



Digital Transformation: The Role of Creative Economy-Based Marketing in Indonesian FnB Ramen

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ABSTRACT

The application of technology, especially the internet, in the world of commerce is a common concern for both the government and society. Marketing is a fundamental problem faced by entrepreneurs. Problems in the marketing sector faced by small entrepreneurs generally focus on three things, namely market and product competition problems, problems with access to market information, and institutional problems supporting MSMEs. The digital transformation of business makes entrepreneurs develop and use innovative technologies and business models to gain competitive advantage, at the same time reviewing the costs incurred, benefits and associated threats. This research method uses a qualitative research approach to content analysis. The results show that the FnB (Ramen Master Indonesia) business has a great opportunity to gain competitive advantage by using digital transformation, innovative digital business strategies that are based on advanced IT solutions, and that comply with SDGs No. 9. In order to reach all levels of the population in Indonesia, especially generation Z, the FnB business needs to utilize digital promotions and collaborate with content creator.

INTRODUCTION

In the business world, sales and marketing are a very important part, so there are many ways taken by companies to improve their sales and marketing systems, ranging from traditional methods to modern methods. As technology develops very rapidly, many companies are utilizing technology to improve their company's sales and marketing systems. The application of technology, especially the internet, in the world of commerce is a common concern for both the government and society. Marketing is a fundamental problem faced by entrepreneurs. Problems in the marketing sector faced by small entrepreneurs generally focus on three things, namely market and product competition problems, problems with access to market information, and institutional problems supporting MSMEs. (Irfani, Yeni, and Wahyuni 2020).

All types of businesses, especially in the culinary sector, need a solid development strategy and need to involve elements from large to small. In the context of globalization, competitiveness is the main key to success and survival (Arrizal and Sofyantoro 2020). This competitiveness appears not only in the form of products in large quantities but also in quality. Product quality can be obtained through imaging or creating innovative products that are different from other regions, so high creativity is needed to be able to create innovative and globally competitive products. Starting from this point, the creative economy finds its existence and develops (Susilo, Wijayanti, and Santoso 2021).

The significant influence of digital technology has rapidly changed the way business is conducted in the modern global economy. This has improved company performance and encouraged innovation in all business sectors (Fajrillah et al, 2020). The development of digital business has encouraged entrepreneurs to develop and implement innovative technology and business strategies to achieve superiority over competition, while assessing the associated costs, benefits and risks (Banjarnahor et al, 2022). Modern companies are trying to increase the value provided to customers by adopting online business systems. This is done considering the increasing demand for better products and services, as well as international market penetration.

Unfortunately, many business actors still have difficulty utilizing current advances in information technology so that their target market is still very limited (Firdaus et al., 2022). Some of the problems faced include the inadequate use of information technology, especially mobile media, to increase MSME product marketing and product sales (Aulami and Ariani, 2022). Internet users, especially social media, are currently still dominated by young people with an age range of 25-29 years which is the largest age group who use social media (Merida et al., 2021). Ages above that are still not very used to the internet.

Several activities have been tried to provide solutions to the problems that occur, including through the application of digital marketing which aims to determine the impact of digital marketing on sales of MSME products (Fadhilah and Pratiwi, 2021), digital-based online marketing to help business actors to increase business sales. online for MSMEs (Solihin et al., 2021) and digital marketing training which has a positive impact on business actors by increasing knowledge about digital media, increasing knowledge of various media that

can be used and increasing skills in the use and management of digital media in branding (Susanto et al., 2020). The digital media used include Instagram, Facebook, WhatsApp, GrabFood/GoFood, Tokopedia and other online platforms which are able to help MSMEs (Micro, Small and Medium Enterprises) maintain their business (Dwijayanti and Pramesti, 2021).

This research is interested in the trend that is currently widespread among the public, namely related to culinary delights from Japan which have dominated the local Indonesian market which has carried out a lot of digital transformation. In fact, many MSMEs are flocking to create these foods as a reference in adjusting to market demand levels. This product is usually called ramen. Ramen is a typical Japanese food preparation made from the basic ingredient of noodles in soup. The characteristic of ramen is that the noodles are thin and yellow in color. The noodles are then put into a bowl containing sauce made from various types of broth. The original Japanese broth itself comes from bone broth and pork fat. But along with developments in nutritional content and the Japanese government's policy of wanting Ramen as a tourist food in their country and even in Indonesia, Ramen soup is prepared with chicken bones and seafood, especially shrimp bones and shells.

LITERATURE REVIEW

Digital Transformation

The era of industrial revolution 4.0 means that people's activities cannot be separated from technology and the internet. People are used to using technology and internet-based smartphones (Nadya, 2016). The development of technology, information and the internet also extends to the business sector, where entrepreneurs take advantage of the internet to widely disseminate their business products and services. Before the advent of the internet, business people and entrepreneurs carried out their business activities traditionally, but after the emergence of the internet, business people then carried out trade online and consumers only needed their cellphones to carry out buying and selling transactions. (Sustainable 2022). Internet of Things (IoT) is a new era of ICT for industry. IoT is an effective way to solve information management problems among industrial practitioners. This technology plays a role in reducing operating costs, reducing purchasing costs while increasing market share and improving relationships with partners and customers (Tarmizi, Kamarulzaman, & Abd, 2019). Other benefits felt include increasing productivity with minimum costs, and carrying out innovation. Digital transformation has functions in design, manufacturing, marketing, sales, presentation and is a data-based management model (Rizqi and Himawan 2022).

The significant increase in Indonesian internet users has resulted in the development of digital marketing also increasing and people's habits changing. Thus, business people can take advantage of this situation by marketing their business products or services. Social media that are often used in digital marketing include Instagram, Facebook, Twitter and YouTube (Crisafulli, Quamina, and Singh 2022). In general, digital marketing is carried out through websites, social interactions and electronic markets (e-commerce) (Humaira, et

al., 2020);(Malaa et al. 2023). Apart from that, social media such as Facebook, Instagram, YouTube and Twitter are also often used for digital marketing (Ulas, D. 2019). Digital marketing is also related to the use of electronic wallets as a means of payment in transactions. E-Wallets or digital wallets such as Go-Pay, Ovo, Dana, M-Banking, and so on have a role in developing business for MSMEs, such as the ability to make transactions easy, fast, efficient, can increase the number of buyers, and increase sales(Concerned 2022).

Digitalization has emerged as a catalyst for economic transformation in various sectors (Wicaksono 2020). Today, it has become an integral aspect of our daily lives, reshaping interactions between consumers and businesses (Setiawan and Krisnadi 2020). In this context, the digital economy includes commercial transactions carried out through online platforms, where products are promoted through electronic media channels. This includes advertising on the internet, social media platforms, mobile devices, etc. (Sarie and Putra 2022). Leveraging digital channels for advertising purposes can significantly increase the visibility of a product or service. Marketing also increases purchase intentions with attractive marketing content such as the use of digital platforms plus an effective purchasing process with cashless payments (Correani, A., De Massis, A., Frattini, F., Petruzzelli, AM, & Natalicchio, A., 2020).

The digitalization process represents a fundamental restructuring of industrial and economic innovation (Wicaksono 2020). It has been deeply integrated into the framework of our society, thereby changing the dynamics of consumer-business partnerships (Setiawan and Krisnadi 2020). In the digital economy, transactions are carried out on social media platforms by utilizing various electronic media formats for product promotion. This includes advertising via mobile devices, e-commerce marketplaces, online platforms, social networks (Sarie and Putra 2022). Leveraging digital channels for advertising purposes can significantly strengthen the visibility of a product or service. Additionally, digital marketing allows consumers to access and evaluate products quickly, facilitating an accelerated purchasing process (Correani, A., De Massis, A., Frattini, F., Petruzzelli, AM, & Natalicchio, A., 2020).

Social Media Marketing

Social media marketing or social media marketing is the use of social media technology, channels and software to create, communicate, deliver and exchange offers that have value for organizational stakeholders (Tuten & Solomon, 2017). The following is the role of social media in marketing:

Social media can be used to provide identity about companies and the goods or solutions they provide.

1. Social media can be useful for making connections with those who may not know about the item or endorsement or what the company represents.
2. Social media creates a “real” company for customers. If they want people to follow them, they don't need to just talk about the latest item information, but discuss their character with them.

3. Social media can be used to affiliate with their peers who may be serving the same concentration in the industry.
4. Social media can be used to connect and provide the connections customers are looking for.

Some of the advantages of social media marketing from a company perspective include (SI, 2016):

1. Generate exposure to the company.
2. Increase traffic / customers.
3. Build new organizational partnerships.
4. Development of search engine position results internet position.
5. Produce quality delivery due to good prospect projections
6. Sell more solutions and goods.
7. Reduction of overall promotional costs.

METHODOLOGY

In this research, a qualitative research approach was used to achieve research results. Creswell believes that qualitative research is an approach that aims to explore and understand a central or central phenomenon. Researchers also conducted interviews with participants and asked several general and broad questions to understand these central symptoms. The information submitted by the participants will be collected, usually in the form of text or words, and then analyzed. The results obtained from qualitative research are greatly influenced by the researcher's views, thoughts and knowledge because the data is interpreted by the researcher (Burchett 2014). This research uses content analysis methods to achieve the objectives of this research. In general, research methods can be interpreted as a scientific activity with certain objectives that are structured, planned, organized, practical and also theoretical. The case study in this research is about an Indonesian Ramen Restaurant. The author will conduct a case study regarding the digital media strategy used by the Indonesian Ramen Restaurant in promoting its products in the digital era. The subject of this research is the Ramen Master Indonesia Restaurant. In collecting research data, the author used data collection techniques, namely interviews, observation and documentation. The author conducted an interview with Febriana as the communications marketing team from Ramen Master Indonesia Restaurant. The author made observations by observing activities on Instagram and Tiktok social media accounts which were used to promote their products. The documentation carried out by the author was by taking screenshots of content on Ramen Master Indonesia's Instagram social media account and Tiktok account.

Secondary data is a data source that provides data indirectly providing data to data collectors. Secondary data can be obtained from other people or through previously existing documents. Secondary data is data that supports the needs of primary data (Burchett 2014). Then to obtain secondary data, the author also used data originating from books and online journals obtained from online media. In testing the wetness of this research data, the author used triangulation of data sources. Researchers conducted interviews

with the restaurant to obtain valid information regarding the digital media strategy used by this restaurant in promoting its products and has opened 13 branches in East Java. Researchers double-checked the veracity of the information conveyed by the ramen company with the content on Instagram and Tiktok social media accounts as well as the strategies used in promoting their products. Source triangulation is a technique in data collection which is a combination of various data collection methods with pre-existing sources (Burchett 2014).

RESULT AND DISCUSSION

Development of FnB Mie Ramen Master Indonesia

The FnB industry is one of the many industries that is growing rapidly in times of crisis. Because food is one of the basic human needs that must be met. Therefore, if food and drink remain a primary need, the culinary business will continue to grow and develop. With the development of the culinary industry, the number of restaurants, both regular and fast food restaurants, has increased to 4,444. Menus and facilities continue to evolve, from exclusive restaurants, where you can enjoy home-cooked meals with simple menus, to upscale restaurants, which offer a variety of unique and luxurious international standard menus. Brands in general have a strong influence on consumer purchasing decisions, so that the more diverse product brands there are on the market, the smarter and more careful consumers will be in choosing the products they want.

Consumers believe that brands that are popular on the market are better and of better quality than brands that are less popular on the market. This is because popular brands on the market tend to lag behind in offering more complete products compared to products from popular brands on the market. Brands make it easier for consumers to differentiate the characteristics of each product on the market and the business world also needs information about the factors that can influence consumers' decisions to buy their products, such as the factors that play a role. Product quality and product brand image influence consumer purchasing decisions.

Revealing the history related to ramen itself, namely a noodle dish from China which then spread to Japan and blended into local food culture. According to historical records, Tokugawa Mitsukuni (Mito Komon) is often said to be the first Japanese person to eat ramen. Chinese style noodle soup was first served to Tokugawa Mitsukuni. The maker was a Confucian scientist in exile from the Ming Dynasty who was invited to come to the Mito Domain. As time went by, ramen was liked by many people in every country outside Japan. Seeing that Indonesia was also included in it, finally many ramen shops were established throughout Indonesia. One of the objects of this research is Ramen Master. Established in Blimbing, Malang.

City, June 23 2020, Ramen Master was created to bring the taste of authentic ramen from Japan to Indonesia. Until 2023, Ramen Master will have 14 branches in 13 different cities. 23 June 2020, Ramen Master was created to bring the taste of authentic ramen from Japan to Indonesia. Until 2023, Ramen Master will have 14 branches in 13 different cities such as Malang, Blitar,

Mojokerto, Tulungagung, Pasuruan, Lumajang, Sidoarjo, Surabaya-Lontar, Surabaya-Meer, Kediri, Jember, Madiun, Gresik.

Digital Marketing Strategy Used by Ramen Master Indonesia

The marketing system is the main thing for how the product will be known throughout society. Especially how do we evaluate the performance of the marketing team. What do you want to achieve? What is the goal. For example, there is a new menu and atmosphere in the context of opening each branch. The strategy used for Indonesian Ramen Noodles is SMART. SMART stands for Specific, Measurable, Achievable, Realistic and Time Bound. SMART goals must have collaboration from external parties and marketing experts can bring new perspectives and deeper knowledge. Success in achieving SMART goals also requires flexibility for adjustments and improvements. By considering external and internal factors, creative experimentation, real-time monitoring, and learning from past experiences, the process of setting SMART goals in social media marketing can become more holistic and adaptive (Diaz et al. 2022). It is undeniable that the challenges and opportunities in the era of industrialization 4.0 require both incremental and radical innovation to survive. Apart from that, the industrial revolution through relationships and digitalization can increase efficiency and effectiveness in producing commodities in large quantities and with high quality. The challenges for MSME players, especially Ramen Master Indonesia, to be able to adapt to changes in the macro and micro environment are very high. In the current era of digitalization, business actors need cost efficiency not only in terms of production but also in marketing activities for their products, such as conducting online promotions, for example, which are currently very open. In reality, this condition cannot be utilized properly by F&B MSME actors, especially those in areas where the infrastructure is relatively less supportive, especially when viewed from the knowledge aspect of the business actors who have not utilized it optimally, and still have limitations in transforming current digitalization developments. (Nathania 2022).

All programs related to business certainly require innovation. There needs to be encouragement to prepare innovations for the commercial stage and reduce the risk of failure to benefit from the product. the existence of measurements and determining levels for the innovation process. Based on the considerations referred to, it is necessary to establish a Regulation of the Minister of Research, Technology and Higher Education concerning Measuring and Determining the Level of Innovation Readiness (Delvaux and Van den Broeck 2023). The Innovation Readiness Level, hereinafter referred to as Katsinov, is a method for estimating the Innovation readiness of an Innovation program in Companies, Research and Development Institutions, and Universities in terms of technological, market, organizational, partnership, risk and manufacturing aspects. , and investment. Innovation Readiness Level is the level of maturity or readiness to apply research and technology development results that are measured systematically so that they can be adopted by users, both government, industry and society. Katsinov's measurements and

determination aim to: 1) determine the readiness status or position in the Innovation life cycle; 2) reduce the risk of failure in implementing innovation; 3) evaluate the progress of implementing innovation programs or activities; and 4) encourage the implementation of Innovation through a systematic planning process starting from idea creation, concept preparation, to producing Innovation Products that are competitive in the market.

Online marketing strategies use digital marketing (social media) to reach wider market segments so that they can increase sales which of course will have an impact on increasing profits. Apart from that, there are many benefits to be gained from online marketing, either via Facebook, Instagram, websites, marketplaces, etc. This is in line with several community services that have been carried out previously. Digital marketing has a huge influence on product marketing because it can increase sales volume and also increase profits for FNB MSME entrepreneurs (Zebua, Anathasya, and Puspitasari 2022). Business use of digital will provide a better understanding of consumer preferences and behavior, making it possible to reach more specific customers and market segmentation. Therefore, marketing activities become more targeted and cost-effective (Susanto et al., 2020).

The following are online strategies used by Indonesian ramen masters via Instagram and Tiktok.



Figure 1. Ramen Master Indonesia Instagram Platform



Figure 2. Ramen Master Indonesia Instagram Platform

The increasing number of people exposed to the internet and using social media every year is considered very attractive by marketers for consumer buying interest. Phone Arena reported that 47% of Instagram and Tiktok application users said that they had made a purchase after seeing videos on the Instagram and Tiktok applications. And it was said that as many as 67% of Instagram and Tiktok users received wishes or recommendations for making purchases even though they were not planned in advance (Fajrin & Nextren.com, 2021). The internet is able to disseminate advertising with a very wide and fast reach, one of which is viral marketing. Instagram is a platform for various image and video posts that have a maximum duration of 60 minutes, where the specifications in digital marketing for products will make the advantages more visible. Meanwhile, Tiktok is a short video sharing platform with a maximum duration of 3 minutes which contains various types of unique content accompanied by music which is used to express the user's self and is widely used for commercial business purposes. The use of Instagram and Tiktok platforms is dominated by generation Z who were born between 1995 and 2010(Zebua, Anathasya, and Puspitasari 2022). All types of social media definitely use algorithms, but the Artificial Intelligence (AI) technology that controls the operations of the Tiktok platform has a more democratic algorithm, making it possible for content created by users to go viral.(Almansour 2022). Generation Z consumers have the characteristic that they are more interested in things that are current, updated, or viral and are being widely discussed among the public and on social networks in cyberspace, so implementing viral marketing through social media is something that really attracts their attention. It can be seen that Instagram ramen master Indonesia has 33.8k followers and 2.5k followers from Tiktok. Regarding digital marketing, Ramen Master Indonesia is collaborating with local celebrities according to the domicile of

each branch. This strategy is also carried out on the TikTok platform. There is a short video gimmick that informs about a promotion called Daily Deals. Where all menus have promotions with a minimum 10% discount and there are also offers Buy 1 Get 1 Free, namely the Beef Ultimate Ramen menu and Free Extra Toppings, Free to Choose. It can be concluded that digital marketing through social media Instagram and Tiktok is a key factor in the sustainability of all businesses, especially FnB.

CONCLUSION AND RECOMMENDATION

Based on the discussion above, it can be concluded that companies have a great opportunity to gain competitive advantage by using digital transformation, innovative digital business strategies that are based on advanced IT solutions, and that are in accordance with SDGs No. 9. This can make the company different from its competitors. A digital business strategy contains a series of selected strategic priorities and determines the activities carried out to achieve strategic goals. In the priority marketing strategy that applies to the MSME scope, especially FnB, currently taking into account the use of advanced technology and digital platforms to support strategic initiatives related to innovative sustainability systems. When planning an efficient digital business strategy for a multi-business company, there are several key aspects that need to be considered. One of them is improving business operational networks and using the latest information technology solutions. It is important to make this strategy a long-term plan that aims to improve business sustainability related to the SDGs. To expand the business, e-channel strategy development can be developed with a focus on adopting new digital solutions to maintain strategic efforts. This will make it easier to more efficiently assess the added value provided by electronic channels and select the most suitable channels for various business activities and business partnerships (both inside and outside the company). In order to reach all levels of the population in Indonesia, especially generation Z, the FnB business needs to utilize digital promotions and collaborate with content creators.

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