



YUMEYA RESTAURANT'S MARKETING STRATEGY POST-EMERGENCY RESTRICTIONS TOWARDS COMMUNITY ACTIVITIES (PPKM) DUE TO THE COVID-19 CASE'S NUMBER'S INCREASE


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Abstract

Restrictions Towards Community Activities (PPKM) indirectly affects the continuity of the business world. Similarly, the restaurant business sector, is what makes restaurant entrepreneurs have to think hard about how to bounce back their business. Yumeya Restaurant was able to get through the crisis period after being hit by the emergency PPKM period with his activities in the field of marketing communication. Marketing communication became one of the tools that Yumeya Restaurant did to bounce back. Therefore, this research activity aims to find out the marketing communication strategy of Yumeya Restoran to rise due to emergency PPKM rules due to increased Covid 19 cases. The research method uses a qualitative approach by conducting research and analysis of the phenomenon of marketing communication at Yumeya Restaurant post-PPKM Emergency. The data collection techniques carried out are interviews and observations with sources. The informant in this study involved 1 (one) person as a key informant people as supporting informants. The results revealed that the marketing Communication Strategy conducted by Yumeya Restaurant by utilizing 4 elements of the marketing mix and elements of the marketing communication mix, namely advertising, sales promotion, special events and experiences, public relations and news, direct marketing, and personal sales. To market its products Yumeya Restaurant uses marketing communication strategies in a persuasive, informative, and educative way.

Keywords: strategy; marketing; Covid-19; PPKM

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INTRODUCTION

The government has decided to enforce the Emergency Restrictions Towards Community Activities (PPKM) policy on July 3 to July 20, 2021, especially for areas on the islands of Java and Bali. The President decided to implement Emergency PPKM, the policy was taken after going through a study and getting a lot of input from ministers, health experts, and also regional heads. This policy is very important for the safety of the Indonesian nation in the midst of the pandemic spike situation that occurred at that time. According to President Joko Widodo, the Covid-19 virus in the last few days was growing very fast. This situation requires the President to take firmer steps in order to stem the spread of COVID-19. Business actors who are engaged in the restaurant or restaurant business have been very hard hit by the policy of the Implementation of Emergency Micro Restrictions Towards Community Activities (PPKM) which was implemented on 3-10 July last year.

In the Emergency PPKM rules, among others, it regulates restaurant and restaurant activities that are not allowed to provide on-site dining services. The most dominant restaurant business is dining on the spot. Meanwhile, the number of delivery orders or take away is only a few, which is only around 15-20 percent of restaurant activities.

Restaurants everywhere expect a drive in, and that's the 85 percent of the restaurant's income. If income is lost, the restaurant entrepreneur will lose a lot, because the cash flow becomes unbalanced between income and expenses.

Deputy Chairperson of PHRI for Restaurants, Emil Arifin, said that in a PHRI survey in December 2020, the total number of restaurants that were permanently closed due to the Emergency PPKM in JABODETABEK alone reached 1,033 business units. Meanwhile, around 400 restaurants have decided to temporarily close. In October 2020, the PPKM experienced an easing after active cases began to slope. Restaurants have started to actively dine in again, but due to the closure a few days ago, they have to work hard to collect a turnover that is able to keep them afloat and not permanently close.

Yumeya Restaurant is one of the restaurants affected by the Emergency PPKM. All restaurants at the time of the implementation of the emergency PPKM must lose their turnover due to the cessation of operational hours for eating on the spot. If you only rely on take away services, your turnover will practically decrease, in this case restaurant entrepreneurs can't do much, just wait for the emergency PPKM to end. The existence of the Covid-19 pandemic and the implementation of emergency PPKM, many parties are having difficulty dealing with the current situation so that some choose to close restaurants and some choose to survive.

After a few days of having to close the dine-in hours, then the PPKM easing was started, the government had suggested that restaurants could start to open gradually. With this announcement, being a restaurant entrepreneur is to start opening his business by following health protocols. Each restaurant in particular must be able to adapt to restart its business and do everything possible to increase sales turnover from visitors who come. Yumeya Restaurant has succeeded in bringing back many visitors to one of its branches in the South Jakarta area. One of Yumeya Restaurant's business activities is to increase activities in the field of marketing communications. How Yumeya Restaurant's marketing communication strategy is an interesting thing to research.

The purpose of this research is to identify and describe the marketing communications that have been used by Yumeya Restaurant to increase revenue after experiencing a decline due to the implementation of emergency PPKM. Marketing communication is a combination of two words, namely, communication and marketing, communication which is a bridge in the social process carried out by at least two people, where individuals will send stimuli to other individuals. Hovland (Uchjana, 2007) suggests that communication is a process of changing the behavior of others (communication is the process to modify the behavior of the individuals).

Marketing according to (Kotler & Armstrong, 2016) is a social process that exists within individuals and groups to get what they need and want.

Thus, marketing communication is a means used by entrepreneurs to persuade, provide information, and remind consumers directly or indirectly about the products or brands being offered and as a guide on how these products will be used for the purposes of target consumers (Ambar & Sari, 2021).

Harsono Suwardi stated that the basis of marketing is communication and marketing can be very powerful if it is combined with effective and efficient communication. How to attract consumers or audiences to become aware, know and want to buy a product or service through communication channels is not an easy thing (Gudnanto, 2011).

The definition of marketing according to (Kotler & Keller, 2007), "Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value. with the other party". From this definition, it can be seen that marketing covers the entire system of business activities starting from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality services.

Companies use various forms of marketing communications to promote what they offer and achieve financial goals. Marketing activities that involve communication activities include advertising, sales force, store signage, point-of-purchase displays, product packaging, direct-mail, free product samples, coupons, publicity, and other communication tools. Overall, the 15 activities mentioned above are components of promotion in the marketing mix (Shimp, 2010).

In marketing studies, effective and efficient promotional activities can be included as part of the marketing communication mix concept. The marketing communication mix is a combination of five modes of marketing communication, namely advertising, sales promotion, public relations, personal selling, and direct selling (Kennedy & Soemanagara, 2006).

METHOD

The method used in this study is qualitative research. Qualitative research is inductive, problems arise from data and are left open to interpretation. Qualitative methods place more emphasis on the observation of phenomena and more research into the substance meaning of the phenomenon. Qualitative research analysis and acumen are strongly affected by the strength of words and sentences used. (Basri, 2014) concluded that the focus of qualitative research is on the process and the meaning of the results. Qualitative research attention is more focused on human elements, objects, and institutions, as well as relationships or interactions among those elements, in an effort to understand an event, behavior, or phenomenon (Mohamed et al., 2010). According to (McCusker & Gunaydin, 2015), qualitative methods are used to answer the question of "what", "how", or "why" over a phenomenon.

The object studied in this study was marketing communication conducted by Yumeya Restaurant in bouncing back after experiencing emergency PPKM conditions a few days ago. For the research subject is Yumeya Restaurant located on Street Melawai 8 South Jakarta. The design used in this research is qualitative with research methods i.e, case studies. Case studies are a method applied to understanding individuals more deeply by being practiced integratively and comprehensively (Gudnanto, 2011).

The data collection method will use in-depth interviews, between researchers and research subjects by using interview guides to make the questions match what will be studied. Use observation and documentation as support tools.

This type of research uses a qualitative descriptive type of research, aiming to describe in detail certain social phenomena, for example, social interactions, kinship systems, political participation, and others.

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The method of data collection in this study is by means of observation, and interview. In terms of data collection, (Gill et al., 2008) suggests there are several types of data collection methods in qualitative research, namely observation, visual analysis, library studies, and interviews (individual or group).

An interview is one of the techniques of collecting data by asking questions to sources or informants related to research topics directly. With the advancement of technology, now interviews can be done by phone or video call. Interviews are used when researchers want to know the experience or opinion of the informant about something in-depth. Interviews can also be used to prove information or information that has been obtained before.

Observation is a technique used to collect research data through observation and sensing. Researchers then create reports based on what is seen, heard, and felt during observation. Observations are made to get a more real and detailed picture of an event or event.

RESULTS AND DISCUSSION

Based on the overall data obtained through a series of data collection processes such as observations, interviews, and documentation that much important information. Which can be used as a reference in this research. So, the essence of these results and discussions is to look at the elements of marketing communication strategies used by Yumeya Restaurant.

From the results of research that has been obtained through interviews and observations at Yumeya Restaurant, they use elements of the Marketing Mix and elements of the marketing communication mix:

Product

New Menu

Restaurant Management has an idea by creating a new menu that is more creative and made from high-quality ingredients but at an affordable price. The program makes a new custom menu in this case involved where when the customer comes given a presentation about the new menu, the waiter in charge is given training how to communicate to customers, with the aim that they are interested in buying.

When communicating with customers, waiters are in charge of using a mini banner that contains new menu images that are deliberately made interestingly with good photo techniques. Marketing Communication is an intermediary in which companies inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell (Kotler et al., 2016).

Attractive Packaging

The current pandemic period makes some people still afraid to eat on the spot, this makes management change all packaging that is safer to put in the heat at home. These changes are well communicated and continuously by the receptionist in front of the restaurant room, for any customer who wants to buy and order food on a takeaway basis.

Marketing activities involving communication activities include advertising, salespeople, store signage, display on-site purchases, product packaging, direct mail, free

product samples, coupons, publicity, and other communication tools. In all, the 15 activities mentioned above are promotional components in the marketing mix (Shimp, 2010).

Free Appetizer

Customers who come and order a lunch set menu will get a free appetizer, this is to attract customers to order a complete lunch and will certainly increase sales turnover. To provide awareness of this program, waiters have been given clearer training to every customer who comes.

Price

For the price, the management did not raise the price in the middle of the increase in raw materials at that time, they preferred to lower the dose rather than raise the price. For fixed prices as usual and at certain times they do promo price programs/events for each purchase of a particular product.

Place

The comfort of cleanliness is the main factor, to make customers comfortable eating on the spot, in accordance with social distancing conditions. For tables and chairs are arranged in such a way that the customer feels comfortable. Some rooms are not given a minimum charge or minimum order, they are free to use private rooms, so families who bring children can calmly take them out Umrah for the road.

Hospitality provided by all staff, from doorsteps to kitchen staff becomes a must-do, the ease of any information is provided also by them, at least customers feel king, always served and treated well in one-star class.

Unbroken welcome starts from the doorman, then the waiter who will provide complete information about the PPKM rules, at what level, and how. Communication is persuasively chosen so that guests feel comfortable and do not feel threatened to eat on the spot within the allotted time.

Promotion

Promotion of the product is continuously communicated to customers across all channels. There are several events that are once a week done by management, this makes customers not bored to come and enjoy the dishes that have been provided. The waiter who is an officer in the field always offers every new menu and also offers a menu that must be pushed in sales.

Advertisement

Advertising is a form of non-personal communication to convey information about a particular product/service, in accordance with the wishes of the ad maker. In this case, the company / individual ad maker must pay to the media that disseminate the ad. The purpose of advertising is to influence the public to buy the product/service. Ads can also build a long-term image and spark sales quickly.

Yumeya Restaurant uses online advertising on Facebook social media accounts, with a specific budget and targets. The ads posted are very useful to inform about health protocols carried out in outlets and inform new menus, events, and restaurant opening schedules.

Personal Sales

In personal sales, the company makes sales directly (face-to-face) to prospective buyers. The goal is to introduce the product and form delivery of the product/service to prospective buyers, thus making them interested in trying and finally buying.

Direct sales made by Yumeya Restaurant involve waiter staff and staff appointed as Public Relations, when customers have finished the menu that has been purchased, usually, they come and offer other menus that may be needed by customers, such as desserts or want to add to the beverage menu.

Staff who act as Public Relations always ask how and what should be given input every time the customer finishes spending the menu on the table. Customer feedback and feedback mean a lot to restaurants to continue to provide the best service.

Special Events

Eliminate even events that make customers interested in being present at certain hours and times. Information about the event is regularly shared on all Yumeya restaurant social media.

Marketing Communication Strategy

Marketing Communication Strategy conducted by staff by making sales on the ground using informative, persuasive, and educative techniques. In this case, the staff is given a briefing of training, in training is taught how to communicate well by a staff who acts as Public Relations. Staff in their duties are obliged to provide complete information about their experience trying every menu sold. The experience when staff tries each menu will be one of its own attractions how customers decide to buy.

CONCLUSION

After conducting research, it can be concluded that what Yumeya restaurant does in its efforts to bounce back after being hit by emergency PPKM rules, is very consistent in its application in the field of Marketing Communication. The marketing communication strategy conducted by Yumeya Restaurant makes this restaurant able to bounce back and adapt in the current covid 19 pandemic conditions, where it is not known when it will end.

In undergoing marketing communication strategies used when rising from emergency PPKM in addition to using 4 marketing theories also use elements of the marketing communication mix, including advertising, event creation, and direct sales conducted by staff who have been given previous training by Public Relations staff.

With the advertising activities, able to attract new customers who had never come to visit and know so strictly the health protocol that is done by routinely in restaurants. Every event held every week makes customers never get bored to visit and try the new menu that has been promoted on all Yumeya restaurant communication channels. Information from staff in the field that is very informative, persuasive, and educative can make curious customers want to try every menu offered.

Advice for Yumeya Restaurant all strategies that are carried out should not be broken and should be consistently continued to be done even though the condition is getting recovered from the slump due to emergency PPKM that took place in the past. Continue to innovate in the creation of new menus that are more varied and dare to raise prices slightly.

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