

Analysis of Marketing Strategy in Facing Business Competition: Study at the Lesehan Oha Doku Restaurant in Dompu

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ABSTRACT

This study aims to analyze the marketing strategy of Lesehan Oha Doku Restaurant in Dompu using a descriptive qualitative approach. Data were collected through observation and in-depth interviews at the research location with the owner, Mrs. Kartini Fauzan. The results show that Lesehan Oha Doku Restaurant successfully utilizes social media such as Facebook, Instagram, and WhatsApp to increase visibility and reach a wider consumer base. Engaging content showcasing the unique dishes and bamboo-woven restaurant concept, along with active customer interaction, has built strong relationships and increased customer loyalty. Additionally, product diversification through catering services and strong branding with the name "Lesehan Oha Doku," which reflects local cultural identity, contributes to its success. Cultural marketing that integrates local elements has proven effective in creating an authentic experience for customers. SWOT analysis reveals strengths in quality ingredients, strategic location, and effective digital marketing strategies, despite challenges in human resources and price competition. This combination of strategies has enabled Lesehan Oha Doku Restaurant to outperform competitors in the Dompu culinary market and continue to grow rapidly.

INTRODUCTION

The culinary industry has become one of the most dynamic and competitive business sectors, especially with the emergence of various types of culinary delights which each have their own characteristics. Increasingly fierce competition in the culinary market encourages entrepreneurs to continue to innovate and develop effective marketing strategies to attract consumer interest. Competition in the business world is something that cannot be avoided. High competition in business encourages every entrepreneur to develop more effective and efficient marketing strategies. Marketing implementation and activities require basic strategic concepts that are in line with consumer needs and preferences. Competition is a benchmark for the success or failure of a business. Whether or not a business is appropriate in carrying out innovations and activities that can improve the performance of a business can be seen from business competition. So, in facing competition, a business should take advantage of several advantages that can be applied through advantages in terms of price, product quality, brand, consumer satisfaction, market share and distribution channels (Maulida & Indah, 2021).

Lesehan Oha Doku Restaurant is part of Micro, Small and Medium Enterprises (MSMEs) which have an important role in creating jobs, distributing income, and as a driver of economic growth. This restaurant was founded in 2022 and is located in Kandai I, Dompus District, Dompus Regency. Initially, Mrs. Kartini Fauzan's business started as a business receiving catering online. He usually receives catering orders from Facebook. After some time, Mrs. Kartini Fauzan's business developed, she also received catering services for various events such as celebrations, events, and orders for boxed rice and tumpang rice which helped increase income and reach a wider market segment. Until finally Mrs. Kartini Fauzan decided to open the Lesehan Oha Doku Restaurant and it was able to develop rapidly as it is today. Strong branding is also key, with the name "Lesehan Oha Doku" which is taken from the local Dompus language and means "Nasi Tumpang Bambu", reflecting the local cultural identity which is a special attraction for customers. The restaurant's distinctive concept with the use of woven bamboo in the decoration gives a traditional feel that is different from other restaurants. In managing her business, product and service quality is also Mrs. Kartini Fauzan's main focus, by ensuring that the menu served suits the tastes of the majority of consumers and providing friendly and fast service. Lesehan Oha Doku Restaurant is no stranger to the people around Dompus. Not only Dompus residents visit, even tourists also come to visit this restaurant.

With a focus on integrity and business ethics, Lesehan Oha Doku Restaurant not only aims to create financial profits, but also plays an important role in maintaining and expanding local cultural heritage through culinary delights. To face increasingly fierce competition, it is important for Lesehan Oha Doku Restaurant to design the right marketing strategy to differentiate itself and expand market share. Mrs. Kartini Fauzan has implemented a digital marketing strategy as part of her marketing efforts. The use of social media has helped increase visibility and reach more consumers, including outside the Dompus area. This digital strategy allows Lesehan Oha Doku Restaurant to

remain competitive and relevant in today's digital era. Based on this background, researchers are interested in using the Lesehan Oha Doku Restaurant as the focus of research where this MSME is one of those that is quite fast in winning the restaurant business competition in Dompus.

This research was conducted to understand and overcome the challenges faced by Lesehan Oha Doku Restaurant in the highly competitive culinary industry. With a focus on innovation and marketing strategy, especially the use of digital marketing, this research aims to identify key factors of success and failure in competition. Apart from that, this research is also important to explore the role of the Lesehan Oha Doku Restaurant as part of MSMEs in supporting the local economy and preserving culture, as well as developing a sustainable and ethical business model. Evaluation of the effectiveness of digital marketing strategies that have been implemented will provide useful insights for optimizing resources and expanding market share, both within and outside the Dompus area.

LITERATURE REVIEW

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) are businesses or undertakings run by individuals, households or small business entities. Economic problems such as poverty can be overcome by improving the MSME sector and encouraging economic growth to reduce poverty levels in the country. However, MSMEs still face many limitations, especially in terms of the economic conditions of the community. The improvement of Indonesia's economy is very dependent on the success of MSMEs in marketing their products (Sani et al., 2019).

The more entrepreneurs who play a role, the better the regional or country economy will be because local potential, local labor and local financing can be utilized optimally. Therefore, MSMEs have a significant impact on the Indonesian economy.

Limitations in managerial abilities and human resources cause small entrepreneurs to have difficulty managing their businesses effectively, and face various challenges in the future if managerial abilities and human resources are not improved. Some of the problems faced by MSMEs include difficulties in exploiting market opportunities, weaknesses in organizational management and human resources, limited collaboration networks between small entrepreneurs, and a business climate that is not conducive due to fierce competition.

Marketing Strategy

To achieve a business goal, a business needs a tool, one of which is a marketing strategy. Marketing strategy is an effort to market a product, be it goods or services. By using certain plan patterns and tactics, the number of sales will be higher. Marketing strategy has an important role in a company or business because it functions to determine the company's economic value, both the price of goods and services (Septiana and Jumiati, 2021).

Marketing strategy elements according to Guitinan and Paul (Mubarok, 2017) include the following:

- a. Market segmentation, is the process of identifying and forming different consumer groups based on their characteristics and product needs. With market segmentation, companies can group consumers according to their specific characteristics, which helps in designing more effective marketing strategies.
- b. Targeting, is a step in a marketing strategy that involves selecting certain market segments to focus on. This process includes:
 - 1) Segment size and growth: Evaluate the size and growth of a market segment to determine the potential demand and profits that can be obtained from that segment. This includes assessing how big the market is and its growth prospects.
 - 2) Market segment attractiveness: Measures the long-term attractiveness of a market segment to assess whether it provides profitable opportunities for the company. Factors such as competition, accessibility, and profitability are considered.
 - 3) Goals and resources: Determine the appropriate target market as well as the resources needed to compete effectively in the selected market segment. This ensures that the company can meet market needs with existing resources.
- c. Positioning, is the process of determining a product's position in consumers' minds, which aims to establish and communicate the product's advantages clearly. Through positioning, companies determine how they want their products to be perceived by consumers compared to competitors' products, so they can stand out in the market.

SWOT Analysis

SWOT analysis is used to find out whether a business has met the required standards or not. SWOT analysis is a refinement of the framework and strategies used in running a business. By knowing the strengths and weaknesses, a business can be run by considering applicable solutions. SWOT analysis acts as a tool to reduce weaknesses and minimize threats that may arise appropriately (Sukatmadiredja & Rosita, 2019).

1. Strength

Strength in running a business is the advantages that the business has, which makes the product able to compete with other business actors. For example, a product has certain unique qualities that differentiate it from other products.

2. Weakness

Weaknesses are problems in the product that can cause the business not to run smoothly. For example, product durability is less long or marketing aspects are less effective. By knowing these aspects of weakness, problems can be anticipated before they occur, so that business planning can be done more wisely.

3. Opportunity

Opportunity is an attraction used by business actors to create innovation, especially when not many people do this when running a business. For example, products or projects that will be created are in line with existing regulations, so they can attract more customers.

4. Threat

Threats are things that pose a risk to the product. Examples of these threats include rapid technological developments, changes in government regulations, and other external factors that can affect business continuity.

By analyzing strengths, weaknesses, opportunities and threats, a business can formulate the right strategy to increase competitive advantage and reduce the risks it may face.

Marketing Mix

According to Assauri (2019), one of the important elements in a marketing strategy is the marketing mix. This is the approach used by a company to determine how to present and offer products to target market segments. Every company or business certainly hopes that its products will be well received by the market, which is usually seen from an increase in purchases and sales volume. If the product is well received, this shows that the business has succeeded in meeting market needs and desires (Rinova, 2023).

Meng and Chatwin, as explained in Oematan (2017), stated that e-marketing strategies are based on and built on the traditional 4Ps (product, price, promotion, and place) which form the classic marketing mix. Considering changes in consumer behavior today, the marketing mix is no longer limited to the 4Ps, but has evolved into the 7Ps (Harrington, Ottenbacher, & Fauser, 2017). This development is confirmed through seven mix elements which are explained as follows:

1. Product

Products refer to goods, services, services or digital products produced by a business. In product development, it is important to ensure that the product meets the needs or desires of the market. The products offered must be able to overcome the problems faced by target consumers.

2. Price

Price is the amount of money that consumers must pay to obtain or use a product. Pricing involves calculating the value of a product from the consumer's perspective, ensuring the price is commensurate with the perceived benefits.

3. Place

Place refers to the location where business is conducted and where consumers can find, use, access, or purchase the product. Business actors must choose locations that are easily accessible to consumers, whether physical locations such as shops or warehouses, or digital locations such as websites, marketplaces and social media.

4. Promotion

After determining the product, price and place, the next step is to implement a promotional strategy. Promotion involves efforts to introduce products to buyers and increase sales. Promotion can be done through various channels such as catalogues, billboards, brochures and TV advertisements. However, with advances in technology, many businesses now use digital promotional strategies through social media.

5. People/HR

In MSME businesses, it is important to provide labor that suits production needs. The recruitment process must be carried out carefully to ensure that the workers accepted have the skills and qualifications appropriate to their field.

6. Process

Process refers to the steps or mechanisms that consumers must follow to obtain the product. This process must be well designed to minimize costs and make it easier for consumers to obtain the product.

7. Physical Evidence

Physical evidence includes elements that support business activities in selling products. This includes aspects such as attractive packaging and product design that can attract consumer attention and provide a positive impression about the product.

Related Research

Research conducted by Kusen (2022) shows that marketing mix strategies are very effective in increasing sales. Restaurant Rica Tampurung Manado succeeded in increasing its sales significantly by implementing product, price, promotion, place/distribution, process, people and physical evidence strategies. In another study by Bagus (2023), it was found that strategies to increase sales and consumer interest involve implementing marketing mix strategies, as well as appropriate targeting and segmenting to reach suitable potential consumers. d'Katsuan Restaurant uses posters, brochures, the GoFood application, and social media such as Instagram, Facebook, and Twitter for promotion. Posters and brochures were distributed by d'Katsuan employees to the local community to attract them to come to the restaurant and enjoy the offers. Meanwhile, research by Irma (2023) states that Lesehan Sunda Restaurant maintains customer loyalty by providing varied and quality products, setting standard prices and providing discounts for large purchases, maintaining the cleanliness and comfort of the dining area, providing a large parking area, increasing quality of service, continuing to innovate in products, implementing promotional strategies through advertising and social media, and increasing the number of employees. Digital promotions are also used to reach a wider market. These strategies are proven to help increase customer satisfaction and competitiveness in the culinary market.

METHODOLOGY

The research used in this research is qualitative research, where qualitative research is research that is not focused on statistical tools. So in this

case the researcher directly produces descriptive data obtained from detailed and systematic observations (Zellatifanny & Mudjiyanto, 2018).

The location of the research carried out was at one of the restaurants in Dompu, namely Lesehan Oha Doku. The research object is the marketing strategy used by the Lesehan Oha Doku Restaurant in facing business competition.

As for the data collection technique, the researcher did it in 3 ways, the first was observation, namely the researcher carried out direct observations at the Lesehan Oha Doku Restaurant. There, researchers directly observed how marketing strategies were used, business conditions, and how business people provided services to consumers. The second way is by conducting interviews, where the researcher directly asks for interviews with sources, namely the owner, employees and consumers of the Lesehan Oha Doku Restaurant so that the researcher can get accurate and precise information. And the last one is documentation, namely by using previous references from books, scientific journals and so on, which of course can support and relate to the research being carried out, namely related to marketing strategies and business competition.

RESEARCH RESULTS AND DISCUSSION

1. Marketing Strategy

Lesehan Oha Doku Restaurant, a business operating in the culinary sector, is a clear example of implementing an effective marketing strategy. Established in 2022 in Kandai I, Dompu District, Dompu Regency, this restaurant uses social media such as Facebook, Instagram and Whatsapp to accept orders and promote its business. Mrs. Kartini Fauzan, owner of Lesehan Oha Doku Restaurant, uses digital marketing strategies to increase visibility and reach wider consumers, including outside the Dompu area. Interesting content showing the uniqueness of the dishes and the restaurant concept filled with woven bamboo has succeeded in attracting the attention of local residents and tourists. Additionally, active interaction with customers through comments, direct messages and reviews on social media helps build good relationships with customers and increase their loyalty.

Additionally, active interaction with customers through comments, direct messages and reviews on social media helps build good relationships with customers and increase their loyalty. In terms of product and service quality, Mrs. Kartini always ensures that the menu served suits the tastes of the majority of consumers and provides friendly and fast service. Product diversification through catering services for various events such as celebrations, events, and orders for boxed rice and tumpeng rice also helps increase revenue and reach wider market segments.

Strong branding is also the key to success, with the name "Lesehan Oha Doku" which is taken from the local Dompu language and means "Nasi Tampah Bambu," reflecting the local cultural identity which is a special attraction for customers. The restaurant's distinctive concept with the use of woven bamboo in the decoration gives a traditional feel that is different from

other restaurants. A competitive pricing strategy, by offering affordable prices without sacrificing food quality, is also important to attract a wide range of consumers.

A competitive pricing strategy, offering affordable prices without sacrificing food quality, is also important to attract a wide range of consumers. Word of mouth marketing through customer recommendations creates a satisfying experience so that they recommend the restaurant to others, being a very effective form of marketing, especially in local communities. Additionally, utilizing positive reviews and testimonials from customers on platforms such as Google Maps and social media helps build a good reputation and attract new customers. With a combination of these strategies, Lesehan Oha Doku Restaurant is able to win the competition in the Dompu culinary market and continues to grow rapidly.

Lesehan Oha Doku Restaurant has implemented various effective marketing strategies to achieve its success, one of which is a cultural marketing strategy. According to renowned marketing experts such as Philip Kotler (2017), cultural marketing is a process in which companies utilize local cultural elements, including traditions, values, and norms, to promote their products or services, which helps create an emotional connection with customers and differentiate products from competitors. Douglas Holt (2017), a marketing expert, adds that elements such as symbols, rituals and stories with special meaning for certain cultural groups can be integrated into marketing strategies to make brands more relevant and attractive to consumers.

Lesehan Oha Doku Restaurant uses this strategy effectively through the use of the name "Lesehan Oha Doku" which comes from the local Dompu language, as well as a decoration concept full of woven bamboo, creating a unique and authentic experience for customers, in line with Kotler and Holt's theory of the importance of utilizing cultural elements in marketing. John Quelch (2021) also emphasizes that marketing that reflects local culture can increase customer loyalty, because consumers will feel that the brand understands and respects their culture. Mooiji stated in research by Nurdianasari & Indriani (2017), that brands that are successful in the global market are often those that are able to adapt their marketing messages to suit local culture, as is done by Lesehan Oha Doku Restaurant by showcasing unique dishes and concepts. a restaurant that reflects Dompu's cultural identity.

The use of social media and digital platforms is a good suggestion for conveying cultural messages, which is implemented by Lesehan Oha Doku Restaurant via Facebook, Instagram, and WhatsApp to promote their unique culture and interact with customers, thereby increasing the visibility and attractiveness of their business . With this cultural marketing strategy, Lesehan Oha Doku Restaurant has succeeded in attracting the attention of local customers and tourists who are interested in authentic and culturally rich culinary experiences, showing that understanding and applying cultural marketing can be the key to success in creating a strong and sustainable brand.

2. SWOT Analysis

Strengths

Lesehan Oha Doku Restaurant has several strengths that support its success in the culinary industry. The use of quality and halal raw materials is very attractive to consumers who prioritize quality and halal food. Serving food in bamboo tampahs provides a unique and interesting experience for consumers, which differentiates this restaurant from its competitors. In addition, a location that is easily accessible to the public and tourists helps increase the number of visitors. Effective use of social media and digital marketing strategies also increases market visibility and reach. In addition, Mrs. Kartini Fauzan prioritizes honesty, sincerity and fairness in business operations, which helps build a good reputation and customer loyalty.

Weaknesses

Lesehan Oha Doku also faces several weaknesses. As the number of consumers increases, sometimes there are obstacles in serving consumers quickly. Apart from that, as an MSME, there are limitations in terms of human resources which can affect the ability to manage the business optimally.

Opportunity

On the other hand, there are various opportunities that Lesehan Oha Doku Restaurant can take advantage of. Increasing the number of tourists in Dompus can be a great opportunity to attract more consumers. There are also opportunities to open new branches in other locations or improve online catering services to reach a wider market. Developing a new menu that maintains uniqueness and quality can also attract a wider market segment.

Threats

Lesehan Oha Doku must be alert to various threats. Other restaurant competitors who offer the same type of product can be a serious threat. In addition, competitors who use lower prices can attract price-sensitive consumers, which can reduce Lesehan Oha Doku's market share. By understanding these strengths, weaknesses, opportunities and threats, Lesehan Oha Doku can design more effective strategies to face competition and continue to grow.

3. Marketing Mix

Product

Lesehan Oha Doku offers a variety of diverse and quality food and beverage products. Lesehan Oha Doku strives to provide the best choices to its customers by serving typical Lesehan Dompus menus such as grilled/fried chicken rice, grilled/fried duck, grilled tilapia, grilled shrimp, grilled squid, sweet and sour seafood, ointment, plecting, hot/cold tea, warm/cold oranges, whole young coconut ice, various juices, and others. Apart from single portion menus, Lesehan Oha Doku also offers package menus that can be enjoyed by many people at a more economical price.

The way products are presented at Lesehan Oha Doku is very carefully considered to provide maximum satisfaction to consumers. Lesehan Oha Doku products are presented attractively in unique bamboo winnowings, reflecting local culture. The taste of the products offered is also very distinctive and authentic. The raw materials used are guaranteed halal, ensuring that all products offered comply with high hygiene and halal standards. The following is Mrs Kartini's explanation as the owner of Lesehan Oha Doku:

"Kami sangat menjaga kualitas setiap bahan baku yang kami gunakan dan memastikan semuanya halal dan segar. Penyajian makanan dalam tampah bambu bukan hanya tentang penampilan, tetapi juga untuk memberikan pengalaman makan yang autentik dan memadukan budaya lokal dengan cita rasa kuliner kami. Kami berusaha keras untuk memastikan setiap hidangan yang kami sajikan tidak hanya lezat tetapi juga memuaskan dan konsisten."

"We take great care of the quality of every ingredient we use and make sure everything is halal and fresh. Serving food in bamboo tampas is not just about appearance, but also to provide an authentic dining experience and blend the local culture with our culinary flavours. We strive to ensure every dish we serve is not only delicious but also satisfying and consistent."

Price

The amount of money required to obtain a combination of products and services is called price. The price chosen must be able to cover all costs and generate a profit. Lesehan Oha Doku sets prices in accordance with the products and services provided, offering affordable prices to its consumers. In terms of price, Lesehan Oha Doku is superior to local competitors because it offers affordable prices. For one portion, customers only need to spend IDR 30,000 – IDR 50,000 depending on the menu they want to eat. The superior menu offered is the package menu because the price is more economical. The packaged menu only costs IDR 120,000 – IDR 250,000 for 2 – 6 people.

This pricing allows Lesehan Oha Doku to offer high-quality products without overcharging customers. By offering a set menu option, the restaurant also makes it easier for customers who come with family or friends to enjoy a sufficient number of dishes at a more economical price. Here's what one of Lesehan Oha Doku's customers had to say:

"Saya sangat menghargai harga yang ditawarkan oleh Lesehan Oha Doku. Meskipun harganya terjangkau, kualitas makanannya tidak kalah dengan restoran yang lebih mahal. Menu paketan juga sangat membantu saat saya makan bersama keluarga atau teman-teman. Kami bisa menikmati berbagai hidangan dengan harga yang wajar dan tetap mendapatkan pengalaman makan yang memuaskan."

"I really appreciate the prices offered by Lesehan Oha Doku. Although the prices are affordable, the quality of the food is not inferior to more expensive restaurants. The package menu is also very helpful when I'm dining with family

or friends. We can enjoy a variety of dishes at a reasonable price and still have a satisfying dining experience."

With a careful and well-planned pricing strategy, Lesehan Oha Doku has been able to attract a wide range of customers and ensure that they get optimal value for every dollar spent. This approach not only supports the financial success of the restaurant but also strengthens customer satisfaction and loyalty.

Promotion

Promotions carried out by Lesehan Oha Doku utilize social media such as Instagram, Facebook and WhatsApp. This promotion via social media has been carried out since before Lesehan Oha Doku opened. Promotions are carried out by displaying photos of food menus on stories or social media feeds, which of course can arouse customers' appetites. Currently, this promotion is considered quite effective, because many customers know about the Lesehan Oha Doku menu through social media. Social media has become more effective because customers who have stopped by Lesehan Oha Doku often share their experiences and activities with their followers and friends.

One form of promotion that indirectly provides great benefits for Lesehan Oha Doku is word of mouth promotion. Customers who have come and tasted products from Lesehan Oha Doku often recommend them to their relatives and friends. Apart from that, Lesehan Oha Doku also provides promotional courier services, where customers can order food from home, then the courier will deliver it directly to their doorstep. And take away service, where customers can take home the food they ordered.

One form of promotion that indirectly benefits Lesehan Oha Doku is word of mouth. Customers who have come and tasted the products of Lesehan Oha Doku often recommend it to their relatives and friends. In addition, Lesehan Oha Doku also provides a courier service, where customers can order food from home, then the courier will deliver it directly to their doorstep. And a take away service, where customers can bring home the food ordered. The acknowledgement from one of the customers who visited Lesehan Oha Doku is as follows:

"Saya pertama kali mengetahui tentang Lesehan Oha Doku melalui Instagram. Foto-foto menu mereka sangat menggugah selera, dan saya memutuskan untuk mencobanya. Pengalaman makan di sini sangat memuaskan, dan saya sering merekomendasikan tempat ini kepada teman-teman saya. Selain itu, layanan pengantaran mereka juga sangat membantu saat saya tidak bisa makan di tempat."

"I first found out about Lesehan Oha Doku through Instagram. The photos of their menu were very appetising, and I decided to give it a try. My dining experience here was very satisfying, and I often recommend this place to my friends. Also, their delivery service is very helpful when I can't dine in."

By implementing these various promotional strategies, Lesehan Oha Doku was able to increase their visibility and attract various customer segments. Effective promotions not only help in attracting new customers but also retaining existing ones, supporting business growth and sustainability.

Location

Choosing a strategic location allows the company to achieve its goals and makes it easier for consumers to find and visit the company. Lesehan Oha Doku is located in Kandai I, Dompu District, Dompu Regency, which even though it is not very visible from the main road, provides a calm and comfortable atmosphere with views of beautiful rice fields. The selection of this location takes into consideration convenience and a unique dining experience for customers, which is crucial to differentiate this restaurant from competitors.

The location, which is easily accessible to local people and tourists, is also a significant strength. Although it is not located in a crowded centre, good accessibility ensures that customers can easily find and visit the restaurant. In addition, the quiet and cosy atmosphere is an added attraction, as expressed by Mrs. Kartini:

"Kami memilih lokasi ini karena ingin menawarkan pengalaman makan yang berbeda. Dengan pemandangan sawah yang asri dan jauh dari kebisingan kota, kami berharap pelanggan dapat menikmati suasana yang tenang dan nyaman. Lokasi ini memang sedikit tersembunyi, tapi justru itulah yang membuat pelanggan merasa lebih spesial dan dekat dengan alam."

"We chose this location because we wanted to offer a different dining experience. With a beautiful rice field view and away from the noise of the city, we hope customers can enjoy a calm and cosy atmosphere. This location is a little hidden, but that's what makes customers feel more special and close to nature."

By considering these factors, Lesehan Oha Doku has managed to maximise the benefits of its strategic physical location to expand its market reach, provide a unique and convenient dining experience for customers, and increase the visibility and attractiveness of its business.

People

Human resources at Lesehan Oha Doku are trained to provide friendly and fast service to customers. Employees are also equipped with knowledge of local products and culture to provide visitors with a more immersive experience. Apart from that, the work culture at Lesehan Oha Doku prioritizes honesty and maintaining good relationships in serving customers.

The owner of the restaurant, Ibu Kartini Fauzan, also plays an active role in day-to-day operations. Her honesty, sincerity, and fairness in business management are the cornerstones of the work culture at Lesehan Oha Doku. This not only helps in maintaining service quality but also creates a harmonious and positive working environment for employees. As stated by one of the waiters at Lesehan Oha Doku:

"Saya merasa sangat bangga bekerja di sini. Ibu Kartini selalu menekankan pentingnya kejujuran dan keikhlasan dalam melayani pelanggan. Kami tidak hanya bekerja sebagai tim, tetapi seperti keluarga yang saling mendukung."

"I feel very proud to work here. Ibu Kartini always emphasises the importance of honesty and sincerity in serving customers. We not only work as a team, but like a family that supports each other."

This strong, ethical, and customer-focused work culture is one of Lesehan Oha Doku's key strengths. With well-trained and dedicated employees, the restaurant is able to provide a culinary experience that is not only delicious but also enjoyable, increasing customer satisfaction and loyalty.

Process

The food serving process at Lesehan Oha Doku is designed for efficiency and quality. Starting from selecting raw materials, the cooking process, to serving, everything is done to a high standard to ensure customer satisfaction. Every step in this process is carried out with transparency and honesty, reflecting a strong and ethical work culture.

1. **Raw Material Selection:** The process begins with the selection of high quality and halal raw materials. Fresh and halal ingredients are a top priority to ensure the flavour and healthiness of the food served.
2. **Preparation and Cooking:** Once the raw materials are selected, the preparation and cooking stage is carried out with strict hygiene and quality standards. The kitchen team is trained to follow set recipes and ensure consistency in taste and appearance of the dishes.
3. **Presentation:** The presentation of food at Lesehan Oha Doku is done with great attention to detail. Dishes are served in unique bamboo tampas, reflecting the local culture and providing a different dining experience for customers. Each dish is neatly and attractively arranged to enhance the customer's appetite.
4. **On-site Service:** On-site service prioritises speed and friendliness. Employees are trained to serve customers quickly and efficiently, and provide menu explanations and recommendations according to customer tastes. In addition, the restaurant's quiet and cosy atmosphere with a view of the rice fields adds value to the dining experience.
5. **Delivery and Take Away Services:** To fulfil the needs of customers who wish to enjoy their meals at home, Lesehan Oha Doku provides delivery and take away services. This process ensures that the food delivered or taken home remains in the best condition and is served with the same quality as in the restaurant.
6. **Customer Interaction and Feedback:** Lesehan Oha Doku also actively interacts with customers through social media and review platforms. Customers can provide feedback and the restaurant responds quickly to resolve issues or implement suggestions for improvement. This process

helps in understanding the needs and wants of customers and improving the service continuously.

7. **Monitoring and Evaluation:** Each stage in the operational process is monitored and evaluated regularly to ensure quality standards are maintained. Lesehan Oha Doku uses customer feedback and internal observations to identify areas that require improvement and implement the necessary changes.

With such a detailed and quality-focused process, Lesehan Oha Doku Restaurant is able to provide a satisfying culinary experience and continuously improve its services to meet customer expectations. This efficient and high-standard process is one of the keys to success in maintaining customer loyalty and a good reputation in the Dompu culinary market.

Physical Evidence

Lesehan Oha Doku has a distinctive physical appearance with the use of attractive bamboo tampahs and reflects local culture. Apart from that, the cleanliness and tidiness of the place is always maintained to provide comfort to visitors. Physical evidence in the marketing mix refers to all tangible aspects that can be observed and assessed by customers, which contribute to their overall experience. There are several elements of physical evidence that are important at Lesehan Oha Doku Restaurant, including:

1. **Restaurant Design and Decor:** Lesehan Oha Doku stands out with its distinctive design and décor, using woven bamboo which gives it a traditional and authentic feel. This unique look not only reflects Dompu's local culture, but also creates a cosy atmosphere that is different from other restaurants.
2. **Food Presentation:** Food at Lesehan Oha Doku is served in bamboo tampas, which adds visual appeal and an authentic dining experience. This aesthetically appealing presentation contributes to customer satisfaction and is often the subject of positive conversation on social media.
3. **Cleanliness and Neatness:** Cleanliness is a crucial aspect in the culinary industry. Lesehan Oha Doku always maintains the cleanliness of the restaurant, kitchen, and dining areas to ensure customer comfort and health. A clean and tidy place reflects the high standards set by the restaurant.
4. **Employee Uniform:** Employees of Lesehan Oha Doku wear neat uniforms that reflect the restaurant's identity. These uniforms not only help in staff recognition by customers but also enhance the image of professionalism and trustworthiness.
5. **Supporting Facilities:** Facilities such as adequate parking, spacious and comfortable dining areas, and clean toilets are also important physical evidence that enhances the customer experience. Good facilities demonstrate attention to detail and customer comfort.
6. **Promotional Materials:** Promotional materials such as well-designed menus, brochures, and signage are also part of physical evidence.

Attractive and informative menus make it easier for customers to make choices, while brochures and signage help in conveying important information and ongoing promotions.

7. Technology and Social Media: The use of technology such as online ordering systems through social media or websites, as well as an active presence on platforms such as Instagram and Facebook, are physical evidence of Lesehan Oha Doku's adaptation to the digital age. Visually appealing posts on social media strengthen branding and make it easier for customers to order and interact with the restaurant.

By paying attention to these elements of physical evidence, Lesehan Oha Doku Restaurant is able to provide a consistent and high-quality experience to its customers. Well-maintained physical evidence not only increases customer satisfaction but also builds positive reputation and long-term loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Lesehan Oha Doku Restaurant has successfully implemented an effective marketing strategy, utilizing social media such as Facebook, Instagram and WhatsApp to increase visibility and reach wider consumers. Mrs. Kartini Fauzan succeeded in attracting the attention of local residents and tourists with interesting content that showcases unique dishes and restaurant concepts made from woven bamboo. Active interaction with customers via social media also increases good relations and customer loyalty. Product diversification through catering services helps increase revenue and reach wider market segments. Strong branding with the name "Lesehan Oha Doku" and competitive pricing strategy attracts various groups of consumers. Cultural marketing that integrates local elements has proven effective in increasing customer loyalty and creating authentic experiences.

SWOT analysis shows strengths in quality raw materials, unique food presentation, strategic location, and effective digital marketing strategies. However, there are weaknesses in human resources and challenges in serving consumers quickly. Opportunities include increased tourists and the development of online catering services, while threats include competition from other restaurants and lower prices.

The marketing mix includes quality products, affordable prices, social media promotions, strategic locations, friendly service, efficient serving processes, and physical evidence that reflects local culture. This combination of strategies makes Lesehan Oha Doku Restaurant win the competition in the Dompu culinary market, grow rapidly, and attract customers who want an authentic and culturally rich culinary experience.

Recommendations

The SWOT analysis shows that Lesehan Oha Doku's main strengths lie in product quality, good service, and the utilisation of digital technology. However, there are some weaknesses and threats that need to be addressed to ensure sustainable growth. Suggestions include improving service capacity and

efficiency by increasing the number of staff or utilising technology to speed up the service process. Product diversification is also important, by developing new menus that maintain uniqueness and quality to attract a wider market segment. Expansion by opening new branches in other strategic locations or collaborating with food delivery platforms can increase market reach and revenue. Strengthening branding and promotion by using local cultural stories in promotional content and organising special events or promotions related to local culture can increase attractiveness and visibility. In addition, improving service quality through periodic training for employees to improve service quality and knowledge of products and local culture is highly recommended.

ADVANCED RESEARCH

This research only focuses on one restaurant in a region, so the results and conclusions may not be fully applicable to culinary businesses in different locations or contexts. The culinary industry and digital marketing trends are always changing rapidly, so strategies that are effective today may require adjustments in the future to remain relevant and competitive.

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