

Marketing Communication Strategy of Duta Minang Restaurant in Communicating Minang Culture in Yogyakarta

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ABSTRACT

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Rumah Makan Duta Minang is one of the restaurants that is identical to the taste of typical Minang cuisine which has been established since 1987 in Yogyakarta which currently has 10 branches in the Special Region of Yogyakarta Province and DIY. In the midst of very fierce competition in the culinary business, an appropriate marketing communication strategy is needed to maintain and increase the company's competitiveness. This study aims to find out the marketing communication strategy used by Rumah Makan Duta Minang in communicating Minang culture in Yogyakarta. The research uses a qualitative descriptive method with data collection techniques through observation, in-depth interviews and documentation. The data sources consist of marketing managers, employees and customers of Rumah Makan Duta Minang as well as company documents. Data analysis techniques use data reduction, data display, and conclusion drawn. The results of the study show that the marketing communication strategy used by Rumah Makan Duta Minang includes personal sales communication with friendly and polite service as well as serving menus directly to the table, advertisements through social media, brochures and banners as well as promotions through discounted prices and gifts. The Duta Minang Restaurant also communicates Minang culture through Minang-themed decorations, the presentation of typical menus, the appearance of officer costumes and Minang musical entertainment. This strategy has proven to be effective in maintaining customer loyalty and introducing Minang culture in Yogyakarta.

1. Introduction

The business world in Indonesia is currently very competitive. Many companies compete with each other to acquire new consumers and retain existing customers. The Padang culinary business is one of the businesses that is competitive. According to Aryanti et al. (2019) in their research stated that "high competition between business people in the culinary industry requires companies to innovate continuously in terms of products, prices, promotions, distribution, and services to win the competition." In Yogyakarta, there are a lot of Padang culinary businesses competing for consumers. One of the Padang culinary businesses that has been established for a long time in Yogyakarta is the Duta Minang Restaurant which was established in 1987. Even in the midst of the rapid emergence of other culinary businesses, Rumah Makan Duta Minang is still able to survive to this day (Nurhayati et al., 2018).

One of the most important activities in the business world is marketing, especially in today's increasingly competitive business conditions. Business competition is generally carried out with the aim of obtaining results in the form of profits or profits. Every company must expect sales results to increase in order to obtain a large profit. This is in line with the opinion (Martono and Harjito, 2010) which states that "the goal of a company is to achieve the maximum profit or achieve maximum profit contains the concept that the company must carry out its activities effectively and efficiently.

The environment in the business world is a factor that affects business continuity, both from the internal and external sides of the company. Positive environmental changes that occur are a support for the continuity of the company's activities and negative environmental changes that occur are disturbances in the continuity of the company's activities. Therefore, companies need to analyze the environmental changes that occur around. Communication is a very important thing in introducing a company. Through communication we can expand relationships, friends, and customers and can also establish good relationships between superiors and subordinates in a company (Hafied Changara, 2016). In addition to communication, marketing also plays an important role in the business world. Marketing is a social process where individuals and groups to get goals by offering and exchanging something of value between each other (Asmani, 2015). So communication and marketing are two aspects that have a very close relationship and cannot be separated. Without communication in marketing, it is difficult for the public to know the existence of a company.

Communication is a means of marketing where companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold (Kotler, 2009a). In addition, marketing communications (marketing communications) allow companies to connect their brands with people, places, events and activities, experiences, and other things. They can contribute to brand equity in remembering and creating their image, as well as driving sales and even influencing the value of the stock. In the business world or business strategy, marketing communication plays a role in shaping consumer awareness, understanding and interest. Thus, a business or business requires careful planning of marketing communication strategies so that products can be accepted by the audience (consumers) so that they can compete with other companies. One of the businesses or businesses that are very competitive is the business or business in the culinary and food sector.

According to H. Andry Mahmud Sutan Malano as the founder of Rumah Makan Duta Minang in his interview, the success he has achieved so far cannot be separated from his hard work, consistency and excellence of his superior products. The menu served at Duta Minang always prioritizes the original taste of Minang culinary that is rich in spices such as rendang, curry, chili sauce, and so on (Wahyuni and Syofyan, 2020). In 2020, the Covid-19 pandemic hit all corners of the world, including Indonesia. Businesses that are prone to be affected include the culinary industry (Bastari et al., 2020). Social restrictions covering space have led to a decrease in consumer visits to restaurants. Business competition is getting tougher to survive. Based on a survey of culinary SMEs in Yogyakarta during the pandemic, 64% experienced a sales decline of more than 50% (Utami, 2020). This condition also affected the performance of the Duta Minang Restaurant during the pandemic.

Despite experiencing severe challenges due to the pandemic, Rumah Makan Duta Minang continues to innovate and adapt marketing strategies to remain strong in competition in the midst of increasingly fierce competition in the Padang culinary business. According to Arifin et al. (2020) in their research stated that "the innovation of marketing strategies and products carried out by companies can maintain loyalty and attract new consumer interest in the midst of the Covid-19 pandemic." Therefore, the researcher is interested in finding out what marketing communication strategies are implemented by Rumah Makan Duta Minang during the Covid-19 pandemic to maintain the competitiveness of its business in the midst of increasingly fierce competition.

Since its inception, Duta Minang Restaurant has been committed to serving authentic Minang food so that the taste is always maintained in its authenticity. In addition, Duta Minang is also known for its interesting presentation concept. For example, by serving various food menus on large plates brought by several waiters at the same time with the accompaniment of typical Minang cheers. This concept has so far managed to become a special attraction for visitors. Research by Nurbayani and Herdiana (2020) concluded that the experience of eating Padang culinary can be a memorable moment for visitors because it is equipped with cultural elements such as regional language greetings, traditional clothing, and special food presentation. However, the challenges that arise during the pandemic require the implementation of strict health protocols in restaurants. Rules including the number of visitors, prohibitions on gatherings, and keeping distance make the traditional concept of the Minang Ambassador difficult. Therefore, it is necessary to explore how the marketing communication strategy innovations carried out by Duta Minang can survive in the midst of the ups and downs of business due to the pandemic.

Some possible strategies include developing message delivery services and even direct delivery to customers' work sites (Arifin et al., 2020). In addition, the creation of digital content such as on social media so that culinary culture can still be enjoyed even though it is virtual (Lestari and Asbari, 2020). These strategies need to be further explored how they are implemented at the Duta Minang Restaurant.

The following are some previous studies that are relevant to this study, including: Previous research was conducted by Aprilianti and Ananda (2020) with the title *Marketing Communication Strategy for the Development of Padang Restaurants in Jakarta*. This study examines the marketing communication strategy carried out by Padang restaurants in Jakarta to attract consumer interest. The results of the study concluded that the most effective marketing communication strategy carried out by Padang restaurants is through promotions through online media and social networks, as well as holding special promo offers. This makes Padang restaurants able to survive in the midst of very tight competition in the food business in Jakarta. Another research was conducted by Sulistyorini and Laila (2020) with the title *"Digital Marketing Communication Strategy to Increase Sales of Teak Wood Handicraft Products in Malang City"*. This study uses a qualitative method with interview and observation techniques. The results of the study show that digital marketing communication strategies are carried out, among others, through the creation of official websites, social media such as Facebook and Instagram, and google adwords ads. This strategy aims to introduce and promote products online.

Research by Nurannisa and Sembiring (2018) with the title *"Marketing Communication Strategies for Restaurants with Various Regional Cuisines in North Sumatra"* reviews the marketing communication strategies used by the restaurants. This study uses a qualitative descriptive method with interview and observation techniques. The results of the study show that the marketing communication strategy carried out includes products, prices, places/distribution, promotions, human resources and services. Research by Fauziah et al. (2020) noted that Padang restaurants have been able to maintain their business for a long time by upholding the typical taste of Minang food. Their unique cuisine also helps to establish Minang's cultural identity nationally.

Furthermore, Marta and Laila (2021) conducted research on *"Marketing Communication Strategies Through Social Media to Increase Sales of Rattan Handicraft Products in the City of Bandung"*. This research uses a qualitative approach and interview, observation, and documentation techniques. The results show that the marketing communication strategy through social media such as Facebook, Instagram, and YouTube is useful for promoting products online, increasing brand awareness, and attracting consumer interest.

2. Method

The type of research used in this study is qualitative descriptive research. Descriptive research is research aimed at describing or describing the object of research in actual conditions based on facts that can be obtained through interviews, documents, or observations at the time of research. While qualitative is research that aims to describe and interpret the object of research so that an in-depth picture of the research subject is obtained.

The data collection techniques used for this study are interviews, observations, and documentation studies. Interviews were conducted with the owner and marketing manager of Rumah Makan Duta Minang. Observation was carried out to directly observe and document the marketing communication strategy carried out by the Duta Minang Restaurant. Meanwhile, documentation studies are carried out to collect secondary data in the form of documents related to restaurants such as company profiles, financial statements, and others.

The data analysis technique used in this study is qualitative descriptive analysis. Descriptive analysis was carried out by describing and interpreting the data from interviews, observations, and documentation systematically obtained facts related to the marketing communication strategy of Rumah Makan Duta Minang in communicating Minang culture. The validation technique used is triangulation of data sources that aims to obtain valid and trustworthy data.

3. Result and Discussion

The data obtained by the researcher came from three techniques, namely interviews, observations, and documentation. Interviews were conducted with two sources, namely Mr. Syafarudin as the owner and manager of Rumah Makan Duta Minang Yogyakarta and two customers. Observation was made by directly observing the objects in the Duta Minang Restaurant Yogyakarta. Meanwhile, documentation is in the form of images and photos of research objects.

3.1. Presenting the Results

1. Marketing Communication Strategy Using the 7P Marketing Mix

Based on the results of the research conducted by the researcher, there are several research results related to the marketing communication strategy of Rumah Makan Duta Minang Yogyakarta in communicating Minang Culture through the products offered, which are as follows:

The marketing communication strategy used by Rumah Makan Duta Minang Yogyakarta uses a 7P marketing mix (product, price, place, promotion, people, physical evidence and process). The products offered are in the form of various typical dishes of Minang cuisine such as rendang, soto padang, satay padang and so on. The prices applied are also competitive and a strategic and comfortable place.

Promotions are carried out through social media such as Instagram, online motorcycle taxi applications and direct relations with consumers. Friendly and responsible employees. Physical evidence is in the form of distinctive interior design and fast service process.

The marketing communication carried out is also supported by the Co-Culture theory, namely through accommodation with a dominant culture in Yogyakarta and direct communication with consumers is considered the most optimal to communicate Minang culture. The six main components of the 7P marketing mix that highlight Minang culture the most are products, prices, places, people, physical evidence and processes. Meanwhile, the promotion is still not optimal in highlighting Minang culture. Another important factor is through direct marketing because it maximally communicates Minang culture to consumers. The marketing communication strategy carried out by the Minang Ambassador Restaurant in communicating Minang Culture in Yogyakarta can be described as follows:

Marketing Communication Strategy Using the 7P Marketing Mix, The marketing mix used by Rumah Makan Duta Minang Yogyakarta consists of seven main components (7P) which include Product, Price, Place, Promotion, People, Physical Evidence, and Process. The seven components are explained as follows:

Products. The main products provided by Rumah Makan Duta Minang Yogyakarta are various kinds of typical Minangkabau cuisine such as soto Padang, curry pucuk yam, chili sauce lado jiang, chopped chili sauce, martabak kubang, rendang, jerky balado, satay Padang and many more. These products are processed using original Minangkabau spices so that they have a distinctive taste that distinguishes them from competing products.

"... The Manager of Rumah Makan Duta Minang Yogyakarta explained that the products/menus offered are a variety of typical dishes from various regions in Minangkabau which are known to have commendable quality. Some examples of these products include Rendang, finely sliced curry, typical fried chicken, chili sauce mixed with dried red chili, martabak made thin, Padang satay, beef jerky cut into small pieces, chili sauce mixed with pete fruit, chili sauce with jengkol raw materials, cassava leaf curry, ground coffee mixed with eggs, liquid tea mixed with eggs, as well as a variety of other options. All of these menus are served with the typical nuances of authentic cuisine from the Minangkabau people..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

Price. The pricing at the Duta Minang Restaurant in Yogyakarta has been adjusted to the quality of the product, competitiveness, and purchasing power of the local community. The average price of food ranges from IDR 15,000 to IDR 30,000 for a complete menu. The prices offered are competitive and affordable by the surrounding community.

"... The Manager of Duta Minang Restaurant explained that the company sets product prices in two ways, namely: First, referring to the tariff that applies at the company's location or adjusted to the

price of regional conditions. Second, the profit sharing system. For the price, the company sets a range between IDR 15,000 to IDR 30,000 per serving, depending on the choice of side dishes and other variations that customers order. Prices are generally adjusted every two years according to economic conditions and situations. As for the profit-sharing system, the company applies a point collection method. Mr. Syafarudin did not explain further the point system. This is the summary of the interview related to the provisions for pricing and profit sharing carried out by the company..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

"... Mas Fariz admitted that the tariff set by the restaurant is actually still reasonable when compared to the quality of products and services that are very satisfactory. The taste is typical of Minang and suitable for all tongues making customers beta and satisfied to enjoy the food there. Therefore, even though the tariff charged is not cheap, Mas Fariz does not mind because the value obtained is much greater than the price paid. The quality of products and special services offered by restaurants should justify the amount of tariffs that must be incurred. In other words, the customer feels very flattered and satisfied with what he or she receives through a certain financial value..." (Interview with a customer of Rumah Makan Duta Minang Yogyakarta Mas Fariz Dhiaulhaq)

Place. The business place of Rumah Makan Duta Minang Yogyakarta is located on Jalan Kota Yogyakarta. Strategic location with proportional road conditions, easy access by private and public vehicles and easy to find by customers.

"... Rumah Makan Duta Minang Yogyakarta originally started as a rented shophouse. The location is set to have a strategic location because it is in the center of Yogyakarta. It is adjacent to various universities, lodgings, residents' residences, and well-known tourist attractions in the city of Yogyakarta such as Tugu and Malioboro. In addition, this place is equipped with an interior design that reflects the nuances of the typical culture of the Minang region. The central location and interior decoration concept with the theme of Minang culture make this restaurant easily accessible to various groups of visitors and bring its own charm to culinary connoisseurs. Thus the short story starts from a rental space to become a culinary destination known to this day..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

"... The location of this restaurant has an advantage because it is located not too far from various accesses in Yogyakarta City. This makes the location very strategic considering its proximity to various community activities around it. The many community activities in the area also attract many customers to come to the restaurant. The busyness and crowds around the location also make it easier for restaurants to interact with the environment in order to introduce the products and culture offered. Thus, this location that has a lot of social activities allows the restaurant to easily blend in and adapt in communication with the surrounding community..." (Interview with a customer of Rumah Makan Duta Minang Yogyakarta Mas Fariz Dhiaulhaq)

Promotion. Promotional activities carried out include through social media such as Instagram, food delivery applications and promotional events such as discounts for members. The promotions carried out still do not display many elements of Minang culture but there is more pressure on product quality.

"... Rumah Makan Duta Minang Yogyakarta previously carried out various promotions using print media such as newspapers, magazines, leaflets, brochures, and banners. But now the company is more focused on promoting through bold media considering its high consumption in the digital era. One of the social media used is Instagram considering its current popularity. The platform is expected to be able to disseminate information widely among millennial social media users. In addition, the company also utilizes online sales applications through Gojek services. This is seen as more practical and efficient than conventional media. The use of digital media is expected to be able to increase the reach of promotions and the level of online product marketing. Thus, the company can reach new segments social media and online users. This multi-channel marketing approach is believed to be able to foster public interest in typical culinary restaurants..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

People. All employees who work at Rumah Makan Duta Minang Yogyakarta are friendly, polite and full of enthusiasm in serving customers. The presence of employees with traditional Minang

appearances occasionally makes elements of Minang culture channeled through interaction with customers.

"... Most of the people who work at the Duta Minang Restaurant come from the Minangkabau area (indigenous residents of Minang). They are placed in various divisions, including management, cashier waiters, food cooking sections, beverage preparation sections, waitresses, and accounting sections. However, there are also a number of non-Minang people who help. They are usually placed in support functions such as support staff in customer areas. On the other hand, the core positions are still carried by the indigenous Minangkabau people considering the culinary characteristics of the culture. Thus, the composition of the workforce in this restaurant is dominated by residents with Minang backgrounds even though a small part is supported by people outside the region..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

Physical Evidence. The interior of the restaurant with European nuances combined with mas minang makes customers comfortable on the spot. Several decorations with a minang pattern such as songket and woven are also displayed in the restaurant as a characteristic of the place.

"... Rumah Makan Duta Minang Yogyakarta has various physical evidences that reflect Minangkabau culture. Architecturally, the building imitates the shape of the gonjong of the Minang traditional house, namely Rumah Gadang. In addition, there are many mirrors in it as is common in traditional houses in Minang. The interior layout also prioritizes savings, where the cashier desk is located right in front of the entrance and exit of customers so that it is easily accessible. The food menu is beautifully presented in a variety of plates, according to various culinary specialties of the land of Minang. The employees also wore uniforms and used traditional attributes of the region of origin. Not only that, internal interaction between employees also includes the nuances of Minang culture, where communicating with each other using regional languages. Overall, Rumah Makan Duta Minang Yogyakarta strives to integrate elements of Minang culture as far as possible, starting from spatial planning, clothing layout, menu presentation, to social interaction in it. This is certainly an effort to maintain identity while introducing the cultural heritage of regional origin to visitors..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

Process. The service process from ordering to delivery is carried out in a friendly and fast manner and displays the smiles and friendly nature of the Minang people. The personalized and warm service process makes beta customers linger.

"... This restaurant applies the principle of friendly service, namely giving smiles, greetings, and greetings to every customer. At work, employees wear uniforms in the form of shirts and trousers equipped with the company logo. The serving system is also made attractive, where dishes are served directly on the customer's table in an arrangement of plates held by employees. They are also ready to serve food pickup directly. Different from the buffet system, this restaurant chooses to provide comfort to customers by serving it on the table to enjoy casually. Thus, the impression of friendliness and comfort is very preferred..." (Interview with the manager and manager of Duta Minang Restaurant Yogyakarta).

3.2. Teori Co-Cultural

In this study, it also applies the Co-Cultural theory where Rumah Makan Duta Minang conducts marketing communication by following the dominant culture in Yogyakarta, namely Javanese culture. This is done to adjust to the local culture so that the products and services are more accepted. Direct communication with consumers is considered the most effective in communicating Minang culinary culture. It is through this lodging and direct communication that Minang culinary culture can be introduced to the people of Yogyakarta to the fullest.

"Effective communication requires self-awareness to understand others and be able to appreciate differences. There are times when we have to accommodate a little bit in order to understand each other." (Arif Rahman Hakim, 2022).

"Communication will work if we are able to make others feel comfortable and open to receiving the message they want to convey." (Enny Panah, 2020)

"Cultural differences are a wealth that we can use to enrich our understanding of each other." (Naufal Umar Fikri, 2022).

"The rich cultural diversity in Indonesia is an important capital to strengthen the unity and unity of the nation." (Haryanto Purnomo, 2022)

Some of the above quotes show the importance of deficiencies, communication that respects differences and leverages cultural diversity to strengthen existing intercultural communication. This is in line with what the Duta Minang Restaurant Yogyakarta does in communicating Minang culinary culture to the local community.

3.3. Create a Discussion

Marketing Communication Strategy of Duta Minang Restaurant Yogyakarta. The marketing communication strategy carried out by Rumah Makan Duta Minang Yogyakarta using the 7P marketing mix (product, price, place, promotion, people, physical evidence and process) turned out to be quite an appropriate strategy to communicate Minang Culture in Yogyakarta. Six of the seven components of the 7P marketing mix are able to display elements of Minang Culture through distinctive products, pricing, service, interior decoration to the service process that uses the friendly spirit of Minang people.

Products. The products offered reflect the typical taste of Minang cuisine such as curry, rendang, soto padang, satay padang and various typical Minang chili sauces. This is in accordance with the purpose of communicating the culinary culture. **Price.** Competitive and affordable product prices provide advantages for consumers in meeting the needs of Minang culture-themed dishes. This supports business competitiveness. **Place.** The strategic location and comfort of the place provide convenience for consumers to enjoy the Minang cultural experience offered. **Promotion.** Promotions through social media and discounts increase product awareness and attract people's buying interest. However, in terms of cultural communication, elements of Minang culture need to be put forward.

People. HR competence in serving and communicating cultural experiences is important. However, it is necessary to increase knowledge of the culture of the region where the product originated. **Physical evidence.** The interior design that carries Minang culture provides a typical nuance of an autonomous region. This supports cultural communication through the shopping experience. **Process.** Regular production and service processes are the basis for producing quality products and providing shopping comfort.

It's just that the promotional components that are carried out have not fully highlighted the characteristics of Minang Culture even though promotions are carried out online through Instagram or offline through discounts and special promo packages for members. Promotion prioritizes product quality rather than highlighting the characteristics of Minang Culture such as distinctive arts, customs or Minang regional language as a promotional medium.

However, the communication strategy carried out can help introduce Minang Culture to the wider community in Yogyakarta through exposure to typical products, typical friendly services, traditional interiors to a common cultural approach through self-adjustment but still maintaining the original identity. This strategy is considered quite effective because it adapts to the culture of the destination area without losing its original identity.

Co-Cultural Theories. The application of the Co-Cultural theory carried out by Rumah Makan Duta Minang Yogyakarta turned out to be quite appropriate to communicate Minang Culture in Yogyakarta. They accommodate themselves with Yogyakarta culture but still maintain the identity of Minang Culture through products, services, interiors and several other elements. This approach is considered appropriate because it still introduces Minang Culture without intervention in local culture.

With an economical approach, Rumah Makan Duta Minang is able to kiss and accept the people of Yogyakarta without leaving its own characteristics. Cultural acculturation can be harmoniously established because both parties respect each other. This is in line with the co-cultural theory which emphasizes self-adjustment without leaving the original identity to be able to participate in the dominant society. Therefore, the use of this theory is appropriate in an effort to communicate Minang Culture in Yogyakarta.

4. Conclusion

Based on the results of the research and discussion above, it can be concluded that the marketing communication strategy used by Rumah Makan Duta Minang Yogyakarta through the 7P mix and supported by the Co-Cultural theory is good enough in communicating Minang culinary culture to the people of Yogyakarta. The six main components of the marketing mix that highlight the Minang culture include products, prices, places, people, physical evidence and processes. Meanwhile, promotions are still not optimal. Direct communication and accommodation with the local culture are the main keys in communicating Minang culture. Thus, the marketing communication strategy of Rumah Makan Duta Minang can be said to be quite effective for this purpose.

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