

# INTEGRATED MARKETING COMMUNICATION STRATEGY OF SFA STEAK AND RESTO IN FACING COMPETITION IN SOLO



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By:

**HABIB RADITYA PRABA**

**L 100 134 002**

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**BY :**

**HABIB RADITYA PRABA**  
**L100134002**

**It has been inspected and approved by :**

**Supervisor**



**Dr. Dian Purworini**  
**NIK. 1103**

**LEGALIZATION PAGE**

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**Habib RadityaPraba**

**L100134002**

**It has been retained in front of the board of Examiners  
Faculty of Communication and Informatics  
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**Examiners:**

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Members I Board of Examiners (.....)
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Author



**Habib Raditya Praba**

**L100134002**

# INTEGRATED MARKETING COMMUNICATION STRATEGY OF SFA STEAK AND RESTO IN FACING COMPETITION IN SOLO CITY

## Abstrak

Penelitian ini menggunakan pendekatan teori, dari strategi komunikasi pemasaran terpadu (IMC) Terence A. Tujuan dari penelitian ini adalah ingin melihat kegiatan komunikasi pemasaran terpadu yang dijalankan SFA Steak and Resto serta strategi-strategi apa saja yang digunakan untuk menghadapi persaingan khususnya di kota Solo. Metode dalam penelitian ini kualitatif dengan jenis deskriptif, teknik pengumpulan data melalui wawancara, dokumentasi, serta studi kepustakaan. Pada penentuan informan melalui teknik purposive sampling. Pada validasi data menggunakan triangulasi sumber data. Hasil dari penelitian ini menunjukkan bahwa strategi komunikasi pemasaran terpadu yang dilakukan oleh SFA Steak and Resto menggunakan cara *advertising, sales promotion, direct marketing, public relations* dan *personal selling*. Hal tersebut merupakan cara untuk menghadapi persaingan yang ada serta menarik dan mempertahankan minat konsumen. Dari bauran-bauran yang ada, SFA Steak and Resto banyak menggunakan bauran promosi penjualan. Selain strategi komunikasi pemasaran terpadu, SFA Steak and Resto juga menggunakan strategi lainnya, yaitu, strategi segmentasi dan target market.

**Kata Kunci** : Komunikasi Pemasaran Terpadu, SFA Steak and Resto, Strategi Komunikasi Pemasaran

## Abstract

This study uses a theoretical approach of integrated marketing communication strategy (IMC) Terence A. The purpose of this research is to see integrated marketing communication activities that are run by SFA Steak and Resto and what strategies are used to face the competition especially in Solo city. This research uses descriptive qualitative methods, techniques of collecting data through interviews, documentation, and literature studies. In determining informants, this study uses purposive sampling technique. In data validation, this study uses data source triangulation. The results of this study show that the integrated marketing communication strategy carried out by SFA Steak and Resto are *advertising, sales promotion, direct marketing, public relations* and *personal selling*. It is a way to deal with existing competition and attract and retain consumer interest. From existing mixtures, SFA Steak and Resto uses a lot of sales promotion mix. Besides integrated marketing communication strategy, SFA Steak and Resto uses other strategies that are segmentation and target strategies.

**Keyword:** Integrated Marketing Communication, Marketing Communication strategies, SFA Steak and Resto

## 1. INTRODUCTION

The development of the business world is increasing from time to time. One of them is business in the culinary field (Miranda, 2017). According to Bekraf's Deputy for Access to Capital, Fadjar Hutomo, the culinary business gave the biggest contribution to the creative economy sector. He explained that from 16 sectors, there were three sectors which contributed 30 percent to the creative economy. The three sectors are culinary, fashion and craft. Culinary contributes up to 34

percent (<https://www.cnnindonesia.com/gaya-hidup/20170118121405-262-187137/gaya-hidup-masyarakat-menjadikan-bisnis-kuliner-menjanjikan>).

This development affect Solo city. Based on data released by the Department of Culture and Tourism (Disbudpar), there is a rapid development from 2013 which only recorded 297 places to 2015 which were recorded to 859 places (<http://www.solopos.com/2016/03/21/kuliner-solo-bisnis-kuliner-di-kota-solo-melonjak-703134>). It can be seen from the number of eating places in the corners of the city of Solo. These culinary business use many varieties of concepts such as stalls, restaurants, shops, cafes, or take-away. The types of food also vary from local to international (Prayogo, 2015). Seeing this increasing development and the large number of places to eat, companies are required to be able to improve their performance and produce competitive products based on the wants and needs of consumers.

In order to survive, companies have to communicate effectively with relevant parties. One of them is consumers (Novia, 2013). Consumers are important for the company, it is necessary to develop specific and appropriate marketing strategies to attract and maintain consumer interest. The process of introducing the product and conveying the message to the community is not easy due to disturbances or noises that occur such as cultural differences, lack of feedback, and many more. In addition, there are other obstacles such as selective attention, selective distortion and selective retention which hinder the effectiveness of marketing communications (Rahardi, 2017).

Marketing communication itself is a form of communication activity that aims to introduce, establish, and create interactions between companies, consumers, suppliers and company partners. In marketing communication, there are strategies that have function to distinguish companies from other companies. It is conducted to strengthen customer loyalty towards products in the form of goods or services provided by the company and achieve broader segmentation (Kusniadji, 2016). To achieve the company's desired goals, there is a need of structuring and planning in marketing communication strategies, the selection of effective, correct, and appropriate marketing communication strategies (Rahayu, 2014).

Marketing communication can be obtained, collected, or seen from various forms of Integrated Marketing Communicatios (IMC) used by a company (Belch, 2001: 15). Some companies have started using integrated marketing communication approaches or integrated marketing communication because they have understood the benefits of integrating various types of marketing communication forms (Suparto and Wahyani, 2014). Terence A. Shimp explained that Integrated Marketing Communication is a process of implementation and development of

various types of persuasive communication programs aiming customers and potential customers which are conducted in a sustainable manner (Nensia, 2017).

Companies are required to understand the desires, needs and requests of customers. By understanding it, they will provide their own points and input for the company. The inputs can be used by companies to design appropriate and correct marketing strategies. If the marketing strategy is appropriate, it will create customer satisfaction in the future (Kotler and Armstrong, 2001). With the creation of customer satisfaction, it helps the sustainability of the company (Purwaningsih, 2016). Seeing the development of competition is quite high especially in the culinary field and the more sophisticated the internet, companies must have methods that can bring the company closer to its customers through the social media that the company has and run it with viral marketing techniques. Viral marketing is a marketing technique by utilizing electronic technology and the internet to achieve a desired marketing goal and this is done in chains or multiplying messages. This viral marketing technique is seen as having an effective function to spread communication quickly than other techniques. SFA Steak and Resto does this technique. It can be seen from several promotions that they make and spread through the social media they have such as Facebook, Twitter, Instagram, website (Aliyah, 2017).

## **2. METHOD**

The research method in this study is qualitative with descriptive type. Descriptive qualitative research is research that intends to understand what phenomena are experienced by research subjects (Kurniawan, 2016). Data collection techniques in this study are interviews, documentation, and library research. Researcher interviewed informants to get information regarding the integrated marketing communication strategy conducted by SFA Steak and Resto in facing the competition. The results of interviews obtained from informants were collected and data reduction was conducted (Kusniadji, 2016). Documentation was used as supporting data collection techniques. Researcher took several existing images related to marketing communication activities that have been conducted by SFA Steak and Resto.

In determining the selection of samples the researcher used a purposive sampling technique where researcher has to consider and determine the informants who have a lot of information and understand about the data from the research they want to study (Kurniawan, 2016). The subjects in this study were the head of marketing, the area manager of the Banjarsari region, the outlet management in Solo area, and the consumers of SFA Steak and Resto. Meanwhile, the object of research is the marketing communication strategy of SFA Steak and Resto in the face of

competition. Researcher chose head of marketing, area manager territory Banjarsari, and outlet manager Solo region as informants because it seems that they have a deep knowledge about the needed information. It is about the integrated marketing communications that SFA Steak and Resto used and used strategy to face competition. The researcher chose the area manager of the Solo area and the Banjarsari area manager outlet because in this study researcher wanted to know the competition faced in Solo. In addition, consumers are chosen in order to see whether integrated marketing communications run by SFA Steak and Resto have reached the target.

For data analysis techniques that researcher use are the interactive model analysis techniques of Miles and Huberman which consist of 3 steps that are data reduction, data presentation, and conclusion drawing. In the process of reducing the interview data that the researcher got, the researcher chooses and focuses on the needed data so that it produces simple data. In the process of presenting data, it has gone through the process of data reduction. The researcher will develop the compiled information to draw conclusions and take action. In the process of drawing conclusions the author tries to draw conclusions and verify by finding the meaning of each symptom obtained from the field (Septian, 2016).

In the data validity the researcher chose the technique of validating the triangulation of data sources (Prayogo, 2015). According Pujileksono in Rahardi (2017), Triangulation data source is a validity technique of the data that will explore the truth of the information or data from different sources. Researcher will compare the results of data from different sources such as from internal party SFA Steak and Resto, including marketing, outlet managers, and area managers to find out the extent to which integrated marketing communication activities they conducted. In addition, the researcher want to get an idea of what competition was found by SFA Steak and Resto. From the opinions of some SFA Steak and Resto customers, the researcher want to find out whether Integrated Marketing Communication activities conducted by SFA Steak and Resto achieve the target of consumers. The last is from several books, journals, sites, and other evidence that can support the results of research (Prayogo, 2015).

### **3. RESULTS AND DISCUSSION**

#### **3.1 Research Results**

Based on data released by the Office of Culture and Tourism (Disbudpar) there was a very high development from 2013 which only recorded 297 places to 2015 which recorded up to 859 places. It means that there were around 562 new places that stood in two years. Because the development data is big enough, the company is required to be able to improve its performance and choose the



right and appropriate strategy to maintain the company and maintain customer loyalty. A new approach that can make the marketing communication activities more effective is needed in order to replace the costs incurred with the sales results, and that is integrated marketing communication (Ardiana, 2010). Integrated Marketing Communication itself is a specific blend of various components such as advertising, sales promotion, personal sales, public relations and direct marketing. These components are used by companies to communicate consumer value persuasive, and build consumer relations with the company (Marble and Purtanto, 2013).

### 3.1.1 Segmentation and Target Market.

Determination of targeting segmentation is needed as a first step in a company in order to plan an integrated marketing communication strategy and its implementation (Rahardi, 2017). Targeting enables marketing communicators to deliver messages accurately and prevent wasted coverage on people outside the target market. In general, the targets are grouped from several characters ranging from demographic, psychographic, and geographical (Shimpt, 2014). SFA Steak and Resto segmented and targeted for the success of the integrated marketing communication strategy that they run, the segmentation of SFA itself is the general public, as stated by Roby as the head of marketing for SFA Steak and Resto:

“Sasaran kita yaitu semua kalangan mas, dari anak-anak, remaja, dewasa, orang tua, keluarga, pelajar, pekerja, ini bisa dilihat dari menu yang kita tawarkan mas, seperti ice cream untuk anak-anak, lauk ayam untuk keluarga, mie pedas level untuk dewasa atau remaja, dll.” (Robby interviewed November 5, 2018).

But this segmentation of SFA Steak is more focused on young people or teenagers, seeing the promos, messages, designs, and forms of marketing communication that SFA is doing, as Tama said as the area manager of SFA Steak and Resto:

“Benar pesannya dikhususkan ke remaja, kaya promo chicken ngomyang, mie ngomyang challenge, remaja kan suka yang pedes-pedes.” (Tama interviewed November 27, 2018).

Business owner must have a high level of creativity to face competition that will exist at any time. In order to improve excellence and strengthen customer loyalty to the company, if it is not supported by the right and mature strategy, certainly it will not get the expected results for the company. One of them is by determining the segmentation or target market that company wants to target. This form of strategy for determining audiences is important so that the IMC process is carried out effectively and on target. Some companies have not been right in determining this segmentation, thus make the company to lose because the IMC strategy

they use is ineffective or not targeting the actual target of the company (Rahardi, 2017).

### 3.1.2 Sales Promotion Communication Strategy.

Based on the results of interviews that the researcher conducted, SFA Steak and Resto conducted several activities from integrated marketing communications. One of them is sales promotion. Sales promotion itself is a form of direct persuasion through the use of various incentives that are generally short-term conducting to stimulate immediate purchases or increase the amount of goods purchased (Sulaksana, 2003). SFA Steak and Resto uses this approach more than any other marketing mix. It can be seen from several promotions that are often made by SFA Steak and Resto. There is a fixed form of promotion and something has changed. SFA Steak and Resto has changed and updated the promotion form for 1 month. It is as said by Roby, as the marketing leader of SFA Steak and Resto:

*“Untuk promosi ada yang tetap dan ada yang berubah, dan kita menargetkan minimal sebulan sekali untuk mengganti, dan memperbaharui promosinya, kalau misalkan belum ketemu promosi barunya, kita pindahkan ke menu baru.”* (Roby interviewed November 5, 2018)

The forms of promotion are free to drink for 9 months for pregnant women, 10% discount for students, pakpung (profit students), 10 thousand satisfied packages, buy two free one, save 50% discount, buy 10 free 1, buy 1 free 1 for twins, and mention the get free voucher. SFA Steak and Resto evaluates existing promotions for once a week, the marketing and other staff gather, and discusses whether the promotion is right and effective. SFA uses this sales promotion mix as a mainstay and differentiator with other restaurants and steak stalls, as revealed by Didit as the SFA Steak and Resto outlet manager:

*“Yang membedakan kita dengan tempat lainnya yaitu kita sering mengadakan promosi, lebih mengutamakan promosi.”* (Didit interview on December 2, 2018).

It was also confirmed by prayoga, one of the consumers of SFA Steak and Resto, as he revealed: *“Strategi yang digunakan untuk menghadapi persaingan ya itu, buat promosi gencar-gencar, promonya lebih mencolok, beda dengan warung steak lainnya, yang lain jarang promosi.”* (Prayoga, interview, December 1, 2018).

These promotional activities of SFA steak convey a lot through the social media they have, especially Instagram. SFA uses Instagram very often because Instagram has more followers than other social media and the followers are mostly young people. It is a prove of segmentation or targeting the SFA which is more specifically for young people.



Image 1. Special promos for pregnant women



Image 2. Special promotions for students

The two images above are promo forms from the many promos that exist. In image 1 the promo is specifically for pregnant women. It is a form of strategy from SFA Steak and Resto to maintain good relations with consumers as well as to strengthen customer loyalty. Based on interviews from some SFA Steak and Resto customers, this promo is often remembered due to the uniqueness of the promo. In image 2, this promo is specifically for students. This promo form is a strategy of SFA Steak and Resto to regarding targets considering the target or segmentation of SFA Steak and Resto are teenagers or young people.

According to Sulaksana (2003), sales promotion is the main element of marketing campaigns, internally. Sales promotion is increasingly recognized by top management as an

effective sales tool. This promotion was also conducted to boost sales that were declining. Although it is said to be effective as it can boost sales, it produces a faster and more measurable response in sales than advertising. It helps manufacturer or company to create programs for each different segment and other benefits. On the other hand, the form of the mix has shortcomings that should be considered by businesses such as reducing the level of consumer loyalty. As customers only want to buy when there are only promos, the sales promotion gets difficulty to make consumers become loyal users. In addition, if the brand or company relies too often on promos, the company's brand image may be eroded. Sales promotion does not tend to attract loyal consumer in the market who has reached maturity. It is occurred because sales promotions only attract consumers who like to change brands or just want to buy because of promo (Sulaksana, 2003).

### 3.1.3 Integrated Marketing Communication Implementation of SFA Steak and Resto

Integrated marketing communication is a communication approach that prioritizes brands where various modes or types work together. The message is presented in a similar style so that the experience is good for consumers and to strengthen the core of the message (Garg, 2012). According to Philip Kotler (2008) integrated marketing communication or Integrated Marketing Communication is a unique combination of various components including components, advertising, sales promotion, personal sales, public relations and direct marketing (Marmer and Purtanto, 2013). Looking at the amount of data on growth of existing eating places, companies are not only required to merge various types of marketing communications but also need to form various forms of existing marketing communications strategies.

#### A. Advertising

Advertising is all forms of non-personal presentation of ideas, services or goods conducted by a company (Hermawan, 2012). Companies in the culinary field, especially those in solo cities, desperately need this advertising mix. Given the enormous competition, advertising is used by culinary companies to develop their identity or brand so that it can be recognized by the public (Riyanto, 2017). SFA Steak itself conducts this advertising activity. One of its goals is to let the public know about the company. SFA Steak conducts advertising activities in various forms such as printing, electronics, outdoor media, new media, or internet-based media. For print advertising SFA Steak makes brochures, mmt, posters,

banners. For electronic media, such as radio, SFA Steak conducts its advertising activities on several radio stations on Solo Raya such as TA radio and radio Solo. To advertise periodically and pay on TV especially national TV, SFA Steak doesn't want it yet because the SFA Steak area is still in Solo Raya. On new media or internet-based media, SFA Steak uses websites and some of the social media they have such as Facebook, Twitter, Instagram, BlackBerry Messenger. From the social media they have, Instagram has the most effective and supportive function of the marketing communication activities that they run. As Didit said as the SFA Steak and Resto outlet manager:

*“Dari sosial media yang kita punya instagram dirasa yang paling efektif, karena instagram followernya paling banyak dibanding lainnya, lebih efektif juga mengundang atau banyak muka-muka baru yang berdatangan”* (Didit interviewed on December 2, 2018).

The features in Instagram provide many benefits that are felt by SFA. One of them is the story feature. Robby, marketing manager of SFA Steak, said that this Instagram feature can replace the function of the print brochure and it also save time and costs.



Image 3. One of the brochures carried out during the month of Ramadan

In image 3, SFA Steak advertises using brochures. It is in the form of image files that are shared on SFA's social media, twitter. The use of brochures with this type has advantages compared to printed brochures. Besides saving in terms of cost and time, this type of brochure can make it easier for customers to be able to access and see wherever and

whenever. On the other hand, the researcher found that there was still something to be added from this advertising activity. For example, the brochure distribution and advertising of poster or billboards. Researcher found that it should increase the range of brochure distribution especially in print brochure, and put up posters in other places apart from the SFA location or at strategic places that are often encountered or passed by people. Based on the interviews conducted by researcher with some SFA customers, they said that they had not yet found a form of advertising in the form of brochures. In addition, they said that placing posters close to the SFA had little effect on them.

#### B. Directsales

As a result of technological advancements, nowadays companies are able to reach consumers as well as sell their products and services directly. Direct marketing is an interactive marketing system that utilizes one or several advertising media to generate measurable responses. New media are used by sellers to offer their products directly to old customers or to share new prospects (Sulaksana, 2003). Based on the study the researcher conducted, SFA Steak conducting direct sales by sending email to consumers or potential consumers. SFA tells menus and new promotion available. It is as expressed by Robby:

*"Misalkan kita ada menu baru ya mas, atau promo baru, kita mesti selalu email ke beberapa radio, dan beberapa channel TV."* (Robby interviewed November 5, 2018)

The second is through texting. SFA in collaboration with Telkomsel, via SMS blast sends promo messages to several numbers. It is said to be quite effective. Specifically for SMS activities, SFA focuses on pregnant women. Every pregnant woman who finishes doing visit, SFA will send an SMS in the form of a prayer, to be facilitated, launched, and given health. This is as expressed by Robby:

*"Untuk sms kita fokus terhadap ibu hamil , jadi kalau ada ibu hamil yang berkunjung, nanti pas selesai kunjungan, kita sms mas, smsnya berupa doa, agar dimudahkan, dilancarkan, dan diberi kesehatan."* (Robby interviews on November 5, 2018).

However, this mix of researcher feels less effective based on interviews that researcher conducted with several consumers. Some consumers said that they have not met or have not felt the forms of direct sales mix that SFA does, such as sending e-mails, sending sms, etc.

#### C. Personal sales

Personal sales are a form of marketing communication that is run personally or can be called face to face, for example certain product salesmen who offer their products from house to house, or make presentations about their products to consumers and certain other parties. Salesmen have a role as communicator between company and consumers personally. Salesmen can bring and capture much information about consumers needed by the company (Sulaksana, 2003). Based on the results of interviews conducted by researcher, SFA Steak conducts direct sales activities. This activity is in the form of visiting house, meeting local people, and schools in order to explain what SFA is and its advantages. The second is to establish stands in culinary events such as the Solo culinary festival and culinary events in Karanganyar. In a culinary event in Karangnyar, SFA steak doing promo by providing a discount of 50%, and it is said to be quite helpful. As revealed by Robby:

*“Jadi ada penawaran buka stand gratis di acara kuliner Karanganyar, disitu kita melakukan promo diskon 50%, nah itu, itu cukup membantu, dan pada saat itu kita cuma memperkenalkan produk chicken steak saja mas, kita juga menjelaskan kalau di SFA tidak hanya menjual steak, tetapi menjual berbagai menu lauk, sayur.”* (Robby interviewed November 5, 2018).

According to Rahardi (2017), a form of personal sales is server waiters. Server waiters are conducted by SFA to establish interaction with customers and create closeness. When customers are comfortable with the services provided, it can be used as a motivation or reason for the next arrival, as revealed by Dima, one of the consumers of SFA Steak and Resto:

*“Sekarang datang karena liat promo, sama servis waiternya, jadi pengen kesini pengen dateng lagi”* (Dima interviewed on December 3, 2018).

#### D. Public relations

Public relations is a form of marketing activity. Public relations activities aim to build and maintain the company image. It is in a form of care about the community or the public in general (Sulaksana, 2003). Based on the results of interviews conducted by researcher, the SFA conducted public relations activities in the form of blood donors, in collaboration with the inspiring karanganyar community to donate books, to have constant cooperation with the zakat house. Every transaction made 100 rupiahs will be deposited to the zakat house, and attending a local RT meeting.

### 3.2 Discussion

Marketing communication has an important role for the company. It is used by companies to inform about their services or products to consumers and other parties. Looking at existing competition especially in the culinary field, a marketing communication strategy has to be appropriate and correct (zainudin, 2018). Strategy can be defined as a program to determine and achieve organizational goals and implement its mission (Tjiptono, 2001).

One form of strategy is determining the target or segmentation of the audience. Determining this target is important before conducting marketing communications activities. Determining the right and appropriate target has a good effect on marketing and corporate communication activities. SFA are targeting through the various menus that they present and their message. The target of SFA itself is the general public but rather to teenagers. Through the message, SFA wants to attract teenagers or young people. The message presented is packaged in an attractive visual style and design so that teens are interested to see the message that SFA delivers.

Based on the results of the above, SFA Steak and Resto conducts integrated marketing communication activities including sales promotion, advertising, public relations, direct sales, and personal sales. It is conducted by SFA to encourage sales, increase sales, inform the SFA values, and establish good relationships with customers or consumers. From various marketing mixes that exist, SFA relies more on the form of sales promotions. It can be seen from the form of promotions they often make. There are types of promotions that are permanent and some are non-permanent. SFA targets to replace and renew the forms of promotion every month which means that every month there is a new form of promotion issued by the SFA. It is conducted by SFA as a strategy to differentiate it from other steak stalls or restaurants (Sakti, 2018).

SFA steak delivered its marketing activities through various existing media, starting from printing such as installing posters, making brochures, advertising on local media, Solopos. Electronics such as advertising local radio stations, Soloradio, TA radio. In addition, there is new media or internet-based media such as websites, Instagram, Facebook, and other social media. From the social media that SFA has, Instagram is considered to have a function that is quite effective from the others because the *followers* are more than the others and dominated by young people. Seeing the messages delivered and the target audience more specifically for young people,



it can be said to be effective.

In addition to sales promotion strategies and audience segmentation strategies, SFA also carries out other forms of strategy in order to establish good relationships with external and internal companies. From external parties, it can be seen from the form of public relations activities that SFA does. One of them is attending local RT meetings. In the form of direct sales activities, they give SMS in the form of prayers for pregnant women. In the form of *direct marketing* activities, each question enters the social media account that SFA has such as Facebook, Instagram, Twitter, will be answered despite the slightest question. SFA understands that maintaining a good relationship with the surrounding environment and consumers is important, as expressed by Yuniaris (2011) Modern marketing requires more than just developing products for the better, offering products at attractive prices, and making them easy to reach. Companies also have to communicate or have relationships with current and potential stakeholders, and also the general public, and also explained by Maryana (2018), the smooth running of a business can be helped by building good relationships with the surrounding community because the surrounding community will support business. According to Mitran's research (2018), public relations activities in online media, especially social media, are favored because consumers and other parties are involved in the communication process and able to give their opinions or thoughts. From internal parties such as giving a bonus, holding an annual picnic, making the *best employee* program, and sending umrah to employees has a quite effective effect to increase the spirit of performance and provide motivation to develop. If good relations are established to both parties, internally and externally have a positive impact on the company itself.

In implementing these marketing communication strategies, it does not run smoothly. There are many obstacles and constraints such as the message is not delivered to the target, the message is not conveyed, customer complaints about the promo time, lack of promotional reach, decreased purchasing power, and many more. All of them hinder the marketing communication that is conducted and provide a less effective effect on the marketing communication activities. In the constraints faced by competition, SFA is still focused on the form of constraints of competitors. Because many competitors are emerging from time to time, SFA have to improve its performance, make strategies more interesting, formulate strategies carefully, and evaluate running activities. If it is done, it can give a good effect. This good effect can help to sustain the company and as a handle to face the existing competition. This is as said by Rahardi (2017),

Business owner must have high initiatives to face competition that will exist at any time and keep on floating. It is done to strengthen excellence and increase loyalty. If it is not supported by a mature strategy, right, and appropriate to the target, then it can hinder the desire or *goals* desired by the company.

#### **4. CONCLUSION**

In this study, IMC plays a role in communicating the message and values that the SFA wants to convey to the public especially young people as the SFA market target. In the implementation of this IMC, SFA felt benefited, as revealed by Roby as head marketing of SFA Steak and Resto, there were differences in the increase in the number of visits, before using imc on a regular day there were around 90 visits, if a month became 2.700 visits, and after applying imc in a day it could reach 120 visits, and in a month became 3.600 visits (Roby, 2019). The message is conveyed through various forms such as advertising, sales promotion, public relations, and personal sales. Advertising carried out by SFA Steak and Resto started from advertise in local radio stations, making posters, brochures, and using internet-based media with Instagram as its mainstay. Sales promotions carried out by SFA Steak and Resto are a 10% discount for students, for free for 9 months for pregnant women, buy 1 free 1 specifically for twins, and other promos. This promo is fixed and changing. Direct Marketing carried out by SFA Steak and Resto such as cooperating with Telkomsel Blash and sending SMS in the form of promos to customer is said to be quite helpful. Public relations that they do to strengthen relations with the surrounding environment are attending local neighborhood meetings, participating in book donation activities, opening cooking classes, and holding blood donors. Personal selling is conducted by opening a stand in a culinary event, providing good service through a waiter or can be called service waiters.

In the implementation, there are deficiencies that occur such as not conveying the message, the reach of the message is lacking, and not according to the target and others. It should be input and evaluation of integrated marketing communication activities conducted by SFA Steak and Resto.

This research has limitations in terms of time and human resources involved in implementing integrated marketing communication at SFA Steak and Resto. It only involves a few informants so that researcher got limited and incomplete information. Further research is expected to provide a lot of information and obtain data more complete from informants and also especially those related to IMC. It is expected to conduct research with themes that focus on one of its marketing activities. Like the focus on advertising that is run or focus on public relations activities

conducted by a company.

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