

CHAPTER I

INTRODUCTION

1.1 Research Background

In everyday life, communication is considered one of the basic human needs. As social creatures, humans must communicate to achieve all their needs. According to Newman and Summer, communication can be described as the exchange of facts, ideas, opinions or emotions carried out by two or more people. In this modern and digital era, communication can be applied to all forms of daily human activities, from the start of the day, to falling asleep at night, with or without the presence of other humans by their side. Many gadgets have been created to support communication matters. (Rahmawati & Lestari, 2021).

In its implementation, Communication has several branches depending on its use, such as Marketing. Marketing Communications is defined by Kotler and Keller as how companies seek to inform, persuade, and remind their customers, either directly or indirectly, about products. Marketing Communications plays a huge role for companies when they build Brand Awareness and Image in the eyes of their potential customers. Therefore, Marketing Communications is one of the highly important things in running a company or business. (Ramadhan et al., 2020).

To reach a wider audience with less effort, business owners benefit from developments in the field of Marketing Communications, as new products, tools and features are discovered, such as Digital Marketing. Knowing that people today spend a lot of time in front of screens, companies have started using Digital Marketing strategies. Digital Marketing is described as a way to achieve marketing goals with the help of discovery and digital media. As technology advances, Digital Marketing will also develop to make it easier for users. (Santoso, 2020).

With all the conveniences that exist along with the urgent demands of business owners. utilize Digital Marketing to market their products. In their Marketing Strategy, business owners will use Digital Marketing tools to achieve their specific goals, with less cost and effort compared to conventional Marketing. (Budiman & Erdiansyah, 2021).

One of the companies that implements Digital Marketing in its Marketing Strategy is Raja Uduk, a Food and Beverage business from Pontianak that sells Nasi Uduk as its mainstay. Raja Uduk is a restaurant founded on September 24 2011 by Rizal Kurniady. As one of the businesses developing in Pontianak, West Kalimantan, Raja Uduk has a broader vision to become bigger. Had three jam packed. the outlet in Pontianak is considered a start. To reach a larger audience, they decided to open a new outlet in Tebet, South Jakarta, one of the areas where food and beverage businesses gather. (Donovan, 2020).

Opening a branch in Nasi Uduk's origin must have its own challenges. Moreover, the branch location, Tebet, is popular for its culinary diversity melting pot. Raja Uduk has to compete with many restaurants and street food vendors that sell Nasi Uduk. It is interesting to dig deeper into how Raja Uduk markets their products, especially through social media. As the capital of Indonesia, Jakarta is considered a good start to reach more audiences and customers. According to the DKI Jakarta Provincial Central Statistics Agency, this city has around 10.6 million residents as of 2021. This number is estimated to have more than 30% immigrants from all over the country.

With Nasi Uduk as its main attraction, competition for sales of Nasi Uduk in Jakarta is quite tight. Nasi Uduk, according to Lilly T. Erwin in "Typical Betawi Food (2018), is a famous Betawi dish. There are Nasi Uduk stalls in almost every corner of Jakarta. Day to night, big to small, cheap to expensive, Nasi Uduk will It has always been one of people's considerations about what cats want to eat (Donovan, 2020).

As a newcomer to Jakarta, Raja Uduk knew that they had to promote their products to as many audiences as possible. To increase awareness, social media is one of their marketing strategy media. They deliberately created a new Instagram account for their new outlet, @rajaudukjakarta. The challenge is increasingly difficult, because the Raja Uduk outlet in Jakarta is basically a restaurant concept, where the price range is relatively above the standard Nasi Uduk.

Just like other businesses, Raja Uduk decided to use Instagram as their main medium to reach new audiences. Instagram is known as one of the social media that is most popular with almost every generation. Sensor Tower showed in July 2022 that the average daily usage of Instagram globally was 51 minutes. This makes Instagram rank 3rd behind Tik Tok for 1.5 hours per day and YouTube for 74 minutes per day.

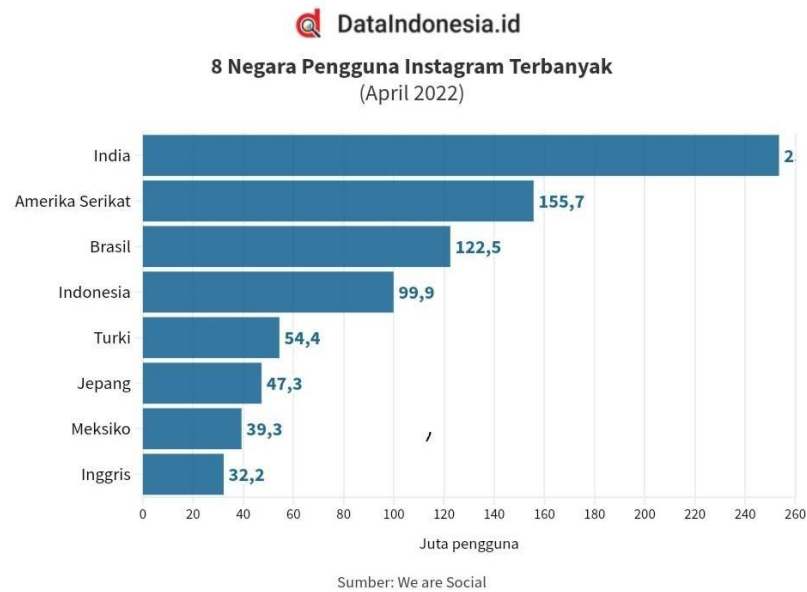


Figure 1.1 8 Countries with the Most Instagram Users (April 2022)

Jumlah Penduduk Indonesia di Pertengahan Tahun (2015-2022)

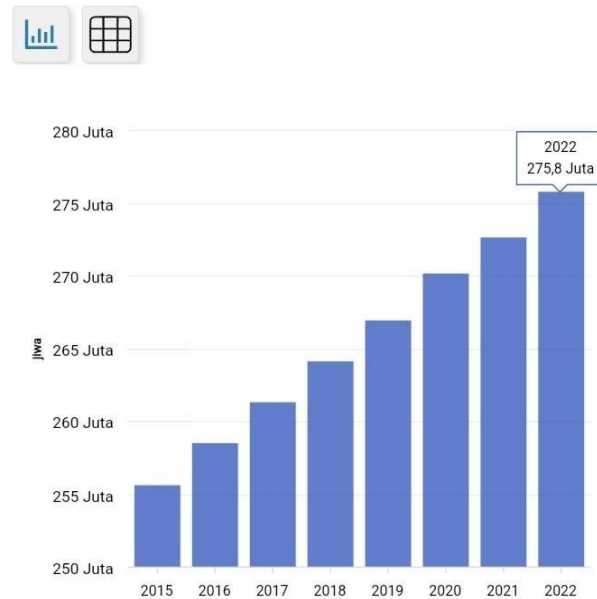


Figure 1.2 Mid-Year Population of Indonesia (2015-2022)

It is estimated that 99.9 million Indonesians will be declared Instagram users in 2022. From this number, it can be concluded that 36.2% of the country's population are active social media users. Therefore, Instagram continues to upgrade its features, starting from photos and videos with captions, to one-day updates called Instastory. There is also an interesting improvement, as accounts can now define themselves as business or personal accounts, which is very helpful for companies. Since business people started using Instagram as one of their main company profile accounts,

Instagram has offered one of its newest features, Instagram Ads (IG Ads). This feature helps businesses to reach their target audience more precisely.

Currently, there is no specific strategy utilized by Raja Uduk for its social media account, specifically Instagram. It only posted food content, copying others, without a tangible strategy in mind. As a result, the followers were few and the engagement was rare. In turn, it affected the sales, which were not boosted by the Instagram. This is a situation that needs to be rectified for social media should be able to raise sales. Thus, this research will concentrate on formulating the appropriate marketing communication strategy for Nasi Uduk's Instagram so that it would be able to attract customers.

A review of previous research results related to the research focus is presented in this section of relevant research results. The following are previous studies that examined marketing strategies: Ahmad Rafdi Qastari in "Bistro Business Contest and Coffee Stalls in Watampone City," which examines the owner's perspective on the business rivalry between cafes and coffee shops. From the owner's perspective, there is a healthy business competition between cafes and coffee shops, with visitors having little effect. From the owner's perspective, there is a healthy business competition, and the number of visitors is not significantly affected by the new coffee shops and cafes. the emergence of new cafes and coffee shops. Where cafés have Cafes and regular customers each have their own distinct market segments. (Rahmat, 2019)

"Afandi, Muhammad Rizal, Trias Setyowati, and Nur Saidah. "The impact of service quality on customer satisfaction and customer loyalty at dira cafe & pool pontang ambulujember" by Afandi Concludes that price has an effect on buyer loyalty, and this implies that the more reasonable the price of Dira Cafe food and drinks will not make buyers more loyal to Dira Cafe. The low or exorbitant cost of food and drinks set by Dira Cafe will not affect the loyalty of Dira Cafe buyers. (Afandi, Muhammad Rizal, Trias Setyowati, 2019)

Differences and Similarities of Previous and Current Research. First, "Marketing Communication Strategy of NadyasfaShop Through Instagram in Increasing Customer Trust in Samarinda." by Trilyas Aprilya. Research January 2021.5 This research also applies qualitative descriptive methods. Another similarity is that both discuss marketing communication strategies. The difference is that the focus of this research is through Instagram media, while the research to be carried out focuses on consumer retention. (Aprilya, 2019) Second, "DeliyaShop Marketing

Communication Strategy Through Instagram in Increasing Customer Trust" by Adelliya Dewi Saputri, Fibry Jati Nugroho. This research was conducted in April 2021. This research also applies qualitative descriptive methods. Another similarity is that both discuss marketing communication strategies. The difference between previous research and this research is the focus of the research. Previous research focused on building onlineshop customer trust, while this research focuses on retaining consumers through the force year-end event. (Saputri, A. D., & Nugroho, 2021)

1.2 Research purposes

In line with what has been explained, the expected objective of this research is to study how Raja Uduk Jakarta promotes its products via Instagram, so that the results of this research can produce an explanation regarding The Use of @rajaudukjakarta Instagram Account on The Marketing Communication Strategy of Raja Uduk Jakarta.

1.3 Research question

Based on what has been stated, this research will focus on discussing The Use of @rajaudukjakarta Instagram Account on The Marketing Communication Strategy of Raja Uduk Jakarta. By carrying out this research, researchers really hope that several problems can be answered which are formulated as follows:

- 1) What is Raja Uduk Jakarta's marketing strategy?
- 2) How does Raja Uduk Jakarta promote its products via Instagram?

1.4 Benefits of research

It is hoped that the research carried out by researchers will have benefits, both from theoretical and practical aspects. The theoretical and practical benefits of this research are as follows:

1) Theoretical Benefits

The results of this research have the potential to have theoretical benefits in providing knowledge and references for the study of the scope of Government Science, especially those related to The Use of @rajaudukjakarta Instagram Account on The Marketing Communication Strategy of Raja Uduk Jakarta.

2) Practical Benefits

a. For the Government

It is hoped that the results of this research can become a consideration and consideration for the Government which has the authority to handle the issue of The Use of @rajaudukjakarta Instagram Account on The Marketing Communication Strategy of Raja Uduk Jakarta.

b. For Society

The results of the research can be a source of knowledge to educate the public regarding The Use of @rajaudukjakarta Instagram Account on The Marketing Communication Strategy of Raja Uduk Jakarta and in the end it is hoped that the public can contribute because they have understood it from this research.

c. For Researchers

This research can be useful for developing researchers' abilities in analyzing contextualized government strategies, increasing researchers' insight and knowledge, as well as providing a forum for researchers to understand the handling of environmental issues that are truly problems in the environment around researchers.

1.5 Research Time & Location

This research will be carried out in Jakarta, DKI Jakarta. Regarding the time for writing the thesis, it is planned that the duration will be 5 months, which will be carried out from March 2024 to August 2024 with the detailed timeline as follows:

1. Literature and literature studies were carried out from the end of March to May 2024;
2. Research Proposal Seminar will be held in June 2024;
3. Field research was carried out from early June 2024 to August 2024;
4. Data collection and processing will be carried out from June 2024 to August 2024;
And
5. The final trial will be held in August 2024.

The flow and stages of research writing are described in the table as follows:

Table 1.1 Research Timeline

NO.	TYPE OF ACTIVITY	MONTH					
		1	2	3	4	5	6
1.	Preliminary Research						
2.	Title Seminar						
3.	Proposal Preparation						
4.	Proposal Seminar						
5.	Data collection						
6.	Processing and analysis of data						
7.	Thesis examination						