

Article

Promotional Strategy to Strengthen the Branding for the SME Ayam Geprek Mama Ridho

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Abstract: Ayam Geprek (spicy smashed fried chicken) is one of the products provided by a Small and Medium-sized Enterprise (SME) Ayam Geprek Mama Ridho to meet the needs of people who want practical, affordable, and filling food. However, many people of Makassar City and its surroundings are still unaware of Ayam Geprek Mama Ridho's existence. As a result, this product is only known and accessed by a few of the people living near the sales location of Ayam Geprek Mama Ridho. This research aims to strengthen the branding of Ayam Geprek Mama Ridho. The study employs a qualitative method with a descriptive approach through interview techniques with a sample of 10 respondents. The approach used is promotional mix analysis, which focuses on understanding the level of brand awareness and analyzing Segmenting, Targeting, Positioning (STP). The results of this study indicate that the use of video branding supported by influencers to promote Ayam Geprek Mama Ridho is effective in strengthening brand awareness. Before the promotional video, the brand awareness level was at the "unaware of brand" stage, but after the promotional video, the brand moved to the "top of mind" position. The increase in brand awareness of Ayam Geprek Mama Ridho also impacts the brand's segmenting, targeting, and positioning strategy. This is evident from the change in the market segment, which previously was not interested in Ayam Geprek Mama Ridho, but became interested after seeing the promotional video about Ayam Geprek Mama Ridho.

Keywords: Promotion video, brand awareness, STP, Ayam Geprek Mama Ridho

1. Introduction

Marketing strategies play a crucial role in achieving profitability through their impact on consumer satisfaction, which in turn affects sales volume (Hulu et al., 2021). Marketing extends beyond mere sales; it encompasses a range of strategies to identify target markets, meet consumer needs, and achieve business objectives (Istiqomah, 2023). It also involves the planning, execution, and monitoring of activities aimed at creating, communicating, and delivering value to products or services to meet consumer needs and desires, as well as achieving business goals. Marketing is not just about selling goods or services, but also about building long-term relationships with consumers. By understanding their market and consumers, companies can optimize their marketing strategies to succeed and remain competitive (Yulia et al., 2019).

Online media or the internet is a highly favored marketing channel because nearly everyone uses the internet, which creates a vast market potential (E. Ak. S. Mathory & Syahna, 2022). Online promotion is a marketing strategy that leverages digital platforms to introduce products or services to the intended audience (E. A. S. Mathory et al., 2024). One type of digital online media that offers various visual presentation models is the use of video as a promotional tool, through which a business's target market can access content

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(Sahputra & Suksesiwaty Lubis, 2023). By using video media, a business can employ various methods to communicate information with the aim of capturing consumer interest in its products. Understanding the needs of the target market through research at the locus can assist in selecting an effective video model concept.

Ayam Geprek Mama Ridho is a small and medium-sized enterprise (SME) in the food industry specializing in basic chicken dishes. This startup has been in operation for 3 years and has relied solely on Word of Mouth (WOM) for promotion. This process involves recommendations and reviews of their ayam geprek (crispy fried chicken) being spread directly from one individual to another, particularly from neighbors of the business. Over time, WOM promotion has helped build consumer trust through positive reviews and recommendations from previous customers, potentially leading to viral spread and increased sales as the community becomes more aware of the business. The next phase of promotion involves spreading information about Ayam Geprek Mama Ridho's products through promotional videos on social media platforms such as WhatsApp and TikTok. However, the promotion on TikTok has been deemed ineffective because the owner of Ayam Geprek Mama Ridho noted that they do not promote frequently due to limited human resources in the business process. On the other hand, promotion via WhatsApp is conducted almost daily, as WhatsApp is an easy-to-use platform and, importantly, most customers or potential customers use it for communication when purchasing products from Ayam Geprek Mama Ridho.

Field observations revealed that Ayam Geprek Mama Ridho SMEs continue to confront difficulties in spite of robust sales. The ineffective marketing caused by a lack of human resources is one of the primary issues. Furthermore, pre-test findings with many prospective clients, Ayam Geprek Mama Ridho's target market, revealed that the majority lacked thorough understanding of this SME. One prospective client claims that their understanding of the company is restricted to the broad synopsis they get from viewing the Ayam Geprek algorithm on online ride-hailing order features. Additionally, a few stated that they were only made aware of the company in passing when Ayam Geprek Mama Ridho's content surfaced on the For You Page (FYP) of the TikTok app. However, a significant number admitted that they were completely unaware of the existence of Ayam Geprek Mama Ridho.

This research aims to strengthen the branding of Ayam Geprek Mama Ridho by utilizing promotional videos featuring influencers as a promotional strategy. This approach is expected to create opportunities for Ayam Geprek Mama Ridho SMEs to expand their potential customer base to broader areas in the city of Makassar.

2. Materials and Methods

This study utilizes two types of data sources: primary data, which was obtained by the researcher through direct interviews with the owner of Ayam Geprek Mama Ridho and residents of Makassar and its surrounding areas, and secondary data, which consists of supporting documentation such as documents, journals, articles, and relevant screenshots. The research was conducted from April to June, using a qualitative method with a descriptive approach. To determine the interview samples: 1) the researcher identified informants who met the research criteria, both from existing and potential consumers, to identify segments that were unaware of Ayam Geprek Mama Ridho and to measure public awareness according to the brand awareness pyramid; 2) the researcher conducted interviews with segments of the population unfamiliar with Ayam Geprek Mama Ridho to understand the information they need, which would later be incorporated into the promotional branding video; 3) the researcher interviewed the owner of Ayam Geprek Mama Ridho to gain an understanding of the market segmentation, targeting, and positioning established by the SME. Secondary data serves as supplementary information used by the

researcher, consisting of documentation obtained from literature such as documents, journals, articles, and relevant screenshots related to the issues under investigation.

The data obtained will be analyzed using segmenting, targeting, and positioning (STP) techniques to position a brand in the consumer's perception, allowing the brand to maintain a competitive advantage in line with Michael E. Porter's Five Forces model. The results of this STP analysis will serve as the basis for promotional strategies, including the creation of promotional branding videos in the context of this research. Meanwhile, data from interviews will be processed to analyze the level of brand awareness. After the video is distributed, brand awareness will be measured again to determine the most effective strategy for Ayam Geprek Mama Ridho SMEs.

3. Results

Before the promotional branding video for Ayam Geprek Mama Ridho, which is the focus of this study, many people in Makassar and its surrounding areas had not seen such promotional content. This not only affects marketing efforts but also impacts public awareness of the existence of Ayam Geprek Mama Ridho. Currently, this awareness is at the third level of Aaker's (2018) brand awareness pyramid, specifically at the brand recognition stage. At the top-of-mind stage, people generally remember "ayam geprek" without associating it with a specific brand, and at the brand recall stage, generic "ayam geprek" is still more memorable to the public. Therefore, it is crucial to remind the residents of Makassar and the surrounding areas about Ayam Geprek Mama Ridho to enhance their awareness of the product.

After conducting interviews with the business owner, who is the focus of this study, as well as with residents of Makassar and its surrounding areas, a commonality was found in the market segmentation of Ayam Geprek Mama Ridho. The business owner indicated that the productive age group between 25 to 40 years old, as well as college students, show interest in Ayam Geprek Mama Ridho products. Interview results with the public also revealed that individuals under 35 years old and students are interested in this product. However, there are some segments of students who are not yet interested due to a lack of awareness about Ayam Geprek Mama Ridho. Therefore, the resulting segmenting, targeting, and positioning (STP) analysis is as follows:

Table 1. Segmenting, Targeting, Positioning of Ayam Geprek Mama Ridho Before the Introduction of the Promotional Video

<i>Segmenting</i>	
Age ≤ 35 years	
1. Demographic Aspects	Income:
	Rp 0 – Rp 1.000.000
	Rp 1.500.000 – Rp 3.000.000
2. Geographic Aspects	Occupation:
	Student
	School Student
3. Geographic Aspects	Freelance
	South Sulawesi Province:
	Makassar City

3. Psychographic Aspects	People with a mindset focused on seeking convenience, speed, affordability, and good taste.
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Targeting

The target market for Ayam Geprek Mama Ridho SMEs consists of university students residing in Makassar City and its surrounding areas who have a mindset focused on seeking convenience, speed, affordability, and good taste. Students hold significant potential to contribute to the growth of Ayam Geprek Mama Ridho's business.

Positioning

Ayam Geprek Mama Ridho is currently a food business that prioritizes the quality of its offerings by providing large portions of ayam geprek at affordable prices, delivered quickly, and ensuring customer satisfaction. Ayam Geprek Mama Ridho positions itself as a business capable of handling large orders for organizational events. According to an interview with the owner, many university students have already placed bulk orders for campus events. This is because the students are satisfied with the quality of Ayam Geprek Mama Ridho's food, which offers generous portions at student-friendly prices.

Source: Processed Data, 2024.

The findings related to Ayam Geprek Mama Ridho's current level of brand awareness and the suboptimal analysis of segmenting, targeting, and positioning (STP) indicate the need to create a branding video in the form of a promotional video, assisted by influencers. The purpose of this video is to enhance public understanding and awareness of the product or brand. With the introduction of this promotional branding video, it is expected that public awareness of Ayam Geprek Mama Ridho will increase. This will demonstrate that promotion through branding videos with influencers is highly effective in building public awareness of a product or brand.

After conducting the research demonstration over four months, involving five stages—strategic planning, preproduction, production, postproduction, and video distribution—the business situation of Ayam Geprek Mama Ridho improved compared to before. This improvement is evidenced by an increase in the number of people who watched the promotional video focused on in the research, with 100% of informants having viewed the promotional video. Previously, none of the informants had seen or watched Ayam Geprek Mama Ridho's promotional video, indicating a significant increase from 0% before the research was conducted. According to Aaker's (2018) brand awareness pyramid, the top-of-mind level is considered the highest position in the market, where consumers can more easily recall a company's brand.

The SME Ayam Geprek Mama Ridho has achieved a top-of-mind position in the brand awareness pyramid as proposed by Aaker (2018), where the top-of-mind level is considered the highest position in the market, allowing consumers to more easily recall a company's brand. The number of people who are aware of Ayam Geprek Mama Ridho

indicates the effectiveness of the intensive promotion efforts in increasing public awareness of their product. This is crucial to ensure that Ayam Geprek Mama Ridho remains in the consumers' minds, so they continue to remember it as one of the SMEs providing ayam geprek.

After the increase in brand awareness for Ayam Geprek Mama Ridho, improvements were also observed in the segmentation, targeting, and positioning of the brand following this research. In formulating the analysis of segmentation, targeting, and positioning, several aspects need to be measured first, namely: the segments of the population interested, the occupations of those interested, and the income ranges of those interested in the program. Firstly, regarding the segment of the population interested in Ayam Geprek Mama Ridho, it was found that 40% of informants over 35 years old showed interest in the product, while 0% in this age range did not show interest. For individuals under 35 years old, 60% of informants were interested in Ayam Geprek Mama Ridho, with 0% in this age group showing no interest. This indicates an increase in public interest compared to before the research on Ayam Geprek Mama Ridho. Secondly, in terms of the occupations of those interested in Ayam Geprek Mama Ridho, a total of 10 informants showed interest in the product. Among them, 40% were students, 10% were schoolchildren, 30% were daily laborers or freelancers, and 20% were housewives. There was a significant increase as, prior to this research, interest in Ayam Geprek Mama Ridho was predominantly from students. However, after the research, interest in Ayam Geprek Mama Ridho emerged from various segments of society. Thirdly, concerning the income range of those interested in Ayam Geprek Mama Ridho, interviews conducted after the research showed 10 informants who were interested in the product. Of these, 70% came from income brackets between 0 and Rp. 1,000,000, and 30% came from income brackets between Rp. 1,500,000 and Rp. 3,000,000. This indicates an increase in interest, as before this research, those interested in Ayam Geprek Mama Ridho with an income range between 0 and Rp. 1,000,000 were only 67% of 3 respondents in the under-35 age group. After the research, interest came from all income brackets and age groups. Based on the analysis of these three aspects, the segmentation, targeting, and positioning (STP) analysis for Ayam Geprek Mama Ridho after this research is as follows:

Table 2. Segmenting, Targeting, Positioning of Ayam Geprek Mama Ridho After the Introduction of the Promotional Video

<i>Segmenting</i>	
Age ≤ 35 years - ≥ 35 years	
1. Demographic Aspects	Income:
	Rp 0 – Rp 1.000.000
	Rp 1.500.000 – Rp 3.000.000
	Occupation:
	Student School Student Freelance Housewife
2. Geographic Aspects	South Sulawesi Province:
	Makassar City Maros Regency Gowa Regency

3.	Psychographic Aspects	People with a mindset focused on always seeking convenience, speed, affordability, and good taste.
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Targeting

The target market for Ayam Geprek Mama Ridho consists of residents of Makassar City and its surrounding areas who have a mindset focused on seeking convenience, speed, affordability, and good taste, regardless of age, occupation, and income range.

Positioning

Ayam Geprek Mama Ridho is currently positioned as a provider of ayam geprek capable of handling large orders for organizational events. According to an interview with the owner of Ayam Geprek Mama Ridho, many university students have placed large orders for campus events. This is because students are satisfied with the quality of the food provided, where the portions are large and the prices are affordable for them.

Source: Processed Data, 2024.

4. Discussion

The interpretation of this research can be related to brand awareness theory as a benchmark for strengthening branding for the SME Ayam Geprek Mama Ridho. Brand awareness measures the extent to which consumers in the market can recognize or recall the presence of a brand within a specific category. The higher the brand awareness among consumers, the easier it is for them to make a purchase decision. The indicators of brand awareness for the SME Ayam Geprek Mama Ridho are:

Top of Mind: Before the branding video, residents of Makassar had not focused their thoughts on Ayam Geprek Mama Ridho due to a lack of knowledge and understanding about the product, stemming from suboptimal marketing. However, after the introduction of the branding video, residents of Makassar and its surrounding areas have come to associate Ayam Geprek Mama Ridho with their thoughts due to the product quality showcased in the video. This aligns with Hapsyah's (2022) research, which states that the top-of-mind level refers to the brand that first comes to a consumer's mind when thinking about a product category. Additionally, according to Aaker (2018) regarding the brand awareness pyramid, top of mind represents the highest market position, where consumers more easily recall a company's brand.

Brand Recall: Before the branding video, there were still some residents of Makassar who did not recognize the identity of Ayam Geprek Mama Ridho. However, after the introduction of the branding video, there was an increase in the number of residents in Makassar who could recall the identity of the ayam geprek without any prompts, thanks to the engaging promotional video presented with the help of influencers. This aligns with Hapsyah's (2022) research, which states that brand recall refers to the consumer's ability to remember the brand name based on the product category. Additionally, Aaker (2018) notes that brand recall refers to a person's ability to name a specific brand within a product category, also known as "unaided recall."

Brand Recognition & Unaware of Brand: Before the branding video, some residents of Makassar were still unaware of the Ayam Geprek Mama Ridho brand due to suboptimal

marketing, which limited the brand's information reach. However, after the branding video was introduced, information about the Ayam Geprek Mama Ridho brand was effectively communicated to the residents of Makassar and its surrounding areas. This was achieved through the use of influencers to deliver information about the ayam geprek, along with engaging and clear content in the video, such as product pricing, menu list, sales locations, sales partners, and product appearance, which were then disseminated through social media channels of both the influencers and Ayam Geprek Mama Ridho. This is consistent with Hapsyah's (2022) research, which states that brand recognition is the consumer's ability to identify a product upon seeing it. In contrast, "unaware of brand" describes a condition where consumers are not aware of a product's existence. Additionally, according to Aaker (2018), brand recognition is the level at which consumers recognize a brand with assistance to recall it. Meanwhile, "unaware of brand" refers to the level at which consumers do not recognize the brand at all.

5. Conclusion

The conclusion of this research is the implementation of a promotional strategy using branding videos, leveraging social media and influencers to enhance public awareness of Ayam Geprek Mama Ridho. This strategy involves five stages of video production: strategic planning, preproduction, production, postproduction, and video distribution. The branding promotional video created includes relevant information for previously uninterested segments, as measured through interviews and STP analysis. As a result, the video successfully increased public awareness among those initially uninterested in Ayam Geprek Mama Ridho. This increase in awareness has positively impacted the development of segmenting, targeting, and positioning for the Ayam Geprek Mama Ridho market. Therefore, this research produced a promotional video using social media and influencer marketing strategies to strengthen the branding of Ayam Geprek Mama Ridho through STP analysis and brand awareness measurement.

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