



Marketing communication strategy of Jiwa Jawi to increase consumer number in 2023

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ABSTRACT

Keywords

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The consumer style of society can bring the effect of business growth in Indonesia. The large number of culinary businesses can cause market competition. This market competition is also experienced by Jiwa Jawi, which is a restaurant that combines the concepts of nature and Javanese. Due to the increasing number of businesses in the culinary industry, appropriate marketing communication strategies are needed to increase the number of customers. This research aims to determine the marketing communication strategy implemented by Jiwa Jawi to increase consumers in 2023. The research methodology uses qualitative descriptive research. This research uses data collection techniques through interviews and literature study. This research uses the marketing mix (4P), promotion mix, and STP analysis. The result showed that Jiwa Jawi had implemented the 4P concept in marketing and to increase consumers is supported by promotions, that are advertising, public relations, and direct marketing.

1. Introduction

As people's lifestyles change, this will influence business development in Indonesia. Not a few Indonesian people currently tend to fill their free time by visiting various busy centers, such as malls, entertainment venues, coffee shops, playgrounds, and places to eat or what are often called restaurants. Currently, restaurants have become a food and beverage business that people from many circles love. With so many business people and fans in the food and beverage industry, there are advantages to making a big contribution to economic growth in Indonesia.

The culinary industry is one of the businesses that is popular with the public. As times change, services and products with various variations are also developing, especially in the culinary sector, which is increasingly popular with multiple levels of society. (Noti et al., 2021).

The large number of culinary fans has certainly caused business people to compete to open restaurants that the public can enjoy. Demand from the crowd is also increasingly diverse, which has resulted in business people having to think hard to create concepts that consumers like so that the presence of this culinary business gets the attention of the public (Utari & Wenerda, 2019).

Consumer demand and satisfaction are things that culinary business people must pay attention to. In running their business, every business person must communicate well with every party involved (Shaputri & Abdurrahman, 2019). A pleasant or disappointing impression certainly has a big influence on the running of the business, especially the culinary business because it will determine whether consumers or customers will come back or not. Generally, if consumers get a good impression from the place they visit, the consumer will likely visit that place again. However, on the other hand, if a consumer gets a bad impression of the place they visited, there is very little chance that the consumer will return. Consumer satisfaction cannot be separated from its influence on business sales. Through the experiences that consumers or customers experience, there is a possibility that customers will tell other people about these experiences so that this can certainly be an advantage or threat to a business.

Many business people compete to create menu innovations to attract consumers (Yudistira & Kusumaningtyas, 2021). People who are currently familiar with social media have caused many restaurant visitors to not only look at the food aspect but also the beauty of the place. Restaurants were previously only used for eating and drinking, but their role has increasingly developed. More than just a place to eat, but can be used as a meeting place with clients, doing assignments, discussing, joking with relatives, etc. So, a marketing communication strategy is needed in every culinary business.

Every restaurant in Yogyakarta definitely has its own strategy as an effort to increase the number of consumers. Whether it's to carry out promotions, present an interesting concept, or a unique place. Yogyakarta is famous for its strong cultural traditions and natural atmosphere, but not many restaurants promote or emphasize Javanese culture or philosophy. There are several culinary businesses in Yogyakarta that promote natural and traditional concepts, namely Warung Watoe Gadjah, Kopi Klotok, and The House of Raminten.

Strategy is a decision of situations and conditions about how actions will be carried out to achieve goals. When formulating a strategy, you must have clear objectives and pay attention to the conditions and situation of the audience (Doembana et al., 2017). The strategy must also be able to show operational tactics rather than as a road map that only shows the direction.

Marketing communications is a marketing activity as an effort to convey information and ultimately attract consumers (Rabbani et al., 2022). In marketing communications, this can be used as a means of sharing information and attracting the attention of consumers or the target market. Marketing communications is a means of informing, persuading and reminding consumers for a company. Terence A Shimp said that marketing communication is very influential in achieving broader market segmentation, so marketing communication has an important aspect in overall marketing (Sukoco, 2018). Chris Fill explains that marketing communications is a management process that organizations, agencies, or companies can use to connect with various targets. (Sarastuti, 2017). To be able to establish a good relationship between sellers and consumers, marketing communication can occur in two directions or be reciprocal.

Marketing is often associated with selling a product. Kotler and Armstrong said that product marketing consists of a marketing mix strategy consisting of four components (4P): product, price, place and promotion (Firmansyah, 2020).

Products are goods sellers offer to buyers, so their role is very important among the other three elements (Fakhrudin et al., 2022). Before determining a strategy by looking at other elements, you must determine the product that will be marketed to consumers.

Price is the amount that must be exchanged or paid by consumers to get the product. Price is also the only element in the marketing mix that provides income for the company (Mamonto et al., 2021).

Place or distribution channel is one element in the marketing mix to manage trade channels that enable a product to be available and can facilitate the distribution of goods to consumers (Fakhrudin et al., 2022).

Promotion is an activity to market products by influencing and persuading targets so that consumers want to buy (Mamonto et al., 2021). Not all companies have unlimited funds for promotional purposes, so careful planning and thought is needed so that promotions can be right on target or market.

Marketing strategy can be said to be an activity or effort to market a product by determining plans to achieve sales targets. Integrated Marketing Communication (IMC) is a strategic, collaborative and promotional marketing function so that the audience can receive marketing messages and can move potential consumers to buy products (Rabbani et al., 2022).

Kotler and Armstrong also explained that there are elements of the promotional mix, that are advertising, public relations, sales promotion, personal selling, and direct marketing (Khusna & Oktafani, 2017).

Advertising is non-personal communication carried out by companies, organizations and individuals to introduce a message through the media to attract consumers to purchase products (Isyanahapsari & Nurseto, 2018). Advertisements contain messages published in the media and can

be received by the public to explain a product. The existence of advertising can also cause consumers to always remember a product being advertised. Various media can be used for advertising, such as television, magazines, radio, social media, etc.

Public Relations has a role in marketing by building an image and supporting other communication activities. Apart from that, there are also various programs to promote products and build a positive image for the public. If the company receives negative publicity, then public relations can plan a program to solve the problem and the company will get a positive image again. Scott M. Cutlip explained that public relations is a management function that evaluates public attitudes and plans program implementation to gain acceptance from the public (Rochmaniah et al., 2021).

Kotler and Keller explain that sales promotion is an effort to encourage potential consumers to try and buy the products or services offered (Uluwaiyah, 2022). The sales promotion program also aims to increase the assessment of potential consumers and ultimately encourage them to buy the product or use the service.

Personal selling is face-to-face interaction with human staff to make presentations, ask questions and answers with one or more buyers, and get orders (Susanti, 2015). Consumers will be given information by someone who is part of the product and service provider so they can buy the products offered. Personal interactions between product or service providers and potential consumers are very important because consumers will get more personal information.

Kotler and Keller explained that direct marketing is direct communication with sellers to get customer responses so that good relationships can be established (Uluwaiyah, 2022). This direct marketing can be through intermediaries such as e-mail, telephone, sending messages, or even using letters. In this increasingly developing era, there are many media that can be used for direct marketing to reach customers.

When looking at the target market, it is not only necessary to pay attention to segmentation, but also to pay attention to targets and positioning. So, there are three steps in carrying out a marketing strategy: segmenting, targeting, and positioning (Widodo & Maryama, 2021).

Segmentation is a strategy for identifying markets or consumers that are tailored to each individual's needs. At this stage there are also segmentation variables in the form of geographic, demographic, psychographic and behavioral (Tarsani, 2017).

Targeting is an activity in selecting and reaching markets according to predetermined market segments (Damayanti & Zulfiningrum, 2022). In this stage, the target market that will be entered will be determined, its growth estimated, and the profits obtained from that market.

Positioning is a communication strategy for a business to position a product or something offered to its targets or consumers (Tarsani, 2017). The aim of this stage is of course so that the product or brand looks superior to others.

Yogyakarta is a strategic city whose population and tourists are increasing and bustling. Yogyakarta is famous for its strong cultural traditions and natural atmosphere. One of the culinary businesses or restaurants in Yogyakarta is Jiwa Jawi. This restaurant is relatively young in Yogyakarta, because it only started operating in 2019 and has to compete with other culinary businesses that were already present. Jiwa Jawi is different from most restaurants in Yogyakarta because it presents a unique concept by combining Javanese cultural concepts and a natural atmosphere.

On one of the buildings in Jiwa Jawi there is a symbol in the form of three spiral circles, which in Javanese philosophy depicts the tendrils or shoots of plants which means growth, softness, and flexibility in adapting. The majority of buildings used also use stone and wood materials containing decorations and carvings typical of Javanese culture. Apart from that, Jiwa Jawi is also located in the middle of the forest so that natural sounds from animals can be heard and pamper the ears of every consumer.

Table 1. Increasing number of Jiwa Jawi consumer

Month	Consumer
January	>350 consumers
February	>380 consumers
March	>400 consumers
April	>500 consumers
May	>800 consumers

It can be seen that the growth of Jiwa Jawi consumers in 2023 will experience a significant increase. In January, the number of consumers was no more than 400 consumers, then continued to increase every month until May, which had good growth to more than 800 consumers. The business industry, especially culinary, certainly requires strategies or plans to increase consumer demand. Likewise, Jiwa Jawi has a strategy so that it can continue to grow and the number of consumers continues to increase. This research aims to determine the marketing communication strategy of Jiwa Jawi to increasing consumer number in 2023.

2. Method

This research uses descriptive qualitative approach. Qualitative research is a research approach that is based on phenomena or symptoms that are naturalistic and natural (Abdussamad, 2021). Bogdan and Biklen explained that the characteristics of qualitative research are that the data collected is in the form of words or images, not in the form of numbers and emphasizes the process rather than the product or outcome. This method is considered an appropriate method because this research is not looking for a relationship and is not testing a hypothesis. Using the qualitative descriptive research method researchers can explore the information needed freely by going directly to the research location.

This research will collect data through interviews with informants and documentation. The number of informants depends on the information needed for the research (Subadi, 2006). Through interviews with informants, researchers will ask questions related to the research to obtain information and data from the informants. Documentation is used to obtain data in the form of documents related to research. This research obtained documents from documents directly provided by Jiwa Jawi.

Data analysis is a series of processes of description, classification, and connection of phenomena with concepts carried out by researchers. Regarding this, researchers must be able to interpret the information and data obtained. To analyze data to produce data that suits the research objectives, the researcher must carry out data reduction, present the data, and then write conclusions.

Data validity test in this research to determine the accuracy and credibility of the research result is source triangulation. Source triangulation can be done by checking data from various sources, such as interviews or documentation.

3. Result and Discussion

In increasing the number of consumers by 2023, Jiwa Jawi is implementing marketing communications strategies to achieve its targets and goals. Jiwa Jawi's marketing communication strategy in determining the market will be grouped through segmenting, targeting, and positioning.

Segmenting

Jiwa Jawi targets men and women aged 21-45 with middle and upper-middle socio-economic status. Jiwa Jawi targets consumers in the Yogyakarta area and surrounding areas and tourists outside cities such as Jakarta. Because the owner of Jiwa Jawi has acquaintances with foreigners, this causes many consumers to come from abroad. Psychographically, Jiwa Jawi's target market likes culinary delights. Usually, consumers also have an interest in culture and nature. It is also possible for consumers who want to try food that is traditional but still modern.

Targeting

Jiwa Jawi's target market are people who like Indonesian food and nature, so it is hoped that loyalty will grow from customers who want to gather with relatives in a warm and natural atmosphere. Jiwa Jawi's potential targets are families meeting, so they need a comfortable place away from the crowds.

Positioning

Jiwa Jawi positioning their business as a home for every consumer. So that every consumer will get warmth and comfort every time they visit Jiwa Jawi. This restaurant also highlights traditional and cultural as their identity.

The marketing mix is a company strategy that considers elements of product, price, place or distribution, and promotion to the target market (Hartini, 2021). One of the main things that must be considered that can influence consumers to visit a restaurant is the products being sold.

Product

Before determining a strategy by looking at other elements, you must first select the product that will be marketed to consumers, so its role is crucial among the other three elements (Fakhrudin et al., 2022). In presenting products, Jiwa Jawi prioritizes each consumer's quality and taste. Jiwa Jawi products or dishes come from natural and fresh ingredients. To maintain the quality of cooking ingredients, Jiwa Jawi collaborates with trusted vendors and sometimes buy directly to look for the ingredients. By Jiwa Jawi's identity, which has a solid Javanese culture, the menu is also traditional food served with a more modern appearance. When naming products, Jiwa Jawi also chooses unique and strong names in Javanese culture, such as Basudewa, Arjuna, Kunthi, and others.

Price

Jiwa Jawi makes considerations in determining product prices based on their targets. The only element in the marketing mix that provides income for the company is the price element (Mamonto et al., 2021). The menu provided also varies from low prices to quite high prelatively. The prices on each menu at Jiwa Jawi are considered quite affordable for their target market with reasonable product quality.

Place

There are also specific reasons for choosing a place that blends with nature. Jiwa Jawi wants every consumer who comes to feel a warm and calm home atmosphere. Apart from that, selecting a location is also used to face existing competitors while highlighting Jiwa Jawi's uniqueness. Most buildings used also use stone and wood materials containing decorations and carvings typical of Javanese culture. Building designs like this can usually be found in historical sites, such as palaces or museums. However, this restaurant presents a traditional and cultural atmosphere as its identity.

Promotion

Jiwa Jawi implements three promotions from the promotion mix through advertising, public relations, and direct marketing.

Advertising

Advertisements contain messages published in the media and can be accepted by the public to explain a product. Advertising used by Jiwa Jawi in its efforts to increase the number of consumers by displaying the uniqueness and advantages of Jiwa Jawi, which other restaurants do not own. Through advertising, they will show the products, beautiful places, and various events held at Jiwa Jawi as their advantages through online media as their advertising medium.

To attract consumers, Jiwa Jawi maximizes the use of online media, such as Instagram social media to upload various things related to Jiwa Jawi. The use of social media also causes potential consumers to feel close even though they may have never visited Jiwa Jawi.

Jiwa Jawi also chooses not to use too many persuasive words in each of their uploads because Jiwa Jawi still maintains the uniqueness. So that what is displayed on social media is as it is and is not exaggerated, but is still made interesting

Public Relations

By its role in marketing, public relations is tasked with building an image and supporting other communication activities. Jiwa Jawi applies public relations as its promotional effort, namely media relations. Not a few online media have visited to create and disseminate information related to Jiwa Jawi. This is also because Jiwa Jawi always maintains good relationships with various media. It is not uncommon for reviewers to visit and these reviews are uploaded to online media to help Jiwa Jawi promote its products indirectly.

Through reviews by other people, potential consumers will be more confident and interested compared to hard selling promotions from Jiwa Jawi. Jiwa Jawi has also held painting exhibition events, where which activity can be an attraction for consumers to visit Jiwa Jawi. Therefore, Jiwa Jawi prefers to introduce his culinary business in a soft selling way. According to them, this method effectively creates a good image for the public. The formation of positive public opinion can also lead to an increase in Jiwa Jawi consumers.

Direct Marketing

Jiwa Jawi also carries out direct interactions with consumers as an effort to form good relationships with consumers. Through direct marketing, sellers can get immediate responses from consumers so to create more intense relationships (Uluwaiyah, 2022). Moreover, Jiwa Jawi hopes that every consumer can get warmth whenever they visit the restaurant. By sending messages directly to consumers, Jiwa Jawi can find out directly the response given by consumers.

Even though it uses direct marketing, Jiwa Jawi does not use overtly persuasive words, but still packages it subtly so that consumers feel comfortable. This feeling of comfort can make potential consumers eventually come to the restaurant.

4. Conclusion

The research results regarding Jiwa Jawi's marketing communication strategy in increasing the number of consumers in 2023 are that in the first step, Jiwa Jawi carried out mapping by analyzing segmenting, targeting, and positioning to see market opportunities. Furthermore, Jiwa Jawi has implemented the 4P marketing mix by offering various variations of traditional food presented in a more modern way with high product quality by the prices shown to consumers. Apart from that, it also carries the concept of being one with nature with a warm atmosphere. Jiwa Jawi carries out promotional activities through the social media platform Instagram by implementing a promotional mix of advertising, public relations, and direct marketing. In carrying out promotions, Jiwa Jawi does not use persuasive words that give the impression of hard selling. Jiwa Jawi also maintains good relationships with various online media and communicates directly with consumers.

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