

Marketing Communication Strategy of Arif Catering Service and Organizer for Promotion Using the Aisas Model

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ABSTRACT

This research examines the marketing communication strategy applied by Arif Catering Service and Organizer CV. Arif Abbasy Mahardika in increasing customer interest through promotion. The background of this research departs from the intense competition in the catering service industry and event organizers that are increasingly competitive and changes in consumer behavior that tend to be digital. The purpose of this research is to analyze how marketing communication strategies are used by Arif Catering, the media adopted, and the effectiveness of these strategies in attracting customers. This research methodology uses a qualitative approach with a post-positivism paradigm. Data collection was conducted through interviews, observation, and documentation involving informants from Arif Catering's management and customers. The research findings show that Arif Catering implements a marketing communication mix that includes digital advertising, sales promotion, and public relations to strengthen its position in the market. In its implementation, the strategy integrated with digital media proved to be more effective in attracting customers, especially in the post-pandemic period. This research contributes to the marketing literature by highlighting the importance of data-driven and digitally-adaptive marketing communication strategies to support the success of small and medium-sized enterprises (SMEs) in the service sector in Indonesia. The practical implications of this research are expected to serve as a guideline for other catering and event organizer businesses in developing relevant and effective marketing strategies.

Keywords: Marketing communication strategy, customer interest, digital marketing.

INTRODUCTION

Technological changes in the digital era have affected the marketing sector, including catering services and event organizers such as Arif Catering Service and Organizer. Fierce competition and changing consumer behavior to digital platforms prompted Arif Catering to develop a creative and data-driven marketing communication strategy. Arif Catering's services include comprehensive event packages that can be customized to suit customers' budgets, but the COVID-19 pandemic led to a significant drop in orders, so the company is looking to recover amidst the competition. By adopting digital marketing methods, this study will examine the communication strategies implemented by Arif Catering in re-attracting customer interest. This study is expected to provide practical guidance for SMEs in the service sector to improve digital-based marketing communication strategies, so as to adapt to market dynamics and improve company competitiveness

On the other hand, digitalization has changed the pattern of consumer behavior in searching, selecting, and ordering services. Consumers now tend to use digital platforms to obtain information before making a purchase decision. However, limitations in introducing brands among new customers pose a significant challenge. Traditional marketing strategies are considered

It is less effective to reach consumers in the digital age, so a more relevant and measurable approach is needed.

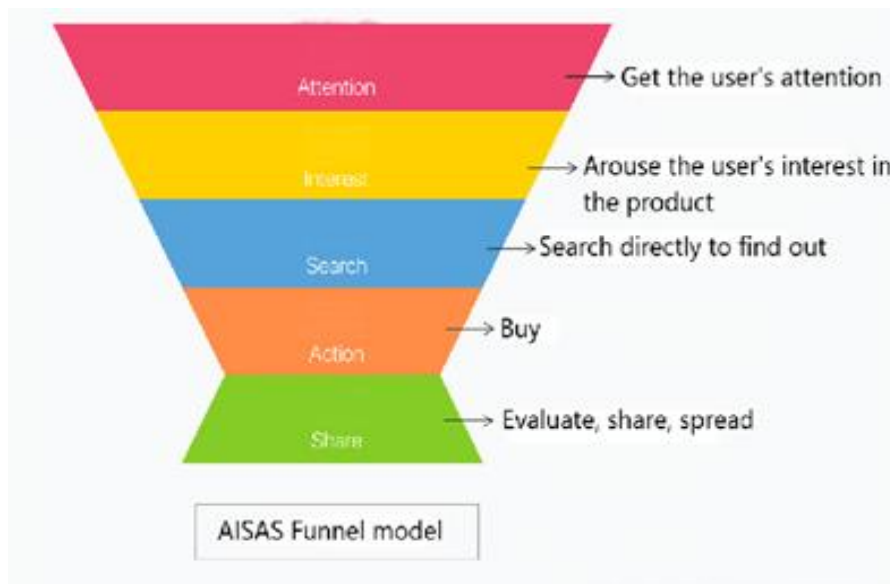


Figure 1 AISAS Model

The AISAS model (Attention, Interest, Search, Action, Share) is important to apply because it maps the consumer journey from brand awareness to sharing their experience digitally. In the context of Arif Catering, the use of the AISAS model is relevant:

1. Attract customers' attention through visually appealing content on social media.
2. Generate interest by highlighting service advantages such as the concept of "One Stop Service."
3. Encourage search for more information through digital platforms such as Instagram and websites.
4. Facilitate customer action to try the service through live promotions such as the food taste test at the Wedding Expo.
5. Increase sharing through referral programs and digital reviews that leverage the power of word-of-mouth.

LITERATURE REVIEW

Marketing Communication Strategy at Ogut Kafe Coffee in attracting Consumer Interest Communication Eko Purwanto Et. Al, 2022. Communication Studies Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Tangerang. The subject of this research is Marketing Communication Strategy at Ogut Kafe Coffee in attracting Consumer Interest. This research methodology is qualitative, data collection through observation, interviews, and documentation. The purpose of this research is to find out how good Ogut Café Coffee's marketing communication approach is in attracting customers as well as the elements that influence the strategy. The findings of this research are the results of promotions that influence Ogut Café Coffee's marketing communication strategy, especially the availability of board game facilities for visitors to make the cafe more attractive. The obstacle is the absence of a space or location for events such as live music, thus reducing the attractiveness of the cafe. obstacles to the smooth marketing mix of Ogut Cafe coffee.

Marketing communication strategy of Hotel Kartika Graha Malang in increasing the number of Peligia Ekalista, Wili Tri Hardianto, 2019, Tri bhuwana Tunggadewi University. The marketing communication strategy of Hotel Kartika Graha Malang in increasing number of visitors is the focus of this research. The purposive sampling method combined with descriptive qualitative research was used in this research. The main problem in this research is the communication strategy used by Hotel Kartika Graha Malang to increase the number of visitors. IMC theory, which is a pattern of using marketing communications, sales promotion, and event marketing, as well as Kotler's theory-the marketing mix with four Ps (4Ps): product, price, and promotion-were used in the research findings at Hotel Kartika Graha Malang. A strong marketing team, high-quality products,

and complete facilities are the supporting elements in the marketing communication plan.

Digital Marketing as a Marketing Communication Strategy for Coffee Marroan in Increasing the Number of Consumers published in the Scientific Journal of Social and Political Science Students (JIMSIPOL). University of Muhammadiyah Sumatra Billa Dea Pramusinta, 2022. In order to increase the number of customers, "Coffee Marroan" uses digital marketing as its marketing communication technique. The purposive sampling method combined with descriptive qualitative research is used in this study. how to use digital marketing to increase consumers in modern times is the main emphasis of this research. According to the research findings, digital marketing promotions, especially on social media platforms such as Facebook, Instagram, and Google Maps, are used to attract consumers and possibly increase the number of customers.

RESEARCH METHODS

This research uses a descriptive qualitative approach to understand Arif Catering Service and Organizer's marketing communication strategy in attracting customers. Through qualitative methods, this research produces data in the form of descriptions of words or actions obtained through in-depth interviews with three main informants (owner, marketing manager, and customers), direct observation of marketing and promotional activities, documentation related to promotional strategies and implementation. Data analysis is done through reduction, data presentation, and conclusion drawing, with the application of triangulation for validation. The object of research is Arif Catering in East Ciputat, South Tangerang. The unit of analysis includes factors that influence customer interest and decisions as well as the effectiveness of communication strategies. Data analysis was conducted interactively through three stages: data reduction, data presentation, and conclusion drawing. To ensure data validity, the research applied source triangulation by comparing information from various sources. The results of the study are expected to provide in-depth insight into the effectiveness of digital-based marketing communication strategies implemented by Arif Catering.

RESULTS AND DISCUSSION

This research explores the challenges and marketing communication strategies faced by Arif Catering Service and Organizer, which has been operating since 2000. Through interviews with three informants, the owner, marketing manager, and a consumer, it was found that the company experienced a decline in orders of more than 85% post-COVID-19 pandemic, with the number of annual orders declining from 200-220 to around 100-120. Informant I, as the owner, explained that the decline in customer interest was the main challenge, while Informant II highlighted the importance of implementing marketing communication strategies to improve service to consumers. Informant III, as a consumer, expressed satisfaction with Arif Catering's services after attending the Wedding Expo and was attracted by the promotions offered, although the name Arif Catering is still not widely known among his friends.

Arif Catering is committed to providing complete services for events such as weddings and birthdays through the concept of "One Stop Service," which includes catering, decoration, and event planning. The company realizes the importance of an effective marketing communication strategy, including digital promotion through social media such as Instagram and Facebook as well as collaboration with vendors to expand its network. Despite facing intense price competition, Arif Catering remains focused on service and product quality. Research shows that the marketing communication strategies implemented have a positive impact on brand growth and an increase in the number of customers. Through participation in events such as Wedding Expo and Open Test Food sessions, Arif Catering managed to attract the attention of potential customers by providing first-hand experience of their service quality. In addition, cooperation with various vendors also helped strengthen the company's reputation in a competitive market. Referral and loyalty programs were also proposed to improve customer retention by providing incentives for customers who recommend Arif Catering's services to others. Overall, this study emphasizes the need for adaptation in marketing strategies in the digital era to build customer trust and loyalty amidst increasingly fierce competition.

The AISAS model is very relevant in the context of marketing digitization, especially for SMEs such as Arif Catering that operate in the service sector. With the application of AISAS, companies can:

1. Integrate online and offline marketing activities, creating a holistic customer experience.
2. Optimize data-driven marketing strategies, which leverage digital analytics to deeply understand customer needs.
3. Improve promotional efficiency, with a focus on content that generates customer interaction and action.
4. Utilize social media as a key marketing channel, which not only helps attract attention but also encourages customers to share their experiences.

The implementation of AISAS provides a strategic advantage for Arif Catering in the face of increasingly complex market competition. With this approach, the company can be more adaptive to consumer needs in the digital era while increasing customer loyalty and trust in their services.

Gambar Bagan Kerangka Konseptual



CONSTRAINTS AND RECOMMENDATIONS

The researcher's constraints in conducting this research are where access to internal data and financial information is limited, limitations in reaching all consumers for primary data collection, limitations in measuring long-term impacts and sources in the same agency answer several interview questions with answers that are not synchronized so that the information obtained is a little ambiguous and not conveyed clearly.

Recommendation

Based on the results of research on Arif Catering's marketing communication strategy that has been carried out, several things have been found that can be used as discussions and several suggestions that have been discussed, but in order to be maximally realized, there are several recommendations that can be input and implemented by the company to more effectively attract customers and strengthen the brand's position in the market. These recommendations include:

1. Optimize the use of social media with more interactive content. To develop a more structured and scheduled content strategy on social media, such as Instagram and Facebook, to ensure content is consistent and relevant to the target audience. In addition, Arif Catering can create more interactive content, such as live streaming sessions, Q&A or behind the scenes of events that Arif Catering handles and execute an Education Strategy through content about "Price according to Quality". To increase appeal to young consumers, Arif Catering should still realize collaboration with Influencers, especially Influencers who include reviews or promotions on social media, as well as affiliate marketing to increase reach. Interactive and educational content will increase customer engagement, while a consistent posting schedule will help maintain brand awareness. With interesting and diverse content, Arif Catering will be

able to more effectively attract the attention of potential customers and increase engagement on social media.

2. Realize a more attractive referral and loyalty program by offering additional incentives for existing customers who recommend Arif Catering services to friends or family. Referral and loyalty programs can strengthen customer retention and encourage more new customers through personal recommendations, which have a high trust value. Attractive incentives will motivate customers to share their positive experiences, thus helping to expand the marketing network through word of mouth.
3. Considering the positive impact of hands-on experience for customers, Arif Catering is advised to increase the frequency of participation in events such as wedding expo or similar promotional events. Test food sessions at event locations or live service demonstrations can increase the interest of potential customers to try catering services. Because by providing direct experience to prospective customers, they will have greater confidence in the quality of services offered. Active participation in these events will also help expand your network and attract customers who tend to be more confident after getting first-hand experience.

With this recommendation, Arif Catering is expected to maintain its quality brand image, attract more new customers, and strengthen the loyalty of existing customers. These improvements will help Arif Catering continue to thrive in the competitive catering industry and strengthen its position as the top choice for quality catering services.

CONCLUSIONS

This research focuses on the marketing communication strategies implemented by Arif Catering Service and Organizer in facing challenges in the catering industry after the pandemic. Arif Catering and Organizer, established since 2000, experienced a drastic drop in orders during the pandemic, with a drop of more than 85% despite this, the company is committed to recovering by offering a "One Stop Service" that includes catering, decoration, and event planning. Arif Catering's main mission is to attract customers. Especially young couples and families.

The results of the research implications show that the marketing communication strategy implemented by Arif Catering has a positive impact on brand growth and an increase in the number of customers. Some of the main strategies include:

1. Social Media Optimization
2. Direct Experience
3. Collaboration with Vendors
4. Referral and Loyalty Program

Despite having a good strategy, Arif Catering faces the challenge of intense price competition, with many competitors offering lower prices. The company remains committed to maintaining service quality without lowering prices, although this may limit their appeal in its market.

Overall, this research emphasizes the importance of implementing effective marketing communication strategies in increasing brand awareness and customer loyalty for Arif Catering. With a focus on service quality and customer experience, Arif Catering aims to build an image as a premium catering service provider in a competitive market, in addition to the other objectives of this research:

- a. Identify the marketing communication approach used by Arif Catering Service and Organizer in promotion to attract customers.
- b. Analyze the effectiveness of digital-based marketing communication strategies implemented by companies in the context of increasingly competitive competition, especially after the COVID-19 pandemic.

c. Examine the implications of marketing strategies on customer interest, loyalty, and brand growth.

IMPLICATIONS

This research found that the digital-based marketing communication strategy implemented by Arif Catering Service and Organizer is in line with the stages in the AISAS model. The following is an analysis of the linkage of findings with the AISAS stages:

1. Attention

Arif Catering managed to attract customers' attention with attractive visual content on social media such as Instagram and Facebook. As well as active participation in promotional events such as Wedding Expo, which became a venue to introduce their services to a wider audience.

Implications: Emphasizes the importance of using digital platforms to create visual appeal, especially in service industries that are emotional and visual.

2. Interest

Customer interest is enhanced through offering a "One Stop Service" concept that includes catering, decoration and event planning services. With hands-on experience-based promotions such as test food.

Implication: This strategy shows that sensory engagement customer experiences can increase consumer interest.

3. Search

Potential customers are encouraged to seek more information through Social media, which includes portfolios and customer reviews and Direct interaction with the marketing team at promotional events.

Implications: Ensuring a strong and informative digital presence is an important step to facilitate customers in the search stage

4. Action

Customer action in the form of purchasing or using services is driven by direct promotions (discounts, special packages) offered at certain events such as Wedding Expo and also customer testimonials that strengthen the confidence of potential consumers.

Implication: Leveraging moments of direct interaction and exclusive offers proved effective in driving customers to make immediate decisions.

5. Share

Customers share positive experiences through referral and loyalty programs that provide incentives for customers who recommend Arif Catering services as well as provide reviews on social media and other digital platforms.

Implications: This strategy highlights the importance of digital word-of-mouth as one of the most powerful marketing tools to increase consumer trust.

ADVICE

Based on the results of research on Arif Catering Service and Organizer, the following are practical, social, and academic suggestions that can be applied to improve company performance and make a positive contribution to society and the development of science.

Practical

The practical suggestion for this research is that Arif Catering can increase customer attraction and interest by increasing the development of digital marketing strategies, improving service quality, referral programs, small businesses and loyalty. With these three steps can help Arif Catering to attract more new customers while maintaining the loyalty of existing customers.

Social

This social advice is that Arif Catering can strengthen its image and relationship with the community through involvement in the community by providing consumer education through supporting local small businesses such as food provision or decoration. This step can help Arif Catering build a strong image and deepen engagement and support from the community.

Academics

Academic advice aims to support all parties in the academic field, for example students trying to understand the role and function of marketing communication in a business/company. Researchers need to add several other marketing communication tools such as advertising, public relations, and personal selling in future studies.

(Case Study at CV Arif Abbasy Mahardika in Attracting Customer Interest)

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