

ANALYSIS OF MARKETING STRATEGIES IN THE CULINARY BUSINESS TO IMPROVE COMPETITIVENESS AT THE NEW DONA DONY STORE

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Abstract

This research aims to analyze the 7P marketing strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in the culinary business, specifically at Toko Dona Dony Baru, and how these strategies affect the store's competitiveness. The research method used is a qualitative method with a case study approach. Data were collected through in-depth interviews with the store owner, direct observation, and documentation. The research results show that Toko Dona Dony Baru implements the 7P elements in its marketing strategy, with an emphasis on product quality, product packaging, product variety, affordable prices, price-quality equivalence, competitive pricing with similar products, consumer accessibility, strategic business location, sales promotion, public relations with online and direct marketing publicity, employee attitude in serving customers, adequate equipment, room appearance, and company layout. These factors significantly contribute to the improvement of the store's competitiveness in the competitive culinary market. This research provides practical insights for culinary business operators on the importance of implementing the 7P marketing strategy to achieve competitive advantage.

Keywords : 7P Marketing Strategy, Culinary Business, Competitiveness.

INTRODUCTION

With good economic growth and a large population, Indonesia is an enticing market for product marketing. So it is flooded with both domestic and foreign products. Therefore, Indonesian companies must be able to compete, especially in food products. Indonesian food companies are encouraged to be more creative and innovative in implementing marketing strategies, so they can dominate the market in their own country. One of these strategies is the appeal of packaging and the price of a product. In developing MSME businesses, it is also recognized how important it is to attract consumers. Consumers usually buy a product out of necessity (Ratnasari & Nurina, 2023).

The emergence of businesses in the food and beverage industry in Makassar City is an important example of the urban economic transformation process that is inseparable from the city's economic system. This activity has significant strategic potential to boost the economy of the community and contribute significantly to reducing unemployment, especially in the city of Makassar.

Competition in the business world has indeed become very tight and quite competitive lately, which is why every entrepreneur must be truly creative and innovative in attracting more consumer interest. It has become a standard rule that if every business player wants to maintain their existence, they must be creative so that their products continue to be favored by many consumers. Such conditions certainly become part of the marketing strategy that must be well-mastered by every entrepreneur. Marketing itself is an inseparable part of the business world. Its existence becomes very important in the development of a business. This is in line with the marketing theory proposed by Philip Kotler and Armstrong (Armstrong, Gary & Philip 2019) that marketing has a correlation with the management system, where its scope includes the availability of raw material needs, the production process, and the distribution of goods to the hands of consumers. Speaking of marketing, what is emphasized here is that the produced products have advantages and good quality, thereby being able to satisfy consumers and create a greater demand for the products (Utami & Hastuti, 2024).

Competition in the business world cannot be avoided. High competition in the business world requires every producer to be able to implement and develop more effective and efficient marketing strategies. The implementation or marketing activities require fundamental marketing strategy concepts that align with consumer needs and desires (Muhammad Reza et al., 2022).

Dona Dony Baru Bakery is a bakery located in Makassar, South Sulawesi. This store offers a variety of cakes, snacks, and traditional foods that are perfect for enjoying on your own or giving as gifts.

Dona Dony Baru Makassar Bakery, with its distinctive local flavors, has great potential to become a nationally renowned cake brand. Expanding to major cities will open up broader market opportunities and increase revenue. However, it is important to remember that competition in big cities is very fierce. Many modern cake brands with various innovations have captured consumers' attention. Therefore, Dona Dony Baru must have the right strategy to differentiate itself from competitors.

To expand its market reach, Dona Dony Baru Bakery in Makassar needs to implement a marketing mix strategy. SWOT analysis can be a useful tool for identifying the strengths, weaknesses, opportunities, and threats faced. The strength of Dona Dony Baru lies in the unique taste of its donuts, which are already well-known among the people of Makassar. The weakness that needs to be addressed is the lack of brand recognition in major cities. The opportunity that can be leveraged is the growth of the culinary market in Indonesia and consumer interest in local products. The threats that need to be watched out for are the intense competition from major brands and changes in consumer trends.

By referring to the SWOT analysis, Dona Dony Baru can formulate a marketing mix strategy. Products can be developed by creating new flavor variants that align with the tastes of the big city market, while still maintaining the distinctive local flavor. Prices need to be adjusted to the purchasing power of consumers in big cities, while still providing commensurate added value. Sales locations can be expanded through partnerships with cafes, restaurants, or e-commerce platforms. Promotion can be carried out through various channels, such as social media, influencer marketing, and culinary events. In addition, Dona Dony Baru also needs to build a strong brand image by highlighting the uniqueness and quality of its products.

By implementing the right marketing mix strategy and utilizing SWOT analysis, Dona Dony Baru Bakery in Makassar has a great opportunity to succeed in expanding its market reach. Seeing the importance of marketing strategies, the author is interested in further clarifying this topic in the writing of this scientific paper.

RESEARCH METHOD

The form of research used in this thesis is descriptive research through a qualitative approach by conducting observations through interviews. Qualitative research emphasizes that reality is multidimensional, interactive, and a social experience exchange interpreted by an individual. Qualitative research aims to understand social phenomena from the perspective or viewpoint of the participants. Participants are referred to as individuals who can be interviewed, observed, asked to provide data, opinions, thoughts, and perceptions. Qualitative research examines participants' perspectives using various interactive strategies such as direct observation, participatory observation, in-depth interviews, documents, and complementary techniques. Meanwhile, the type of research uses descriptive methods because the author will clearly describe the phenomena occurring in the field.

This research uses a descriptive method in data collection through literature review, document study, observation, and interviews to obtain physical evidence that will be processed.

The research methodology known as qualitative research is based on postpositivism. By using this approach, phenomena are studied in their natural environment with the researcher as the primary instrument. Although data analysis is conducted inductively or qualitatively, triangulation is a common data acquisition method. Qualitative research findings emphasize the importance of understanding meaning over generalization.

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RESULT AND DISCUSSION

Here is an effective marketing mix for the Dona Dony Baru Store in enhancing competitiveness:

1. Product

In this context, the product refers to determining the appropriate methods and provision of the product for the targeted market, so that it can satisfy its consumers and simultaneously increase the company's long-term profits through increased sales. In the marketing mix, the product is the most important element because it can influence other marketing aspects. The selection of the type of product to be produced and marketed will determine the promotional activities needed as well as the pricing and distribution methods. According to Charty, as cited by Kotler and Armstrong (2014:76), it is something that can be offered to the market to attract attention, so that the products sold are bought, used, or consumed, which can fulfill a consumer's desire or need (Bilie et al., 2024).

Dona Dony Store has recently implemented the Marketing Mix. Products, namely quality donuts, have a soft texture, a balanced sweetness that is not overly sweet, even color, and neat toppings. Meanwhile, the sponge cake tart has a soft texture, the cream flavor is balanced with the cake flavor, and the tart's decoration is neat and attractive.

Brand or label is a distinctive feature possessed by every entrepreneur, just like Toko Dona Dony Baru with its unique branding in running its business so that the products sold have special characteristics and are recognized by many consumers. The product variations produced at Dona Dony Baru include tart cakes, donuts, and traditional cakes. Thus, the tart cakes come in medium and large sizes with flavors such as chocolate, vanilla, strawberry, cheese, and red velvet. The donuts come in several variants such as cheese, vanilla, matcha, tiramisu, and chocolate, while the traditional cakes include wet cakes and dry cakes.

2. Price

Another thing that the company needs to consider is the issue of setting the product's selling price accurately, because an incorrect price will result in not attracting buyers to purchase the item. In general, price is a value that serves as a benchmark for the value of a product. Choosing the right pricing strategy is important to achieve the company's goals. Price affects demand, profit, and the market position of the product. In addition, pricing also has implications for costs. Pricing in a company will determine its competitive position and affect the level of product sales. According to Buchari Alma

(2011:169), price is the value of a good expressed in money (Bilie et al., 2024).

Price is a very sensitive matter due to the high bargaining power of consumers resulting from the numerous competitors faced by the culinary industry. This affects the pricing set by Toko Dona Dony Baru. The price determined must of course be a competitive price, meaning a price that corresponds to its quality; the better the quality, the higher the offered price. The price here is not just a low price or a high price, but what is meant is the right price. Which all depend on the quality of the goods, the purchasing power of the community, the state of competition, and the targeted consumers.

Dona Dony Baru offers prices to consumers starting from Rp. 50,000 and Rp. 100,000 for cakes, Rp. 25,000 for donuts, and Rp. 3,000 to Rp. 60,000 for traditional cakes.

As for the marketing carried out by Dony Dony Baru to determine the selling price of its products:

a Pricing based on cost

This method is the most standard and widely used; it determines the price based on the total costs incurred to produce the sold product and adds a certain percentage as profit.

b Pricing based on needs/wants

This strategy prioritizes the conditions or needs of consumers. This strategy allows for price differences even if the production is the same due to certain factors such as geographical location, time, and so on.

c Pricing based on competition

This strategy highlights the prices of similar products released by competing industries. There are two methods used:

1. Perceived Value Fixing – that is, setting the selling price based on the average selling price of similar products.
2. Sealed Bid Pricing – that is, setting the selling price based on the offers submitted by competitors.

3. Place

Location greatly determines the future sustainability of the company and the target consumers, allowing the product to reach the intended market effectively and efficiently. The determination of the location should consider several important elements such as marketing channels, market coverage, segmentation, location, and good transportation. A strategic location is one of the supporting factors in marketing a product, as a strategic location makes it easier for consumers to come directly to the production site. According to Kotler and Armstrong (2014:62), "Place involves selecting and managing trade locations used to distribute products or services, as well as to serve target markets and develop physical product delivery and sales." According to the location theory review proposed by Kotler and Keller (2012:55), location plays an important role in local, domestic, and international marketing (Bilie et al., 2024).

Store Dona Dony has recently implemented a Marketing Mix, and the Place

is very clearly visible to consumers because it is close to residential areas, making it easier for customers to come directly to the store.

4. Promotion

Promotion is the act of planning, implementing, and controlling communication from the organization to customers. Promotion is used to provide information to people about the product and to expand buyers/target markets and distribution channels. Promotion is a tangible step to introduce and communicate the benefits of a product and to convince consumers to buy it; therefore, the promotional element in the marketing mix plays an important role in helping to communicate to consumers. According to Rangkuti (2010:50), promotion is a sales and marketing activity aimed at informing and encouraging demand for the company's products, services, and ideas by influencing consumers to purchase the products and services produced by the company (Bilie et al., 2024).

Dona Dony Baru Store Implements the Marketing Mix, Dona Dony Baru markets its products through Gofood, Tokopedia, and promotes them on social media such as WhatsApp, Facebook, and Instagram. The relationship between the public and publicity is very important for conveying communication messages so that Dona Dony Baru receives responses or suggestions through good communication and approaches to determine whether consumers have negative or positive responses towards the company.

5 People

People are all the individuals involved in the business, including employees and customers. The company must ensure that all people involved in the business, such as employees, have sufficient skills and knowledge to provide a good experience to consumers.

People are the element related to human resources within the company. The quality of good human resources will have a positive impact on the company and can improve performance. People here refers to individuals who are involved, either directly or indirectly, in the service process itself. The elements of people are company employees and other consumers. All attitudes and actions taken by employees will affect the success of service delivery. The company can differentiate itself by recruiting and training employees who are more capable and more reliable in dealing with customers than its competitors' employees. People play an important role in marketing practices here, both as producers and consumers (Dewi & Setiawan, 2024).

Dona Dony Store Implementing the Marketing Mix, People, which involves the attitude of employees in serving consumers or customers by treating them with respect because everyone wants to be valued and respected. The employees at Toko Dona Dony Baru consist of 27 people who work together optimally.

6 Process

The process is a combination of all activities. All of these activities are related to the products produced and delivered to consumers. The goal of process strategy

is to find a way to produce goods and services that meet consumer requirements and product specifications within other cost constraints. The chosen process will have a long-term impact on efficiency, as well as on the cost and quality of the goods produced. According to Philip Kotler (2006), the process is the way a company serves the demand of each of its consumers, starting from the consumer placing an order until they finally receive what they want. Some specific companies usually have unique or special ways of serving their customers. What is meant by the process in marketing is the entire system that takes place in the organization and determines the quality and smoothness of service delivery that can provide satisfaction to its users.

The indicators present in the process according to Yazid (2003) are as follows:

1. a Service Process
2. The process here can be defined as a series of sequential activities carried out in an effort to directly meet the needs of others.

b Work Precision

1. Activities carried out precisely with a number of errors approaching zero.
2. c Easy Payment
3. The ease of transactions provided by the seller to the consumer in order to deliver the sacrifice that must be paid to own a purchased product (Dewi & Setiawan, 2024).

The equipment available at Toko Dona Dony Baru is quite complete, including a mixer for mixing cake batter and cream, a digital scale for accurately measuring ingredients, measuring tools to ensure precise quantities, an oven for evenly baking cakes, a cake cutter for neatly slicing cakes, a cream maker for producing smooth-textured cream, and a refrigerator for storing fresh ingredients and finished cakes.

7 Physical Evidence

Physical Evidence is the state of conditions that also includes the atmosphere. Environmental characteristics are the most visible aspect in relation to the situation. What is meant by the situation is the geographical condition and the institutional environment, decoration, and room. Physical Evidence is the environment where a company provides services and the location where the company can interact with consumers. According to Nirwana (2004), physical evidence is a part of service marketing that plays a significant role because the services delivered to customers often require supporting facilities in their delivery. This will further strengthen the existence of the service, because with the presence of physical supporting facilities, the service will be understood by customers.

The implementation of the Marketing Mix and Physical Evidence by Toko Dona Dony Baru includes the appearance of the room, which is spacious and clearly visible to consumers and customers, and has the company logo to be recognized by

many people. Physical evidence in the marketing mix includes: the environment, color, layout, and other facilities related to appearance, which serve as physical evidence of an advertised product. Facilities refer to the equipment related to the production process, as well as the suitable location for the company. Employees also strive to always maintain their appearance while working at Toko Dona Dony Baru. This aspect is very important because an attractive appearance is the first step to catching consumers' attention to try the offered products, and Dona Dony Baru also plans the layout facilities in carrying out work on the facility design unit, including labor, work equipment, and production space.

SWOT Analysis:

Strengths:

1. Specialty product with a unique flavor.
2. Competitive and affordable prices.
3. Quality raw materials and homemade production.

Weaknesses:

1. Limited promotion.
2. Lack of utilization of digital technology.
3. The product packaging is less appealing.

Opportunities:

1. The trend of increasing consumption of local food.
2. The potential of the online market and social media.
3. Partnership or reseller program.

Threats:

1. Many competitors with similar products.
2. Fluctuation in raw material prices.
3. Changes in consumer preferences.

Applicable Marketing Strategies

1. Product Strategy

1. Innovate the menu periodically with new flavor variations.
2. Improvement of the appearance and quality of the packaging to make it more attractive and hygienic.
3. Halal certification and health standards as added value.

2. Pricing Strategy

1. Bundling pricing strategy (value pack) to increase purchase volume.
2. Seasonal discounts or customer loyalty promotions.
3. Psychological pricing (e.g., Rp9,900) to attract purchase interest.

3. Promotion Strategy

1. Active on social media platforms like Instagram, TikTok, and WhatsApp Business.

2. Collaboration with local food vloggers to increase exposure.
3. Referral and giveaway program to reach new customers.

4. Distribution Strategy

1. Expanding reach through delivery services like GoFood and GrabFood.
2. Collaboration with local souvenir shops and coffee stalls.
3. Development of a website and online store for direct transactions.

5. Implementation of Digital Marketing

Digital marketing has become crucial in the current era. The Dona Dony Baru store needs to take advantage of:

1. Attractive visual content on social media to stimulate the appetite.
2. Paid ads to reach a wider audience.
3. Customer testimonials as social proof to build trust.

CONCLUSION

From the findings above as the researcher has presented, the researcher can conclude that an effective Marketing Mix for Toko Dona Dony Baru is, 1) Product by offering a variety of products such as cakes, donuts, and traditional cakes, 2) Price set based on several considerations, 3) Place by considering the various market potentials that can be reached by consumers in a certain area, 4) Promotion through online media, namely via WhatsApp, Facebook, and Instagram. 5) People, which means applying employee attitudes in serving customers, 6) Process with sufficient equipment, 7) Physical evidence by applying a spacious room appearance that can be clearly seen by consumers and customers. By implementing the Marketing Mix, it can have a positive impact on sales growth, resulting in efficiency between raw material costs and cake sales in the company.

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