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Food And Beverage Marketing Strategy With Digital Media Influencer At Sentrum Space D.I.Yogyakarta

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Abstract

This research is a report on an internship carried out by the author for 4 months at the Sentrum Space company, with a focus on the marketing division. The method used is a qualitative approach with data collection techniques through in-depth observation, participation as an intern, and documentation studies. The research aims to examine the influence of influencers in marketing Sentrum Space. SWOT analysis shows that the company's main strength is digital-based promotion and optimal use of Instagram features, while its weakness lies in the low quantity of human resources. The opportunity to be exploited is the development of digital technology and low brand awareness, while the threat is competition and lack of company recognition. The marketing strategy is based on SWOT analysis, with a focus on optimizing the use of digital platforms, improving service quality, and utilizing social media as a marketing tool. Thus, this research provides insight into Sentrum Space's digital marketing strategy and recommendations for increasing the company's marketing success through digital platforms.

Keywords: Digital Marketing, Social Media Marketing, Influencer, Marketing Strategy

INTRODUCTION

Currently there are many and growing coffee shops in Yogyakarta. The rapid development of the economy and communication technology provides various conveniences in the business world. It is hoped that the use of digital technology-based marketing concepts can provide direction for Micro, Small and Medium Enterprises to further develop and become the center of strength of the Indonesian economy. One of

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the media used is the Instagram application. Many coffee shops in Yogyakarta use Instagram as the main benchmark in terms of marketing. The aim of this research is to analyze the influence of e-WOM, content and promotion on the development of MSMEs, especially coffee shops in Yogyakarta. The sample used in this research was Micro, Small and Medium Coffee Shop Business actors in Yogyakarta. The data analysis methods used are descriptive statistical analysis and logistic regression analysis. The results of this research show that the e-WOM, Content and Promotion variables have a positive effect on Business Development. (El Hasanah, 2023).

This research examines the influence of content marketing, influencers and social media on consumer purchasing decisions of Instagram and TikTok users in Jogjakarta. The aim is to analyze the influence of each of these variables on purchasing decisions. Data was collected from 100 respondents using a survey method with purposive sampling. Data analysis includes validity and reliability tests, classical assumption tests, hypothesis tests, and coefficient of determination tests. The analysis technique used is multiple linear regression. The analysis results show that content marketing, influencers and social media have a positive and significant influence on purchasing decisions. The t test shows that the three independent variables have a significant effect on the dependent variable. The F test shows that the three variables simultaneously influence purchasing decisions. Adjusted R-square of 0.690 shows that 69 percent of the variation in purchasing decisions is explained by the three variables, the remaining 31 percent is explained by other variables. (Shadrina, R. N., & Yoestini, Y. 2022).

The development of communication technology, especially social media, is growing very rapidly. Social media can be a new tool for marketers to implement marketing communications. Apart from relatively lower advertising costs, social media can reach a wider audience. This research examines viral marketing communications in creating company brand awareness in the Sentrum Space case study. The aim of this research is to determine the impact of influencers' exposure to digital social media Word of Mouth or Instagram in building brand awareness and its impact on business development more broadly. The research location consists of two ethnic cafes, Sentrum Space. This research uses a qualitative descriptive method by interviewing the owner of Revo Suladsha as the main source and observing visitors to Sentrum Space. (Boentoro, Y., & Paramita, S. 2020).

Sentrum Space is a coffee shop that offers various menus and tenants, and uses Instagram content, images and videos to convey messages to consumers, considering its less strategic location. Despite this, Sentrum Space is often recommended on social

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media. To promote themselves, they use surveys to visitors and involve influencers such as food bloggers and celebs. These influencers interact via Instagram, TikTok and Facebook, with some paid and others bartering, with Sentrum Space providing food and influencers creating and uploading content. This effort is effective in increasing the visibility and popularity of Sentrum Space among the general public (Riski, S. M., & Satiri, S. 2022).

The marketing problem at Sentrum Space is that the existing social media has not been utilized optimally, it can be said to be minimal or posting content haphazardly. Instagram and Tiktok Sentrum Space also cannot be managed optimally. With this, it is difficult to attract lots of visitors or ambience. The aim of using influencer services at Sentrum Space is to promote more broadly, especially in Jogja, targeting young people, students, office workers, etc., with the presence of influencers, Sentrum Space can help market and with the aim of attracting more visitors. And Sentrum Space also uses the services of influencers mostly with a barter concept. The barter concept in question is exchanging between influencers who review Sentrum Space and also Sentrum Space provides best-selling menus. By using influencer services, it is proven that many customers come and order the best seller menu from Sentrum Space, namely Nashville.

OBJECTIVES

Based on the background and explanation of the research phenomena above, the researcher then determined the problem formulation in this research, namely:

1. Is there marketing communication at Sentrum Space using influencer services?
2. Are there any benefits of influencers as a marketing strategy program for Sentrum Space?

Based on the research problem formulation, the researcher then determined The purpose of this research are:

1. to evaluate whether Sentrum Space has utilized the services of influencers in its marketing communications strategy.
2. to assess the extent to which the use of influencers as part of a marketing strategy provides benefits for Sentrum Space.

THEORETICAL FRAMEWORK

Communication and Communication Process

The radio industry is increasingly threatened by the growth of television media, new radio stations, frequency restrictions, and new media such as the internet. However, radio is able to survive in tough competition through marketing communication strategies

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which are analyzed using Philip Kotler's 7P theory (Place, Product, Price, Promotion, Process, People, Physical Evidence). Research using the post-positivism paradigm shows a compatibility between theory and the results of empirical case studies, both in radio organizational profiles and radio marketing communications. In conclusion, radio promotes segmented on air programs through a marketing communications mix. In the context of marketing educational services, marketing communications is the key to success and involves a two-way exchange of information to improve the image and maintain the existence of educational institutions, which must be creative in promotions according to the challenges of the times (Turmudi and Fatayati, 2021).

Marketing Strategy

Marketing strategy is an integrated plan that includes advertising, promotion, sales, product programs and distribution to achieve company goals. This strategy involves selecting and analyzing target markets as well as establishing goals, policies and rules that guide the company's business and marketing (Zebua, 2018). Apart from ensuring consumers buy the product, this strategy also makes it easier for buyers to recognize the product and repeat purchases. Comprehensively covers the 4Ps: product, price, place and promotion. In digital marketing, using influencer services can increase brand awareness, produce relevant content, and build community and engagement with audiences through influencers who have loyal followers (Rumondang, Sudirman & Sitorus, 2020).

SWOT Analysis

SWOT analysis is a method that uses four elements: Strengths, Weaknesses, Opportunities, and Threats for strategic planning and problem solving, especially in a business context. This method emphasizes the importance of internal and external factors in planning ideas and developing effective strategies (Indah, 2015). The main objective of SWOT analysis is to identify important aspects of these four elements to strengthen strengths, reduce weaknesses, create better opportunities, and avoid future threats (Ulyah, 2016).

Strength is a dominant condition in a company that provides added value and comparative advantage. Weaknesses are deficiencies that need to be minimized or eliminated. Opportunities are favorable external environmental conditions, with low, moderate and best categories based on their attractiveness and benefits. Threats are

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external conditions that are detrimental to the company and must be overcome to achieve the company's vision and mission..

Influencer

An influencer is someone with many followers who has great influence on social media, able to change the opinions and behavior of audiences online (Arfyan and Pratama, 2022). Working with influencers provides benefits such as increased brand awareness and product exposure. Products introduced by influencers, who are considered trustworthy by their followers, tend to be better known and remembered by the public. This trend gets stronger when popular influencers introduce products or services, attracting people's attention without direct promotion.

Apart from increasing product awareness, influencers are also effective in building trust and intimacy with consumers. Advertisements delivered by favorite characters are more accepted and not ignored like traditional advertisements. Influencers bridge the gap between businesses and consumers, maximizing marketing strategies through good relationships with their followers (Pratama et al, 2023). Influencers help increase sales indirectly, attracting consumers' attention and encouraging them to buy products.

RESEARCH FRAMEWORK

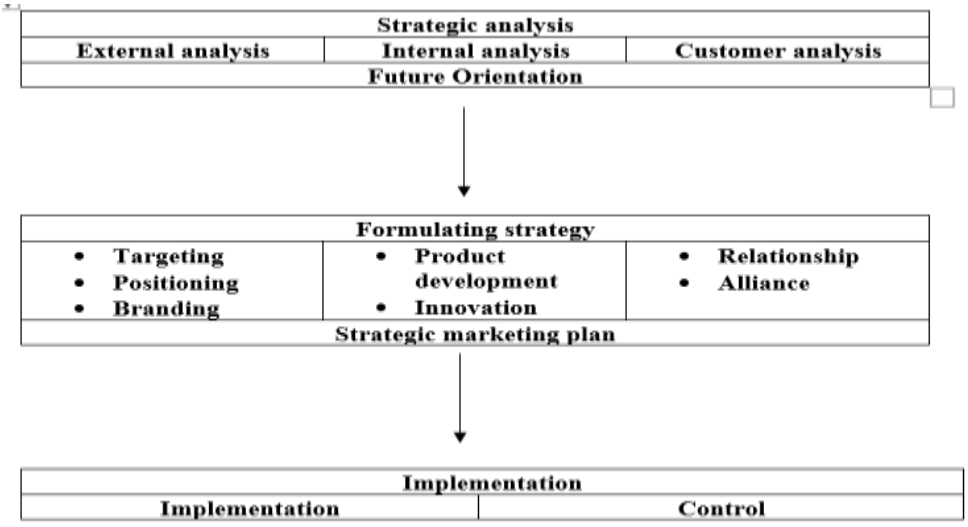


Figure 1. Research Framework

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RESEARCH METHOD

The research methodology in this internship report uses a qualitative approach, with descriptive methods and participant observation. The author interned for 4 months at Sentrum Space, specifically in the marketing division, which is responsible for marketing activities. According to Ajat (2020), a qualitative approach is used because the problems observed can change and develop naturally according to the situation and conditions in the field.

Data collection techniques include in-depth observation, active participation during internships, and documentation studies. In-depth observations were carried out to collect information and answer research questions about the influence of influencers on Sentrum Space marketing. The unit of analysis in this research is the Sentrum Space marketing division, which focuses on digital marketing through social media such as Facebook, Instagram, Twitter, YouTube and TikTok. This research aims to understand the digital marketing strategy used by Sentrum Space and the results obtained from this strategy..

RESULT AND DISCUSSION

Result

Marketing Strategy through Influencer Digital Marketing

The Marketing Division at Sentrum Space is responsible for all marketing activities, especially digital-based ones. With technological developments, Sentrum Space has adapted its marketing strategy through two main methods: webinars and Instagram social media. This second strategy allows Sentrum Space to reach a wider audience without direct interaction. Instagram, as a popular social media platform, is used to provide product and service information and interact directly with consumers. Sentrum Space uploads content via feed, live streaming and the Instagram Stories feature, which is very effective for reaching many people in a short time.

Instagram's feed feature is used to upload content longer than one minute, often containing information about company programs and events as well as mental health topics. This content is designed to educate and inform a wider audience. In addition, Sentrum Space utilizes Instagram Live to broadcast live, which allows followers to get automatic notifications when Sentrum Space is live. This feature is often used in mental health discussions involving company partner psychologists. This marketing strategy via Instagram aims to increase impressions, attract the attention of the target audience, and bring Sentrum Space closer to potential consumers.

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SWOT Analysis

Sentrum Space's marketing strategy is based on SWOT analysis. SWOT is an abbreviation for a company's internal environment which includes its strengths and weaknesses, as well as a company's external environment which includes its opportunities and threats in the business world.

Table 1. SWOT Analysis

EFAS/IFAS	**Strength (S)**	**Weakness (W)**
	1. Digital-based promotional media. 2. Optimal use of Instagram features.	1. Quantity of human resources is still low 2. Optimization of other platforms is still low
Opportunity (O)	**Strategi S-O**	**Strategi W-O**
1. Development of digital technology	1. Carry out promotions by highlighting existing features, as well as making improvements to the services provided. 2. Improve the quality of marketing strategies by utilizing current technological developments.	1. Carry out promotions by highlighting existing features, as well as making improvements to the services provided. 2. Improve the quality of marketing strategies by using current technological developments.
Threatness (T)	Strategi S-T	Strategi W-T
1. The company is still unknown to many people	1. Improve the quality of the programs and services provided	1. Utilize all social media as a marketing tool and create unique promotional content that can be enjoyed by all groups

Service Differentiation

Service differentiation is a form of improving service and quality that involves different values in providing services to consumers. Differentiating services requires a

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high level of creativity to create unique services that make consumers feel the high value of the product. High creativity aligns the elements of the marketing mix (product, place, price, promotion, people, packaging, partnership program) so that the quality of the product or service perceived by customers exceeds expectations.

Another way to differentiate is to always provide a higher quality of service than competitors. This can be achieved by meeting or exceeding customer expectations for service quality. To understand needs, companies need to study customer insights as widely and deeply as possible. To gain customer insight and become customer-centric, companies must not only rely on market research but also engage in direct dialogue through in-person visits, brainstorming and focus group discussions, and even visits to branches and offices.

DISCUSSION

Based on data analysis carried out through participatory descriptive observation during the writer's internship at Sentrum Space, it can be concluded that the company follows the S-O and W-O strategy, namely optimizing the use of digital platforms and regular promotions via social media to gain a larger market share and maximize the quality of programs and services . The following is the content delivered via social media Instagram and TikTok Sentrum Space:

1) Product/Service Information

Product information is an important element in social media content, including product descriptions, developments, and locations. Sentrum Space also provides contact information which can be accessed via links on Instagram and their official website.

2) National Holiday Celebration

Content about national holiday celebrations was created by Sentrum Space's marketing division to show tolerance, sensitivity and company culture, which helps increase insight and engagement on Instagram.

3) Events and Activities at Sentrum Space

Uploaded activity content on the Sentrum Space Instagram account includes various activities such as culinary centers, weekend markets, and sharing centers.

4) Educational and Social Content

Educational content about shoe washing care and social activities such as blood donation, held at Sentrum Space and in collaboration with PMI Sleman Regency.

5) TikTok Influencers

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Sentrum Space uses the services of TikTok influencers to promote their business, especially to attract students from UII which is close to the Sentrum Space location. These influencers help increase Sentrum Space's popularity among young people..

CONCLUSION

From the observations, it appears that digital marketing plays an important role in building brand image, increasing marketing efforts, and utilizing information technology. This can be seen from the use of social media platforms such as WhatsApp, TikTok and Instagram, which are effective means of communicating directly without geographic and time limitations. Apart from that, the use of webinars and seminars in digital marketing has also proven to be effective because it can save time and costs, as well as provide flexibility for participants in accessing information.

Utilizing the services of influencers or content creators also has a significant impact on Sentrum Space's marketing. The presence of influencers can increase visits to Sentrum Space, especially from students at UII or nearby campuses, which are the main targets. This shows that digital marketing, together with the strategy of utilizing influencers, makes a real contribution in increasing the appeal and popularity of Sentrum Space among the public.

RECOMMENDATION

Based on the results of observations, several suggestions can be given to Sentrum Space to consider in formulating future marketing strategies. First, considering the development of information technology and trends in people's access to digital devices, Sentrum Space should utilize digital marketing strategies, especially through influencers, to expand its reach and increase brand awareness. Second, it is necessary to expand the market through the use of other social media such as Facebook, YouTube, Tiktok, and advertising portals on websites or other digital media to increase the quality and quantity of promotions.

Apart from that, Sentrum Space is also advised to increase its human resources by increasing the number of employees, considering the many programs and services offered by the company which have a positive impact on the quality of the work carried out. Furthermore, it is necessary to be more aggressive in promoting Sentrum Space by using the services of influencers or content creators, because this has been proven to have a positive impact on the company's development. Finally, Sentrum Space should

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consider using influencers who are more viral or have a larger reach, such as @kainetnic, @dyodoran, @jogjabikinlaper, @agusjuliand, and so on.

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