

Comparison of Business Revenue In Implementing Conventional and Digital Marketing On The Food Franchise Business (Case Study at Sego Njamor Outlet)

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Abstract

This research aims to describe the application of digital marketing, analyze the income of Sego Njamor franchise outlets, and analyze comparisons of purchase transactions at Sego Njamor franchise outlets when carrying out conventional and digital marketing. The method of determining the sample by purposive sampling. Primary data collection by way of interviews assisted by using a questionnaire. The results of this study are: The Sego Njamor franchise outlet uses social media marketing to advertise, and e-commerce as a place to make purchase transactions by customers. The income of the Sego Njamor franchise outlet at Superindo Arif Rahman Hakim is IDR 40,608,887,- with an average income of IDR 4,794,369,-/month. T-test results from comparisons of purchase transactions, it can be concluded that digital marketing has been implemented can affect the income of Sego Njamor franchise outlets.

Keywords: Income, Digital Marketing, and Comparison.

INTRODUCTION

Sego Njamor is a trademark of CV. Sego Njamor implemented the system of *digital marketing* through social media. Sego Njamor presents fast food products (*fast food*) with the main ingredient of Mushrooms. All types of mushrooms that are popular in Indonesian society are served in the form of healthy and practical food. Sego Njamor's

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IJEBIR, Volume 02 Issue 05, 2023



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mainstay product is Nasi Mushroom style Japanese onigiri rice which is seasoned with the best selected spices with a mixture of Oyster Mushrooms as the main ingredient.

At the Sego Njamoer outlet, 2 marketing systems are implemented, namely conventional and digital marketing. In the conventional marketing process, it is applied as usual, namely making promotional banners and coupons. Meanwhile, on the system digital *marketing* is done through social *media marketing* and *e-commerce*. Process Digital *marketing* Through social media this has been going on since 2010, namely Instagram and Twitter, in contrast to *ecommerce*. This store operated digital *marketing* through *e-commerce* through grab food, *go food*, and *shopee food*.

Table 1. Revenue of Sego Njamoer Arif Rahman Hakim outlet in 2022

No.	Month	Income (IDR)
1.	June	21.885.000
2.	July	21.490.750
3.	August	25.666.500
4.	September	17.989.500

Source: Sego Njamoer, processed data 2022

Ten years since Sego Njamoer has been running, there have been 48 outlets franchise Sego Njamoer is spread across various shopping centers on the island of Java. However, there were unexpected problems by Sego Njamoer's previous management which resulted in decreased revenue. It was marked by a decrease in sales volume which resulted in a decrease in outlet revenue. To be able to find out the increase in revenue that occurred at the outlet franchise Sego Njamoer, it is necessary to calculate the total receipts, total costs, and profits, and comparison of purchase transactions at outlets franchise Sego Njamoer in conducting conventional marketing and digital *marketing*. This is done to find out the increase in profits earned by Sego Njamoer outlets while using the conventional marketing system and digital *marketing*.

Objectives

This article intends

1. To describe the implementation of digital *marketing* which is done at the booth franchise Sego Njamoer
2. To analyze the calculation of outlet revenue franchise Sego Njamoer



3. To analyzed comparisons of purchase transactions at outlets franchise Sego Njamoer in conducting conventional marketing and digital *marketing*

LITERATURE REVIEW

Digital Marketing

Digital *marketing* has a meaning that is almost the same as electronic marketing (*e-marketing*) both describe the management and implementation of marketing using electronic media, so what is meant by digital marketing to the market (*website, email, database, digital TV, and through various other recent innovations included in it blog, feed, and social networks*) that contribute to marketing activities aimed at making a profit and building and developing relationships with customers (Dave Chaffey *et al.*, 2000).

Social Media Marketing

Social Media is media designed to facilitate social interaction that is interactive and two-way. Social media is based on internet technology which changes the pattern of information dissemination which previously was one to many audiences, many audiences to many audiences (Paramitha, 2011). *Social Media Marketing* is a strategy of marketing activities using social media sites such as Facebook, Twitter, Instagram, Pinterest, YouTube, and so on. Social media is a powerful way to market our goods and services through internet marketing.

E-Commerce

E-Commerce is defined as the process by which entities and individuals exchange commodities online using an internet-mediated system supported by data transmission and an electronic monetary system. Significant growth in e-commerce shows how the modern economy is increasingly based on electronic markets (Kanani & Glave-Geo, 2021).

Income

Income is the amount of income received by residents for their work performance during a certain period, whether daily, weekly, monthly, or yearly. The source of income for most rural households is not only from one source but from several sources or it can be said that households diversify jobs or have various sources of income (Sukirno, 2008).

RESEARCH METHODS



This research is a quantitative descriptive research using the technique of *purposive sampling*. Technique *Purposive sampling* This is a technique of taking informants or sources with specific goals by the research theme because that person is considered to have the information needed for research. This study focused on 1 Sego Njamoer outlet, this is due to outlet ownership franchises being different, and the average store owner does not provide access to company financial data.

Some of the analyses used in this qualitative descriptive analysis are as follows :

1) Cost Analysis

Selling costs are classified into fixed costs (*fixed cost*), variable costs (*variable cost*), and total costs (*total cost*). The equation used for cost analysis is as follows:

$$TC = TFC + TVC$$

Information :

TC = *Total cost* (total cost)

TFC = *Total fixed cost* (total fixed costs)

TVC = *variable total cost* (total variable costs)

2) Acceptance Analysis

Analysis to calculate receipts (TR) at outlets franchise is the product price multiplied by the number of product sales with the following formula:

$$TR = P \times Q$$

Information :

TR = *Total Revenue*/total income

P = *Price*/price

Q = *Quantity*/ amount of sales

3) Revenue Analysis

Income is the difference between total *revenue* (acceptance) and total *cost* (cost) within a certain period (Ekowati, T. E., *et al.*, 2014). This study uses income data every 1 month for 1 year. The following is the formula for calculating income:

$$\pi = TR - TC$$

Information :

π = Income (Rp)

TR = *Total Revenue*/Total receipts (Rp)

TC = *Total cost*/Total cost (Rp)

4) Comparison (Comparison)

Comparative analysis is used to test comparisons between two or more data samples (*k-samples*). So, the data being compared in this study is the frequency

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of transactions in 1 month from outlets franchise Sego Njamoer on the use of conventional and digital *marketing* 12 months or 1 year. This study used the t-test (*Independent Sample T-Test*) and tools *IBM SPSS Statistics Version 21*. The use of statistics in this study is to decide whether a hypothesis is accepted or rejected. The significant level used is 0.05. As for analyzing the data is as follows *Analysis* → *Compare Mean* → *Paired Sample t-test*.

RESULTS AND DISCUSSION

Sego Njamoer actively uses social media as a means of digital marketing and also builds brand image through Instagram, Facebook, and Twitter. These three applications have had a significant impact on purchasing Sego Njamoer products through social media promotions, such as visit from influencers, *selebgram*, or *food vloggers* to Sego Njamoer outlets. The use of social media as a means of promoting Sego Njamoer products began in 2010. This supports marketing activities even though the use of social media in 2010 was not as much as in the last 5 years. Several influencers who have visited Sego Njamoer include almasqol, Juli Dwinata, Masyege, and so forth. Social media marketing strategies used in addition to visiting influencers, celebgram and food *vlogger* namely by using *Facebook Ads*. Apart from increasing sales and social media promotion, these two strategies are used to introduce Sego Njamoer products to a wide audience of all ages. The budget costs incurred for purposes social *media marketing* range from IDR 400,000 to IDR 600,000 per month.

Usage e-commerce in carrying out buying and selling transactions is considered very easy for sellers and buyers, only on condition that sellers and buyers must be connected to the internet only. As for e-commerce the ones used by Sego Njamoer are Shopee, Go-jek, and Grab. Sego Njamoer took advantage of the features in the three e-commerce the. Supporting features of the three e-commerce These are Shopee Food, Go-Food, and Grab Food. The reason behind the use e-commerce is having a feature that offers food delivery services that can be ordered by the public without having to go to the location where the product is sold. The use of Go-Food and Grabfood delivery services at Sego Njamoer Arif Rahman Hakim outlets began in 2018, while Shopee Food was only used in 2020 and utilized other supporting features as a strategy to increase sales of Sego Njamoer products, including free voucher delivery and discount.



1) Fixed cost

There are fixed costs at the outlet franchise Sego Njamoer is the cost of depreciation of equipment and outlet costs. Depreciation expense is an allocation of the amount that an asset can depreciate over its useful life. Depreciation of assets begins when the asset is ready for use, namely when the asset is in the desired location and condition so that the asset is ready for use according to management's wishes and intentions. Table 2 is a breakdown of depreciation costs at Sego Njamoer Arif Rahman Hakim franchise outlets.

Table 2. Store Depreciation Cost *Franchise* Sego Njamoer ARH Year 2022

Tool		Unit Price (Rp)	Total Investment (Rp)	Economic age	Residual Value (Rp)	Depreciation / year (Rp)	Depreciation / month (Rp)
Freezer		.100.000	.100.000		300.000	.800.000	25.000
Stove	1	339.000	339.000	7	48.429	290.571	4.036
Magic com	1	1.225.000	1.225.000	7	175.000	1.050.000	14.583
Frying pan	2	315.000	630.000	5	126.000	504.000	10.500
Deep fryer set	1	375.000	375.000	5	75.000	300.000	6.250
Spatula	2	35.000	70.000	5	14.000	56.000	1.167
Electronic Scales	1	30.000	30.000	5	6.000	24.000	500
Onigiri Mold	4	12.500	50.000	5	10.000	40.000	833
Rice scoop	3	5.000	15.000	5	3.000	12.000	250
Pencapit Stainless Steel	2	12.000	24.000	5	4.800	19.200	400
Stainless Steel Square	4	30.000	120.000	5	24.000	96.000	2.000
Scissors	2	15.000	30.000	5	6.000	24.000	500
Stand Booth Outlet	1	15.000.000	15.000.000	10	1.500.000	13.500.000	125.000
Total	25	19.493.500	20.008.000		792.229	4.215.771	66.019

Source: Primary data processed, 2023



Fixed costs are generally defined as costs that are relatively fixed in amount, and continue to be incurred even if sales of Sego Njamoer products experience an increase or decrease in sales. Fixed costs incurred at the outlet franchise Sego Njamoer is the amount of each component of fixed costs can be seen in table 3.

Table 3. Store Fixed Costs *Franchise* Sego Njamoer ARH Year 2022

Description	Total (IDR)	Average (IDR)
Cost of depreciation		
Freezer	1.800.000	25.000
Stove	290.571	4.036
Magic com	1.050.000	14.583
Frying pan	504.000	10.500
Deep fryer set	300.000	6.250
Spatula	56.000	1.167
Electronic Scales	24.000	500
Onigiri Mold	40.000	833
Rice scoop	12.000	250
Pencapit Stainless Steel	19.200	400
Stainless Steel Square Basin	96.000	2.000
Scissors	24.000	500
Outlet Fee		
Sewa Outlet	21.120.000	1.760.000
Stand Booth Outlet	15.000.000	125.000
Total Fixed Cost (TFC)	40.335.771	1.951.019

Source: Primary data processed, 2023

2) Variable Cost

Several costs are categorized under variable costs that are used for outlet operations franchise Sego Njamoer in each month, including raw material costs, support



costs, fuel costs, operational costs, and marketing costs. Variable costs incurred by outlets franchise Sego Njamoer can be seen in Table 4.

Table 4. Store Variable Costs *Franchise Sego Njamoer* ARH Year 2022

Description	Total	Rate-rate
Raw Material Costs		
Main Raw Materials	142.728.000	11.894.000
Incidental Raw Materials	3.586.000	298.833
Supporting Fees		
Incidental Non-Raw Materials	5.198.100	433.175
Fuel Cost		
LPG	1.404.000	117.000
Operating costs		
Water + Electricity	820.000	68.333
Outlet Crew Salary	31.611.750	2.634.313
Bonus Crew	2.981.492	248.458
Marketing Expenses		
Internet packages	786.000	65.500
Marketing Outlet	1.975.000	164.583
Promotion media	197.000	16.417
Total Variable Cost (TVC)	191.287.342	15.940.612

Source: Primary data processed, 2023

3) *Total Cost*

Total costs are the sum of fixed costs and variable costs, where the details of fixed costs and variable costs have been listed in the previous table. The following is the total cost incurred by the outlet franchise Sego Njamoer who took place at Superindo Arif Rahman Hakim Surabaya for 12 months or 1 year in 2022 which is presented in table 5.



**Table 5. Calculation of Total Costs at the Outlet Franchise Sego Njamoer ARH
Year 2022**

Fee Type	Total (IDR)	Average (IDR)
Fixed Cost (TFC)	40.335.771	1.951.019
Variable Cost (TVC)	191.287.342	15.940.612
Total Cost (TC)	231.623.113	17.891.631

Source: Primary data processed, 2023

Based on the data in the table above, shows that the total operational costs incurred by outlets franchise Sego Njamoer Superindo Arif Rahman Hakim to be able to operate as outlets for food & beverage in 2022 amounting to Rp. 231,623,113, - with an average total spending per month of Rp. 17,891,631, -.

4) Total Admissions

In the following, you can see the results of sales receipts from Sego Njamoer products every month in 2022.

**Table 6. Counter Acceptance Calculation Franchise Sego Njamoer ARH for One
Year**

Moon	Cash Turnover (Rp)	Non-Cash Turnover (Rp)	Total Turnover (Rp)
Jan-23	16.735.000	10.719.000	27.454.000
Feb-23	12.272.000	10.765.000	23.037.000
Mar-23	9.290.000	15.881.000	25.171.000
Apr-23	7.857.000	18.169.000	26.026.000
May-23	9.339.000	15.165.000	24.504.000
Jun-23	6.862.000	15.022.000	21.884.000
Jul-23	5.478.000	16.014.000	21.492.000
Aug-23	6.116.000	19.554.000	25.670.000
Sep-23	6.056.000	11.931.000	17.987.000
Oct-23	6.836.000	13.591.000	20.427.000
Nov-23	12.828.000	12.314.000	25.142.000
Dec-23	6.601.000	6.837.000	13.438.000



Total Admissions	106.270.000	165.962.000	272.232.000
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Source: Primary data processed, 2023

Reception from the booth franchise Sego Njamoer Superindo Arif Rahman Hakim originates from the receipt of sales of products from Sego Njamoer. Revenue proceeds obtained from selling Sego Njamoer at outlets franchise Sego Njamoer Superindo Arif Rahman Hakim can be seen in the table above. Based on table 4.7, shows that the highest cash turnover received was in January, namely Rp. 16,735,000.-. This is due to the beginning of the semester, where January is the season after school and lecture holidays which causes an increase in sales. The lowest cash turnover received was in July, which was Rp. 5,478,000.-.

5) Income

The following table shows the calculation of outlet operating income franchise Sego Njamoer at Superindo Arif Rahman Hakim Surabaya overall.

Table 7. Calculation of Total Costs, Receipts, and Store Revenues *Franchise Sego Njamoer Year 2022*

Description	Total (IDR)	Average (IDR)
Total Cost (TC)	231.623. 113	17.891.631
Acceptanc e (TR)	272.232. 000	22.686.000
Income (π)	40.608.8 87	4.794.369

Source: Primary data processed, 2023

Based on table 7, it can be seen that the amount of sales revenue for Sego Njamoer products at outlet franchise Sego Njamoer Superindo Arif Rahman Hakim Surabaya during 2022 amounted to Rp. 40,608,887, - with an average income of Rp. 4,794,369, - / month. From these data it shows that the outlet's income franchise Sego Njamoer at Superindo Arif Rahman Hakim Surabaya has a positive value/greater than the costs incurred, meaning that sales of Sego Njamoer products at outlet franchise Sego Njamoer can be said to be profitable.

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Comparison of Purchase Transactions at the Stand Franchise Sego Njamoer

Comparison of purchase transactions for Sego Njamoer products at outlet franchise Sego Njamoer at Superindo Arif Rahman Hakim Surabaya for 1 year, namely in 2022. The data used in this comparison is data on the frequency of consumer purchases at each marketing. Know the difference between the marketing system online and offline at different intensities, so that the data was tested using the independent sample t-test method.

The following is attached to table 8, which is data on the frequency of purchase transactions from Sego Njamoer products at outlet franchise Sego Njamoer at Superindo Arif Rahman Hakim Surabaya.

Table 8. Product Purchase Transaction Data for 2022

The month	Digital Marketing	Conventional Marketing
Jan-23	443	688
Feb-23	447	510
Mar-23	647	397
Apr-23	762	330
May-23	617	401
Jun-23	610	286
Jul-23	658	230
Aug-23	822	248
Sep-23	487	246
Oct-23	594	280
Nov-23	525	535
Dec-23	280	271

Source: Primary data processed, 2023

In table 8, it can be seen that in early 2022 there was an increase in sales in the conventional marketing system as indicated by the large number of purchase transactions for Sego Njamoer products. In contrast to the digital marketing system, the purchase transaction data listed has increased even though it is not stable.



Tabel 9. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Results of Marketing Transactions	Equal variances assumed	0.000	.995	3.455	22	.002	205.83333	59.57562	82.28105	329.38562
	Equal variances not assumed			3.455	1.973	.002	205.83333	59.57562	82.27222	329.39444

Source: Primary data processed, 2023

Based on table 9 shows a 2-tailed sig value of 0.002. The results of sig 2-tailed obtained a value of 0.002 which indicates smaller ($\leq$) than 0.05. So based on this test, it can be concluded that the null hypothesis (H_0) is rejected, meaning that the average purchase transaction at the outlet franchise Sego Njamoer with a digital marketing system is bigger than buying transactions at outlets franchise by using a conventional marketing system. So, it can be concluded that outlet revenue with a digital marketing system (*digital marketing*) is greater than income with conventional marketing systems.

In line with Amir's research (2019), it discusses the comparison of the income of flower traders who apply digital *marketing* with conventional marketing. The results of the comparative analysis in this study showed that sig 1-tailed obtained a value of 0.000 which is less than 0.05. So it can be concluded that the average profit of flower traders who implement an online marketing system is higher than the system offline.

CONCLUSION

Based on the results of research related to the Comparison of Income in Implementing Conventional Marketing and *Digital Marketing* on Business Franchise Food, conclusions can be obtained: First, franchise Sego Njamoer implemented digital *marketing* as a marketing medium to increase branding, as well as using social *media marketing for advertising*, and *e-commerce* as a place to do purchase transactions by customer. Second, Stall income franchise Sego Njamoer at Superindo Arif Rahman Hakim of IDR 40,608,887 with an average income of IDR 4,794,369 / month. Third, The results of the t-test from the comparison of Sego Njamoer product purchase transactions



can be concluded digital *marketing* which has been applied can affect the stall's income franchise Sego Njamoer.

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