

MARKETING COMMUNICATION STRATEGY FOR LOCAL BRAND ENTREPRENEURS (A CASE STUDY OF SABANA FRIED CHICKEN FRANCHISE AT RADIO DALAM, SOUTH JAKARTA)

Widya Widya¹, Sisca Aulia^{2*}

¹Faculty of Communication Science, Universitas Tarumanagara, Jakarta

²Faculty of Communication Science, Universitas Tarumanagara, Jakarta*

Email: siscaa@fikom.untar.ac.id

Submitted: July 2022, Revised: December 2022, Accepted: February 2023

ABSTRACT

The development of the Indonesian economic sector is growing, presenting a variety of more diverse culinary references. The culinary industry influences economic growth. This research aims to attract consumers from the marketing communication strategy implemented by Sabana Fried Chicken at Radio Dalam, South Jakarta. Marketing Communication is the main reference in this research. The case study method is used in the qualitative research approach. Marketing communication strategy tries to reveal in the implementation of activities in this research. The development of the research found that to increase sales. Franchise Sabana tried to apply several marketing communication strategies in marketing their products, including by utilizing social media and traditional marketing such as word of mouth (WOM) in terms of promotion.

Keywords: Marketing, franchise, Marketing Communication strategy, Economy

1. PREFACE

The growth of the economic sector, starting from the public, manufacturing, social sectors, are growing precisely in Indonesia. Culinary is one of the most profitable industries. The culinary business for now, is not a new thing, it has even become a style in the minds of culinary lovers. The development of the culinary industry is relatively rapid, presenting a variety of more diverse culinary references as reported in Kontan.Co.Id noting that the culinary industry has a significant influence and contributor to economic growth [1].

Economic growth can be used to measure a country's economic indicators. In a certain period, the increase in national income is also called economic growth. Indonesia's economic growth is still negative in the first quarter of 2021. The Central Statistics Agency (BPS) noted that the economy in the first three months of this year decreased by 0.74 from the previous year. However, this is in contrast to the assumption of franchisees who stated that in 2021, the franchise business is promised as quoted by the Chairman of the Licensing Association [2].

A grant franchise is a license granted by a seller to a buyer to distribute his goods and can be applied to other parties [3]. Good marketing communication can generate profits so that it can add value to the strategy in marketing activities. Development of strategies that relate to the environment that has benefits and added value within the scope of marketing [4].

One of the locally seasoned flour fried chicken products is Sabana Fried Chicken established since 2006. Spread over 2000 more outlets in Indonesia and Syamsil as the owner of Sabana received a title in the Booth business category such as this local fried chicken product [5].

In Fried Chicken products, Sabana Fried Chicken is the name of a local product popular with the public. Sabana is a trademark of PT. Sumber Berkah Niaga, which was established in 2006. This franchise has more than 2000 outlets spread across Indonesia. In 2010 Syamsil as the owner of Sabana Fried Chicken, said the fried chicken business opportunity was growing rapidly through promotions and was awarded the title of market leader in the booth category business.

The increasingly fierce competition, especially in local Fried Chicken products, is a challenge for business people. The presence of Fried Chicken products found in the market such as Hisana Fried Chicken, Dallas Fried Chicken, Rocky Fried Chicken and many more. The emergence of various alternatives makes consumers become selective in choosing and buying a product. Therefore, something is needed to attract consumers to continue to choose and make purchases on Sabana Fried Chicken products. The factor that causes consumers to buy Sabana Fried Chicken products is product quality. When viewed from the product quality factor, we cooperate with partner companies, such as chicken farmers, in the processing of raw materials for this spiced chicken product. Sabana prioritizes quality and hygienic cutting processes

The emergence of various kinds of similar competitors presents its own challenges for business people. The more emerging and widespread make consumers more selective in making purchase transactions. One indicator that makes consumers continue to choose Sabana is product quality. If it is reviewed in terms of product quality indicators, then this spiced chicken processing is processed and collaborated with partner companies such as direct breeders.

In marketing local fried chicken products, such as Sabana, this is applied by selling independently to persuade consumers to make transactions and the use of social media can make consumer decisions.

Our Contribution

This study aimed to uncover and build on the implementation of product marketing communication strategy activities. The study results found that to increase sales, Franchise Sabana tried to apply several marketing communication strategies in marketing their products, including by utilizing social media and traditional marketing such as word of mouth (WOM) in terms of promotion.

Paper Structure

This journal consists of 5 sections with their respective functions: section 1 describes the problem in research. Section 2 lists the theoretical concepts used. Section 3 describes the research methods used. Section 4 produces findings and discussions based on the data that has been obtained and will be related to the theory used. In section 5, the authors write the conclusions of the overall research conducted. Then there is the origin of the author's institution and the reference sources used in this journal.

2. RESEACRH METHOD

Marketing

The world of marketing business is familiar, both in the minds of sellers and consumers. In developing a business, marketing has a very important position. The exchange of sales and purchases is called the word "market". Completing the needs and desires of consumers is the main goal of the market, not just a place to make transactions

Marketing Communication

Marketing communication is a means used to inform, persuade and remind consumers, either directly or indirectly, about the products being sold. Marketing communication has a very important role in the company's ability to create something new so that it can provide competitive responses to consumers and cannot handle all the elements used in marketing activities so that marketing activities can convey messages to consumers. Previously, marketing only placed communication and marketing in marketing communications, but this increasingly rapid development places marketing communications as a more diverse form. Communication and marketing have a very close relationship. Communication is the process of direct or indirect interaction and is received by the interlocutor or communicant to produce feedback. The merging of the two elements of communication and marketing results in a new overview. By implementing, the steps aimed at target consumers in order to be able to increase income is the meaning of marketing communication [6].

Marketing Communication Strategy

More complicated forms of communication will encourage the communicator to delivery of messages by the communicator to the communicant so as to present a number of strategic communications after careful planning.

Marketing Communication Strategy, according to is a process of developing a strategy that considers changes in the environment and needs in this case, marketing strategy connects the environment and views marketing as a function that has responsibilities within the business scope. The presence of a number of marketing communication strategies after going through careful planning is the result of a process of benefits that have a value of responsibility in the business scope [4]

The effects of marketing communications require market participants always to investigate the application of marketing communication strategies. In looking at the effects of marketing communications, there are two things that market participants must know, namely [7]: (a) effectiveness level. In its application, market participants must be able to understand and the end result is able to provide awareness benefits to potential consumers. In this case, marketing communication is expected to convey ideas without being oriented towards one goal; (b) actualization rate. The communication effect is expected to encourage consumers to be loyal every time they make a transaction.

The main function of a marketing communication strategy is to be able to offer value and satisfaction to consumers compared to its competitors. Therefore, market participants must understand the needs of the audience and define the advantages of the strategy built.

3. RESULT AND DISCUSSION

The initial step begins with making observations at the Sabana Fried Chicken Franchise at Radio Dalam, South Jakarta on Jalan Praja Dalam K. Case studies are used in this research method to produce a more in-depth development research approach uses qualitative research functions to describe functions. marketing communications to the franchise. The subjects in this study are the owners of Sabana Fried Chicken at Radio Dalam, and the object is the Sabana Franchise located at Radio Dalam. The main informant in this research is the owner of Sabana Fried Chicken, the reason for choosing it is to implement the applied marketing communication.

4. RESULTS

General Description

Local brand manufacturers currently have high creativity to make attractive products. Products created to follow the times always to be updated and attract consumers to buy. Not only products that are selling well in the market but local brand producers must also be able to attract consumers to make transactions [8]. Local brands are products originating from within the country, produced and marketed in their own country [9].

Each product, including food products, has various characteristics, signs or the like that consumers use to determine which food products to buy or consume. The decision to buy or not a food product is the result of identifying and relating the product's various characteristics to the needs of consumers. The more it meets the expectations of their needs, the more likely they will buy the product. Characteristics or characteristics of a food product can generally be classified into two, namely the intrinsic method, generally due to the processes that are naturally contained in food products such as taste, nutritional content, size, shape, and intrinsic characteristics, generally not because of physical but deliberately added characteristics such as price, labels, and advertisements.

The emergence of fast food products, especially in Jakarta, is increasing. Seen more and more national and international franchises are increasingly mushrooming in the capital city. The presence of this globalization development affects consumer interest in fast food products, this can certainly make consumers more selective in buying a product. This is because the taste of fast food is delicious, practical and prestigious. Seeing the national phenomenon of many fast-food enthusiasts, it is not surprising that many foreign and local franchises provide fast food services such as Fried Chicken, hamburgers, pizza, and so on in Jakarta.

One of the locally seasoned flour fried chicken products is Sabana Fried Chicken, established since 2006. Spread over 2000 more outlets in Indonesia and Syamsil as the owner of Sabana received a title in the Booth category business like this local fried chicken product [5].

As for the vision to become a national company that has close entrepreneurial relationships with consumers and business partners, able to provide a sense of security and comfort for employees at work and participate in strengthening the nation's economy and the mission Providing excellent service to partners and consumers as well as assisting and fostering partners in Sabana business development as the main business of PT. SBN, make employees always have loyalty and dedication through a sense of concern and have a high value for PT. Source of the Blessing of Commerce and carry out development and innovation related to existing activities and other businesses to strengthen the Indonesian economy.

Finding Analysis

To find out the marketing communication strategy of Sabana Fried Chicken, especially in Radio Dalam, in marketing its products, a direct interview was conducted with the owner, Agustini. Sabana Fried Chicken Franchise located in South Jakarta, Radio Dalam which is precisely on Jalan Praja Dalam K. The place located at Radio Dalam is an offline place or shop that is used as a place for the purchase transaction process to occur and is also used to store goods sale (raw material). The place contains members (teams) from Sabana Radio Dalam starting from the owner and employees who care for customer orders. Not only that, sometimes employees also receive the arrival of stock of raw materials from the center.

Sabana franchise is a franchise that is engaged in the culinary field, the products sold are in the form of ready-to-eat food (Fried Chicken products). Sabana Radio Dalam branch was founded in 2010. In the past, Agustini was a salesperson who ventured into the world of marketing. Agustini sells goods in the form of skincare and perfume, and continues this Sabana Franchise business.

Based on the explanation from the owner of the Franchise Sabana Radio Dalam, according to Agustini, it is very important to determine the target consumers and the selection of the media that will be used later to get and produce the right target consumers.

The researcher also asked about how the sales made by Sabana Radio Dalam were to the consumer audience. He said that we marketed in several ways. Generally speaking, rice is big, online and offline. Online, we market it through Facebook. Meanwhile, offline is the occurrence of word of mouth in the community.

Photos of Sabana Fried Chicken products in categories or booth form. This booth category is the sale of products in a small business space, equipment, systems and characteristics according to the type of business chosen or known as street vendors. The menus offered by Sabana include Fried Chicken Rp. 12,500, Geprek Chicken Rp. 17,500, Chicken Strips Rp. 5,000, French Fries Rp. 5,000.

For the benefit of the Sabana Radio Dalam Franchise, according to Agustini, it is quite fast but still has to be good at managing finances starting from raw materials, as well as to pay 4 employees, but this business is quite promising.

The selection of the right target consumer has also been implemented in Sabana Fried Chicken on Radio Dalam, it was found that in carrying out the marketing communication strategy the Sabana owner has a segmentation, namely the general public, while the target is consumers in the Jakarta area in general and South Jakarta to be more specific. Based on the results of an interview with the owner of the Sabana Radio Dalam Franchise, it is enough just to have capital to own this local fried chicken franchise, in the sense that there are no complicated requirements.

Sabana on Radio Dalam, there are no special requirements to become a Sabana Franchise. It is enough to have the capital and complete the administrative files to become a Sabana Franchise. Sabana has partnership offices spread across Indonesia, for the Sabana Fried Chicken partnership office is located in the Jatimakmur area, Pondok Gede, Bekasi, West Java Province.

In practice, the Sabana Franchise business has a weakness regarding limited operational freedom. This is confirmed by the owner of the Sabana Radio Dalam Franchise which is the object of this research. Limited operational freedom which means that the franchisee does not have complete freedom in controlling business operations, the franchisee must always purchase equipment and raw materials from the franchisor. This Sabana Franchise complaint can be seen that the franchise objected to what was given by the franchisor or even the presence of this Franchise business was expected to provide and open up business opportunities that were promised based on the community to increase their income, but on the contrary it was reversed so that one of the rules of the Sabana Franchise business.

With this concept, franchisees are also free from food taxes so that the selling price will be much more affordable in the community. In addition, Sabana Fried Chicken also continues to consult with the Indonesian Ulema Council (MUI) regarding halal product standards even though it has obtained its halal certificate. Another advantage of this Sabana is that the quality of the chicken used is guaranteed because Sabana works with a number of chicken breeders who have the same vision and mission as the owner of Sabana Fried Chicken. This franchise is located on Radio Dalam, South Jakarta. The owner of Sabana Fried Chicken Radio Dalam is Agustini. By maintaining the consistency of product quality, the Sabana Fried Chicken business is gradually increasingly recognized and trusted by consumers. Sabana is proven to continue to spread its wings by providing number one quality.

Intense buying is the initial stage of buying behavior marked by attention to a product, then the emergence of beliefs and attitudes towards the product so that it is a material consideration for making decisions in choosing a product. hopes to be realized because of the marketing process in an effort to introduce the Sabana Franchise business.

The desire to purchase arises because they are aware of the existence of a product. The author is also the author also asked Sin Rahayu as a consumer of Sabana. inquired about still choosing Sabana over other brands. He said generally, I choose this Sabana chicken, apart from having halal standards as I mentioned earlier, the taste is suitable for my tongue and the price is affordable, so it's enough with the price of Rp. 12,000 we have got this Sabana product”.

Discussion

Communication and marketing have a very close relationship whose main function is to attract consumers. The merging of the two elements of communication and marketing produces new insights such as applying methods aimed at large audiences to achieve income increases. Sabana also applies 9P communication, namely.

- a. Product. The franchisor introduces the Sabana Franchise business and provides information about the mechanism for joining a business partner or Sabana Franchise to entrepreneurs. Entrepreneurs decide to join as Sabana's business partners. In a day, Sabana Radio Dalam can sell as many as 150 pieces or about 10 heads
- b. Price. The cost to become a Sabana Franchise costs Rp. 25,000,000. The amount has been determined by the franchisor, including business support equipment and supplies as well as obtaining business training related to operations in running a business. However, there is also an obstacle for Agustini because he cannot increase the selling price of this Fried Chicken product.

- c. Place. In the franchise business, there are two parties responsible for implementing business cooperation, namely the franchisor or business owner and the franchisee who buys the business. The Sabana Franchisor grants the Sabana Franchise rights, accompanied by a license for the use of trademarks and products. Then the Sabana Franchisor will receive payment for granting a license to run a business from this Sabana Franchise. The reference for choosing the place for Radio Dalam comes from the owner of the first-hand franchise running for five years and then continued by Agustini as the owner.
- d. Promotion. The franchisor tries to introduce the Sabana Franchise business to the owner. The owner decides to join as a business partner (franchisor) to run the business by marketing the Sabana. This Sabana promotion was carried out with two media, first with traditional media, namely Word Of Mouth (WOM), and second with online media such as Facebook social media.
- e. People (Participants). All actors who play a role in influencing consumer perceptions, including the people element, are all employees and consumers. The number of employees at Sabana Radio Dalam is four people and the consumers consist of all ages
- f. Process. All activities that involve procedures that involve activities and routines with goods or services that are distributed to consumers. There are obstacles in the savanna. Orders for raw materials are usually ordered via mobile phones and control is usually held from the Sabana center once a month.
- g. Physical Evidence (physical evidence). All physical evidence of the company in support of the products or services offered or real things that also influence consumer decisions to buy and use these products or services.
- h. Public Relations (PR). Creating a better understanding of marketing so that it can influence the behavior of people both individually and in groups. The presence of this Sabana Blessing Friday activity provides benefits that the community feels for the existence of the Sabana Fried Chicken business in the area, especially Sabana Fried Chicken Radio Dalam.
- i. Power (Strength). The efforts made include the strength of the brand created in the minds of consumers and can make the product strong in the market. The process of word of mouth that occurs in the community that affects sales and the strength of Sabana Radio Dalam is due to the emergence of consumers' ability to remember a brand.

From the results of the research entitled Marketing Communication Strategy of Local Brand Entrepreneurs (Case Study on the Sabana Fried Chicken Franchise at Radio Dalam, South Jakarta). The marketing strategy of the Radio Branch Sabana In implementing the communication component well and clearly, the Sabana Franchise also applies a marketing communication strategy by selecting the target market with people of class A, B and C or the lower to the upper-middle class. This franchise uses chicken pieces that already have halal standards from MUI for product quality. Then, the owner of Sabana Radio Dalam promotes his franchise using Facebook social media. It is believed that most people today still use Facebook and promotions through online media such as Facebook because it does not cost money and is very easily accessible by anyone. Then, this franchise is also assisted in traditional marketing such as word of mouth (WOM), word of mouth marketing is still used in this promotion category.

Another thing that is no less important is that marketing communication is in control of product sales, if the communication has problems, sales can stop at any time or stop altogether. In this communication, the means used are very diverse in market product information. Marketing communication can form a brand equity in product sales, and very rapid changes in the marketing environment can encourage a sale. However, by going through a lot of marketing communications as specified – the only thing that can drive sales. However, through the marketing communication mix that was carried out, it was able to increase the sales of the Franchise Fried Chicken Sabana, not only that, by increasing the number and breadth of communication publicly or privately, it would influence and reach a wider market so as to encourage effectiveness and efficiency in conducting marketing communications.

5. CONCLUSIONS AND RECOMMENDATIONS

The results of the study found that to increase sales, Franchise Sabana tried to implement several marketing strategies in marketing these products by utilizing social media and word of mouth (WOM) as media promotions and the distinctive taste of chicken so that all people could enjoy it. Feedback or responses from the public on Fried Chicken Sabana products are very good, this is evidenced by repeated purchases of products by consumers at the Fried Chicken Sabana booth at Radio Dalam.

ACKNOWLEDGEMENT

In this journal, the authors would like to thank profusely to all parties who have helped and supported in the process of writing this article.

REFERENCES

- Admin, (2021). 25 Brand Lokal untuk milenial dijamin enggak ketinggalan zaman. Ussfeed.
<https://www.ussfeed.com/brand-lokal/>.
- Admin. (2021). 4 Alasan Brand Lokal ini Laku Keras. Dreambox.
<https://www.dreambox.id/blog/4-alasan-brand-lokal-ini-laku-keras/>.
- Catriana, E. (2021). *Bisnis Franchise Tahun Ini Bagaimana Prospeknya?*. Kompas.
<https://money.kompas.com/read/2021/01/14/151010626/bisnis-franchise-tahun-ini-bagaimana-prospeknya>.
- Cornelin, E. (2019). Komunikasi Pemasaran Brand Lokal Kepada Masyarakat Indonesia (Studi Terhadap Beras Sikoki). *J. Prologia*.
- Nahari. (2020). *Sabana Fried Chicken*. Majalah Franchise.
<https://majalahfranchise.com/sabana-fried-chicken/>.
- Peraturan Menteri Perdagangan Nomor 71 tahun 2019 tentang Penyelenggaraan Waralaba.
- Pink, B. (2021). *Industri Kuliner Jadi Penyumbang Terbesar Pertumbuhan Ekonomi Kreatif*. Kontan.
<https://nasional.kontan.co.id/news/sri-mulyani-industri-kuliner-jadi-penyumbang-terbesar-pertumbuhan-ekonomi-kreatif>.
- Suntoyo, D. (2013). *Manajemen Pemasaran*. Yogyakarta: CAPS.
- Widyastuti, S. (2017). *Manajemen Komunikasi Pemasaran Terpadu*. Jakarta: FEB-UP-Press.