

Analysis of the Effectiveness of Promotion of Food Products in Indonesian Marketplace

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Abstract

The development of marketplace sheds light on how Indonesia's business climate has altered in reaction to the growth of the internet. A marketplace firm that uses the C2C (consumer to consumer) business model, a subset of marketplace firms that just serve as a platform to connect consumers and sellers. Through the advertising, it will be discovered that businesses can introduce new food items that will entice customers to engage in food product purchasing activities. Therefore the purpose of this study is to analyze the effectiveness of the promotion of food products through the marketplace (tokopedia) in Indonesia. The major data gathering method, used in the first quarter of 2023, is the methodology employed in this study. Users of the marketplace were given access to an electronic form for data gathering. Tokopedia users used as respondents are 100 people and analyzed the results of the questionnaire collection based on applicable theories. The method used to determine the effectiveness of a promotional program, the dimensions used are empathy (empathy), persuasion (persuasion), impact (impact), and communication (communication) or epic model. Based on the calculations made using the epic model, a value of 3.82 was determined, indicating that the Tokopedia food goods have been effectively promoted. The promotion program for food products that Tokopedia has implemented is successful for the four epic dimensions of Tokopedia, according to the average value of user perceptions on the site regarding sales promotion programs to the purchasing behavior of the four dimensions of empathy, persuasion, impact, and communication.

Keyword: Effectiveness, Promotion, Marketplace



INTRODUCTION

The formation of a marketplace provides insight into how Indonesia's business environment has changed in response to internet expansion. Tokopedia is a marketplace company that operates under the C2C (consumer to consumer) business model, which is a subset of marketplace companies that merely act as a platform to help buyers and sellers connect. In the first quarter of 2023, Tokopedia had 117 million visits (visitors) every month, with one of its marketplaces having a sizable user base. A marketplace on the internet called Tokopedia offers a wide range of goods to its customers. One Indonesian online mall that uses both the online marketplace and online mall business models is Tokopedia. Tokopedia's mission is to "Build a Better Indonesia via the Internet" and enables every individual, small business, and brand to launch and operate an online store.

Old entrepreneurs are being forced to develop their marketing strategies as a result of the increasingly quick technological development in this era, which causes marketing strategies to keep changing from traditional marketing techniques to modern marketing techniques. This was done to make the company's services and goods more appealing to potential new customers. Tokopedia is one of the digital media platforms being used by the old and new markets in competition to implement contemporary marketing techniques. Tokopedia is indissociable from promotional activities, and the success of promotional activities that are carried out will affect the attention of consumers, so that the consumer becomes interested and purchases the products that have been sold. When designing plans with successful and efficient sales programs, the promotion approach is crucial. Promotional tactics blend advertising, direct sales, and sales promotion into a coordinated campaign to reach consumers and other stakeholders in the purchasing process.

Promotional activities have a significant impact on the company's sales results. Therefore, advertising plays a crucial role in educating customers about the advantages of a product and positioning it in the marketplace. The techniques used by Tokopedia to promote their shanties include highly appealing advertising that include the Korean boy band BTS as brand ambassadors and numerous specials like free shipping, significant discounts, and so on. The effectiveness of Tokopedia's ongoing promotional strategy is demonstrated by the development of existing features, such as the detection of goods using a camera that only captures objects, the appearance of items that are similar to objects on the veranda, and the development of other features to keep customers intrigued and amazed. Tokopedia's service model is called Focus on Customer, and it places a lot of emphasis on the buyer's comfort. Tokopedia constantly strives to offer its customers the best service possible, and one way it





does this is by covering all customer needs, including receiving complaints, criticisms, and suggestions through chatbots as a way to maintain customer privacy and always respond to messages promptly. Additionally, Tokopedia offers a Gold Margin function, which allows online vendors to pay for features from Tokopedia marketing in order to have better promotions for their vendors so that their product drawings appear in the top search position on the homepage. This can be accomplished with effective promotion.

In a market-based economic system, customers increasingly rely on advertising and other forms of promotion to provide them with the information they need to decide whether or not to purchase a product. Promotional media can be considered successful if the outcomes match the objectives set by the business. Typically, one of the most important aspects of marketing efforts is promotion. Companies or SMEs that grow the food industry have a significant impact as well. In light of the importance of the food business to human life, this research is urgent. Tokopedia has been used extensively to sell food products, ensuring that the advertising is done effectively and without running into any roadblocks. Through the advertising, it will be discovered that businesses can introduce new food items that will entice customers to engage in food product purchasing activities. The epic model can be used to assess the success of promotion. According to Durianto (2003), AC Nielsen, one of the world's top marketing research firms, developed the Epic Model, one of the measurement tools for advertising with a communication approach. The Epic Model covers four crucial dimensions: empathy, persuasion, impact, and communication (empathy, Personation, Impact, and Communication). Therefore the purpose of this study is to analyze the effectiveness of the promotion of food products through the marketplace (tokopedia) in Indonesia.

METHOD

The major data gathering method, used in the first quarter of 2023, is the methodology employed in this study. Users of the marketplace were given access to an electronic form for data gathering. Users of the popular Indonesian online marketplace Tokopedia are screened. A closed questionnaire, which is a statement prepared in such a way that respondents are constrained in providing replies to multiple questions offered, is used to collect data. The measurement scale in this study is a Likert scale which is a tool used to measure the effectiveness of the promotion of ditokopedia food products. Tokopedia users used as respondents are 100 people and analyzed the results of the questionnaire collection based on applicable theories. The method used to determine the effectiveness of a promotional program, the dimensions used are emphaty (empathy), persuasion (persuasion), impact (impact), and



communication (communication) or epic model which in conducting the research uses the test variable with a score 1-5 with provision 1 is strongly disagree and 5 is strongly agreeing with the statement given.

In analyzing the effectiveness of Tokopedia promotion using epic model analysis (emphaty, persuasion, impact, communication) and impulsive buying from customers Tokopedia due to the promotion given.

Perception Calculation Formula:

$$\text{Total Score} = \sum \text{frequency} \times \text{weight of score}$$

Table 1. Epic Rate

No	Epic Rate	Information
1	1.00 – 1.80	Very ineffective
2	1.81 – 2.60	Not effective
3	2.61– 3.40	Effective enough
4	3.41 – 4.20	Effective
5	4.21 – 5.00	Very Effective

RESULTS AND DISCUSSION

When done properly, market promotion makes use of online consumer behavior to make it simple for sellers to close sales to buyers despite intense competition. The best deal is currently what customers are searching for, and this process happens across all seller sales functions. The consumer considers food costs and delivery alternatives while making purchases, whether it be during initial research or on the basket page. This presents a fantastic chance to sway this choice through promotion. By running a promotion on the Tokopedia Market Place, A seller can meet the needs of spending without placing them in a position to go to the price of comparison or coupon hunting. Giving customers what they want is the most effective way to encourage more sales in a certain period. The effectiveness of promotions that occur in consumers of food products in Tokopedia can be shown in the table below:

Table 2. Epic Rate

Dimension	Score	Information
<i>Emphaty</i>	3,84	
<i>Persuasion</i>	3,83	
<i>Impact</i>	3,85	
<i>Communication</i>	3,78	
Average score	15,29	
EPIC Rate	3,82	Effective

Based on the measurement results above it is known that the average epic rate value is 3.82 which means that the promotion of food products carried out by Tokopedia has been effective. Given that the value obtained is relatively substantial, it can be concluded that the Tokopedia marketplace has undergone effective promotion. The effectiveness of a promotion, according to Laskey et al. Depends on whether the target audience remembers, comprehends, and is impacted by messaging - and, of course, ultimately purchases marketed items. The Tokopedia Marketplace currently makes use of a number of elements that are seen to be efficient and can boost sales. Effectiveness is described as the use of resources, facilities, and purposeful amounts of infrastructure that are chosen to occasionally create a number of jobs. Therefore, the effectiveness of advertising can have a big impact on customers' purchase decisions (Badgaiyan & Verma, 2015; Ye & Zhang, 2014).

Due to the fact that promotional policies are essentially effective as material components in building marketing strategies, the availability of goods and services for customers to be adequately serviced is very significant. Global competition has compelled many businesspeople to develop fresh approaches to contend with it, including the dissemination of information to enhance the public's access to services, particularly promotions like sales promotion, advertising, and personal selling. As a result of the foregoing, the company needs to establish a promotional policy in order to prosper and compete with other companies that offer equivalent services. In order to obtain the intended outcomes, it is necessary to apply firm promotion policies in accordance with the conditions and strategies employed. Effectiveness is successful when the desired results are obtained. When the outcomes approach the desired outcomes, the level of efficacy rises.

Emphaty



The levels of good (interesting) commercials given based on thinking (cognition) and the levels of preferences in advertising based on feelings (affection) are both influenced by the dimensions of empathy (empathy). Keepatati is a mental condition where a person believes that other people or other groups have the same emotions or ways of thinking as them. Consumers' internal psychological responses to cues and external events fall under two major categories: consumer influence and consumer cognition. In essence, cognition and affect both include thought. For the purposes of this study, the empathy component was represented by four explanations that served as a benchmark for measuring the efficacy of advertising. According to the data, the average empathy score of respondents was 4.02, indicating that Tokopedia's promotion was successful. This is so that consumers can easily comprehend the type of advertising display that Tokopedia's promotional media can present. The statement of sales promotion used by Tokopedia received the highest score, indicating that it is simple to comprehend. This indicates that when there is a sales promotion, Tokopedia users frequently find its promotions to be simple to grasp.

Consumer responses to advertising and how people perceive the connection between advertisements and their personalities, according to Bestriandita & Widodo (2017), define the aspects of empathy. As a result, this dimension contributes to the capacity for communicating with other customers to understand their experiences (Suprpto, 2008). The Empathy Dimension Offers Useful Information About the Appeal of a Brand. Empathy is a mental state in which a person feels as though they share the same emotions or thought processes as another individual or group (Novanda, 2023).

Persuasion

Advertisers can better understand how advertising affects consumer preferences by using the persuasion dimension, which outlines what can be presented in an advertisement to strengthen or enhance a brand's personality. The persuasive process draws on two cognitive processes known as the central pathway and the peripheral pathway. Consumers are concentrating on advertisements for natural products on mainstream networks. Indah & Maulida (2017) assert that consumers understand product messages in advertising, form views about the advantages and disadvantages of the products, and then combine these meanings to affect their attitudes and desires.

The findings of this study show that the persuasion dimension is represented by three statements, and as a result, the Tokopedia promotion media is able to add a new dimension to advertising that significantly affects consumers' decisions among various brands. The sales





promotion food program for the purchase behavior of the persuasion dimension receives an average user rating of 3.83 on Tokopedia. With this average number, it can be determined that Tokopedia's Food Product Promotion Program is successful in reaching its target audience. The statement that a Tokopedia sales promotion makes respondents interested in Tokopedia products and sales promotions carried out by Tokopedia can be trusted received the highest score, indicating that Tokopedia users typically have an interest in the food products offered during sales promotions and have trust in Tokopedia.

When using track peripherals, customers are more attracted in appealing peripheral stimulants like celebrities or popular music than in the products in commercials. The Persuasion Dimension, which offers details on what advertising can do to enhance or develop a brand, can help advertisers better understand how advertising influences customer purchase intentions and learn how advertising can strengthen appeal. Persuasion in the context of marketing refers to the shifts in attitudes, behaviors, and beliefs that are brought about by marketing messaging. Two cognitive processes are used by advertisements and other promotional materials that can affect consumer behavior.

Impact

The average score of Tokopedia users' opinions on the sales promotion campaign for the IMPACT dimension's purchase behavior is 3.85. With this average figure, it can be said that the promotional program run by Tokopedia has a positive influence on the site's users. The statement of sales promotion activities conducted by Tokopedia providing an explanation of what offers are made receives the highest score, indicating that when there is an explanation of the products presented, Tokopedia users are more likely to be interested in these food items. Indah & Maulida, (2017) assert that the persuasive dimension shows what may be supplied in commercials to strengthen or improve the character of a brand, enabling advertisers to better understand how food product advertisements effect consumer preferences. In persuasive processes, two cognitive processes are used to link the central pathway and the peripheral pathway. On the major highway, advertisements for natural goods catch the attention of customers. Customers interpret advertisements for items, form views about the virtues and flaws of food products, and mix this meaning to shape their attitudes and desires.

According to H. Akram et al., (2020; U. Akram et al., (2019) management techniques like double hierarchical regression exhibit a substantial variation in their ability to forecast consumer behavior (such as trust and readiness to make online transactions). It was discovered that businesses utilize static websites to conduct one-way communications over the internet.





Determining ways to engage in internet marketing on a bigger scale and raising awareness via educating industry groups, such as SMEs, about the advantages of online offerings are therefore crucial for decision-makers (Johnston et al., 2017).

Communication

The clarity of information, the ability of advertisements to explain items, and the clarity of advertisements presented to persuade consumers are all covered by the communication component (Bestriandita & Widodo, 2017; Pancaningrum & Sari, 2019). The communication score, which is 3.78, indicates that the information delivered during the Tokopedia campaign is sufficiently clear to have an effect on customers based on the results of the table above. Information on consumer memory for key messages, consumer comprehension, and the potency of the message left by the message are all provided by the communication dimension. In this study, the dimensions of communication are represented by 15 statements, and the findings demonstrate that respondents can comprehend and contribute understanding of the major themes or purposes of the advertisement issued in connection with the promotion run by Tokopedia.

Digital marketing is a type of marketing activity that enlarges and enhances traditional marketing functions through the use of the internet and information technology. Social media, with all of its advantages, can aid in the marketplace and marketing communication processes. Employers need a plan while doing marketing communications so that all predetermined goals can be met (Kusuma & Sugandi, 2019). All four of the elements were successful in getting respondents' attention, getting them to take notice of market promotions, getting them to become more interested in food products, and getting them to communicate effectively with food vendors so that they understood all messages used to promote food products.

CONCLUSION

Based on the calculations made using the epic model, a value of 3.82 was determined, indicating that the Tokopedia food goods have been effectively promoted. The promotion program for food products that Tokopedia has implemented is successful for the four epic dimensions of Tokopedia, according to the average value of user perceptions on the site regarding sales promotion programs to the purchasing behavior of the four dimensions of empathy, persuasion, impact, and communication.





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