



Analysis of Promotion Strategy in Building Branding and Product Sales

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Abstract

This study aims to determine and analyze promotional strategies in building branding and product sales in the Rumah Catering culinary business located in Gowa Regency, South Sulawesi Province. The research method used is descriptive qualitative with data collection through in-depth interviews, observation and document study. The results showed that there are four promotional strategies out of five promotional strategies used or implemented by Rumah Catering, namely direct marketing, advertising, personal selling and sales promotion. Meanwhile, publicity/public relations has not been implemented by Rumah Catering. The main inhibiting factors affecting the implementation of all promotional strategies are the insufficient number of marketing personnel and limited budget and location coverage. In addition, the supporting factors that contribute to the success of promotional strategies at Rumah Catering are advertising and promotion, consumer readiness to buy products and the presence of competitors. This study provides input and recommendations for Rumah Catering culinary businesses to consider developing a more optimal promotional strategy in overcoming obstacles and utilizing existing supporting factors.

Introduction

In the business world, competition is something that cannot be denied and is a global phenomenon that has hit almost all developing and advanced countries including Indonesia. Because of this business competition, many entrepreneurs or individuals carry out marketing strategies to form or build branding and sales of products with promotional activities. There is a proverb that says "if you don't know, you won't love, if you are known, you will be loved" so that in order to be accepted by the community or consumers, what must be done is to be known. To be known, of course, you must communicate first, so that there is an exchange of information and messages. The meaning of communication can be seen from an etymological or linguistic perspective, namely according to Raymond S. Ross as quoted by Handayani (2022), that "communication or communication in English comes from the Latin word communis which means to make the same". In addition, according to Roudhonah (2007), in the book of communication science, it is divided into several words, namely "communicare which means to participate or inform, communis opinion which means public opinion". so it can be concluded that the meaning or understanding of communication is the delivery of a message that has the aim of creating the same perception or meaning between the communicator and the communicant. When communication is carried out for the exchange of information and messages, it is included in marketing activities as stated by Kotler & Keller (2022) that marketing is a process of compiling integrated communication that aims to provide information on goods or services in satisfying human needs and desires. In addition, according to Tjiptono Fandy (2020), marketing is the process of creating, distributing, promoting, and setting prices for goods, services and ideas to facilitate satisfying exchange relationships with

customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

According to Limakrisna & Susilo (2012), marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the price of goods and services. Important factors in creating this value are production, marketing, and consumption. Marketing is the link between production and consumption activities. So from the definitions of several experts above, it can be concluded that marketing is a communication activity carried out by individuals or groups (companies) of people to meet consumer needs and provide benefits (Bala & Verma, 2018). The benefits in question are the benefits obtained by the seller and the benefits obtained by the consumer. This is similar to the opinion of Gilaninia et al. (2011), namely, sales or marketing is a process where the seller satisfies all the needs and desires of the buyer in order to achieve benefits for both the seller and the buyer that are sustainable and profitable for both parties. This is what makes several culinary entrepreneurs both in the city of Makassar and in Gowa Regency dare to spend more budget with the aim of promoting sales products and building branding.

This is due to competition between companies, both individuals and groups whose main demands are to have a good reputation and a good product image in the eyes of their consumers. Similar to Malau's opinion in (Daoed & Nugraha, 2019), stating that promotion is a determining factor in the success of a marketing program. In essence, promotion is a form of marketing communication. Meanwhile, according to Alma (2018), promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. Furthermore, another definition according to (Tabelessy, 2021) states that promotion is an activity carried out by marketers to convey information about their products and persuade consumers to buy them. Based on the definitions above, it can be concluded that promotional activities are activities that aim to inform consumers about products, both products and services, with the aim of building branding so that this is what makes culinary business actors for ready-to-eat food or home-cooked food located in Gowa Regency, South Sulawesi Province, namely Rumah Catering to carry out promotional activities. Rumah Catering is a ready-to-eat food service business that is suitable for daily needs but is only limited specifically to lunch time because Rumah Catering has a different concept from catering in general, namely with the concept of home food that does not have a place to eat on site or kiosks to buy food directly but food orders are delivered to consumers directly, so Rumah Catering only serves lunch for daily needs for consumers who do not have time to cook or for consumers who cannot cook home-cooked food every day.

The same thing was also expressed by Seroja Catering in the blog <https://seroja.id/blog/catering-adalah/> that home catering is a catering service carried out by individuals or groups which is carried out through their own homes and then delivered to the homes of catering service buyers, the services provided by home catering are authentic dishes with home cooking that is often cooked by housewives for their beloved families. In addition, according to S. Bode (in Successful Catering 2003), home-based catering is usually owned by individuals, and sometimes becomes a more advantageous competitor compared to licensed catering, because home-based catering is not charged the same fees, has lower costs, and can set lower prices. Rumah Catering was established in 2018 and at the beginning the catering used the name DNA Cake and Catering but over time because many of Rumah Catering's customers were more familiar with the name of the catering as "Rumah Catering" so DNA Cake and Catering changed their brand name and logo to Rumah Catering. The dishes served are simple or local dishes and use fresh ingredients and a variety of food menus every day and can be adjusted to the wishes of consumers or buyers and have affordable prices compared to

having to buy from restaurants or eateries. Price is the amount of money charged for an item or service or the amount of money exchanged by consumers for the benefits of having purchased or used the product or service (Kotler & Armstrong, 2018, p. 151). In addition, according to Oentoro (in Sudaryono, 2016) states that price is an exchange value that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place. According to Kotler Armstrong (2018) the price indicators that can be used to measure and examine price suitability are as follows.

Consumers can get the price set by the company. Products often have many types in a brand, the prices also vary, from the cheapest to the most expensive. Price is often used as an indicator of quality for consumers who often choose a higher price between two items because they see the difference in quality. If the price is higher, people tend to think that the quality is also better. Consumers or buyers decide to buy a product if the benefits received are greater than or equal to those spent to get the product. If consumers feel that the benefits of the product are smaller than the amount spent, consumers will perceive that the product is expensive and consumers will think again before making a repeat purchase. Or it is unlikely that buyers will buy the product again. Consumers often compare the price of a product with other products. What is meant in this case, namely the low price of the product is a consideration for consumers in buying the product. From the explanation above, it becomes a field for home catering business actors because the price offered is relatively cheap so that many home catering service users are mostly young IRT (Housewives) who cannot cook because they are not used to cooking or lack of time but still want to serve home cooking for the family, besides young IRT, there are also home catering users, namely office workers, students and students who have to study but are far from their parents and most are female but it is possible that there are some home catering customers who are male.

According to Kotler et al. (2016) the target market is a group of people who have the same needs, desires, and resources that will be served by the company. Meanwhile, according to Lee & Kotler (2011) the target market is a group of people who have the same needs, desires, and behavior that will be served by the company. So it can be concluded that choosing a target market to promote products, both goods and services, is important so that success in promotion can be obtained and the promotion carried out is not in vain and wastes resources and budget. Home catering is still very rarely heard by some people, most people when they hear the word catering, what comes to mind is catering services for celebrations such as weddings, aqiqah and so on. According to pixel.web.id, the catering business actually first appeared around 1800. However, this business was only known to the wider community in the 2000s.

Catering in Indonesia is better known as "catering services". Catering comes from the English verb "cater" which means serving and preparing food for many people. The person who does it is called a "caterer". Rumah Catering does have a home concept because the beginning of starting a culinary business or catering industry is Catering Rantangan Rumahan so that from the beginning there was never a desire to create a restaurant or eating place so that marketing or promotion must be done correctly and with the right target. So what about home entrepreneurs such as home catering who do not have a restaurant or eating place that can be visited but want to promote their products and build branding so that the Brand or brand can be known and recognized by the public? In addition, how can Rumah Catering's sales products be recognized by the public? This is what makes researchers interested in researching or analyzing how promotional communication strategies can build branding and product sales to the public, especially in the case study of home catering from Rumah Catering.

Methods

In this study, the researcher chose to use qualitative research for the research to be studied, using a qualitative descriptive research method, namely collecting and analyzing information obtained through interviews with several specific informants. From the information collected, the researcher then continued to analyze by making a description that was poured into writing or speech which could explain the results in detail. This method allows researchers to understand the phenomena to be studied so as to produce the desired or achieved information. The use of the method in this study is to obtain an in-depth picture or understanding of the Analysis of Promotional Strategies to Build Branding and Product Sales (Case Study of Catering Houses in Gowa Regency). In this study, researchers conducted direct visits to the Rumah Catering business premises to collect data or information needed for this study. The concept that is the initial step that will be used by researchers in this study is that researchers want to know about promotional strategies in building branding and purchasing products to consumers, in addition, data collection used in this study is interviews and direct observation. The presence of researchers in this study has a very important role and can be the main element because researchers are the main key and data collectors, and to collect the data, the presence and involvement of researchers is very important to ensure that the data obtained is optimal and accurate for the research being studied. This research was conducted at Rumah Catering's business premises. The location of Rumah Catering is at Jl. Manggarupi BTN Gowa Mas Indah Block B No. 3, Somba Opu District, Batangkaluku Village, Gowa Regency, South Sulawesi Province.

Result and Discussion

Research Results: Analysis of Promotional Strategies to Build Branding and Product Sales (Case Study of Catering Houses in Gowa Regency)

According to Ali (2020) "promotion is a communication from sellers and buyers that comes from accurate information that aims to change the attitudes and behavior of buyers, who previously did not know to know so that they become buyers and still remember the product." Meanwhile, according to Kotler & Armstrong in Hairudin & Hasbullah (2023) stated that "Promotion is a tool or activity used by companies to communicate customer value". Based on the definitions above, it can be concluded that promotion is an activity to inform about products and services, but because this Catering House uses a home catering system so that it does not have a place for customers to visit, business owners need to understand promotional communication management in order to develop promotional communication strategies for product marketing and brand recognition.

Then, to make it easier for researchers to compile research results reports, researchers follow up the research results based on the basic instruments used to achieve the desired research objectives, namely the promotion strategy called the promotion mix. The results of interviews conducted by researchers related to the promotional strategy carried out by Rumah Catering, namely Mr. Azif, who is usually known as Mr. Aco, who is the owner of Rumah Catering, explained the promotional strategy that has been carried out so far in introducing Rumah Catering products and brands, namely using promotional mixes. However, in several ways in the promotional mix, not all are used. Among them are: Advertising, Direct Marketing, Personal Selling, and Sales Promotion. The advertising used here is the delivery of information or advertisements through print media, namely flyers, as expressed by Rumah Catering in an interview with the owner of the Rumah Catering business.

"Rumah Catering has been established since 2017, but the catering business started in 2018 and is still standing today, although at the end of 2020 to 2021, Rumah Catering, which was previously known as DNA Cake and Catering, had declined and even stopped production due to Covid 19, but over time, Rumah Catering finally returned to normal. The promotion implemented by Rumah Catering is through the distribution of flyers to offices and housing around Gowa Regency and its surroundings."

One of the advertisements used by Rumah Catering is flyers or print media. Although distributing flyers is a type of advertising that people rarely do, for Rumah Catering, distributing flyers is quite successful even though it does not get a direct response (feedback) of purchases. This is the same as what was expressed by Mr. Azif that: "The promotional strategy of distributing flyers does not provide direct results, but sometimes there are some people who contact us from the flyers that we distributed a month ago.

This was also confirmed by the statement of Nurfadillah, a self-employed employee of Standard Chartered Bank through a telephone interview, that:

"I found out about Rumah Catering from a flyer that was entrusted through the office security but did not immediately make a purchase because I still had to discuss it with my branch friends first."

In addition to advertising through print media flyers, Rumah Catering also carries out advertising promotions through Instagram social media by using the services of food vlogger influencers according to the statement from Rumah Catering informants. Here is an interview with the owner of Rumah Catering:

"In addition, Rumah Catering also implements a promotional strategy through social media with the Instagram platform through advertising promotions using the Ngemil Lucu food vlogger service. The Food Vlogger service used by Rumah Catering is a Food Vlogger Instagram account called Ngemil Lucu at a cost of IDR 500,000 / Story and Feed or one post."

Food vloggers certainly have different influences on consumer purchasing decisions, but in introducing the brand, they are quite good at providing the desired results. Rumah Catering's promotional account has increased quite a bit compared to before promoting through the food vlogger influencer service.

The owner of Rumah Catering, that:

"promotion using food vloggers does not have much impact on sales because many potential consumers want to but the distance of the location does not allow it, but it has a positive impact on Rumah Catering's online marketing account, which initially did not have many followers on Instagram, but since promoting and advertising through food vlogger services, Rumah Catering's account has started to grow."

Also added an explanation from DN Shoes that:

"I know this catering through social media, I happened to be browsing Instagram social media and accidentally saw an advertisement from an influencer so I just followed the catering account but didn't buy it right away, I confirmed it first at the office and after discussing it, I finally chatted first via message on the account and continued via WhatsApp."

Even according to Kotler et al. (in Ismanto, 2020) that advertising is all costs that must be incurred by sponsors to carry out non-personal presentations and promotions in the form of

ideas for goods or services. Rumah Catering also conducts sales promotions through direct promotions using WhatsApp to buyers even when meeting face to face and communicating directly with prospective consumers or regular consumers. This is also reinforced by the statement of the owner of Rumah Catering.

"Yes, most of us use WhatsApp, telephone to communicate with prospective consumers or our old consumers and can continue by meeting directly with prospective consumers to discuss the products they want to buy. We even often provide free samples so that prospective consumers who want to buy catering, especially in large quantities, can find out the quality of our products and provide discounts if they buy our products in large quantities. In addition, specifically for home and office lunch boxes, we usually provide convenience in payment so that buyers feel helped, especially office workers who pay for office catering food costs when they get paid"

The same thing was stated by one of Rumah Catering's customers, namely one of the owners of a shoe and bag shop DN Shoes who uses Rumah's lunch box catering services for employees, the owner of DM Shoes stated via Whatsapp telephone that:

"yes, we usually communicate about our employees' lunch problems via WhatsApp, both delivery times and home lunch box menus".

The results of the Promotion Strategy study to build branding and product sales (Case study of Rumah Catering in Gowa Regency) can be seen from the planning and implementation process, namely:

Planning

Rumah Catering develops a promotional strategy to build a brand and product sales by paying attention to how consumers can find out the brand and products can be sold, including by providing quality to the product and providing promos that make consumers interested and feel very helped by the promos given by Rumah Catering. So the promotional strategies used by Rumah Catering are personal selling, direct marketing, sales promotions and advertising.

Implementation of Rumah Catering's promotional strategy

The results of an interview with the owner of the Rumah Catering business, that: Rumah Catering carries out an advertising promotion strategy as an effort to introduce and build branding and promote Rumah Catering's sales products to the public through online media Instagram using the services of food vlogger Ngemil Lucu and offline media or print media in the form of flyers. Although this advertising is quite influential in introducing the business, product sales are not as expected. Rumah Catering uses a Personal Selling or Direct Communication (Face to Face) promotion strategy as an effort to introduce products and influence potential consumers so that consumers buy Rumah Catering products. This strategy is quite influential because business actors can persuade directly so that consumers are interested. In addition, Rumah Catering uses a promotion strategy, namely Sales Promotion as an effort to retain consumers and influence potential consumers so that they decide to buy Rumah Catering products. At this stage, the sales promotion strategy is quite successful because the promotion given to consumers in the form of discounts on every special purchase makes consumers interested. Rumah Catering is a business that is still developing so that it does not have public relations or public relations so that public relations is held directly by the owner and assisted by the admin in carrying out the promotion strategy. Rumah Catering uses a direct marketing promotion strategy by using telephones and WhatsApp as an effort made so that products and the satisfaction of potential customers or loyal customers. With this strategy,

consumers feel comfortable because they can consult directly with the owner, not with third parties or public relations.

Promotion Strategy to Build Branding and Product Sales (Case Study of Catering House in Gowa Regency)

Rumah Catering management can be said to be good in carrying out its responsibilities even though there is a dual role in managing promotional strategies in its marketing. Rumah Catering actors try to maintain quality and promote products and product sales. In this study, researchers focused on analyzing promotional strategies to build brands and sales of Rumah Catering products in Gowa Regency. The following is a presentation of the analysis of the research results:

Advertising

Rumah Catering uses advertising as a promotional strategy, namely Instagram social media advertising media by using food vlogger services with the aim that the Rumah Catering brand can be recognized and products can be sold. In addition, Rumah Catering chooses promotion through Instagram social media and uses the services of food vlogger Ngemil Lucu as a promotional strategy, namely because Ngemil Lucu is one of the food influencers or food vloggers in Makassar City, but in promoting food, Ngemil Lucu does not only promote food from business actors from Makassar City but also in Takalar Regency, Maros Regency, Pangkep and so on, most of which are still in South Sulawesi. Ngemil Lucu promises that the advertisements that have been promoted through Instagram will never be deleted so that even though the years are increasing, the advertisements from Rumah Catering are still on the Ngemil Lucu Instagram account so that it can provide benefits for Rumah Catering. Rumah Catering also uses print media advertising, namely the distribution of flyers to several housing and offices in Gowa Regency and Makassar City.

Personal Selling

Personal selling is one of the promotional strategies that is quite effective in building branding and product sales because marketers and consumers can meet face to face directly so that they can form interactions and persuade and convince consumers. This is what Rumah Catering does by distributing flyers so that they can meet directly with consumers and provide education on the products they want to market to consumers.

Sales Promotion

In sales promotion, of course, there are several methods used as promotional tools. The promotional tools include the following: Samples in this case are offering several free products or services. For example, in the case of Rumah Catering, the sample that is often given is to provide food as a tester or sample so that consumers can try new menus or products from Rumah Catering as a goal for consumers who have tried the sample to become interested in the products offered. Discount offers, namely providing discounts after purchases with the condition of purchasing a certain amount to consumers with the aim that consumers who know about the promo are interested in buying according to the conditions given by the seller. Premiums (prizes) are in the form of additional products or goods given to consumers with the condition of purchasing a certain amount and price that gets a prize. Free trials in this case are similar to samples but different from free trials which do not have purchase requirements but are indeed given free to consumers. The promotion carried out by Rumah Catering as a promotional strategy to build branding and its products is to provide special prices for prospective customers and also regular customers who buy large purchases. In addition, the

promotion carried out by Rumah Catering is free shipping when purchasing many products and bonuses for several purchased products as samples for new products issued by Rumah Catering. This promotional activity is considered quite effective in a promotional strategy to build branding and product sales but is not very sustainable. If the promotion that has been carried out has ended, there are some consumers who no longer make purchases again and want to wait for another promo from Rumah Catering.

Public Relations

A public relations officer has an important role in maintaining the good name or positive image of the company, in addition to the existence of a public relations officer also plays a role in establishing good relations with the community or consumers. However, what Rumah Catering does in Public Relations or public relations as a promotional strategy to build branding and product sales has not been done properly and does not yet have a public relations officer or public relations because Rumah Catering is a small company so that public relations activities are still carried out by the business owner and assisted by the admin where in introducing the product to consumers or the community. In addition, in maintaining the image of Rumah Catering is by maintaining product quality for customer or consumer satisfaction, as well as providing punctuality and comfort in communicating such as directly speaking to the business owner not through a third party or public relations. From the above mentioned, Rumah Catering becomes closer in a family way with consumers but in a promotion that should be handled by public relations such as becoming a sponsorship or event activities in collaboration with other parties have not been carried out optimally because it requires more costs and time and human resources but the results obtained are not as expected.

Direct Marketing

Direct marketing is often referred to as sales that are carried out by going directly to meet or make direct contact with consumers. To reach potential consumers or customers, direct marketing promotion strategies such as telephone, WhatsApp, email, kiosks or shops and so on. For kiosks or shops in the culinary industry, namely food stalls, cafes or restaurants, but Rumah Catering does not have a stall, cafe or restaurant for direct marketing. Rumah Catering's direct marketing activities are telemarketing via telephone, social media and WhatsApp.

Consumer responses and responses are one of the goals for building a brand and selling products in direct marketing. Rumah Catering gets a good response from consumers so it can be said that direct marketing is quite effective for the promotional strategy carried out by Rumah Catering. This is because direct marketing activities are still carried out well and continuously. Negotiations and communications that are carried out transparently and openly are one way to recognize and analyze the character of customers so that they can determine the treatment that will be given by Rumah Catering. The existence of repeat or repeat orders is one sign that the brand has been recognized and remembered by consumers and one sign that consumers like the product.

Inhibiting Factors and Supporting Factors of Promotional Strategies to Build Branding and Product Sales (Case Study of Catering Houses in Gowa Regency)

From several analyses of Rumah Catering's promotional strategy, it can be traced that the way to build a brand and product sales is by prioritizing product quality and quality in communicating directly and openly to customers as a form of customer service and comfort. Rumah Catering has introduced its brand and products to the public in Gowa Regency and Makassar City by conducting promotional communication through social media advertisements with the Instagram platform and print media, namely distributing flyers.

However, in implementing promotional strategies, both organizations and individuals cannot be denied that there are several factors that inhibit or support the implementation of promotional communication strategies. Supporting and inhibiting factors can be obtained from various sources, both internally (within) and externally (outside) the organization or company. Thus, a deep understanding of these factors is key in planning a promotional strategy so that organizations or individuals can recognize and overcome inhibiting factors so that they can maximize and use supporting factors properly so that they have the potential for success in implementing promotional communication strategies.

Supporting Factors

Supporting factors are similar to a condition that is the cause in influencing something or becomes the cause of something to function better or change to a more advanced state. In the context of promotional strategies to build branding and product sales carried out by Rumah Catering, several aspects can be used as communication efforts in promotions. Based on the results of analysis, observation and interviews with informants in the study, the researcher analyzed the supporting factors of promotional strategies based on the determining factors that support promotional strategies, including:

Advertising and Promotion

In the implementation of advertising and promotion, it is a choice made by Rumah Catering as a promotional strategy to build brands and product sales. The implementation of advertising is carried out in order to reach areas in Gowa Regency and its surroundings, including Makassar City because the location of Gowa Regency and Makassar City is so close.

Consumer readiness to buy products

Consumer readiness to buy products referred to in this case refers to the readiness of consumers to order special Rumah Catering products or products that are rarely available in the area or location so that prospective buyers who really need and are ready for the product become customers.

Existence of competitors

In this case, the existence of competitors or competitors provides its own motivation for Rumah Catering in its efforts to sell products, especially home-made catering containers which are relatively rare. Catering businesses in Gowa Regency are quite numerous, but the products offered, especially home-made food containers, are relatively rare, so this is an opportunity for Rumah Catering.

Inhibiting Factors

Inhibiting factors in this case are things or circumstances that in certain conditions can become obstacles or problems. In the context of the promotional strategy experienced by Rumah Catering, it involves several factors that can hinder Rumah Catering's promotional efforts. Based on the results of analysis, observation, and interviews with several sources or informants in the study, the researcher analyzed several inhibiting factors for promotional strategies, including:

Budget Availability

The company's budget is one of the obstacles that is an inhibiting factor in carrying out promotions due to the wide reach and changing market conditions that require a larger budget for promotions, while Rumah Catering is a business that is still in its infancy. In addition, internal problems often occur which cause the budget that should be for promotions to be

diverted to other things, thus hindering Rumah Catering's own promotion. Because Rumah Catering is a pioneering business, everything is done by the business owner assisted by the admin, where the owner and admin also act as marketers. This lack of resources can hinder the effectiveness of direct sales efforts directly. In public relations, Rumah Catering does not have a public relations department, so all public relations tasks are still carried out by the business owner assisted by the admin. This is one of the obstacles or barriers in the promotional strategy for organizing events and cultivating relationships with the media.

Conclusion

Promotional strategies to build branding and product sales (case study of Rumah Catering in Gowa Regency) are advertising, direct marketing, personal selling and sales promotions that provide positive results in building brands and product sales. The supporting factors in the promotional strategy to build branding and product sales (case study of Rumah Catering in Gowa Regency) are advertising and promotion, the existence of competitors and consumer readiness to buy products. In addition to supporting factors, there are also inhibiting factors that are obstacles or problems in the promotional strategy to build branding and product sales (case study of Rumah Catering in Gowa Regency) are budget limitations, limited personal selling and public relations resources. This is due to the implementation of dual work carried out by the business owner and assisted by the admin. In addition, Rumah Catering is a company that is still pioneering. Rumah Catering should pay more attention to public relations issues which are important to increase brand recognition among the public, especially since market conditions are always changing so that the role of public relations is quite important in building brands and product sales. Rumah Catering should better understand budget management and promotional budgets so that promotional strategies can be more effective. Rumah Catering should improve and add HR (Human Resources) especially in promotions so that promotional strategies are more effective so that there is no double work that can cause other tasks to be neglected.

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