

PROMOTION MIX DEVELOPMENT STRATEGY HAPPY TUMMY

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ABSTRACT

The following research covers the strategies needed to further develop the promotion mix of Happy Tummy. This research is conducted with several concerns, i.e. a decrease in the company sales turnover and the result of initial consumer survey which states that the promotion done by Happy Tummy is still lacking. The aim of this research is to evaluate, to improve, and to develop an effective promotion mix strategy best suited for catering business which will ultimately boost the company sales turnover. The initial survey sampling will be carried out among both currently active and inactive Happy Tummy consumers. The data collection method implements a qualitative method which uses semi-structured interview, observation and documentation of research company data. Data validation and reliability test uses data validity i.e. source triangulation which compares existing data from various sources. Data analysis is done using a data analysis method according to Miles and Huberman i.e. reduction, data presentation, and inference. This research discusses the general idea of company promotion, the comparison of various promotion forms implemented in a catering business, the evaluation of promotion mix in Happy Tummy company, and the improvement as well as the development of Happy Tummy promotion mix strategy.

Keywords: Promotion Mix, Qualitative, Qualitative Research, Marketing Promotion

INTRODUCTION

Jawa Timur is a province on Java island with a great number of population second only to DKI Jakarta. Several industrial sectors which play a big role in supporting Indonesia's economic growth also operate in Jawa Timur. The industrial sector of food and beverage processing in Jawa Timur has a growth rate of 5.29%. This fact shows to us that there is still room open for new businesses dealing with food to be created. Moreover, the growth of PDRB (Produk Domestik Regional Bruto) according to business field in processing industrial sector (food and beverage) undergoes improvement from year to year, which is increasing from 5.69% to 6.81%. The increase takes place along with an increase in food and beverage consumption as the society's basic needs. The increasing buying power of the people implies that there is a vast opportunity for businesses dealing with food and beverage. Furthermore, the processing industry

(food and beverage) in Jawa Timur is dominated by UMKM as big as 70% with the rest of it being medium to large industries.

One part of the processing industry (food and beverage) is the culinary service industry which includes catering business in it. Catering business is currently favorable in many people's eyes, because of the many demands from people who need the service. Happy Tummy is a new business located in Citraland Surabaya Barat which is engaged in the culinary world providing catering services for breakfast and lunch menu. Happy Tummy was founded under a situation where the number of students attending Ciputra University was becoming larger but without an increase in the number of tenants selling foods in and around the university area. The business situation faced by Happy Tummy as a newly found business competing with other similar businesses explains that there is a strong bargaining power from the consumers. The strength of this bargaining power comes from the fact that the consumers have a wide range of choices when it comes to catering service providers and that they are concerned with the current status of Happy Tummy as a newly found business. Seeing how the consumers' bargaining power is quite strong and how the status of Happy Tummy is still new in the business, consequently Happy Tummy needs to review its marketing aspect.

The marketing aspect includes implementing marketing mix strategy which covers product determining (*product*), sales distribution (*place*), selling price (*price*), and promotion (*promotion*). In recent months, Happy Tummy undergoes a trend where the sales turnover is decreasing. Prior to researching, the researchers have done a pre-survey in order to identify the problem concerning the decreasing sales turnover in recent months. The interview results in the pre-survey state that the promotion activities done by Happy Tummy is very lacking and therefore a development in promotion is needed. A promotion is a mean to inform the consumers about products or services and convince the consumers inside the target market (Pupuni and Sulistyawati, 2013:12). The notion emphasizes that promotion can be one thing to consider when convincing consumers of a product or service's worth. Happy Tummy realizes that promotion is a very important element in running a business. However, up to this moment Happy Tummy has never done a scientific research concerning promotion matters, especially in its relation to consumer satisfaction so that it becomes able to boost the sales turnover. Therefore, Happy Tummy needs to focus on determining the promotion strategy, because it can direct the consumers to choose Happy Tummy (regardless of the strong consumer bargaining power and the newly found business status of the current Happy Tummy). Happy Tummy needs to evaluate, and then design and determine an appropriate promotion strategy for the company. Through this research, Happy Tummy's efforts related to promotion can be assessed in how effective they are so that they can be further developed or even changed in cases where the effectivity is low, ultimately leading to Happy Tummy being superior to its competitors and able to achieve its main goal i.e. boosting the company's sales turnover.

LITERATURE REVIEW

Promotion

Promotion is a communication from the sellers and buyers from the right information that aims to change the attitudes and behavior of buyers, who previously did not know become familiar with so that it becomes a buyer and still recall the product.

Promotion Mix

Some promotion such as advertising, sales promotion, events and experiences, publicity, direct marketing, interactive marketing, marketing of mouth-to-mouth, and marketing personal undertaken to achieve certain goals within a company named as the promotion mix

Advertising

The main media used to deliver advertising communication is the television, radio, cinema, newspapers, magazines, billboards, brochures and the Internet. Advertisement role is to inform, persuade, influence, remind, increase the value, and support other promotional activities. But advertising only to influence, not to help boost sales.

Sales Promotion

Sales promotion is a variety of short-term incentives to encourage the purchase or sale of a product or service such as trade shows, sales incentives, coupons, etc. (Shimp in Harjanto 2011: 84). Sales promotion is done to increase sales, especially at the time of the sales downturn.

Event & Experience

Event and Experience are the activities and programs sponsored company designed to create daily interaction or interaction associated with a particular brand.

Public Relation

Public relations is an attempt to establish and maintain mutual understanding between an organization and the public . Public relations is also a comprehensive communication effort of the company to influence perceptions , opinions , beliefs , and attitudes of various groups against the company

Direct Marketing

Direct marketing is a company or organization attempts to communicate directly with potential customers targeted with the intent to cause a response or sales transactions (Morissan, 2010: 22).

Interactive Marketing

Interactive marketing activities and programs are online (internet) designed to engage customers or prospects, and directly or indirectly increase awareness, improve the image, or create product sales and services.

Word of Mouth Marketing

Word of mouth marketing is an oral, written, and electronic inter-community related advantages or experience of buying or using a product or service. WOM communication is word of mouth among audiences, circulated in a chain and thus the community sector in particular.

Personal Selling

Personal selling is a form of direct communication between a seller and a buyer with face to face so that it will provide a more effective understanding of the products and services in the minds of consumers . Personal selling is an interpersonal process , where sellers study the needs and desires of potential prospects , and meet them with products or services that are appropriate , so that the sales transaction (Koekemoer in Harjanto , 2011: 45) .

RESEARCH METHODS

Research Approach

A qualitative approach has a problem that is still tentative , provisional , and will be developed after researchers in the field. Qualitative research aims to understand the views of individuals , find process, formed or formulated a theory based on the perspective of the participants studied, and dig depth information about the background of limited research

Sources of Data

Determination of informants of this research is done by using purposive sampling method . Purposive sampling method is the determination of informants purposively based with a specific purpose in advance . In this study , the sample is determined by considering individual informants were deemed capable of providing data corresponding to the focus of research that

may ultimately be concluded . The informants were used in this study is an expert in the field of marketing , especially promotion , consumer Happy Tummy , benchmark companies , and consumer benchmark companies.

Technique of Data Collection

1. Interview

Method of semi-structured interviews will be the method used in this research that using a combination of interview questions . It aims to obtain complete data from the research informants .

2. Observation

Observations will be made in this research is to observe the activities of shipping transactions from a rival company catering to consumers who are mostly students of the University of Ciputra . This observation aims to complement the data obtained in the interviews .

3. Documentation

Documentation is a record of events that had passed, can be written reports , drawings, photographs (Sugiyono , 2014). Documentation of the company in the form of financial statements , the list of consumer names and photos of products catering to help complete the interview .

Validity and Reliability Tests

This study uses a triangulation is a triangulation of data sources . Triangulation of data sources is a triangulation of the truth of certain information via the source data processing and then comparing the results of the data information through different sources (Gunawan , 2014: 4) .

Model of Data Analysis

This study uses data analysis model of Miles and Huberman . Analysis of the data model of Miles and Huberman uses three stages of analysis, codification , data presentation and conclusion (Afrizal , 2014: 178) . Step-by- step analysis of the data is codified , data presentation , and conclusion.

ANALYSIS AND DISCUSSION

General Description of Research Object

Happy Tummy is a culinary business in the form of catering services by serving breakfast and lunch menu which is then delivered to all regions Citraland . Happy Tummy has been trying to collaborate catering menus are offered so as to provide satisfaction for its customers . Price per package catering is Rp 17,000.

Evaluation of Promotion Mix Happy Tummy

Implementation of the promotional mix Happy Tummy still less than optimal in comparison with competitors. There are several promotions that even Happy Tummy not at all apply in the company when it is very effective form of promotion to attract consumers to identify, try, and buy a new catering menu. In advertising, Happy Tummy have never had designs brochures to be distributed to the target consumers minded catering especially to take advantage of the print or electronic media for promotion. Direct marketing, Surabaya today is booming with the weekend market. Weekend Market is always crowded with customers, Happy Tummy dare not follow the exhibition at "impromptu Sunday market" because it was not important. Though the exhibition is one of the promotion of "complete" because it can distribute flyers, meet consumer, can comment and provide tester directly to visitors to the exhibition which is none other than our prospective customers. Interactive marketing, Happy Tummy did not make an official social media companies (Instagram, Facebook and Path) whereas social media are free and very easy

to attract consumers who already understand the internet. Happy Tummy also has no plans for endorsement when the owner of Happy Tummy also know some of the well-known food bloggers in Surabaya. Therefore, Happy Tummy to immediately formulate the promotional mix improvements also must be applied to the company so as to increase sales turnover back.

Improvement of Promotion Mix Happy Tummy

Promotion mix strategies should be based on the company's promotional budget. Happy Tummy has never had a special budget for promotion. Therefore, companies need to calculate costs and equipment needed repair menunjuang promotion mix. Besides off-budget campaign, the company should have a report book sale itself which contains the report promotion is done, the time to do promotion, promotional costs spent, and the results or the achievement of these promotions so that it can be used as a history of promotion of book company in order to be used as a basis for decision making sale next , From the history of book promotion, the company can assess how effective promotions that have been done to help improve the company's sales turnover and can eliminate forms of promotion mix are not effective for catering business or even a key form of promotion mix that has not been done and assess the promotion. Thus, the promotion of the catering business will not remain forever, as time passes and advanced age then form the promotion will continue to grow. Therefore, Happy Tummy which is one of the catering business must be prepared to face the changes and soon to follow the development of promotions such as what is easily absorbed, accepted, and according to customer wishes and implement them so as to maintain the company's sales turnover.

New Strategies Promotion Mix Happy Tummy

Advertising :

1. Designing a brochure companies with attractive design that contains the logo, menus, prices, and contact person
2. Collecting strategic places for the placement location of the brochure and ask the owner of the place to be willing to accept surrogate brochure.
3. Finding information about the cost of advertising in the print and electronic media in full so as to facilitate later wearing the sale because the ad is one of the upcoming promotional plans.

Sales Promotion :

1. Provide tester menu catering to multiple agencies to work together to become a vendor lunches or gatherings such as the University of Ciputra, Alpha Omega Church, GBI Rock, Maybank Citraland and MayJen.Sungkono. The agency was chosen because the owner knows several colleagues at the venue.
2. Provide free postage and healthy snack (fruit or pudding) for ordering catering for 14 days with an upfront payment in Citraland region alone.
3. Product Bundling catering healthy form of purchases worth Rp 750,000 will get infused water to new customers who first bought.

Direct Marketing :

1. Owner must always be related to the potential consumers directly via telemarketing such as SMS, BBM, LINE, and Whatsapp on catering offers an attractive manner and offers a personal message menu directly by telephone to the consumer.
2. Start looking out schedule of exhibitions and fairs prices from cheap to expensive in Surabaya and prepare things needed to support the exhibition Happy Tummy fore.
3. Following the exhibition in accordance with the product being sold and on-budget with the completeness of the exhibition, namely brochures, banners, business cards, booth, tester, and a compelling sales promotions.

Interactive Marketing :

1. Make Happy Tummy official social media include: email, IG, FB and Path @MyHappyTummy_sby.
2. Having collected a number of followers, immediate endorsement to some well-known food bloggers like @INIJE @Waregkok Surabaya @Lauraangelia @Merli_sansan @Amandakohar.
3. Use social media for promotion of consumer is the consumer who wants to upload photos caterers booked, then follow IG and tags to @MyHappyTummy_sby with hashtag #MyHappyTummyEnak and mention to several friends will get a bonus fruit dessert and drinks.

Personal Selling :

1. Marketing must understand the product knowledge as all compositions catering menu that is used so as to explain to consumers who want to understand groceries ordered.
2. Marketing must have patience and hospitality in serving consumers who have different desires. Marketing should be able to condition themselves under any circumstances sehingga consumers feel the quality service of Happy Tummy.
3. Marketing must have the creativity to solve problems consumers are getting bored with the menu, consumers who do not get a portion as it should, or delayed delivery by the way bring a new promotion program and maintaining quality standards catering Happy Yummy.

CONCLUSION AND SUGGESTION

Conclusion

1. Traditional advertising such as brochures attractive, is still very necessary for the food business including catering business.
2. Sales promotion such as rebates and bonuses to purchase a certain amount of the sale to attract consumers to try even subscribe to a new menu of the new brand.
3. Public Relation between entrepreneurs and consumers should be maintained with regular and intensive communication regarding menu deals and criticisms and suggestions about menu bought by consumers.
4. For experience, employers need to provide a tester to potential customers so as to provide a good experience on the menu Happy Tummy tasty dishes the eyes of consumers.
5. Event for catering business can be created with an event or contest that directly engage consumers with social media like instagram which could impact on the promotion for free by consumers and add a follower.
6. Direct and interactive direct selling can be done by marketers attempt to take advantage of social media (instagram, path, facebook) and telemarketing applications such as BBM, Line, Whatsapp, email, and SMS.
7. Endorsement is one of the interactive marketing can increase consumer interest in the product because famous people are considered've tried our product, consumers are likely fans or friends they ter-persuasive to try the same product.
8. To obtain a word of mouth marketing is good, employers need to provide quality products and excellent service.
9. Personal selling more focused on the ability of marketers to offer a product that sells.
10. Responsive Selling, Product Knowledge, Creative Selling which refers to the opinion of McCarthy must be owned by each marketer is the ability to find consumers in accordance daily targets specified, explaining the menu and the composition of the products offered are clearly to consumers, and use interesting ways to implement sales promotion (bonuses, discounts) as well as good public relations.

Suggestion

Based on the research results , suggestions can be taken into consideration for management , among others :

1. Management needs to immediately prepare a promotion budget which is a fraction of a percent of the profit margin so it does not affect the company's finances.
2. The management needs to have a book report promotional activities to be performed and reports the results of promotional activities that have been carried out which can then be evaluated so that the company can determine the next step of promotion.
3. The management also need to consider the quality and variety of products sold that is really worthy of being promoted and accepted by consumers , because in the business of food quality and variety of products to be considered important enough for the consumer to make a purchase decision.

Research limitations

This study only describes the development and promotion mix that has not even been done Happy Tummy so that it can more effectively be done and were able to increase sales turnover returned to its original state which is five million per month , has not come to reach a turnover of tens or even hundreds of million rupiah per month .

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