

Enhancing Operational Performance through Social Media Optimization and Effective Inventory Control Using the Reorder Point Method at Swakarja Coffee and Space

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Abstract

This research at Swakarja Coffee & Space aims to analyze the effectiveness of social media management and inventory control systems. The study employs a qualitative descriptive approach using observation, interviews with management and staff, daily sales records and documentation methods to identify key operational issues. The findings reveal two main problems. First, the utilization of social media platforms such as Instagram and TikTok is not yet optimal. The Instagram profile lacks complete information regarding online ordering services, and content updates remain inconsistent. Similarly, the TikTok account shows long posting intervals, which limits audience engagement and the growth of brand awareness. Second, the inventory control system is still ineffective. Several materials, such as Arabica coffee beans and whipped cream, often run out due to late reordering and procurement difficulties. This last-minute ordering pattern causes stockouts and temporary unavailability of several menu items, leading to decreased customer satisfaction and reduced sales. Therefore, this study recommends that Swakarja Coffee & Space evaluate its social media strategy and implement an inventory control system based on the Reorder point (ROP) method, along with maintaining adequate safety stock to ensure material availability and operational efficiency.

Keywords: *Social Media, Inventory Control, Reorder Point (ROP), Swakarja Coffee and Space*

INTRODUCTION

Coffee consumption continues to increase and is projected to grow until 2021, even though local coffee production has significantly decreased from 2018 to 2019 and is expected to keep declining until 2021. This situation creates a potential opportunity for coffee producers, especially Small and Medium Enterprises (SMEs), which dominate the coffee market (Pramagista & Wandebori, 2021).

Economic activities cannot exist without production (Sutisnawati et al., 2024). To achieve optimal efficiency, productivity, and quality, operational management plays a crucial role in managing various production components (Julyanthry et al., 2020). Operational management involves all processes of transforming raw materials into finished products, where efficiency, proper production scheduling, optimal resource utilization, and comprehensive planning are the keys to success (Sutisnawati et al., 2024). In the modern era, where digital technology grows rapidly, people can easily complete various tasks both from home and the workplace. Digital marketing, defined as the utilization of internet and information technology to enhance and expand traditional marketing functions, has become one of the main marketing media today (Silvia Salsabilah et al., 2025).

Swakarja Coffee and Space is a local coffee business established in May 2023, adopting a traditional-modern concept. Based on observations, two main problems were identified. First, the utilization of social media platforms, particularly Instagram and TikTok, has not been optimized. Second, the inventory control, such as coffee beans and whipped cream, is not well planned, resulting in frequent stock shortages.

These conditions indicate a gap between actual practices and the ideal concepts of management. Theoretically, social media serves as a platform for interaction and promotion, allowing businesses to communicate with customers, share relevant information, and increase product visibility (Sari, 2024). Moreover, social media is an effective tool for promoting products on regional, national, and even international levels (Silvia Salsabilah et al., 2025). On the other hand, inventory management aims to control stock levels to ensure timely procurement with optimal costs. Therefore, the implementation of proper inventory control is essential to achieve both efficiency and effectiveness (Dr. Siti Aisyah dkk., 2020). These two aspects digital marketing and inventory management are interconnected and play a significant role in maintaining sustainable coffee shop operations.

Based on these problems, this study aims to analyze two main aspects of Swakarja Coffee and Space: the utilization of social media platforms as a promotional medium and the inventory control system. Through this analysis, the study seeks to identify the effectiveness of social media in supporting marketing strategies and evaluate the efficiency of inventory control in maintaining smooth operations. The findings are expected to contribute theoretically by providing insights into the application of digital marketing and inventory management in small and medium enterprises, and practically by serving as a recommendation for Swakarja Coffee and Space in optimizing promotional strategies and inventory planning.

LITERATURE REVIEW

Operational Management

Operations management is an essential factor within a company, as it governs the implementation of operational activities throughout the production process. Every company requires proper supervision of its core divisions, including finance, marketing, and production, all of which are integral parts of operational activities (Hasan et al., 2023). Operations management encompasses various actions involved in transforming raw materials into finished products. In this regard, operational efficiency, proper production scheduling, optimal resource utilization, and thorough planning are key factors that determine success (Sutisnawati et al., 2024).

Digital Marketing

Digital marketing refers to promotional and market-seeking activities conducted through digital and online media by utilizing various tools such as social networks. Marketing trends around the world have shifted from conventional (offline) methods to digital (online) approaches. This digital marketing strategy is considered more prospective, as it allows potential customers to obtain comprehensive information about products and conduct transactions through the internet (Sulaksono, 2020). According to the Ministry of Communication and Information Technology, more than 63 million people in Indonesia—95% of whom use the internet to access social media—are actively engaged in online platforms. Therefore, digital marketing can be defined as the utilization of digital technology to create online channels that connect products or services with the market. These channels include various platforms such as websites, email, and databases, as well as emerging media like digital television, blogs, feeds, and podcasts (Silvia Salsabilah et al., 2025).

Inventory Control

Inventory represents a company's resources in the form of goods that will be used for future needs. It includes merchandise owned by the company that can be resold or utilized in the production process, which may consist of raw materials, work-in-progress goods, and finished products ready for sale (Wagiyo & Bella, 2020). There are various inventory management methods that can be applied, including the Economic Order Quantity (EOQ), Reorder Point (ROP), and Safety Stock methods (Ardianto & Wardana, 2025).

METHODOLOGY

This study employs a qualitative descriptive approach with a case study design use ROP method for inventory control problem. The research was conducted at Swakarja Coffee and Space, a local coffee business established in May 2023. The study focuses on analyzing two main aspects identified from the observations: (1) the utilization of social media platforms as a marketing tool, and (2) inventory control within the company's operations.

Data were collected through direct observation, interviews with management and staff, documentation, and daily sales records. The daily sales data were analyzed to identify issues in inventory control, particularly regarding inconsistencies between sales volume and stock availability, indicating that the company's inventory management system is not yet optimal. In addition, the company's social media activities particularly on Instagram and TikTok were examined to assess the effectiveness of digital marketing strategies in promoting products and engaging with customers.

All collected data were analyzed using a descriptive qualitative method, involving data reduction, categorization, interpretation, and conclusion drawing. This approach aims to provide a comprehensive understanding of current operational and marketing practices at Swakarja Coffee and Space and to identify areas for improvement in both social media utilization and inventory control.

RESULTS AND DISCUSSION

1. Social Media Optimization / Utilization

Instagram has not been utilized effectively. The profile and stories of Swakarja Coffee and Space do not provide information regarding online ordering through ShopeeFood, making it difficult for customers to access the service. Content updates are also inconsistent, particularly regarding available menu items. The Instagram profile and stories are rarely updated with content related to the menu, especially best-selling items. Consequently, promotional activities and sales performance have not reached their full potential.

Similarly, the use of TikTok has not been effective. The account has only 136 followers, and content updates are irregular. The last upload was on 26 August 2025, followed by the next on 10 October 2025, indicating a long period of inactivity. In addition, the number of viewers per video is unstable, reducing the likelihood of appearing consistently on the "For You Page" (FYP) and limiting the potential reach and popularity of the account. The management representative, Achmad Yulfikar, stated that "Swakarja's

social media has not been utilized optimally and has become stagnant in terms of followers and viewers; therefore, digital promotion is carried out through local influencers.”

To improve social media utilization, Instagram content can be scheduled regularly through a weekly content calendar. Suggested content includes photos of the coffee shop ambiance, daily or weekly menu information, and promotions of best-selling items. Instagram features such as Stories, Reels, and Highlights should also be maximized to facilitate quick and engaging access to information.

Promotion of online ordering services via ShopeeFood should be conducted consistently. The coffee shop can add an information about ShopeeFood to the Instagram, create posts explaining the ordering process, and upload promotional or discount content for customers ordering through the platform, increasing customer awareness and convenience.

Meanwhile, TikTok can be used as an effective promotional medium by maintaining consistent content creation and uploads. Short videos showcasing the coffee-making process, the coffee shop ambiance, customer reviews, or viral trends can serve as engaging content. By following popular formats and trending audio, the account can expand its audience reach and enhance customer interaction significantly.

After implementing these strategies, Swakarja Coffee and Space experienced significant improvements in its digital presence and customer engagement. Achmad Yulfikar from the management team stated that “after considering and implementing the suggested improvements, Swakarja’s social media accounts have become more interactive between the media team and customers. This improvement is reflected in the increased number of story shares and replies on both Instagram and TikTok accounts”. The consistent scheduling of Instagram content through a weekly calendar led to increased visibility and interaction rates, with followers showing greater interest in updated menu information and promotional offers. Similarly, the regular posting of creative TikTok videos following trending formats and audio boosted the account’s reach and engagement, enabling several videos to appear on the “For You Page” (FYP). As a result, brand awareness expanded, Customer visits at the café increased steadily, and Swakarja’s overall marketing performance became more effective and measurable through social media analytics.

2. Inventory Control Analysis

Inventory control at Swakarja has not been running effectively. Several issues arise in managing raw materials, such as inaccurate demand forecasting, delayed ordering, and difficulty obtaining certain ingredients. “We have had to decline several customer orders due to depleted raw material stocks and the need to wait for new supplies to arrive,” said Erika Dais, a cashier at Swakarja. These problems disrupt daily operations and affect customer satisfaction.

One major issue is that some raw materials run out faster than expected, indicating poor monitoring of usage and inaccurate planning. Orders are often placed only when stock is nearly depleted, increasing the risk of delays due to the absence of sufficient safety stock. As a result, several menu items become unavailable, which negatively impacts sales and customer trust.

The table below shows products that were unavailable due to stock shortages and lack of safety stock, based on daily cashier reports and inventory data.

Tabel 1. 1 List of Unavailable Products Due to Raw Material Shortages

No	Product Name	Dates Unavailable (October 2025)	Cause
1	Americano	7 and 11	Out of Arabica coffee beans
2	Cappuccino	1, 7 and 11	Out of Arabica coffee beans
3	Caffe Latte (Hot)	7 and 11	Out of Arabica coffee beans
4	Piccolo	7 and 11	Out of Arabica coffee beans
5	Caramel Machiato	22	<i>Out of whipped cream and caramel</i>

For instance, in October 2025, products such as Americano, Cappuccino, and Caffe Latte could not be sold on certain days due to the depletion of Arabica coffee beans. Similarly, Caramel Macchiato was unavailable when whipped cream and caramel ran out. Furthermore, the limited availability of specific ingredients like whipped cream complicates procurement and continuity of product offerings.

To improve inventory management, Swakarja should enhance demand forecasting using sales data, establish regular ordering schedules, and adopt digital stock tracking systems. Collaboration with multiple suppliers is also necessary to prevent shortages. Implementing the **Reorder Point (ROP)** system is recommended to determine the optimal time for

reordering, alongside the **First In, First Out (FIFO)** method to ensure older stock is used first.

The ROP formula is:

$$\text{ROP} = (d \times L) + \text{SS}$$

Keterangan:

d = average daily usage

L = lead time (days)

SS = safety stock

Tabel 1. 2 Reorder Point (ROP) Calculation for Raw Materials at Swakarja

No	Raw Material	Average Usage/Day	Lead Time (Days)	Demand During Lead Time	Safety Stock	ROP
1.	Robusta	400 gr	2	800 gr	1000 gr	1800 gr
2.	Arabika	300 gr	2	600 gr	1000 gr	1600 gr
3.	Fresh Milk	10 ℓ	1	10 ℓ	10 ℓ	20 ℓ

Based on calculations, Swakarja should reorder Robusta coffee at 1.8 kg, Arabica coffee at 1.6 kg, and fresh milk at 20 liters. By applying ROP consistently, Swakarja can minimize stockouts, improve operational efficiency, and maintain better service quality.

After implementing the Reorder Point (ROP) and First In First Out (FIFO) methods, Swakarja experienced significant improvements in inventory stability and operational efficiency. Safiera from the management team stated that “the purchase of raw materials has increased compared to previous months due to fluctuations in rising customer demand. However, by applying the Reorder Point (ROP) method, inventory control has become more efficient and has significantly reduced order rejections caused by delayed restocking of raw materials”. Stock shortages became less frequent, allowing all menu items to remain consistently available to customers. The systematic reordering process ensured that raw materials were replenished on time, reducing waiting periods and preventing disruption of daily operations. Additionally, the application of FIFO helped maintain product freshness and minimize waste. As a result, customer satisfaction increased, sales performance improved, and Swakarja’s overall supply management became more reliable and well-organized.

CONCLUSION AND SUGGESTIONS

In conclusion, the observation at Swakarja Coffee and Space highlights two main operational issues: ineffective social media management and inefficient inventory control. The company has not fully utilized digital platforms such as Instagram and TikTok to promote its products and engage customers, resulting in limited audience reach and inconsistent brand visibility. Likewise, inventory management has not been optimized, as frequent shortages of key materials such as Arabica coffee beans, fresh milk, and whipped cream disrupt daily operations and reduce customer satisfaction.

To address these challenges, Swakarja should strengthen its digital marketing strategy by maintaining consistent content updates, utilizing interactive features on Instagram and TikTok, and promoting online ordering services through ShopeeFood. In addition, the company should enhance its inventory control by applying the Reorder Point (ROP) method and maintaining sufficient safety stock to ensure timely reordering and material availability. Implementing a digital stock monitoring system, supported by accurate demand forecasting and collaboration with multiple suppliers, will further improve efficiency and service reliability. Through these improvements, Swakarja Coffee and Space can enhance its operational performance, strengthen its brand presence, and provide a better experience for customers.

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