



Online Business Marketing Communication Strategy for Seblak Nasiracook Products in Attracting Buyer's Interest

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ABSTRACT

This study is entitled "Seblak Nasiracook Product Online Business Marketing Communication Strategy in Attracting Buyer Interest". This research uses qualitative research methods with a descriptive approach using integrated marketing communication theory (Integrated Marketing Communication). This study aims to find out about how the marketing communication strategy used by Nasiracook occurs in doing business and online business to attract buyers, the second wants to know more about how marketing communication strategies work. The results in this study are Nasiracook using and utilizing Instagram social media and tik tok in doing marketing, building partnerships with e-commerce in doing marketing for online business, and participating in culinary festivals to do marketing and bring in new buyers.

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1. INTRODUCTION

Marketing strategy is one of the activities carried out by business actors with the aim of introducing and marketing goods or services to consumers. This activity is very important for business actors, because it will relate to the goals and targets to be achieved by these business actors.

In carrying out the right marketing strategy, of course, it cannot be separated from well-planned planning. Before carrying out product marketing, business actors first clearly and precisely target the market. Good communication with consumers is needed in marketing so that the marketing that has been made is achieved. Communication with good words and words is one of the keys to success in carrying out this marketing strategy.

In the current era of globalization, competition in online business between business actors who produce similar products is getting higher, business actors must be able to adjust to the needs and desires of consumers. The higher the community's needs, the more impact it will have on the emergence of new business actors who sell similar products that aim to meet the needs and desires

of the community. Every business actor begins to show the advantages of the products and services he has produced.

Online business is the result of technological advances. The rapid development of the era and the advancement of technology makes business people develop ideas in conducting business activities. Doing business online makes it easier for businesses to sell and market their products. The large number of business actors doing business online makes competition between online business actors even higher, this is one of the triggering factors for every online business actor to use the right marketing strategy.

The high needs of the community and the rapid development of technology today make the market more diverse. Requires business actors to continue to develop and innovate in developing ideas and doing business to retain their consumers. Advances in technology are currently making it easier for business people to do business online to run their business in marketing the products they sell. The Internet is one of the driving factors in developing ideas and doing business to retain consumers.

Advances in technology are now making it easier for online business actors to run their businesses to market the products they sell. The internet is one of the driving factors in running an online business. Currently, the internet is easy to use and accessible to people wherever they are.

Many of the results of the advancement of the internet include social media. Social media has become a medium that exists around society and is growing rapidly at this time, its use is not only as a place to exchange and share information but also as a place to communicate with each other which is used as a place for marketing products or services by business people. on line.

With the convenience of doing marketing via the internet, more and more business actors market the products they offer. Apart from causing many business actors to market their products, the ease of marketing products or services on the internet will also result in businesses or similar products being marketed via the internet. This makes business actors must continue to develop ideas and creativity in marketing the products or services offered.

Technology is growing and with the internet making smartphones and browsers something that is familiar and easy to find. Not a few people make smartphones a mandatory item to facilitate all their activities (Panuju, 2018: 191). Accessing social media certainly requires a smartphone and a browser.

Social media is the most visited media by people on the internet at this time. Indonesia is a fairly large internet user country, this has become a trigger for the growth of an increasingly large online sales system or online business. According to Internet World Stats data, internet users in Indonesia reached around 212.35 million in March 2021. This data is a large enough number so that Indonesia is ranked as the third largest internet user in Asia. After being ranked first in China and second in India (Munsarif, et al, 2022: 4).

Online business or selling online has a system that is easier and simpler to do and does not require very large capital at the start and when running it. Online business, which is now growing rapidly and demands fast developments, requires the right moves so that a product can win the competition.

Online business carried out by business actors not only uses their own website platform, but there are also those who use their business social media account platforms in marketing products or services. The progress of the internet and technology which is developing rapidly as it is today is very profitable for online business actors in marketing their products to target, achieve target market goals and increase buyer interest at this time.

The marketing communication strategy is a plan to inform the public that must be carried out by every business actor, especially business actors who do business online to market, introduce products to the public, and attract public buying interest to achieve the goals to be achieved. In doing business, the level of business competition for similar products is getting higher, introducing products and marketing products is an activity that must be carried out by online business actors to increase sales.

Social media is not only a place to market goods such as make-up clothes, bags, and so on, but now many food products are being sold online. Now social media is not only used as a place to sell clothing products, beauty products and health products, but also food products that are sold online.

Nasiracook is a business that was established in July 2020, the beginning of Nasiracook being established during the pandemic. Due to this pandemic period, a lockdown was enforced so that Nasiracook did not immediately open an outlet as it is today. So Nasiracook in doing his business utilizes social media. The online business that was originally run by Nasiracook was with the PO (Pre Order) system, this PO was done every day because many buyers were interested in making purchases higher so that (Pre Orders) were made every day.

Nasiracook currently has two cafe outlets in the city of Medan. Nasiracook sells food and beverage products that carry out business activities on-site and through online media. One of the food products that characterize Nasiracook cafe is seblak. Seblak is a food menu that is most widely known by people in the city of Medan because seblak is the first food menu produced by Nasiracook. The seblak food menu at Nasiracook has adjusted to the taste that most Medan people like.

Cafe Nasiracook markets food and beverage products online. Nasiracook Cafe utilizes social media to introduce products and has the aim of attracting public buying interest. In carrying out its marketing strategy, Nasiracook markets food and beverage products through the Instagram social media application and endorses through influencers on the Tik Tok social media. Social media Instagram and Tik Tok are the result of internet and technological advances. This Instagram application is often used by business actors as a way to carry out promotions and in marketing products.

In using the Instagram social media application, of course, it cannot be separated from the people who run it. In running the application, every business actor who markets products on social media applications, of course, has someone who plays a role in running the application. People who market products on Instagram by sharing pictures of the highest quality food and beverage products on Instagram, sharing testimonials from buyers, creating interesting content to attract the attention and interest of buyers, notifying messages when there are promos is also an effective marketing strategy. conducted by Cafe Nasiracook.

In this study, the seblak menu marketing strategy for Cafe Nasiracook became the object of research because it is based on marketing communications carried out by business actors who sell seblak products through Nasiracook's Instagram account social media. Researchers are interested in examining how the marketing strategy is carried out by Nasiracook Cafe due to whether the food menu at Nasiracook Cafe makes the same or different marketing strategy from business actors who sell similar products or menus through social media.

Communication

Communication comes from the Latin *Communicatio*, *communicatio* comes from the Latin word *communis* which means togetherness. The word communication has many meanings, but from the many meanings of communication, it can be concluded that communication is an activity

of sharing messages or exchanging messages verbally and non-verbally carried out by two or more people (Hermawan, 2012:4). Communication is carried out in order to convey messages, exchange messages, and convey information conveyed by the communicator to the communicant.

Communication is a process of symbolic activity and as a transaction of meaning. Communication as a process is called a process because communication is a dynamic activity, an activity that continues on an ongoing basis so that it continues to experience change. Communication as symbolic, is called symbolic because it is a symbolic activity due to the activity of using symbols that have meanings that are converted into words to be written and spoken, or nonverbal symbols to be demonstrated (Yasir, 2020: 7).

Marketing

Marketing is a human activity that seeks to achieve what they want and what they need by exchanging an offer that benefits consumers. Based on this definition, it can be concluded that the starting point lies in human needs and desires. Human needs and desires can be fulfilled with products or resources (Triyono, Warnadi, 2019: 2).

Marketing is an activity that seeks to convey information, invite, and persuade the public to attract consumers and achieve company goals (Shinta, 2011: 127).

2. RESEARCH METHODE

In conducting this research, the researcher uses a descriptive qualitative research approach, in which qualitative research is the collection of data in a natural setting intended to interpret phenomena that occur where the researcher is the key instrument. Qualitative research is also defined as combining existing data with a natural background that aims to describe the problems that are currently happening, where the researcher becomes someone who collects data by determining a research sample, sampling, combined data collection techniques (triangulation), qualitative data analysis, and the results of qualitative research place more emphasis on meaning (Anggito, Setiawan, 2018: 8). Qualitative research is research that is descriptive in nature and also uses inductive analysis. Utilization of theory and research processes is carried out to focus on research in accordance with the realities in the field

Qualitative research focuses on the meaning, definition of a certain situation, and examines more aspects that have a relationship with everyday life. Qualitative research is also more concerned with the process than the end result. Therefore the sequence of activities can change depending on the circumstances and the number of phenomena found.

3. RESULT AND ANALYSIS

Utilization of Social Media as a Marketing Place

Advances in technology today have a good and beneficial impact for everyone, especially business people who keep up with the times. One of the most widely used results by everyone from technological advances is the internet.

In conducting a business, especially an online business that has a level of competition in doing marketing, Nasiracook keeps up with the times. At this time, social media is the easiest place to do marketing, apart from being a marketing place for business actors, social media is also the place most people visit, especially social media Instagram and Tik Tok.

In this section, the researcher will explain the results of the interviews the researcher conducted with Nasiracook owners regarding the process of doing marketing through social media. Before

carrying out an activity, of course, a company or a business must make and have prior planning. Nasiracook is planning a marketing strategy in conducting online business to attract buyers by utilizing social media as a marketing platform.

In this section, the researcher will explain the results of the interviews the researcher conducted with Nasiracook owners regarding the process of doing marketing through social media. Before carrying out an activity, of course, a company or a business must make and have prior planning. Nasiracook is planning a marketing strategy in conducting online business to attract buyers by utilizing social media as a marketing platform.

Marketing on social media is still carried out by Nasiracook owners themselves without a special team, such as planning to use social media for marketing, creating interesting photo and video content ideas, marketing on social media and planning to endorse influencers. wanted. Apart from carrying out a marketing communication strategy through endorsement by using the services of influencers on Instagram, Nasiracook also carried out a marketing communication strategy by sharing testimonials from buyers.

Nasiracook in carrying out a marketing communication strategy, namely by sharing pictures of the Nasiracook Logo on the social media account @nasiracook, where the logo has its own meaning, namely using red and white colors. Apart from sharing the logo image on Instagram social media @nasiracook, Nasiracook also introduces the name to people, the name is used on Instagram accounts.

In addition to introducing the logo and name the first time they carried out a marketing communication strategy, Nariacook introduced the products they sell. By sharing photo content of products produced with photo titles (captions) which show that the products made by Nasiracook are products that use guaranteed quality ingredients on their Instagram social media. Nasiracook utilizes Instagram social media as a place to advertise, Nasiracook's advertisements on Instagram use Instagram ads (adsense), where the Instagram ad (adsense) process is like when someone is looking for things related to food, snap gram ads will appear. Nasiracook products so that people can see advertisements for the products they offer, and can attract buyers.

Nasiracook also carried out a marketing communication strategy through the snap gram feature on Instagram, by notifying or informing people when they are open, the snap gram which they share every day is distributed at 11 am. Nasiracook also shares video content and informs people in Instagram posts @nasiracook when Nasiracook will open a booth at the food festival which will be held on 20-24 July 2022, on the post, there is a comment column, many people respond to the post the.

Apart from using Instagram as a medium for carrying out marketing strategies by utilizing Instagram features, Nasiracook also distributed two hundred thousand rupiahs to each of 4 people with the condition that they create interesting content using hashtags and mark the Instagram account @nasiracook.

Nasiracook also carries out a marketing communication strategy via Instagram by sharing pictures of promos or discounts being held by Nasiracook. Promos held by Nasiracook in making sales by providing discounts and price discounts on holidays such as promos when on the same date and month as the 1st of the 1st month to the 12th of the 12th month, Independence Day on August 17th, Ramadan, and so on.

Apart from using Instagram in carrying out marketing communication strategies, Nasiracook also carries out marketing communication strategies on Tik Tok by making endorsements through Tik Tok influencer services.

Building Cooperation With E-commerce

In terms of cooperation between Nasiracook and e-commerce, Nasiracook made Nasiracook available in the grab food, go food, and shopee food e-commerce applications. Initially Nasiracook collaborated with e-commerce starting with registering the places to eat that would be registered. Nasiracook collaborates with grab, gojek and shopee to become restaurant partners in the grab food, go food and shopee food features.

From the data obtained through interviews that researchers conducted with the owner of Nasiracook, that the activity of collaborating with e-commerce is very profitable for culinary entrepreneurs, business actors who register their restaurants or cafes on e-commerce will become virtual restaurants or cafes.

This advantage is not only felt by business actors, but buyers as well. Nasiracook cooperates with e-commerce to make it easier for buyers to make purchases online, with this convenience, it can attract buyers and potential buyers to buy Nasiracook products. In making purchases online, the buyer does not need to come to the outlet, simply place an order through the e-commerce application on the cellphone, then purchases at the outlet will be made by the e-commerce courier, the courier will deliver to the address made by the buyer on the application.

Participate in Culinary Festivals

Nasiracook in carrying out communication strategy activities in carrying out marketing, namely by selling themselves, opening outlets every day and participating in a culinary festival held by the Medan city government on July 20-July 24 2022, this was done by Nasiracook so that buyers can buy it directly by meeting directly with the seller .

Nasiracook took part in a culinary festival held by the Medan city government in front of the Medan Grand Mosque. The advantages and positive impacts of Nasiracook's marketing on social media have made Nasiracook widely known by many people from social media, so that when opening a booth at the food festival it can make it easier for Nasiracook to make his own sales between sellers and buyers.

The feedback that Nasiracook received when opening booths and participating in this culinary festival brought in customers, this can be seen from the large number of people who visited and bought products from Nasiracook.

Integrated marketing communication theory explains an activity carried out by a business or company to generate and gain public trust so that it can maintain a maintained image. Integrated marketing communications can occur when a company makes an appropriate effort in combining various marketing and promotion techniques. Nasiracook in carrying out a marketing communication strategy by combining marketing and promotional techniques that can produce a good image, this can be proven by consumer responses regarding Nasiracook's marketing communication strategy.

Nasiracook Obstacles in Doing Marketing

Using Adsense doesn't always go well, at the moment Adsense is less influential in doing marketing, this is because people access more content that is directly given by someone in a video or post.

In doing marketing, creating interesting content is one of the important things, because on social media, what people see for the first time is the content we create. The owner of Nasiracook said that when we endorse influencers who have a large number of followers, if our content is not interesting, people will not be interested in seeing it either. Endorsing influencers has obstacles

such as we cannot limit bad comments about our products in the influencer's post comments column.

4. CONCLUSION

In this section, the researcher will explain the conclusions from the results of observations and interviews that the researcher obtained while conducting research on marketing communication strategies conducted by Nasiracook. The online business marketing communication strategy carried out by Nasiracook in an effort to attract buyers' interest by using and utilizing Instagram and Tik Tok social media. The marketing communication strategy by utilizing Instagram begins with sharing Nasiracook's logo and name images and sharing good quality content, endorsement through Medan city influencer services, setting affordable prices to bring back buyers, utilizing Instagram's advertising features, sharing content and informing people Nasiracook opening hours, carry out give away activities by distributing prizes via Instagram and holding discounts and promos shared via Instagram @nasiracook. In addition to using Instagram social media in carrying out marketing communication strategies to attract buyers. Nasiracook takes advantage of Tik Tok's social media, by carrying out a marketing strategy through endorsements using the services of Tik Tok influencers in the city of Medan. Nasiracook also cooperates with e-commerce so that Nasiracook is registered and has a virtual place or restaurant in the grab food, go food, and Shopeefood features. When Nasiracook becomes a virtual restaurant in these 3 applications, Nasiracook provides a place for buyers who want to make purchases online. Apart from that, Nasiracook also took part and carried out their own sales by placing booths at culinary festivals, in this way buyers could make purchases by meeting directly with sellers and could provide feedback and invite people to try Nasiracook products.

The obstacles faced by Nasiracook in carrying out marketing communication strategies are on social media, namely in carrying out marketing activities of course making interesting content the most important thing to do, using adsense Instagram ads at this time are not very effective, and obstacles or obstacles in limiting comments - negative comments from people on influencer social media accounts

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