DESIGNING PROMOTIONAL MEDIA FOR NASI JAMBLANG IBAD OTOY

Tedi Herdianto, Shafa Puteri Anggraeni
Universitas Catur Insan Cendekia, Indonesia
Email: tedi.herdianto07@gmail.com, rainypxtrry@gmail.com

ABSTRACT

Digital promotion is very influential in product marketing, especially in this digital era, many companies implement digital promotions through their social media accounts to reach a wider target audience. This is also used by Nasi Jamblang Ibad Otoy in marketing products in Indonesia. However, in carrying out digital promotions, the company experiences various obstacles in creating promotional content on Instagram. In designing promotional media from the Nasi Jamblang Ibad Otoy product, the study aims to apply marketing efforts by creating advertisements in the form of Instagram content using the Integrated Marketing Communications (IMC) method which contains SWOT data analysis by sorting out in terms of strengths, weaknesses, opportunities, and threats that exist in the company. Then the author analyzes the Unique Selling Proposition (USP) of the company. This design produces promotional media in the form of Instagram feed content, Instagram stories, and supporting media in the form of merchandise from Nasi Jamblang Ibad Otoy. It is hoped that the design of promotional media on Instagram can attract customers from Cirebon outside the city to buy products, so that the company's income can reach the target.

KEYWORDS
Sega Jamblang; Cirebon; IMC; Promotional Media; Instagram Content

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

As the technological developments, we as users are required to be competent in mastering knowledge in the field of information technology (Parianom et al., 2022; Rahadian, 2017). Information technology is a supporting factor that is very effective at the present time and allows people to enjoy the various conveniences.
produced by technology (Hasugian, 2018). Technology is widely used as a means of promotion and information, especially in the field of websites which currently play a very important role in conveying information (Kertiasih & Budhayasa, 2017).

The website is able to provide information more efficiently and up to date. Websites are more easily accessed by people in various regions simply by using the internet (Saputra et al., 2019). For example, a website can be used for marketing, information, education, communication, and promotional media (Siswanto, 2013). The website is also a medium that is very suitable for introducing to the wider community about the various potentials and advantages of a product that you want to market (Rahmasari et al., 2021).

The development of the business world is currently experiencing very tight competition, especially in businesses in the food sector (Darwanto et al., 2018). This is marked by the emergence of companies that offer a variety of quality products at prices that can be reached by all groups. To overcome the intense competition in product marketing, several efforts are needed, one of the efforts made by the company is promotion (Windi & Mursid, 2021).

Promotion is an activity carried out by a company with the aim of informing, informing, persuading and influencing consumers in choosing or buying a product offered by the company. So that consumers are interested in buying and coming back to buy (Siahaan, 2019). MSMEs are Micro, Small and Medium Enterprises. business or business carried out by individuals, groups, small business entities, and households (Khairunnisa et al., 2022).

Small and Medium Enterprises (SMEs) are an important part of the economy of a country or region, including in Indonesia (Kristiyanti, 2012). However, in the midst of the progress of the information system, the majority of SMEs are in conditions that are not ideal, where they do not experience significant development and are not much different from the conditions when they were first established (Muthohir, 2019). Only a few are able to develop into big businesses (Suci, 2017).

In economic development in Indonesia, Small and Medium Enterprises have been recognized as a sector that has an important role because it has very strong characteristics and is resistant to economic crises (Muthohir & Zainudin, 2016). The business development process carried out by SMEs can create strong and independent entrepreneurs and have a superior mental attitude (Hendrawan et al., 2019).

UMKM Ibad Otoy is an UMKM that has been established since 1995 and has opened an offline shop in the Kesambi area, Cirebon City, West Java. Then in 1998 he moved to Doctor Cipto Mangunkusumo Street, Cirebon City, West Java. Success in opening offline outlets, then in 2020 opening a Branch Store on Jalan Raya Buntet, Mertapada Village, Astana Japura District, Cirebon Regency.

Nasi Jamblang Ibad Otoy MSME sees a greater opportunity in marketing products through social media, this is done by Nasi Jamblang Ibad Otoy MSME to increase the percentage of MSME business customers using social media such as Instagram to cover consumers who are outside the area. The use of Instagram social media has been going on for seven years or started around 2015 until now. However, in the marketing process on Instagram there are several obstacles in
creating sales promotion content. As mentioned by the business owner, there are obstacles in promoting their products through Instagram social media, this has caused Nasi Jamblang Ibad Otoy to experience a lack of media and promotional activities.

Based on the research background, the problem that is used as a reference in this study is the lack of media and promotional activities on Instagram Nasi Jamblang Ibad Otoy, so that Nasi Jamblang Ibad Otoy is not widely known by people from within and outside the city of Cirebon.

Based on the identification that has been formulated, it can be determined regarding the formulation of the design problem, namely how to design effective and attractive promotional content about Nasi Jamblang Ibad Otoy to people from within or outside Cirebon via Instagram, so that Nasi Jamblang Ibad Otoy products are better known by the public, both from within and outside the city of Cirebon. Thus, the study aims to apply marketing efforts by creating advertisements in the form of Instagram content using the Integrated Marketing Communications (IMC) method which contains SWOT data analysis by sorting out in terms of strengths, weaknesses, opportunities, and threats that exist in the company.

**RESEARCH METHOD**

With the existence of problems that occur, then the problem limits are used to carry out promotions, only designing promotional media using the IMC (Integrated Marketing Communication) method, which is an advertising method using a marketing strategy to attract customer interest so that it is more integrated in promoting Nasi Jamblang Ibad Otoy to people from within and outside the city of Cirebon using Instagram content, with the limitation of online promotional media that will be designed using: Informative, Persuasive, and Reminding Instagram content as well as supporting media in the form of merchandise and stickers with a target market of 31-40 years old. In designing promotional media, the authors carried out several stages, namely analyzing the target market, analyzing the target market, clarifying the objectives of the communication to be carried out by the company, making a budget plan, implementing a marketing mix strategy, and evaluating the strategy being implemented. In the promotion strategy, the authors limit the research only to the people of Cirebon City.

**RESULT AND DISCUSSION**

**Target audience and target market**

*Primary Targets*
1) Social: Lives in Cirebon City area
2) Economy: Intermediate
3) Employee status
4) Age: 31 – 40 years
Secondary Target
1) Psychographics: People who like traditional food
2) Geographic: Cirebon City, West Java
3) Behavior: Likes to share photos of aesthetic food to social media

The Unique Selling Point of Nasi Jamblang Ibad Otoy is jamblang rice products using fresh ingredients and processed with Cirebon spices, besides that Nasi Jamblang Ibad Otoy provides fast and friendly service, as well as a large dining area so that visitors who come there can eat safely, comfortable.

In What to say, the author would like to convey that the Nasi Jamblang Ibad Otoy product is a processed product that is sold using fresh ingredients and is rich in Cirebon-style spices, which aims to introduce Cirebon's unique flavors to ordinary people who are not familiar with Cirebon regional cuisine.

How to say what the author wants to convey, namely disseminating information regarding the feasibility, delicacy and cleanliness of food and beverages sold by Nasi Jamblang Ibad Otoy through feed and story content on the company's Instagram.

The communication strategy that will be carried out is to provide information about Nasi Jamblang Ibad Otoy products to the people of Cirebon City using the internet marketing method by creating promotional media with fresh and trendy visuals, which use invitation sentences in polite language and are structured briefly and concisely, this is to make it easier for readers to capture information or messages conveyed by the company. Creative strategies are structured and designed in accordance with a clear sequence in order to get good results and in accordance with what is expected, namely by making a promotional concept along with any media needed for promotional needs.

The concept of online promotion that is being offered is, providing information related to the products being sold, creating interaction content with customers, customer reviews, and product photos on Nasi Jamblang Ibad Otoy's Instagram account, namely @nasijamblangibadotoy. Offline promotions are offered by giving merchandise in the form of glasses to regular customers and giving stickers to customers. The following are some of the visual elements that will be applied to the promotional media that Nasi Jamblang Ibad Otoy will use:

Instagram feeds

Figure 1. Customer Engagement Instagram Feed

The Instagram feed above is the design finalization of online promotional media by taking the theme of customer interaction.
Figure 2. Instagram Favorite Menu feeds

The Instagram feed above is the finalization of the design of online promotional media on Instagram. The design displays information on one of the products that is the favorite menu of Nasi Jamblang Ibad Otoy.

Instagram Stories

Figure 3. Instagram Content Mockups

In the visual story Instagram uses photography techniques, and adds typography as a support by displaying a photo of one of the food menus.

Instagram Content Mockup (Feed and Story)

Figure 4. Instagram Content Mockups
Typeface

The type of font that will be used is Sans Serif, namely Poppins and Arial, the font was chosen to emphasize the design so that the target market reads the information and catches the message the company wants to convey.

Color

In designing promotional media for Nasi Jamblang Ibad Otoy, the author uses secondary colors, namely dark green, light green, light gray, red, white, blue and black.

Supporting Media

Designing Promotional Media for Nasi Jamblang Ibad Otoy
CONCLUSION

The conclusion that the writer can draw from the Design of Promotional Media for Nasi Jamblang Ibad Otoy is how to design good and correct promotional media so that the promotional media can help increase the percentage of product sales and increase consumers from UMKM Nasi Jamblang Ibad Otoy. The suggestion that the writer can convey is that to design promotional media, an understanding of the material related to this is needed. Mastery of promotion-related materials is an important factor in designing promotional media. This is useful in determining the promotion strategy that will be executed for.

REFERENCES

Designing Promotional Media for Nasi Jamblang Ibad Otoy


