

PENERAPAN STRATEGI AIDA BERBASIS *ONLINE* TERHADAP PENJUALAN PRODUK CRISPYMUNCH

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ABSTRACT

This research aims to implement online-based AIDA strategy on Crispymunch selling. Crispymunch is a food and beverage company which especially produces cassava crispy snack which is different from others: premium quality, unique variety of taste, and interesting concept and brand. However, in this startup phase, some problems are still faced by Crispymunch if it is sold offline because it still does not have good brand-awareness or its product is still not known yet by society and its package is less interesting. But as time goes by, Crispymunch attempts to market its product via online on Bukalapak, Tokopedia, Instagram, also Line and Whatsapp for personal contact. After online selling, the sales increasing because customers often use social media, easy to compare product, can be done everytime and everywhere. Based on fact and phenomenon of selling in a company, the evaluation and the implementation of AIDA strategy should be done to know everything that influences the processes passed by customers on online purchasing and implement it on Crispymunch selling. AIDA Theory is a phase to know the process of how a customer eventually accepts a promotion on media, thus AIDA theory can be used to help finding the factors that influencing promotion processes on media used by a company, and implement its result to increase the product purchasing intention. This research uses theoretical framework related to AIDA theory, information from previous researches, and information of Crispymunch customer to-be, marketing expert, and foodblogger. This research uses qualitative method using semi-structured interview as the method of data collection. On the other hand, for testing the validity and reliability of research result, this research utilizes source triangulation method. Data obtained from interview are reduced and analyzed to implement AIDA Strategy which suits the targeted market. The result of this research is the plan of AIDA strategy implementation which suits Crispymunch selling.

Keywords: AIDA, food and beverage, marketing strategy, online business

INTRODUCTION

Indonesia is one of developing countries in Southeast Asia which ranks 4th nation with the largest population (BPS, 2015). In Indonesia, Small and Medium Enterprises (SME) has an important role for national economic development. Each year, Indonesian SME statistics is always increasing so that it could be a chance of business market target. This could be seen in Figure 1. Growth and competition of food industries is also increasing, as

could be seen in Figure 2. Technology had developed to become more sophisticated, that lead to the ease of purchase transactions through online shops (Mulya, 2011: 14).

Online marketing and purchasing are now having a great potential, because Indonesian internet user is always increasing and online shopping had become a habit. This can ease the promotion and distribution network. This phenomenon is even utilized by some famous brands for their marketing and sales through social media such as facebook, instagram, website, twitter, blog, and blackberry messenger's mobile advertising (Handayani, 2010: 34). According to Rico (2014), instagram has 150 million active users each month. Every day, there are 16 billion of shared photos and 1,2 billion of liked photos. This unpaid media is of course very useful and potential to promote and sell products.

Crispymunch is a starter company of snack industries in Surabaya which sells *opak* or cassava chips. In order to achieve its premium class target, the value offered by Crispymunch is not only of product quality but also new and interesting flavor variants. There are a lot of off-flavour variants, such as original, *balado*, BBQ, roasted rib, roasted corn, cheese, and seaweed. Crispymunch is marketed through the internet, especially in bukalapak and tokopedia buying and selling forum, instagram account, Line, and WhatsApp.

The researcher had seen the increase of Crispymunch's sale through online marketing. Because of that, the researcher aimed to understand online purchase intention and the effectiveness of online promotion. The researcher had done pre-survey on ten customers who had bought Crispymunch's products before. It was found that online promotion media is more effective than the offline one. According to the customer, the most interesting media used is instagram. There are some factors that encourage the customer to buy the product through online media. They can purchase the product anytime, and can make comparisons before purchasing.

AIDA theory studies customer's series of process in buying a product. It begins with attention phase, then interest phase, desire phase, and the last is action phase in which the customer make a decision (Miles, 2014: 146). In order to test the hypothesis arose from pre survey results, the researcher intended to do a research titled "The Implementation of Online-Based AIDA Strategy on Crispymunch's Product Sales".

LITERATURE REVIEW

Online Purchase Intention

According to Delafrooz et al. (2011: 2839), online purchase intention is the strength of a customer's intentions to perform a specified purchasing behavior via internet. This statement shows that online purchase intention is the strength and tendency of purchase behavior through the internet. According to Kotler and Keller (2012: 237), there are some basic concepts of alternative evaluation that underlies the customer's purchase intention, such as:

- a. The customer tries to fulfill his needs
- b. The customer seeks for a particular benefit or solution from the product
- c. The customer views each product as a group of attribute with different abilities in giving benefit to satisfy the need.

Online Marketing Strategy through Instagram

There are some ways to plan a marketing strategy through social media according to Garst (2015: 28-31), such as: (1) choosing a suitable social media with the market target; (2) using the social media collection as platform; (3) planning a content making; (4) planning content promotion. According to Zimmerman (2015: 148-151) strategies of using social media especially instagram as marketing media are:

- a. Sharing company's internal stories such as daily activities, events, and highlighting the customer or staffs, in order to increase customer's trust.
- b. Using hash tags to reach and join with the followers, the potential customers, and market of industry.
- c. Implementing "Call to Action" (CTA) in every post, attracting the customers to join with various events.
- d. Tag or mention other instagram users to help the message's dissemination.
- e. Endorsement or endorser's support such as celebrities or famous person to increase the brand awareness and achieve the product's market target.

Promotion through Online Media

Promotion is an incentive to a producer, distributor, retailer, and non-profit organization. It is used to change a brand's perceived price or temporary company value (Shimp, 2010: 46). In accordance with the theory of Kotler and Keller (2012: 513), the benefits of promotion are as follows.

- a. Ability to be attention getting: ability to get the attention and lead the customer to the product.
- b. Incentive: includes some concessions, incentive, or contributions that add the value to the customer.
- c. Invitation: includes different invitations to be involved in current transaction.

AIDA Theory

AIDA phases aimed to know the process of the customer in accepting a promotion through a media.

a. Attention

Attention is the early phase in AIDA theory, where the seller should be able to make the customer realize the existence of the product. This phase could be illustrated with customers following the account that had their attention. This is in accordance with the statement of Miles (2014) and Rico (2014: 18) that follower is an individual who pays a higher attention in something.

b. Interest

Interest is the second phase, where the seller had already got the attention. The phase indicates that the customer had an interest in posted product. The presence of interest in social media could be illustrated with early information search about the product. It could be done through *comment* feature or *direct message*.

c. Desire

Desire is the next phase after interest. In this phase, the seller's account had already got the attention and interest of potential customer. Therefore, an emotional bonding to that account's posts had been created. The bond is getting stronger and attracts the customer to seek further information about the product. This can be illustrated with the potential customer contact the available contact person of that account.

d. Action

Action is the last phase of this theory. In this phase, there is a decision making and action that caused a transaction between the seller and the buyer. In a social media, this can be illustrated with the presence of order and product payment.

Brand Awareness

The definition of brand awareness according to Aaker in Octavianti (2012: 184) is the customer's ability to identify a brand as a part of particular product category.

Customer's Perception

According to Sarwono (2012: 86), perception is an understanding created just after someone receives a stimulus from his surroundings through a thinking process.

Customer's Trust

According to Chou, Chen, and Lin (2014), trust is someone's act of expectation in an online situation that is full of uncertainty. Seller is expected to be able to give comfort and securities while the customer shops.

RESEARCH METHODS

This research used qualitative method. According to Sugiyono (2012: 9), qualitative research method is used to study the natural condition of an object. In a qualitative research, the researcher is the key instrument. The data was collected through triangulation technique. The data was analyzed by inductive analysis and the research is pointed mainly to the meaning instead of generalization. This research was done in Surabaya, because the product and research object is still distributed in Surabaya. This research was done in April until August 2016. Informants of this research are as follows.

- (1) Potential Customer: Crispymunch's potential customers are chosen as informant of this research in order to know their response about marketing and sales through social media. They are also chosen in order to get explanations about what affects Crispymunch's AIDA phases in social media. The informant's criteria are: older than 17 years, using instagram social media, ever done an online shopping, and also never bought and consumed Crispymunch before.
- (2) Marketing Expert: Expert is someone who has expertise in marketing management, especially e-business. Expert informant was chosen by these criteria: a lecturer or expert in marketing field, understand the practical and theoretical concepts of e-business, understand the details of business especially in food and beverage, had a minimum 2 years experience in managing a business.
- (3) E-commerce Expert: Food blogger was chosen as an informant considering the knowledge and the experience in using social media for product marketing. The criteria of food blogger are: actively done blogging through social media for at least one year, discussed food related content, had at least 50 thousand follower accounts, and at least 500 likes for each photos.

Data Collection Method

The data collection method in this research is interview. Interview is a technique of data collection which done by asking questions directly to the informant (Bungin, 2011: 100). In this research, the interview technique was semi-structured interview that helps the researcher to search the information from the informant. The researcher had prepared the topic and questions list before the interview.

Validity and Reliability

Validity test in this research was done by triangulation. It was done by checking the proofs from various sources and use them in building a theme justification coherently. Triangulation technique used in this research was source triangulation. The data credibility was tested by checking it on some sources (Creswell, 2012: 286). The data was then described and categorized according to the similarity and specifications.

Triangulation source was done by checking potential customer, expert, and food blogger's answers related to the social media used by Crispymunch. They also asked to identify the weakness and make an alternative promotion model and effective online selling to eliminate the existing weakness. The reliability test in this research was using dependability technique. In this technique, the researcher tracks overall research process by looking for the answers' consistency along the data collection process (Creswell, 2012: 288).

RESULT AND DISCUSSION

Attention

The first thing to be concerned in the effort of gaining potential customer's attention is choosing the suitable social media with company's market target (Garst, 2013: 28). The statement is in accordance with the interview result. From the interview result, it was known that Crispymunch had already using a suitable social media, which is instagram. All of the respondents are using that social media as well. According to Diamond (2013: 11) the visual appearance is the first thing that gives first impression. It will also make the message stronger.

Analysis of the interview result showed that the potential customers are still uninterested. This is because the visual appearance of the account is still low, from its photos and also packaging. According to Zimmerman (2015: 148), one of instagram's marketing strategy is by using hash tags to reach and join with the followers, who are the potential customers of the industry. This is in accordance with the result of interview, which showed that the potential customer is usually find an online shop account from hash tags of related products, from the friends who follow or post the product, or appears in the explore section. This is also strengthened by the statement of expert and food blogger who said that a social media account will be easier to find by the potential customer through good promotions, advertisement, and endorsement.

Interest

Interest in AIDA marketing theory is a phase in which a company should be able to maintain the liking by using informative advertisement, so that it can persuade the customer about the importance of company's product (Rawal, 2013). One indication of interest phase is the presence of interactions among potential customers. According to Jantsch (2015: 17-20), the way to use instagram social media as marketing media is by creating a positive brand and interesting content. The content should be interesting and has a particular characteristic so that it can be easily remembered by the market target in social media. According to the interview result with potential customers and food blogger, there are some things that make the potential customers interested and want to know more about the product. They are trend and popularity, world of mouth from potential customers' circle, and the product's appearance or packaging.

Desire

The third phase of AIDA marketing theory is Desire phase. According to Rawal (2013), in this phase the company begins to offer its product very convincingly to the customers in order to buy the product. From the interview result, after knowing detailed information about the product, customer will make a consideration before buys. Here, the task of the company is to convince the customer. According to Barnes (2015: 17-20), good content of social media is a content that is interesting, cultivate curiosity, and views the consumer's perspective about products or company.

Based on the analysis result there are some things that increase the intention of customer to purchase the product. They are priority level of the need or urgency, promotion, interesting product appearance, good quality that could be seen through reviews and testimonials, and also the trust level towards the seller. Trust is someone's act of expectation to the seller in an uncertain online situation in order to get shopping comfort and securities (Chou, Chen and Lin, 2014). Meanwhile, Jantsch (2015: 17-20) said that the seller should has some attitudes including honesty, good interaction with the customer, and transparency.

In accordance with the analysis result, criteria of trusted seller are able to give the best service, answering the questions clearly, giving the proofs of shipment, responsible, and of course be honest in doing the responsibilities.

Action

After through the Desire phase of AIDA marketing theory, the last task of promotion is to trigger an action of potential customer; in this context is to do the transaction (Rawal, 2013). The decision of buying a product online is affected by all the phases that had been described before. If the product and service fulfills the potential customer's need and trust qualifications, the transaction will occur.

According to the potential customers and expert, there are some factors that affect the online purchase decision. They are product quality and trusted seller. If both of is fulfilled, transaction will occur and the potential customer will decide to purchase the product. In detail, the service should be done well and suitable with the criteria of trusted seller. The seller should also be able to convince the potential customer to buy the product. After the purchase, it's better for the seller to keep servicing the customer by asking for feedbacks and giving some information about the product. In Desire and Action phase, Crispymunch used Line and WhatsApp as easy and safe communication tools. Respondents said that Line and WhatsApp are good as communication tools since they have private characteristics so that transaction could be done safely and trusty.

Implementation Plan

Based on the interview result, analysis, and evaluation, there are some things that could be done by Crispymunch in order to improve the social media account, and also to increase online purchase intention. The effort that could be done by company is to get the attention from potential customers. This includes the increase of visual appearance (photos, captions, and interesting placements), decrease following, and increase followers to show the seller's popularity. The solution to make potential customers interested with the product is by making trend or hype in target market, uploading customer's testimonials that can increase the trust, and to improve the product's appearance or packaging.

After the potential customer become interested, seller should be able to make the customer desired to purchase the product. To increase this, the efforts that could be done are making promotion programs that increase the urgency to buy the product, managing the product's appearance to be interesting, posting the reviews and testimonials as the proofs of product's quality, and also increasing the trust towards seller.

In the last phase, the factors that can affect the decision of product purchase are visual factors, urgency level, product's physical aspects, and trusted seller. If the preceding three phases (attention, interest, and desire) are successfully passed, there will be a transaction. Planning for the last phase should ensure that the three phases were done well so that the product purchase intention could be increased.

CONCLUSION AND SUGGESTION

C onclusions

Based on the analysis and discussion, it could be concluded that Crispymunch had already used a suitable social media that is instagram. It is widely used by the target market, and even all respondents used that social media. Attention from the potential customers is still low. The respondents mostly know the product from word of mouth. The way of customers in finding the online shop is from hash tags related to the product, from the friends who follow, or from explore section. The cause of low attention from potential customer is because of low visual appearance of account, both from its photos or packaging. Therefore, things that could be done in order to increase attention are by doing promotions from advertisement and endorsement. By that way, the product will be known by more people and the visual appearance quality could be improved.

In the interest phase, the factors that can make the customers interested and want to know more about the product are trend and popularity, word of mouth from circle target market,

and the appearance of product or packaging. Things that should be done are making trend or hype through events or promotions that can make the product become famous, uploading testimonials that can increase the trust, and also improving the product's appearance.

In desire phase, the company offers its product very convincingly so that the customers are willing to purchase, and after knowing detailed information about the product, the consumer will study or consider the purchase. Here the task of company is to convince the customer. Things that could be done to increase the purchase intention are urgency, promotion, and product appearance, outstanding quality from review and testimonials, and trust towards seller.

The action phase is expected to trigger potential customer's act, which is transaction. It is affected by all phases that had been passed. If the product and service given by the seller could fulfill the potential customer's need and trust qualifications, transaction will occur. Things that could be done are convincing the customers about the product and giving good sale and post sale service, so that repeat order could occur.

Suggestion

Based on the analysis and discussion, suggested AIDA marketing strategies that are suitable for Crispymunch are as follows.

- a. Crispymunch should increase its brand awareness and create hype or trend by applying theme for booth, uniform and packaging, and showing premium quality product in its social media.
- b. Crispymunch should increase the promotion to make the product better known by the public. Online promotions can be done using advertisement, endorsement, cooperate with Gojek to facilitate customers to get the product, and promote discounts to increase product's purchase intention.
- c. Crispymunch can improve the appearance and content of its social media by increasing the number of posts, posting high quality photos, posting product testimonials and product related info, using clear captions, and trying to increase followers and reduce following.
- d. Crispymunch should set aside more funds to rent some booths and involved in a bazaar, so Crispymunch can provide tester for potential customers.

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Attachment



Figure 1.1 Projected population
Source : bps.go.id

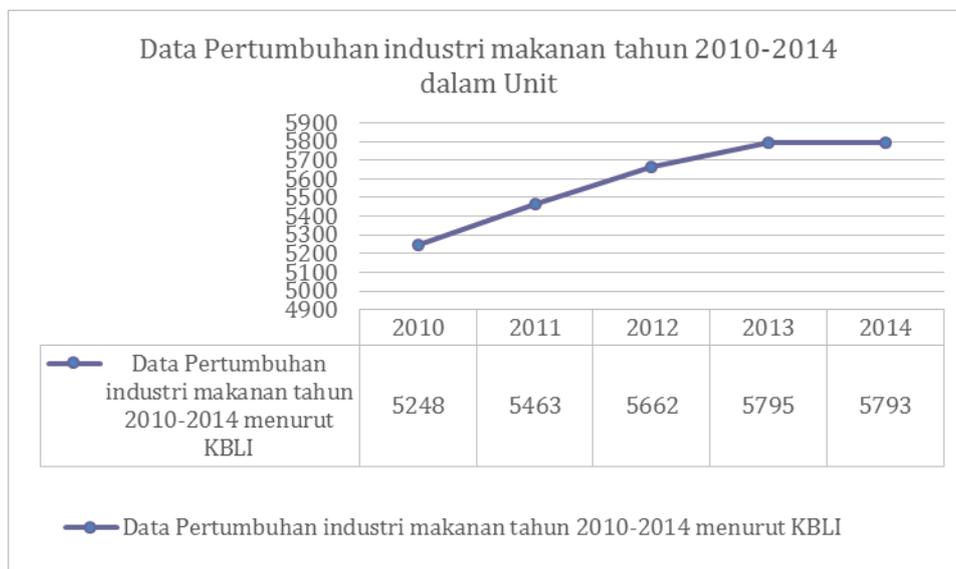


Figure 1.2 Growth of the food industry in 2010-2014
Source : Badan Pusat Statistik