carried out by sharing these stories made everyone become a storyteller.

However, if a story has more appeal than others, it can be shared worldwide and become viral, which is expected by the company. With proper storytelling, companies can have the power to influence others (Lund, Cohen, & Scarles, 2018).The essential ability to make storytelling through Instagram is producing good photos and videos, exciting editing, and caption writing fields (Byrd & Denney, 2018).

Emotional Bonding

Emotional ties are significant for a brand to consider the power of the company's emotional message in the context of a personal approach that is always relevant. Presence expresses an emotional atmosphere that touches the five senses. The presence of this emotional atmosphere is what Gobe calls creating creative outlets to find areas of emotional brand expression (Gobe, 2010). The statement above is a brand presence management system to convey the right emotional message to the right consumer at the right time and place (Gobe, 2010).

Emotional bonding focuses on the desire to obtain material satisfaction and experience emotional fulfilment. Brands utilize aspirational drives that underlie human motivation (Gobe, 2010)

Emotional bonding is rooted in attachment theory which states that infants are born with a tendency to form close relationships with their primary caregivers to survive. In its development, the innate need for attachment will continue throughout human life and develop not only as a form of attachment to parents, friends, or romantic partners. This attachment can also form in the context of consumer attachment to brands, employee attachment to leaders, attachment to members in community groups, and engagement in using specific applications or technologies (Li, Zhang, & Zhang, 2019).

Guerilla Marketing

Guerrilla marketing explores creativity that creates sensations as well as free publications so that it can save on promotional costs. Guerrilla marketing is to attract loyal customers without advertising. One way is to create intimacy in specific market segments (Gobe, 2010). (Wendland, 2016) states that guerrilla marketing is a creative marketing mix strategy outside of conventional media, for example, a discussion of social media originating from user-generated content or becoming viral. (Ungerma & Dedkova, 2019) added that guerrilla marketing is an unconventional form of marketing aimed at giving a surprise effect. (Rollins, Anitsal, & Anitsal, 2014) also revealed the same thing, and guerrilla marketing is a part of marketing with unconventional methods intended to create messages that attract attention.

Gain credibility; can be done by associating the brand with a particular culture. However, each generation has different hopes and desires. Therefore, trends will continue to change, and the need to explore new experiences will grow in products. This phenomenon encourages producers to create alternative products that can meet consumer expectations.

Customer Experience 5.0

Industry 4.0 combines the benefits of technology in physical activities in the real world. However, in industry 5.0, the use of technology is done by actively involving humans so that humans again become prominent figures in customer relationship behaviour (Skobelev & Yu, 2017). So, in the 5.0 industry, one of the main focuses is the customer.

In the digital age, it is easier for customers to explore information about the products or services they need and their substitutes. Internet search engines do their job. Therefore, customer loyalty will be complicated to obtain, and it is easy for consumers to find products/services that are cheaper or nearly perfectly meet their needs and expectations. The challenge for businesses is facilitating customer access by optimizing search engines and generating creative ideas (Kowalkiewicz, et al., 2017).

Small businesses do not have the cost to do that. However, small businesses can compete by creating a distinctive customer experience through creative interaction and personal face-to-face services (Gilboa, Guttman, & Mimran, 2019). So, to create a customer experience in small businesses in the era of 5.0, businesses need to approach using (1) technology to facilitate access and provide information about products/ services through social media and (2) create a personal and direct experience.

METHODOLOGY

This study uses a qualitative approach with virtual ethnographic methods. Ethnography is research on human behavior, while virtual ethnography is a method that observes human behavior in cyberspace. Virtual ethnography is an effort to investigate the use of the internet that has meaning for social life—media as a cultural artifact and social media within a specified period (Prajarto, 2018).

Data Collection

Data collection for virtual ethnographic research uses observations from cultural artifacts on Instagram. Data collection using virtual ethnographic methods, offline and online.

The first step is online observing the dynamics, issues, or themes the community discusses. The second step is observing the verbal and nonverbal language used in online conversation. Virtual communities are unique in language and have virtual communication symbols that other communities cannot understand (Nugraha , Sudrajat , & Putri , 2015)

This research conducted observations on online communities that are members of the Instagram account @tadasih conducted field observations of the Tadasih coffee shop, and interviewed the founders and customers.

Data Analysis

The data was collected through observation, then categorized using data reduction. Data that are suitable to answer the research question will be separate from those that are not. The data analyzed is the meaning of the text as a cultural artifact, the interactions that occur on social media, and the communication between members of the virtual community. Then an analysis of the text's motives, effects, and benefits is carried out (Nasrullah , 2017).

RESULTS AND DISCUSSIONS

The coffee shop founder was interested in Javanese culture, that is, how the Javanese people interpreted the action taken. Likewise, the way they convey a philosophy which is the foundation. Guests will always be respected and treated with respect in an authoritative manner and away from arrogance. The word "Tadasih" is from the "Kawi" language, which means "Missing the Moon." The "Kawi" language is a language that developed in Java during the Hindu-Buddhist kingdom, which is also known as the Old Javanese language.

The phrase "Missing the Moon," according to founder Tadasih, the moon is considered an impossible place to visit. However, at the same time, the word "Missing" is usually used in expressing the will or desire to try to meet and come back. So, the phrase "Missing the Moon" is entirely a contradiction, delusional, mortal, and tends to make it up. The meaning of these words drives the founder of Tadasih always to fantasize, making it up to the impossible. Therefore, Tadasih coffee shop is the result of delusion, which is finally realized entirely but does not stop and continue to explore and innovate.

The results of this study describe the uniqueness of the Tadasih Coffee shop in creating a customer experience for each customer, starting from its simple place but creating a sense of comfort for each visitor to the coffee concoction that brews according to customer tastes.

Emotional Bonding on Instagram @tadasih

To promote this coffee shop, the founder uses the Instagram account @tadasih. On Instagram bio is written a local shop selling coffee. There are no fixed hours, stalls will announce the day before, and the address of the coffee shop is in a quiet shopping complex.

Opening a business with a strategic location on the side of the road with high rental prices is now an obstacle in the digital age. The power of social media is open to being used as a window to display what is in a business. So, the Tadasih coffee shop founder ventured to choose the location of a shopping mall coffee shop empty of visitors.

Tadasih coffee shop was established on April 12, 2019, and proposed a new trend of a culture called "Hidden Gems." Because the business location is not in a popular area like other coffee shops, founders have faith in success with patience and consistency. His motto: If opportunity does not exist, then we need to create this opportunity

As seen in Figure 1, Tadasih's Instagram account presents photos with the same tone and dark mood with a shade of sepia color, creating a yellowish-brown, matching the coffee beans' color. The Instagram Tadasih tone is the same as the color choices in the coffee shop. Thus, the customers who see Instagram will feel familiar with the coffee shop atmosphere when they visit and vice versa.

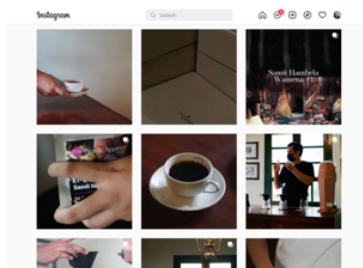


Figure 1 Instagram tone @tadasih
Source: Instagram @tadasih (2022)

Most photos on Instagram @ tadasih are of coffee cups, the brewing process, coffee beans, and photos of activities at the coffee shop during coffee serving. The photo illustrates the atmosphere customers get, enjoying coffee and chatting with the owner, who is serving coffee and sharing coffee with friends.

The photo captions language style shows intimacy, such as having a conversation with friends. Based on the interviews with first-time customers, the impression they get after seeing the posts on Instagram is curiosity, wanting to come not only to taste the coffee that is served but also to join a community of familiar coffee lovers, as shown in Instagram photos.

According to the owner, 80% of visitors who visit the coffee shop are customers who have visited before. They come alone, with friends who have visited too or bring friends who are visiting the Tadasih coffee shop for the first time. The owner posted most of the customer's photos on the Instagram @tadasih_ feed. According to the owner, this shows that customers are always considered remarkable in this coffee shop.

So, the consumer's attachment to Tadasih forms by utilizing the existing attachment between consumers and social media Instagram. Indonesian people spend an average of 8 hours accessing the internet, 3 hours of which is to access social media. Instagram is the top 3 social media after WhatsApp and Facebook, accessed by Indonesian people. On this basis, it considers that consumer attachment to social media will form first. The community's attachment to Instagram leads to Tadasih's Instagram account and, finally, to Tadasih's products and brands. The customer builds an emotional bond with the technology used by the new product first, then forms a stronger emotional bond with the product (Poushneh & Parraga, 2018).

The interactions on Tadasih Instagram are maintained while maintaining various social media activities. Therefore, this research does not calculate the percentage of interaction levels on Instagram @tadasih. However, based on the study's results, the number of likes, views, and

comments on Instagram @tadasih_ feed posts is above 200 to 1500. According to the owner, most of the interactions happen with regular customers.

From interviews with customers who often visit Tadasih, the photos on Instagram that they see can cause a sense of longing to return to Tadasih. The longing for the brew's aroma, the thickness of its uniqueness from other coffee shops, and the longing for the conversation that occurs when the owner is brewing coffee and the conversation in the queue with other fellow diners.

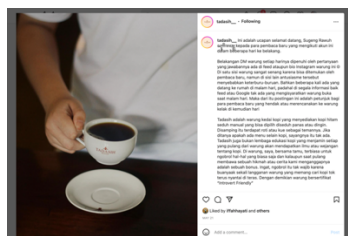


Figure 2 Instagram Photo and Caption @tadasih_
Source: Instagram @tadasih_ (2022)

Figure 2 shows the strength of Instagram Tadasih lies in the photos and captions carefully selected to describe the atmosphere of a friendly coffee shop served by someone who can be considered a friend. Tadasih brand awareness was built through Instagram to produce e-WOM; hence, users must visit coffee shops. The role of e-WOM in social media is significant because reviews posted on social media can reach a much wider audience, and social media can connect directly with customers (Donthu, Kumar, Pandey, Pandey, & Mishra, 2021).

Suppose there is a new customer who needs clarification because the condition of the coffee shop is different from the other coffee shops he usually goes to. In that case, it will usually explain by a more understanding customer. More knowledgeable customers will always be happy to inform every new customer about how to buy coffee at this coffee shop.

After serving a group of customers, the owner will call the customer with the following queue number while greeting several known and unknown visitors to show his friendly attitude.

Customer Experience 5.0

The owner of this coffee shop serves customers directly. He considers the customers are special people. The conversation at serving is usually about the coffee, how to make good quality coffee beans, how to plant, take good care, harvest, post-harvest, roasting, and brewing techniques. Based on the study's results, customers believe the owner mastered the entire process perfectly and has served coffee from the best coffee beans.

This conversation has more value than the name of the shop and its background. According to the coffee shop owner, the form of marketing he applied was to explain the purpose of satisfying the customer.

The owner of this coffee shop gets coffee beans directly from coffee plantation farmers in various regions of Indonesia. The owner knows all factors that affect the taste and quality of coffee, and he shares exciting stories with a new perspective from farmers about the work as a coffee farmer that worked with love for decades. He shared this story with the customers during coffee brewing. According to the customer, the story is interesting, and they are enthusiastic to hear it. They committed to always coming regularly for more stories to update.

In the serving area, before serving coffee, the owner will show some coffee beans that he has to smell and explain the distinctive taste of the coffee beans one by one if the customer is unfamiliar with the coffee.

Each customer asks for their preference for enjoying their coffee, and customers can choose the desired coffee beans; if the customer's favourite coffee beans are unavailable at Tadasih, the owner will try to provide them for their next visit. Likewise, with customer preferences for the thickness of the taste of coffee, the expected temperature; warm, hot, or not hot at all, until the preference to choose a coffee cup, the owner will offer a selection of cups with a unique shape to be used to enjoying their coffee.



Figure 3 Coffee Cup Preferences
Source: Instagram @tadasih_ (2020)

Figure 3 shows the coffee cup produced by the owner. According to the owner, the material used to make the cup brings a different coffee flavour. Therefore, even though coffee is from the same beans, the taste will be different if coffee serves in different cups. In addition, some cups can lower the temperature, and some cups can raise the temperature of the coffee after pouring. Therefore, the temperature of the coffee can causes a different taste sensation from the coffee.

Based on interviews, customers in the serving area always take photos, capture the moment, and upload it on social media. Photos of coffee and ambiance in the coffee shop serving area. The owner, interested in photography, is also taking photos of customers while enjoying the coffee he has served and occasionally sharing photography techniques with customers. Customers happily uploaded their photos and experiences at the coffee shop on their social media accounts. In their post, the customer will mention the coffee shop's social media account @tadasih.

From the observations, every question related to the availability of coffee beans for tomorrow, coffee shop operating hours tomorrow, or questions about other information available on Instagram Tadasih, the owner consistently answers so that customers see for themselves on Instagram Tadasih.

Regular customers sometimes deliberately bring their books, photos, and a camera because they feel the owner has become a friend to have a great chat. First-time customers said they were satisfied because they had the experience of enjoying coffee and came to the coffee shop differently. In addition, the price was affordable, and they did not mind waiting in a queue for service.

The sustainability of the coffee shop is not on the express machine and not on its location but because Tadasih creates a narrative about the values of the upstream coffee beans to each guest, requested or not requested.

Customer Experience Builds Trust and Commitment

The selection of Instagram social media to promote coffee shops is the right step because it targets the digital society. The content presented on Instagram @tadasih.Jkt caused Instagram users to come to the coffee shop.

They present an unforgettable experience for customers that includes six things, namely: 1) taking a customer perspective, 2) identifying root causes, 3) uncovering risk segments, 4) capturing the emotional and cognitive responses of customers, 5) recognizing and preventing sales declines, and 6) prioritize actions to improve customer experience (Kennedy , Zaki, Lemon , Unmetzer, & Neely , 2018). Customer commitment results from their pleasant experiences interacting with Instagram and coffee shop owners, causing them to come regularly.

Instagram Tadasih content lets users know about Tadasih and talks it mouth-to-mouth online via Instagram to fellow users they know. This process is what is called e-WOM (e-Word of Mouth).

Emotional Bonding Towards Society 5.0 Model

Based on the research findings above, the process of forming emotional bonding can be described through a model adapted from the research of Gilboa, Guttman, & Mimran illustrated in Figure 4:

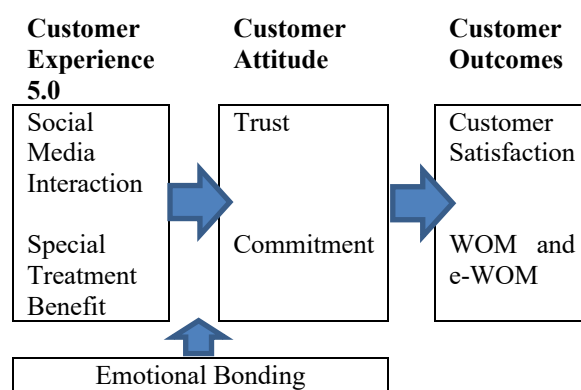


Figure 4 Emotional Bonding Towards Society 5.0 Model
 Source: Adapted from (Gilboa , Guttman, & Mimran , 2019)

The model illustrates the efforts made by small businesses to get customer satisfaction, WOM, and e-WOM. Based on this study, customers' trust and commitment create emotional bonding through social media interaction and special treatment obtained by customers when visiting a coffee shop.

CONCLUSION

Research on Coffee Shop Emotional Bonding Toward the 5.0 Approach produces a communication model that creates brand awareness through social media and customer experience 5.0. This research successfully answered the research question.

Tadasih's strategy is that Instagram is used to build brand awareness by building interactions through photos that tell exciting experiences with customers and the experience of getting coffee beans directly from coffee farmers.

Founder Tadasih creates a customer experience by interacting on social media and serving each customer personally.

Based on the results of the study, the customer will become trust and commit to the Tadasih coffee shop, which will result in their satisfaction and willingness to share their positive experiences through WOM and e-WOM.

This research is limited to describing the emotional bonding process in the Tadasih coffee shop with its customers. This research has yet to calculate how strong the level of emotional bonding that occurs between the Tadasih coffee shop and its customers influences the formation of customer loyalty.

Recommendations for future research use a quantitative approach to measure how much influence the emotional bonding between the Tadasih coffee shop and its customers affects the formation of customer loyalty.

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