

## Increasing Consumer Buying Intention through Strengthening Promotion, Brand and Market Analysis

Sella Oktiansyah<sup>1\*</sup>, Audita Nuvriasari<sup>2</sup>

Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana  
Yogyakarta

**Corresponding Author:** Sella Oktiansyah [sellaoktiansyah11@gmail.com](mailto:sellaoktiansyah11@gmail.com)

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### ABSTRACT

This community service program at PT Sebangku Kuliner aims to increase consumer buying interest in Taiyaki Minnasan and Ladybee Taiyaki Jogja through strengthening promotions, brands, and market analysis. Then, content planning is made so that business social media is more organized and directed. The method used is through the transfer of knowledge and technology which is realized in the creation of content planning so that business social media is more focused, making attractive promotional designs, and market analysis which plays an important role in knowing the target market. The results of the work program carried out successfully identified the target market, increased Instagram performance by 70%, targeted branding, and succeeded in adding new marketing channels through the Tiktok platform.

## **INTRODUCTION**

MSMEs play an important role in the national economy, one of which is being able to absorb a lot of labor. So that these MSMEs not only play an important role in the national economy but also play a role in tackling the unemployment rate (Jayanti Mandasari et al., 2019). One of the MSMEs that is growing rapidly in Indonesia is the culinary sector. The culinary sector is one of the sectors that is growing very rapidly apart from fashion and crafts. The Indonesian Food and Beverage Entrepreneurs Association explained that the food and beverage business has always been among the top five types of investment in Indonesia. This has triggered a lot of investor attraction for the food and beverage business plus the approaching ASEAN Economic Community (AEC) in 2015. Food and beverage entrepreneurs had to adjust production cost components due to the 30% increase in the Provincial Minimum Wage and the 7.5% increase in the Indonesian Bank Rate, which caused electricity tariffs and loan interest rates to rise. This progress caused foreign investors to have the opportunity to enter Indonesia with lower production costs (Angkat & Nawawi, 2022).

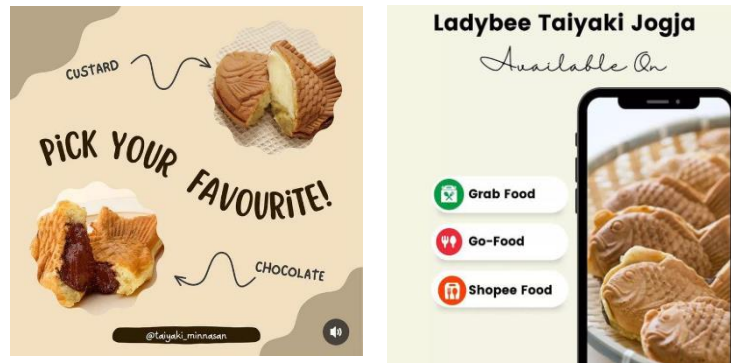
Yogyakarta is one of the regions in Indonesia that has a very large number of culinary MSMEs. According to "Dinas Koperasi dan UMKM Kabupaten Sleman", it was explained that the average growth of culinary MSMEs reaches 300% every year with a total of 96,163 businessmen. This proves that MSMEs have a major influence on the economy in Yogyakarta (Septiningrum, 2021). One of the Culinary MSMEs that is currently developing in Yogyakarta is PT Sebangku Kuliner Sejahtera. PT Sebangku Kuliner Sejahtera was founded in 2022 and is a subsidiary of PT. Sebangku Jaya Abadi. PT Sebangku Kuliner Sejahtera has the same office location as PT Sebangku Jaya Abadi, which is located in Jl. Munggur No.114 B, Sanggrahan, Condongcatur, Depok District, Sleman Regency, Yogyakarta Special Region.



**Picture 1. PT. Sebangku Jaya Abadi - PT. Sebangku Kuliner Sejahtera**

The products sold are Japanese snacks, namely Taiyaki with the trademarks Taiyaki Minnasan and Ladybee Taiyaki Jogja. Outlet to sale Taiyaki products are located in two main locations in the Yogyakarta area. Minnasan Taiyaki is located at Superindo Jalan Solo, Yogyakarta and Ladybee Taiyaki Jogja is located at Superindo Jakal, Yogyakarta. This location was chosen because it is attached to a shopping center, making it easier to attract buyers. In its marketing, Minnasan

Taiyaki products can only be ordered offline, while Ladybee Taiyaki Jogja can be ordered offline and online food via Grab food, Go-food and Shopee-food.

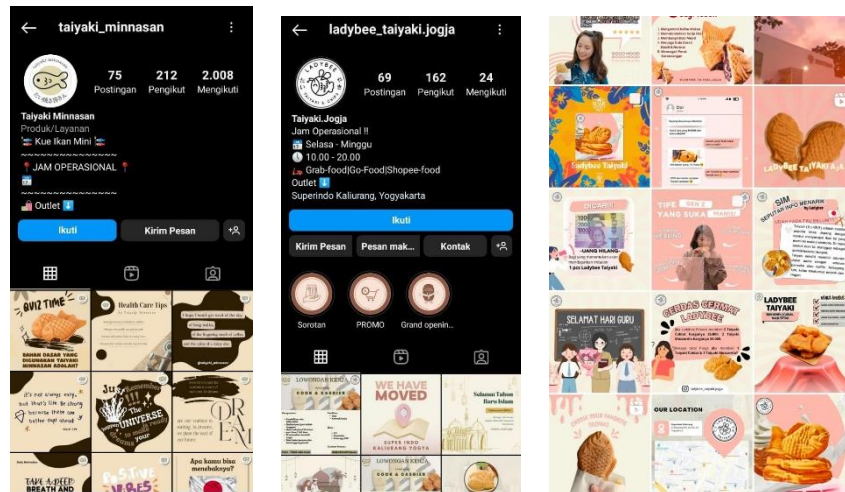


Picture 2. Products Taiyaki Minnasan and Ladybee Taiyaki Jogja



Picture 3. Outlets to sell Taiyaki Minnasan and Ladybee Taiyaki Jogja

Marketing strategy is very important in running a business. In general, marketing is a social process where individuals and groups get what they need and want by creating and exchanging products and values with other individuals and groups. In a broader sense, marketing seeks to obtain a response to an offer (Musyawarah & Idayanti, 2022). In this case, the strategy used by PT Sebangku Kuliner in increasing its promotion is to use Instagram social media for Taiyaki Minnasan and also Ladybee Taiyaki. The owner considers that the Instagram platform can be used as a medium of information and promotion so that many people, especially Yogyakarta, know the existence of this business.



Picture 3. Online promotion via Instagram

The tight business competition in the culinary business is a challenge for PT Sebangku Kuliner, especially so far, its marketing has prioritized online promotions. Considering that the products produced are not widely known by the wider community, this results in low sales and sometimes even losses. Online marketing activities have not been carried out optimally due to partners' limited knowledge and skills in developing effective digital marketing content to attract potential consumers. For this reason, the main focus of this community service program is to provide counseling and assistance in developing online promotional media.

## IMPLEMENTATION AND METHODS

This community service activity is carried out in several stages, as follows:

### 1. Survey and Preparation

At this stage, the community service team conducted a situation analysis through discussions with the director of PT Sebangku Kuliner regarding the problems faced by the Taiyaki business. Based on the results of discussions, it was found that the main marketing problem at the time of this service activity lies in products that have not been recognized by the wider community so that it has an impact on sales that are still low or in other words, promotions that have not been maximized to reach consumers more broadly. Partners also explained that the market had not been identified properly.

### 2. Program Implementation

Based on the survey results, the community service team then carried out work program activities. The activities carried out include: (1) Develop content planning to foster brand awareness, (2) Design attractive and informative online marketing content so as to increase consumer buying interest, (3) Expand market reach by creating a Tiktok account so that products can be widely recognized, and (4) Conduct market analysis to identify consumer responses to partner products and the competitive situation. In addition, the community service team also occasionally visits

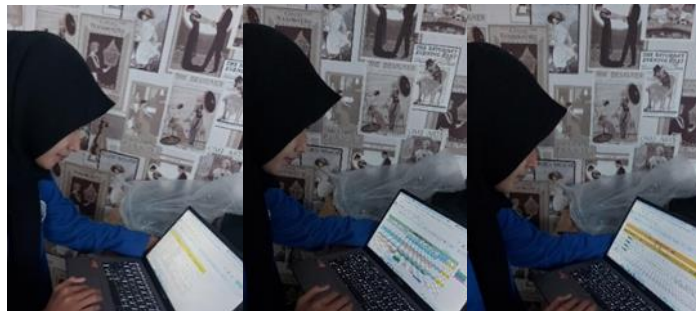
tenants to be able to see marketing developments and participate in the B2C process when there is a collaborative event. Such participation can help in knowing the wants and needs of the market. This is important in future product development.

## RESULTS AND DISCUSSION

The community service program at PT Sebangku Kuliner was carried out from 1 November 2023 – 8 December 2023. The main activity carried out is the completion of Object and Key Result (OKR) which includes creating content planning, creating promotional content designs for posting needs on social media platforms, and conducting marketing analysis. Currently, the company continues to strive to develop its business by strengthening marketing branding. The community service implementation program can be explained as follows:

### 1. Create Content Planning

Content planning is a strategy used to organize and manage content that will be posted on social media. Content planning will help PT Sebangku Kuliner to organize content that is relevant to their goals, so that they can achieve their goals more effectively. Content planning is used to determine the type of content that will be posted on each social media platform. With content planning, it can track the performance of their content and see what is working and what is not. This is important so that PT Sebangku Kuliner can continue to learn and adjust their digital marketing strategy according to the current market situation.



**Picture 5. Content Planning Creation**

The first step to take is create content pillars to determine the goals and strategies of the content planning. This content pillar is divided into 4 pillars, namely promotion, education, trends and entertainment, which must be fulfilled by every content posted.

A	B	C	D	E	F
Content Pilar			Level	Competition	Purpose
Promotional	Promotion	- Promotion content - Testimonial - Games Seputar Taiyaki - Mini Giveaway	Desire	30%	To Influence
Informative	Edukasi/Informatif	- Tips & Trick - Fun & Fact - History Product - Health	Aware	30%	To Inform
Emotional	Trend / Relate	- New trend - Relate to real life costumer	Interest	40%	To Entertain
	Entertain	- Quiz - Rekomendasi Film - Rekomendasi lagu - Konten Tiktok			
Konten Tiktok Soft Selling/Mini vlog			Action		

Picture 6. Taiyaki Content Pillar

The explanation of the 4 pillars is as follows:

- Promotion: Promoting content through various social media platforms to increase visibility and attract audiences.
- Education: Providing useful information to the audience about Taiyaki products with the aim to help them understand certain topics or increase their knowledge.
- Trend: Identifying and capitalizing on emerging trends in social media to attract audience attention and creating content relevant to those trends.
- Entertainment: Providing entertainment for the audience with the aim of entertaining them and making them feel comfortable when viewing Instagram content @taiyaki\_minnasan and @ladybee\_taiyaki.jogja.

The next step is makes content planning for each week using the content pillar strategy that has been made before. Because the author is handling two accounts with the same product category, the author made the content planning into one. This is done because the content design created will also be mirrored to the other account.

SOCIAL MEDIA POST & CONTENT PLANNER										
INSTAGRAM										
HAIRITOL	JAM	TEMA/TOPIC	KONTEN PILAR	ACCOUNT	MIRRORING	CONCEPT	HEADLINE/CAPTION	HA-BHTAG	PRO BE SUPPL. CAPTIONING	
				MINNASH	LADYBEE					
NOVEMBER MINGGU III IV										
MINGGU III										
Rabu 15	20:00	Branding	Promotional	IG Feed	IG Feed	✓	Header puzzle feed 3 berhadapan dengan tagline guna memotivasi pada bentuk konsumsi bahwas Taiyaki Minnasan & Ladybee made fresh by order dan terbuat dari bahan premium	Freshly Made Premium Taiyaki	@taiyaki_minnasan   @ladybeetaiyaki   #Rungginggok #Kuliner	Upload
	10:00	We Are Open	Informative	IG Story	IG Story	✓	Informasi jam buka	We Are Open 10:00 - 20:00		Upload
Kamis 16	17:00	Short Branding	Promotional	IG Story	IG Story	✓	Video pendek branding promosi Taiyaki Sweet & Yummy CTA ke box	SO SWEET & YUMMY Freshly Made Premium Taiyaki		Upload
Jumat 17	10:00	New Open	Informative	IG Story	IG Story	✓	Informasi jam buka	NOW OPEN 10am - 1pm		Upload
Sabtu 18	17:30	Info lokasi Taiyaki	Informative	IG Feed	IG Feed	✓	Informasi lokasi dengan memunculkan maps	Buat yang tanya tanya lokasi (Minnasan) (Ladybee) sekiranya itu dimana ah? Lokasi bisa bisa search di maps ya "SUPERMINDO JALAN SOLO" "SUPERMINDO JALAN SOLO" "SUPERMINDO JALAN SOLO" Lokasi baru Taiyaki Minnasan berada tepat di depan SUPERMINDOnya ya Sobat Teman Champional (Taiyaki Minnasan) (Ladybee Taiyaki) Batas Minggu 10:00 - 20:00 WIB 👉 Supremis jalan Solo Jangan lupa mangga 🍈	@taiyaki_minnasan   @ladybeetaiyaki   #Kuliner #Rungginggok #Kulinerjogja #Kulinerjogjakota #Kulinerjogjakota	Upload
Minggu 19	15:00	Interaksi dengan followers	Emotional	IG Story	IG Story	✓	Story menggunakan fitur polling untuk berinteraksi lebih dekat dengan followers	Sapa yang butuh heading???		Upload
	10:00	We Are Open	Informative	IG Story	IG Story	✓	Informasi jam buka	halo, We Are Open 10am - 1pm		Upload
Senin 20	18:00	Informasi rasa	Informative	IG Feed	IG Feed	✓	Informasi rasa dalam bentuk video	Choose your favorite signature menu from Taiyaki (bag akan banis) and try it	@taiyaki_minnasan   @ladybeetaiyaki   #Kuliner #Kulinerjogja #Kulinerjogjakota #Kulinerjogjakota	Upload
Selasa 21	15:00	Repost Konten Feed Informasi Rasa	Informative	IG Story	IG Story	✓		REPOST		Upload
Rabu 22	15:00	Branding	Promotional	IG Story	IG Story	✗	Video pendek branding Taiyaki menggunakan headline yang menarik produk	BINGUNG NGEMIL APA? Yang Manis Tanpa Permana Buzan 100% Bahan Premium Pastiya NAGH!! (TANYA MINNASH AJA) (LADYBEE TANYA AJA)		Upload
MINGGU IV										
Kamis 23	17:00	Taiyaki untuk all acara	Promotional	IG Feed	IG Feed	✓	Informasi Taiyaki dapat dipanen untuk acara apapun seperti acara ulang tahun, meeting, acara, maupun nikahan. Pembelian dalam jumlah banyak memiliki harga khusus. Video shoot 1 proses	Jadikan momen penting (Buat Teman) (Ladybee Friends) makan spesial bareng (Taiyaki Minnasan) (Ladybee Taiyaki) (Jaga) Dengan rasa dan kualitas produk yang terbuat dari bahan premium bikin bag momen acara semakin spesial! Tertanya untuk momen spesial (Sabuk Teman) (Ladybee Friends) seperti acara ulang tahun, meeting, acara, maupun nikahan dengan pembelian jumlah besar (Minna) (Minna) berikan harga khusus Rio. Buat makin happy dan nyaman lupa momen 🍈	@taiyaki_minnasan   @ladybeetaiyaki   #Rungginggok #Kulinerjogja #Kulinerjogjakota #Kulinerjogjakota #Kulinerjogjakota	Upload

Picture 7. Taiyaki Content Planning

By making content planning, PT Sebangku Kuliner can ensure that every content posted is in accordance and in line with the company's goals and strategies.

### 1. Create Engaging Marketing Content Design

Social media is one of the most effective ways to improve digital marketing. By using social media, PT Sebangku Kuliner can increase their visibility and build relationships with potential customers. Social media also makes it possible to interact with customers directly and deliver messages to a wider audience.

#### a. Creating Instagram Content

After content planning has been made, this stage is the realization of the list listed in the content planning. The next step is creates a design that will be posted on Instagram @taiyaki\_minnasan and @ladybee\_taiyaki.jogja. This design was created using Canva. The design that the author makes later is content mirroring, one design for two accounts because the products sold are similar.



Picture 8. Instagram Content Creation Using Canva

The community service team chose to use Canva as the design media because all the materials and design templates used will be given to PT Sebangku Kuliner. Given that the Taiyakinya business is classified as a MSMEs and does not yet have an adequate visual team. The content design that has been made with Canva will be posted on the Instagram account pages @taiyaki\_minnasan and @ladybee\_taiyaki.jogja. The design created has been adapted to the resolution format of various Instagram features. The following are examples of designs that have been created and posted:



Picture 9. Instagram feed to increase awareness and engagement



Picture 10. Hard Selling and Soft selling Instagram Feeds



Picture 11. Brand branding feed puzzle



Picture 12. Instagram Story Content

### b. Create a Year-End Discount Voucher Design

As the end of the year approaches, many businesses are trying to compete to provide year-end discounts as a form of loyalty to customers. Here, the author initiated to create a special year-end discount voucher that can be used to get discounts on Taiyaki products. The purpose of this voucher is to increase sales of Taiyaki products and attract more customers.



**Picture 13. Voucher Design and Printing Process**

In creating this voucher, the author used the Canva application. This application makes it easy for writers to create unique and attractive designs. The author also added information about the amount of discount, which is 15%, the expiration date of the voucher, and other information into the design. After completion, the author prints the voucher so that it can be used.

**c. Making Roll Up Banner Design and Printing**

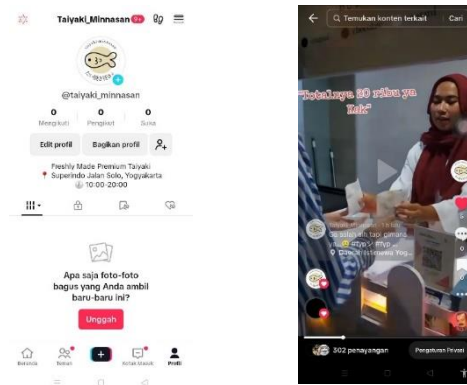
The author was assigned to create a roll-up banner design for Taiyaki Minnasan. This is because when the author went to the field to visit the tenant at Taiyaki Minnasan in Superindo Jalan Solo and conducted interviews with employees, it was found that there were still many visitors who did not recognize from the appearance of the tenant that what products were actually sold. Thus, the making of roll banners is intended to increase brand branding and promotion. With this roll up banner, the tenant's performance will increase because the public can know well the products being sold.



**Picture 14. Making Banner Design Until Submission**

## 1. Creating a Tiktok Social Media Account

It is a fact that the growth of Tiktok users in Indonesia over the past two years has been very rapid, this is driven by circumstances that require everyone to do social distancing or independent isolation. In 2023 alone, Tiktok users in Indonesia have reached 112.97 million users. This makes Indonesia second only to the United States which has 116.49 million Tiktok users (Permana & Pratama, 2022). From this, the author sees an opportunity that can help Taiyaki products have a wider marketing channel. Regarding the problems faced by the owner in terms of marketing, the author took the initiative to create a Tiktok account so that Taiyaki products can be recognized more widely. The author uses a promotion approach and also entertainment, considering that Tiktok users like entertainment content more, the entertainment approach is very good for Tiktok content.



Picture 15. Tiktok Account Creation

## 2. Creating a Market Analysis

Market analysis is the process of analyzing information about the market, including consumers, competitors, and products. It helps PT Sebangku Kuliner identify opportunities and threats that they may face. The use of market analysis is to help PT Sebangku Kuliner identify the target market as well as a reference for making the right strategic decisions. It can also be used to determine how effective the current marketing strategy is and how this strategy can be improved. Market analysis is also used to predict future market trends and how PT Sebangku Kuliner should react to them.

### a. Competitor Analysis

To find out the strategies and tactics used by competitors. The author conducted a market analysis to find out consumer needs and market trends. In addition, the author also conducts data analysis to assist companies in making the right decisions. The author records business competitors that sell similar products in the Yogyakarta area.

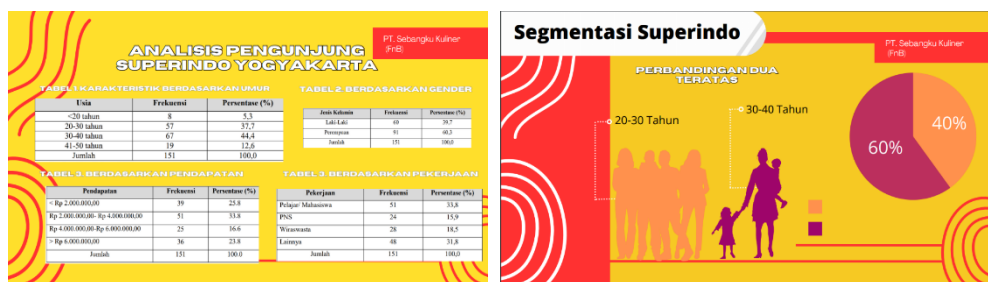


Picture 16. Competitor Analysis

From this analysis, the author concludes that PT Sebangku Kuliner should pay attention to competitors' strategies when planning its own business strategy. By studying how competitors work and comparing it with their own business strategy, it can be used as material to learn from their success and apply it to gain an advantage in the market.

**b. Superindo Visitor Analysis**

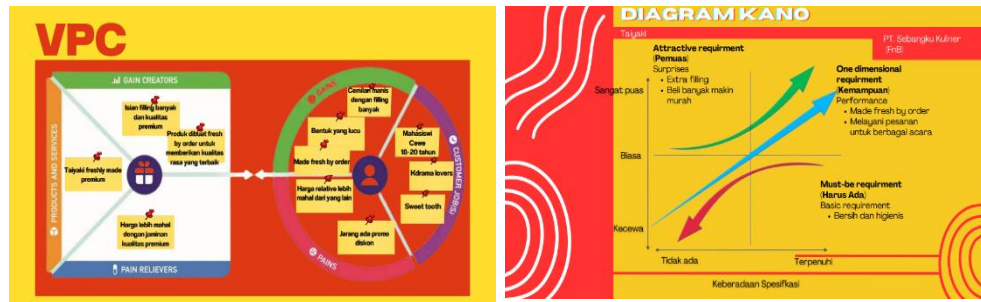
As previously informed, the location of Taiyaki Minnasan and Ladybee Taiyaki Jogja is located in front of Superindo. Thus, the location of the business also affects marketing. From this, the author made an analysis of visitors to Superindo Yogyakarta.



Picture 17. Superindo Visitor Analysis

**c. VPC and Kano Diagram**

As part of community service, the author has conducted a VPC (Value Proposition Canvas) and Kano Diagram analysis for the Taiyaki business. This analysis was conducted to help determine the right strategic decisions for PT Sebangku Kuliner. The VPC analysis identifies customer needs and measures their level of satisfaction with the products offered. The Kano diagram helps to identify the features that the product should have to fulfill customer needs.

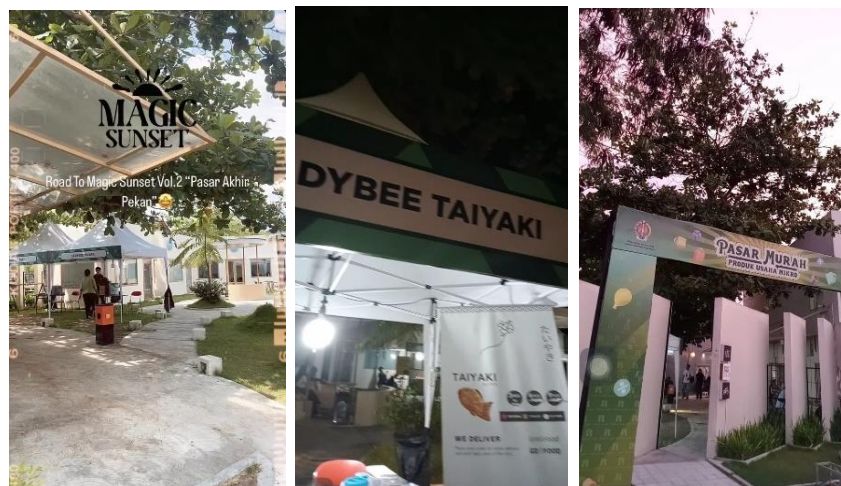


Picture 18. Taiyaki VPC and Kano Diagram

In conclusion, VPC analysis and Kano Diagram are very useful to help determine the right strategic decisions for this Taiyaki business. By looking at the variables in more depth and by visualizing the relationship between these variables, the owner can easily make the right and effective decisions.

### 3. Guarding the sales stand at the Magic Sunset Vol. 2 event at Sentrum Space

The community service team was assigned to participate in offline sales activities at the Magic Sunset Vol.2 event at Sentrum Space in collaboration with the DIY SME Office. The participation aims to give the author experience in interacting directly with buyers, and knowing the field conditions. This is in accordance with the actual purpose of implementing Field Work Lectures, which is to introduce and foster students' abilities in the real world of work. In addition, from participating in these activities, the author himself admits to having an indirect influence on the author's mentality and desire to build his own business.



Picture 19. Ladybee Taiyaki at Sentrum Space

## CONCLUSIONS AND RECOMMENDATIONS

Digital marketing is one of the factors that determine business development at PT Sebangku Kuliner. Digital marketing can provide many opportunities and also business growth, and can help solve problems that are being experienced in terms of marketing Taiyaki products. The program implemented by community service team to solve marketing problems is by making marketing analysis, expanding market networks, optimizing the use of social media by building relationships with consumers through regular content posts, improving content that is considered less attractive and less professional. In addition, opening a Tiktok account to increase brand awareness and reach wider marketing. The use of digital marketing is needed to increase awareness and also strengthen promotions and brands to facilitate marketing analysis. During the one-month internship period, it has succeeded in identifying the target market, increasing Instagram performance by 70%, branding that is right on target, and successfully adding new marketing channels through the Tiktok platform. The community service team also recommends several marketing strategies to increase sales of PT Sebangku Kuliner products in the future. These strategies include promotion through social media, special discounts for regular customers, adding new product variants tailored to the target market's preferences, eco-friendly packaging and others. This strategy is expected to increase sales of Taiyaki products and increase customer loyalty.

## ACKNOWLEDGMENT

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