



Digital Branding Strategy in Food Trends to Grow Entrepreneur's Interest in Opening a Business (Study on Takoyaki & Okonomiyaki Kireidesu SME, East Jakarta)

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ABSTRACT: Culinary, with various types of food and various menus, is now rife in the midst of society, especially during the current pandemic. It is added with the implementation of The Community Activities Restrictions Enforcement (CARE) by the government to limit the physical interaction between people and groups in an effort to reduce the transmission of COVID-19. With this implementation, the activities of people going out of the house are decreasing. This is what fosters public interest in buying food online. Companies that run online applications currently provide many attractive promos to attract the attention of consumers using their services. Marketing strategies and brands that exist in food trends businesses are diverse, in the current pandemic, there are many creative ideas for entrepreneurs to work with online culinary application service companies whose aim is to make it easier for consumers to buy food online. People who use this marketing and branding strategy also find it helpful because they don't need to leave the house to buy food, by using an application on their gadget the food will be delivered by an online motorcycle taxi driver (Ojol). Still because of the pandemic, many workers got laid off so many of them switch to opening a business, and most of the business they do is to open a contemporary culinary business. From the many culinary businesses that have sprung up, it also indirectly fosters the interest of entrepreneurs to open culinary businesses.

The research method in this study used a qualitative descriptive with reference to the theory of Hierarchy Effect Models using the AIDA model as a stage of assistance in marketing targets to consumers.

The source of the research data above was taken by using primary data (interviews and documentation).

While the purpose of this study was to analyze the effect of the "Digital Branding" Strategy on food trends businesses in order to foster creativity and interest of Entrepreneurs in opening a culinary business or business opportunity, especially during the pandemic.

Keywords: Strategy, Digital Branding & Food Trends Business



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INTRODUCTION

There is an abundance of various types of food in Indonesia. Indonesia is a country that has a diversity of spices. So it can produce various types of processed foods. Regarding culinary in Indonesia, it will certainly attract the attention of many. Because culinary is not just talking about

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food or drink, it is about how the process of food is cooked until it finally becomes a food trend, which is much-loved not only for young people but for all circles. Currently, culinary offerings in Indonesia take various forms, in terms of presentation, culinary now not only provides a variety of innovative but also competitive choices for culinary entrepreneurs ([Abidin et al., 2022](#); [Setyaningsih & Sukardi, 2020](#); [Suhairom et al., 2019](#); [Utami & Lantu, 2014](#)).

Culinary is an ancestral cultural heritage that has merged in society and it is also a blessing of traditional and cultural wisdom that blends into a harmony that will not be eroded throughout time ([Cadiogan et al., 2021](#); [Schroeder et al., 2021](#); [Tugay & Pekerşen, 2022](#)). Culinary is generally known as a variety of processed foods and beverages that are commonly consumed by the public, but culinary is more than just food or drink, culinary is the identity of a country or region where culinary is exist and develops ([Balderas-Cejudo et al., 2022](#); [Lee & Ko, 2022](#); [Martin et al., 2021](#); [Wondirad et al., 2021](#)).

Now food trends in Indonesia are starting to be affected by food trends from abroad. Many entrepreneurs make various innovations in selling abroad culinary specialties by still maintaining the taste of the Indonesian people ([Eravia et al., 2015](#); [Octavanny, 2021](#); [Türker & Süzer, 2022](#); [Utami & Lantu, 2014](#)). The forms of food available are increasingly varied and unlimited, so competitors must continue to compete to create food products that are not monotonous or ordinary. In addition to taste, usually foodies will see the unique side of the food they buy. not only attractive but also pocket-friendly ([Febriyantoro & Arisandi, 2018](#); [Pérez-Lloréns et al., 2021](#); [Suharti & Sirine, 2012](#); [Yousaf & Xiucheng, 2018](#)).

Now there are many food trends from Japan that are sold in Indonesia, one of which is Takoyaki and Okonomiyaki. This typical Japanese food is now much favored by young and old people. With a savory and delicious taste, it is an additional snack menu that is considered suitable for Indonesian tastes. Takoyaki is a ball-shaped food that contains Octopus meat, while Okonomiyaki is a food made from Vegetables such as Carrots, Cabbage, and Scallions or nori with beef sausage or octopus meat filling. Okonomiyaki's presentation is unique, not fried but grilled. To follow the trend, Takoyaki stuffing not only contains Octopus meat, but culinary entrepreneurs are now adding innovative dishes by adding Smoke beef, Chicken or Beef Sausage, crab, squid, and others ([Andayani et al., 2021](#); [Dermawan & Satriardi, 2017](#)).

Not only foods that are of Japanese origin, other food trends from other countries are also well known in Indonesia, one of which is Korean food. Food trends from this country of Ginseng, for example, are Jjajangmyeon, Tteokbokki, kimchi, Korean Garlic Bread, and others. From all the descriptions above, foreign food trends are a favorite food menu of choice for culinary lovers, which is now also widely attracted and sold by culinary entrepreneurs. These Japanese and Korean specialties are now often found not only in malls but also in street food or roadside food stalls ([Matsuishi, 2022](#); [Shimmura et al., 2019](#)). From this promising business opportunity, indirectly, these food trends are in the spotlight of entrepreneurs to open culinary businesses, especially during Covid-19 pandemic ([Ronto et al., 2021](#); [Suminah et al., 2022](#)).

The Indonesian Young Entrepreneurs Association (HIPMI) highlights the need for entrepreneurs to grow up to 14 percent of the population so that Indonesia can become a developed country. The chairman of the Central Executive Board of HIPMI, Mardani H. Maming, said the number of entrepreneurs in Indonesia is now only **3.4 percents**. That percentage is still not enough to become a developed country which needs **12 percents to 14 percents**. "I believe, this is our biggest homework to make June 10 not only as the anniversary

day of HIPMI but also the birthday of entrepreneurs so the day is not only for HIPMI but for all Indonesian people. Therefore, Indonesian entrepreneurs can continue to grow and in time Indonesia will become a developed country with the entrepreneurs to reach 10 to 14 percent of the population because more and more young entrepreneurs have come forward" he said in an official statement, Friday (18/3/2022).

According to the records of the Ministry of Cooperatives and Small and Medium Enterprises (SMEs), as disclosed by the Minister of Cooperatives and SMEs Anak Agung Gede Ngurah Puspayoga, the number of entrepreneurs in Indonesia increased from the previous 1.67% to 3.10% of the total population of Indonesia. which is currently 225 million people. "Our entrepreneurship ratio is based on BPS data that stated the number of BPS entrepreneurs increased by 3.10 percent. Previously it was 1.67 percent of the 225 million population," said Puspayoga as quoted from Liputan6. However, he also added that the number of entrepreneurs in Indonesia is much fewer than in neighboring countries. "The entrepreneurship ratio is below our neighboring countries. Singapore 7 percent, Malaysia 6 percent, Thailand 5 percent," said Puspayoga. He believed that unemployment and poverty in Indonesia will decrease with an increase in the number of entrepreneurs. If entrepreneurship is strong, it will create fair economic growth, where economic inequality will continue to be eroded. Puspayoga said, "If economic inequality decreases, it will increase and strengthen us within the framework of the unitary Republic of Indonesia".

The role of the mass media in marketing a product to consumers is very important because the mass media is able to convey an effective message as a whole to all public audiences, and advertising is one example of a marketing strategy and branding to market a product to attract the public to like and buy the product being sold. The effect of advertising media is a change in human behavior after being exposed to a message. Because it is focused on the message, the effect must be related to the message in the mass media, the effect of advertising media also means the impact of the presence of the media which indirectly causes changes in knowledge, attitudes and human behavior due to media exposure ([Hanaysha, 2022](#); [Khan, 2022](#); [Liao & Huang, 2021](#); [Philp et al., 2022](#)).

The reason the researcher took the title "Digital Branding Strategy in Food Trends to foster Entrepreneurial Interest in opening a Business" is to design a strategy for new entrepreneurs who want to open a contemporary culinary business by seeing messages through many platforms, be it mass media (television), by directly visit the food stall and buy the food trend products, or also through online application purchases such as Grabfood, Gofood, Shopee Food and so on. Because with more and more entrepreneurs opening businesses, in this case, the food trends Business, it will indirectly increase the value of the country's economy and restore the economy which slumped 2 years ago since the Pandemic due to COVID 19.

Problem Priority

One of the current food trends businesses is Takoyaki and Okonomiyaki, where this business is quite promising for culinary entrepreneurs. Nowadays many entrepreneurs have sprung up to present the types of food trends that are favored by all circles of society. Things that must be considered in selling food trends is that entrepreneurs must give a distinct touch on the characteristics of the food products they sell. Without character, most buyers will not easily recall the food products they have bought. The hallmark of food trends can be from the branding/brand displayed, the taste of the food that has a different characteristic from similar

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foods sold in the market, packaging, seller service, good marketing communication techniques, or cozy booths or selling places so that visitors/customers will be comfortable eating at the place. These strategies above are one form of attracting consumer attention to the products sold by culinary entrepreneurs.

In this research, the proposer will explain and describe the service marketing communication and branding in the culinary business as one strategy to increase the creative interest of young entrepreneurs to open a contemporary culinary business. Not only that, Communication and Branding management can indirectly increase the selling power and attractiveness of buyers in buying the food, especially the food trends snack menu which has a market share of buyers not only for young people but for all groups. In this case, the proposer/researcher conducted a study at the Japanese Traditional Food Restaurant "Takoyaki & Okonomiyaki Kireidesu" which was located in Cipayung, East Jakarta. Takoyaki Kireidesu is one example of a typical Japanese snack that is much favored by the surrounding community because it has a characteristic. One of the characteristics of this Takoyaki Kireidesu food is the delicious sauce that is not marketed or different from other Takoyaki outlets. Because according to information obtained from the owner of this restaurant, the sauce served is homemade by the owner. These characters were what fostered the interest of the proposer to conduct research on Takoyaki Kireidesu. In addition to using marketing communication strategies and branding techniques, the proposer also wanted to provide additional digital marketing solutions. Where online media is currently very important in improving the sales process to be much more developed. Online media platforms that can increase sales value are Facebook, Instagram, Tiktok, Grabfood or Gofood applications, ShoopeeFood, and the google search engine.



Figure 1: Kireidesu Takoyaki Booth.

METHOD

This study used the Qualitative Research method supported by literature studies ([Bungin, 2017](#); [Creswell, 2017](#); [Moleong, 2018](#)). The data collection method was in-depth and structured interviews, and documentation of the owner of the KIREIDESU Takoyaki & Okonomiyaki store, Mr. Irvan Teguh Pratama as the owner of the object to be studied in this study. Respondents in this study were interviewed about their understanding and experience in developing Kireidesu Branding strategies. The researcher used the theory of the Hierarchy

Effect with the AIDA (A=Attention, I=Interest, D=Desire and A=Action) Model ([Hassan et al., 2015](#); [Song et al., 2021](#)). This model proposes and explains that in the process of doing business to market a product/advertisement to the public needs to do the task of moving consumers to be interested in buying the products offered.

RESULT AND DISCUSSION

Digital Branding is an online marketing strategy that is carried out with the aim of introducing a product or service through identity or brand. Digital branding is different from digital marketing. Digital marketing focuses on how we offer products/services to make them more attractive and increase sales. While digital branding is done to introduce products in order to promote or form a good image and is easy to remember by consumers ([Borah et al., 2022](#); [Canhoto et al., 2021](#); [Khurana et al., 2022](#)).

Even though it looks trivial, digital branding is essential to make products offered easy to recognize, to remember, and have more value in the eyes of customers. Digital branding supports business actors in explaining their product characteristics and in building connections with customers. So that the product has an identity and existence in the midst of competition that continues to grow ([Ahmed et al., 2022](#); [Chaudhuri et al., 2022](#); [Zhang et al., 2022](#)).

An example of Digital Branding is using a logo that matches the image of the product or brand. So that when consumers see the logo, consumers will immediately recognize and take advantage of the product or brand related to the logo. Here is the Logo of Takoyaki Okonomiyaki Kireidesu as the object of this study.



Figure 2 : Kireidesu Takoyaki LOGO

From the above explanation related to Digital Branding, this study used the Hierarchy Effect Theory using the AIDA Model. The Concept Model was developed in the 1920s. The four points in AIDA are related to each other with promotional activities. The AIDA concept in marketing communications is a measure of the success of a promotion ([Kotler & Keller, 2016](#)). This measure of success is shown by the extent to which the promotional messages conveyed by the company can be understood by humans (consumers). The AIDA concept was first introduced in 1898 by Elias St. Elmo Lewis, an American marketer and advertising expert. He developed this concept in the field of consumer behavior in the life insurance industry in the United States to explain how a marketer should sell a product. Lewis stated that a marketer will be successful if he follows the four cognitive steps (AIDA) when meeting a customer who is about to buy a product ([Hassan et al., 2015](#); [Song et al., 2021](#)).

Hierarchy effect theory is a model of how advertising can influence consumer decisions to buy or not a product or service. The hierarchy represents the development of consumer learning

and experience in making decisions as a result of advertising. The Hierarchy effect model is used to set up a structured set of advertising message objectives for a specific product. To build each goal sequentially until the sale is finally made. Behavior related to the Hierarchy effect theory can be summarized as 'thinking', 'feeling', and 'doing' or cognitive, affective, and conative behavior ([Ali et al., 2022](#); [Dindar et al., 2022](#); [Sanfo, 2020](#)).

Stages of the Hierarchy effect Theory:

1. *Stage of Awareness and Knowledge (Cognitive)* is when consumers are told about a product or service and how they process the information that has been given to them. It is important for advertisers to include brand information at this stage in a useful and easy-to-understand way that encourages potential customers to learn more and make a connection with a product.
2. *Stage of liking and preference (Affective)* is when customers form feelings towards a brand, so this is not a time for the advertisers to focus on the product, its positive attributes, or its technical capabilities. Instead, advertisers must seek to appeal to consumers' values, emotions, self-esteem, or lifestyle.
3. *Stage of Confidence and Purchase (Conative)* focuses on Action. This is when advertisers try to force potential customers to act on the information they have learned and the emotional connection they have formed with the brand by completing a purchase. This may involve converting doubts about a product or service into Action. At this stage, the advertisers must try to convince potential customers that they need the product or service. It can be in the form of offering a test drive or sample item. Advertisers must also build a level of trust with them and to focus on the quality, usability, and popularity of the product or service.

AIDA MODEL Hierarchy Stages:

AIDA Model: Attention, Interest, Desire, and Action (Marketing)

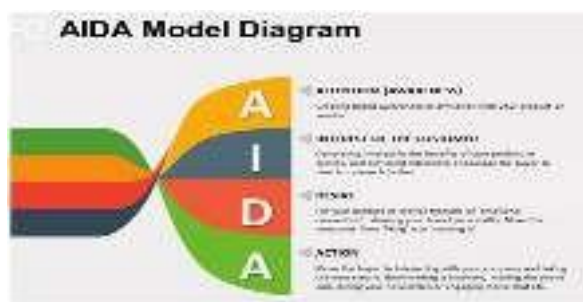


Figure 3 : AIDA Model Diagram

- **Attention** – This is the initial stage where consumers begin to realize the product to the brand of a company. At this stage, we have to conduct research and make a strategy so that consumers can be aware of the existence of our product. We can do this stage by using video ads that are unique, funny, and entertaining, or through writing by creating

interesting headlines so that consumers can notice. What the current Takoyaki Kireidesu Culinary does in attracting the attention of customers is to display an attractive booth display (eye-catching) so that it attracts the attention of customers to buy Japanese snacks. The Brand Design/Branding of Takoyaki is also very in line with the theme carried by the owner, Doesn't look cheap, look Elegant and Neat.

■ **Interest** – At this stage consumers begin to be interested in learning about the benefits of our product business, what we have to do is to arouse consumer interest in the product through the advantages we show. In addition, we can display positive messages from consumers who are satisfied after using our products so that potential customers believe that our products are superior to those of other competitors' products. Takoyaki Kireidesu has the characteristic in its very tasty and savory sauce. Takoyaki sauce is the mainstay of this Japanese snack because the sauce used comes from homemade (made by the owner). The sauce is derived from quality ingredients resulting in the very different taste of Takoyaki and Okonomiyaki from the taste of Takoyaki in general. This is the basis of Kireidesu's Takoyaki snacks, which are very popular and liked by their customers.

■ **Desire** - The next process is the stage where consumers begin to have a desire to buy our products. The thing that drives consumers to this stage is when we can convince consumers that our products can best meet their needs and can provide the added value needed. When the desire to buy has appeared in the minds of consumers/customers, then the Takoyaki & okonomiyaki business opportunities will also indirectly increase. It starts with an attractive brand display, then buyers' interest grows to try this food trend which they then later become a repeat buyer/consumers.

■ **Action** – This is the final stage where consumers begin to make the first purchase of our product, it can be said at this stage is the trial stage where consumers will decide whether to use the product again or change products. When customers are satisfied because they have an interest in buying Takoyaki snacks, especially by having a different taste from other Takoyaki flavors, it causes customers to indirectly return to come and re-buy these snacks. It is proven by the results of a survey conducted in this study, that Takoyaki & Okonomiyaki Kireidesu had many regular customers every day. Moreover, it is supported by the spread of several branches owned in various Bekasi and Jakarta areas. The marketing action for Takoyaki okonomiyaki kireidesu has also carried out Digital Marketing, i.e., registration with culinary applications such as Grab Food, Gofood, and Shopee Food. Making it easier for customers to enjoy this food trend even though they can't come to the food stall.

From the explanation of the AIDA model above, the most important thing that a marketer must know is to understand the mindset of a consumer towards a product. When we are able to understand consumers well, we can be sure that we can create the right strategy for business success. This can also indirectly create and foster the interest of others as potential entrepreneurs to have the opportunity to open a culinary business following the success of other people who have created their own businesses. From the explanation above, the increasing number of young entrepreneurs opening a business, be it a culinary business or not, will improve the economic sector of the Indonesian nation for the better.

CONCLUSION

In developing a brand that is loved by consumers, a culinary business owner must be able to know who the consumers are and know what problems they are experiencing, then from there, a solution can be created for the problems experienced. However, no matter how good the new value answers the problem, if it is not followed by a good communication strategy and a good Digital Branding Strategy then everything will be in vain. The business owner must be able to create a medium where consumers can interact with these values and have memorable experiences for them. To ensure that the experience can be felt to the fullest, the medium must be equipped with other attributes such as staff who are ready to help, a neatly arranged environment with a clean and attractive place to create an atmosphere that supports the message and experience to be conveyed. And the most important thing is the commitment and consistency of business owners to make continuous improvements, it is necessary to create a system that allows the business owner to get input from consumers and employees in the field so that the culinary business owner is able to make continuous improvements and develop strategies and new approaches to remain to be a brand that consumers love.

After carrying out a good Brand development process, the success obtained from planning a marketing strategy can result in a large number of customers for the food trends business, it is hoped that the success of the food trends business can arouse the customers' interest in opening new businesses too. The opportunity to open a business will actually be even greater if the customer has felt, seen, and experienced good experiences. From the results of this experience, it will indirectly improve and restore the economy of the Indonesian nation and state, which had slumped due to the pandemic.

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