



Isentia ID Case Study 'Espresso vs Espresso': Going Viral Gone Wrong

Now Brewing

This study covers conversations related to Rumah Sekara's video about the pronunciation of 'espresso' which was posted on TikTok.

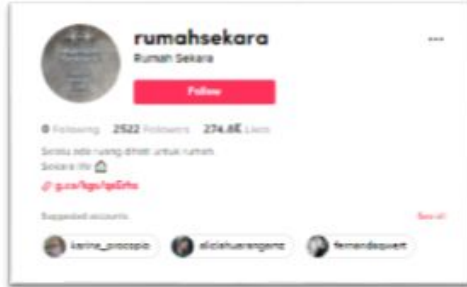
The data in this report covers **September 9 to 17, 2021** primary generated from several social media channels, namely Twitter, Facebook, Instagram, TikTok, including online news

The objectives of this study are:

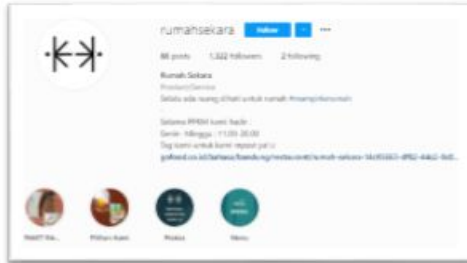
1. To uncover the netizens' perspective regarding the viral video of Rumah Sekara;
2. To describe how the incident affected the brand's reputation and its product; and,
3. To recognize how Isentia can help relevant industries to benefit from the findings.



Roasting the Right Coffee Beans



Established in 2021, Rumah Sekara is a local coffee brand located in Bandung, West Java. Among social media channels, the brand's presence is strongest on TikTok and Instagram, social media platforms used mainly by the younger millennials and Gen Z.



The viral story started with a 6-second video posted by Rumah Sekara's TikTok account on September 9. The video showed two baristas responding to customers who mispronounced "espresso" as "expresso". The baristas gave the customers sinister looks which seemed to be scoffing them for pronouncing the word wrongly.



'Expresso' Is Better Than 'Exbarista'

The TikTok video quickly went viral with more than 129.9K views and 9K comments. Beside the high engagement in the original post, a verified Twitter account called @AREAJULID which has 1.2 M followers also posted about the video. The tweet gained a huge number of engagements and thus added fuel to the flame.

The conversations about the coffee brand and “expresso” in digital platforms gained more than 2K buzz from September 9 to 15, 2021. The majority of the buzz, nearly 97%, came from Twitter then followed by Youtube with around 2.8% contribution. The rest consisted of 0.2% buzz from Online News and 0.1% buzz from Facebook.



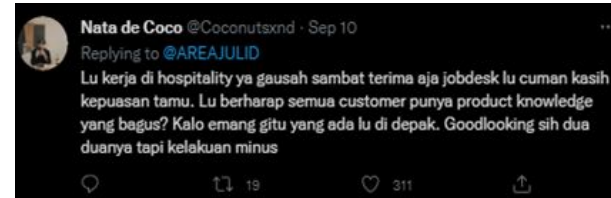
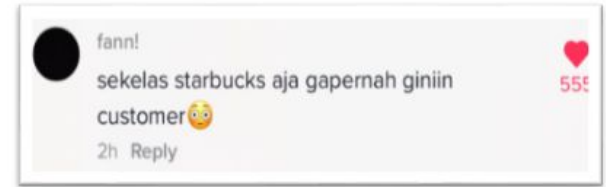
Is It Educational or Provocative?

Instead of being laughed at or perceived as educational, the video provoked criticism from netizens, not only on TikTok but also on other social media platforms such as Twitter. Negative responses were directed toward the brand itself and the baristas in the video.

Some netizens compared Rumah Sekara with Starbucks, whose staff was considered more polite to the customers despite being more popular.

Some others were criticizing the baristas' attitude. The baristas were expected to educate the customers, not giving menacing respond.

Referring to what was portrayed by the video, the attitude of the baristas are inappropriate to be manifested in the hospitality industry.

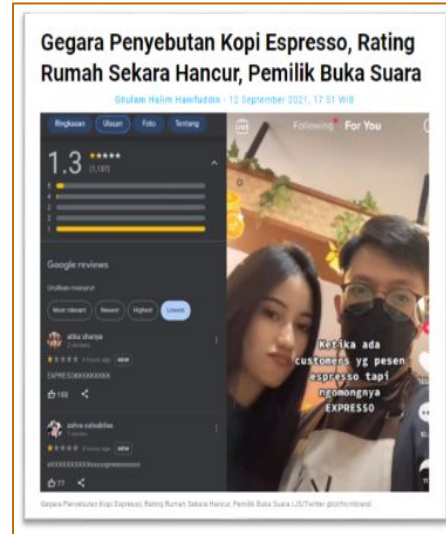
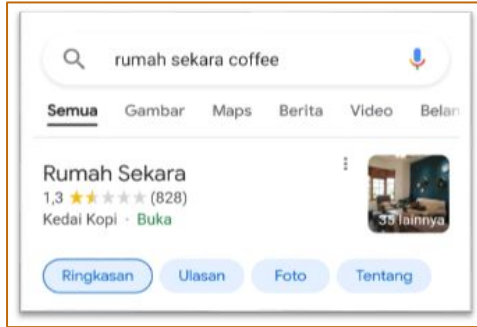


High Engagement ≠ High Rating

Following the backlash, Rumah Sekara made a move to remove the video from its TikTok account. However, the action seemed to be late and futile as the video was re-posted over and over again across various social media platforms. Therefore, it continued to stir debates.

The brand has also suffered more losses as their Google review rating went downhill. Their video has also received media coverage as well. The online news highlighted how netizens rated Rumah Sekara with 1-star in Google reviews.

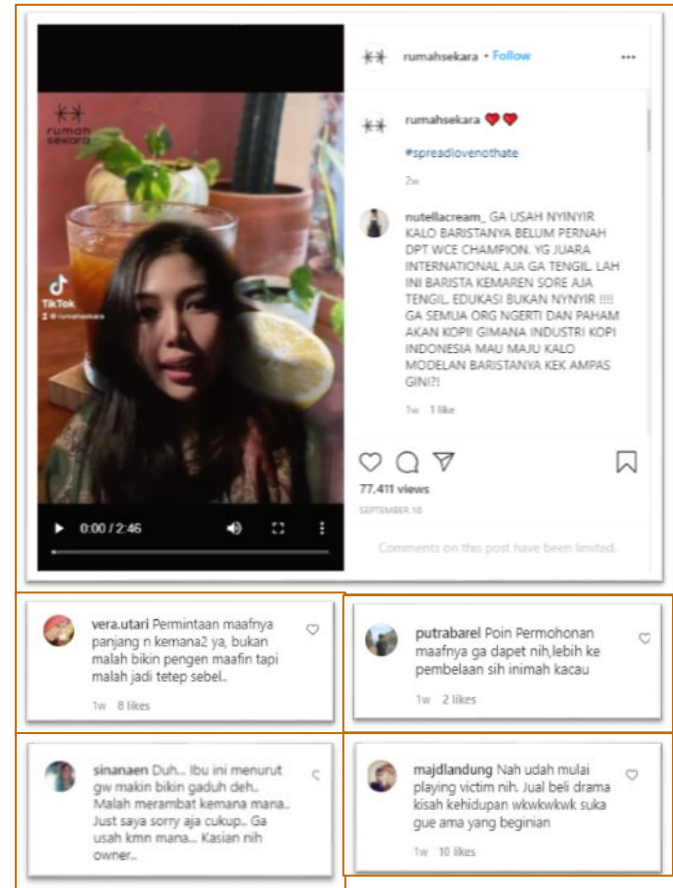
Gaining high engagement in social media indeed raises brand awareness, but it is not always in line with having good rating.



A Defensive Apology Is Not An Apology At All

To ease the damage of its viral video, Rumah Sekara posted an apology video through its social media accounts on TikTok and Instagram. In the video, the owner's representative of the brand expressed deepest apology regarding the TikTok content that went viral and triggered negative opinions.

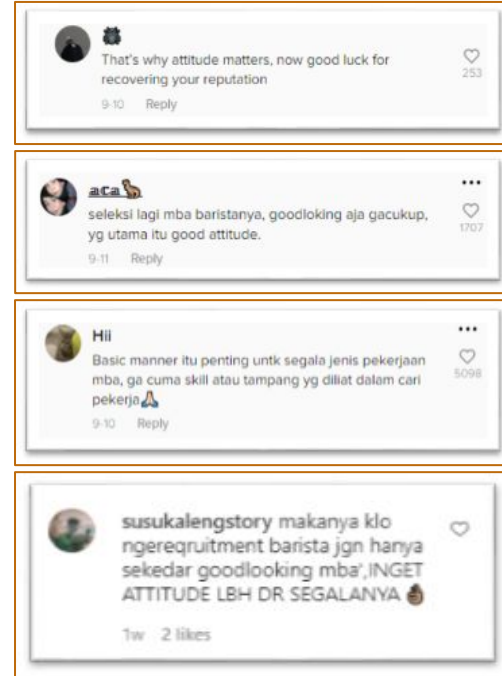
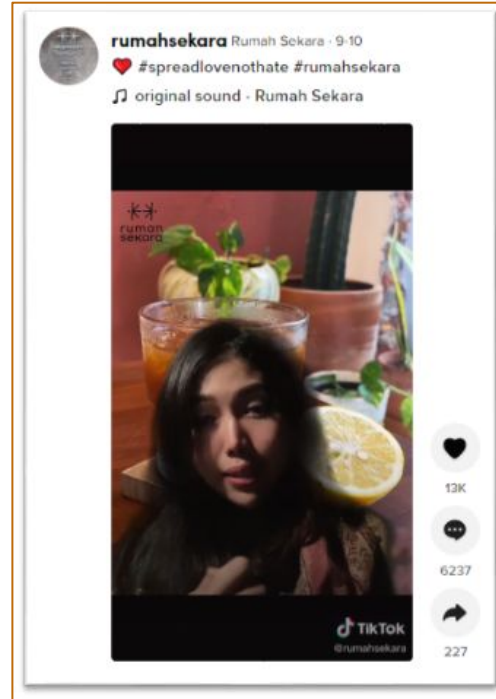
Unfortunately, many netizens called the apology video, which was almost 3-minute long, as defensive. They said the content of the apology video did not focus on the matter at hand and sounded more like justification. In an attempt to mend its image, the coffee brand unintentionally started other negative narratives instead. Thus, customers' perspective plays a big role in crafting effective apology.



Attitude Over Looks

Apparently, the content of the apology video was not the only thing that was criticized by netizens. Even after the apology video was released, the backlash still affected the baristas appearing in the viral video. Employing baristas with good attitude, not just good looks or skills, was something that was heavily emphasized by the netizens.

Looking at netizens' reactions, the apology video was unable to fix the communication disaster and did not meet netizens' expectations. This shows that understanding customers' responses in a crisis is pivotal in the planning of future actions. In order to win back customers and improve services, a brand needs to take into account the concern of customers – in this case, attitude.



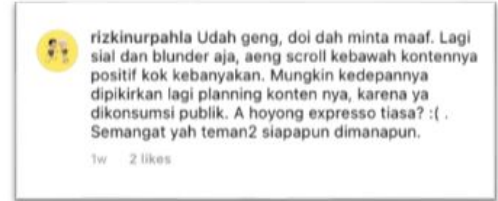
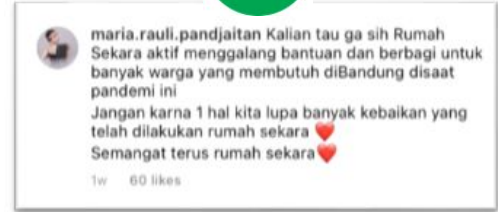
One Bad Bean Spoils the Whole Coffee



People may forgive, but they hardly forget. While an apology should have ended a communication crisis, again and again netizens manage to prove otherwise.

Before things went downhill, the coffee brand was originally active in posting positive contents which in turn attracted positive comments. But because of its TikTok video, even after an apology was issued, the positive posts even received negative responses.

Rumah Sekara's good deeds, such as donating for a cause such as the COVID-19 pandemic was slammed as a way to gain customers' sympathy. Brands need to find out insights by diving deeper into social media buzz, so they can craft creative ways of fitting into the conversations.



The Real “Expresso” is Coming to Town

Interestingly, in the apology video which was discussed previously, the owner's representative of Rumah Sekara also revealed that a new menu called “Expresso” would be launched later in the month.

Then on September 10, “Expresso” was introduced but netizens were still unable to forget the viral video. Thus, the new beverage menu received many negative comments. Being sarcastic, some netizens said they were not interested in trying “Expresso” because they did not want to be mocked by the coffee brand's baristas.

Whether the video is a deliberate marketing strategy or not, it seemed to miss the target as netizens did not express interest in the new beverage called “Expresso”.





Surviving A “Pressed” Competition

Small-scale coffee brand business is currently trending in Indonesia. Across various regions, little shops can be found in every corner of the street. With such tight competition, Rumah Sekara’s product innovation – “Espresso” – can be a selling point.

Nonetheless, amidst the debatable video by the coffee brand which was then followed by product launch, netizens desired more friendly attitude from employees and more educational marketing content. Friendly baristas make customers comfortable and loyal. While for promotional content, a clear purpose, word choice, and facial expressions are points of consideration. Listening to what customers say provides further insights to stay ahead in the game.

What Isentia Can Do for You?

The use of social media as the medium for brands to engage with customers has been getting more intense. Customers have the power to voice their complaints on social media that can risk a brand's reputation. That is why it is important to anticipate potential crisis scenarios. **Isentia can assist brands to discover the problem and determine the proper communication plans.**

Understanding the needs of the target market is also crucial to boost positive media presence. Isentia can uncover audience's perspective and preferences, then crawl through the sentiments given toward the brand. By doing so, **Isentia can provide the necessary insights from social media conversations so brands can upscale their social media activities and strategies that will help them strengthen their brand image.**

Considering tight competition in the industry, brands need to stay updated and keep innovating. For this purpose, **Isentia can spot trends and unlock the latest trends in relevant industries so brands can stay ahead of any competition.** Social media listening also gives an understanding of what consumers likes and dislikes that may inspire brands to make innovations that can drive customer satisfaction.



What our Insights leaders in Indonesia say

Nur Fitriana

Senior Insights Analyst, Indonesia



“In today’s social age, consumer opinion about products and customer service can make or break your business. Social media listening provides insights into what consumers say about your brand. Using these insights, brands can build a strong social media marketing strategy to maintain their reputation and improve the customer experience.”

Fadhliyah Fajrin Torada

Insights Analyst, Indonesia



“Nowadays, social media is an important aspect of marketing system, thus brands must always pay attention to feedbacks regarding their product that published on social media. All these contents have to be analyzed carefully to generate insights that could effectively assist businesses in decision making within the company.”

What our Insights leaders in Indonesia say

Adam Rifki

Research Executive, Indonesia



“As written on ‘17 Reasons Why Businesses Fail: Unscrew Yourself From Business Failure’ by Pooja Agnihotri, the most important purpose of any product is to satisfy a customer’s need and not the entrepreneur’s need. Referring to that idea, brands need to take account of what their audience’s needs in order to satisfy both parties.”

Harriahzsa Suciana Rizky

Research Executive, Indonesia



“Listening to social conversations is important to understand what consumers need because many of them use social media regularly. With the right analysis, it helps businesses to be sharper and more precise in targeting consumers. In addition, it also helps them to be more effective and efficient, as well as pinpoints potential problems, so they can avoid harmful issues.”

What our Insights leaders in Indonesia say

Jessica Aditya
Insights Manager, Indonesia



“Content creation indeed plays a crucial role in this time of digital disruption. Nonetheless, brands shall not disregard the important fact that being viral does not always mean a good thing. High engagement raises brand awareness, but it will only bring benefits to a brand when it is accompanied by positive responses. This is where social media listening can help.”



Please do not hesitate to get in touch with us
for more information on this whitepaper.

Contact Us

 :brand@isentia.com

 : isentia.com

in : [linkedin.com/company/isentia/](https://www.linkedin.com/company/isentia/)

f : [facebook.com/isentiacom](https://www.facebook.com/isentiacom)