



Reconstruction of "berkah jaya bake house" marketing strategy for consumer visiting interest

Fitriatunnisa Shabrina¹, Dian Fitriyana¹, M. Abin Jaya¹, Joseph Aldo Irawan²

¹Applied Bachelor of Convention and Event Management, Politeknik Pariwisata Prima Internasional, Indonesia

²Applied Bachelor of Hotel Management, Politeknik Pariwisata Prima Internasional, Indonesia

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ABSTRACT

The fact that marketing continues to evolve towards digital dynamics, E-WoM is present as a key element in the latest marketing strategies. This study will provide a brief overview of E-WoM as a natural form of marketing carried out by consumers and how optimized marketing strategies can benefit from it. The study focuses on studying the impact of the spread of E-WoM on consumer visiting interest and aims to examine the role and impact of E-WoM management on consumers. The qualitative approach is carried out by the author with case studies, field studies, to literature studies assisted by documentation and interview methods. The data analysis model is drawn conclusions with a data triangulation model. In the process of using social media, berkah jaya bake house seems to rarely post pictures, but still has high popularity due to the influence of E-WoM. Planning for the reconstruction of the E-WoM marketing strategy is carried out at the locus of "Berkah Jaya Bake House", especially through social media accounts.

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1. Introduction

The Food and Beverage Product Business Industry began to run rampant in the new normal era, significant changes in consumption patterns and customer behavior forced the industry to adapt to circumstances, the new normal era brought great challenges while creating opportunities for business people who were able to read and respond to these changes quickly. The development of the Food and Beverage business in Cirebon is

² Corresponding Author:

Joseph Aldo Irawan,
Applied Bachelor of Hotel Management,
Politeknik Pariwisata Prima Internasional,
Indonesia
Email: josephaldo99@gmail.com

currently leading to a mushrooming trend of coffee and cake business. The opportunity to build a retail coffee shop business in Cirebon is considered to have great potential. In fact, dare to provide massive promos in various media to get customers. One of them that is currently in the spotlight of Cirebon residents is "Berkah Jaya Baked House". "Berkah Jaya Bake House" is one of the first Bake House in Cirebon. Bake House is a small cottage industry that produces cakes, bread, cookies, puddings, and various other snacks. "Berkah Jaya Bake House" has shown its existence since October 2021. Focusing on the superior products of croissant bakery and pastry, "Berkah Jaya Bake House" is one of the local brands located in Cirebon Regency that adopts the taste of Italian bakery. The taste of Italian bakery in question is because the menu in "Berkah Jaya Bake House" refers to Pastry Croissants originating from Italy for food variants and various types of coffee and special tea for drinks.

The existing condition of "Berkah Jaya Bake House" experienced a significant transformation in its business activities, from observations made by the author the sales level of "Berkah Jaya Bake House" increased rapidly when the release of new Bakery and Pastry products in the menu catalog. Drastic changes in the business world, caused by advances in digital technology, have created a significant transformation in the way marketing is carried out. Reporting from the seller's statement, Berkah Jaya Bake House can sell 500 pcs / day for one of the new bakery and pastry products in its restaurant. Of course, if according to theory, new products that increase rapidly are produced because of someone's interest in the product in terms of promotion and marketing run by the restaurant owner. However, this does not apply at "Berkah Jaya Bake House". One restaurant owner said that they did not have a definite budget for the marketing strategy of his restaurant. they only focus on the Electronic Word of Mouth (E-WoM) marketing model only. Electronic Word of Mouth (E-WoM) is a communication activity between consumers who have never known or met before, sharing information about a product after consumption activities through social media.

E-WoM has become a very effective tool in influencing consumer attitudes and behavior towards the brand of a product [1]. As a medium that provides information about products, making E-WoM a process for decision making. There is a lot of evidence that E-WoM has an impact on changing consumer attitudes and behavior [2]. Numerous studies have investigated several factors that influence messages persuasively in E-WoM communication. Studies show that the quality, credibility and attractiveness of sources are important parts of E-WoM persuasively. Credibility is a cognitive assessment by the recipient, of the ability and motivation regarding the source of information then the recipient will have a certain disposition of trust in the source. The credibility of an E-WoM source refers to the degree to which a person perceives a recommendation from a particular source that determines whether the person is trustworthy. E-WoM credibility relates to the degree to which a person makes an assessment that recommendations from certain sources, both people and organizations are trustworthy [3].

According to [4], the credibility of E-WoM refers to the extent to which a person feels that he gets recommendations from sources that come from trustworthy people or organizations. [5] stated that the credibility of E-WoM sources has a significant influence on purchasing intent. The credibility of a source increases the trust of a recipient, therefore information based on the source of expertise and trust can be a measure of the credibility

of an information. Along with the growth of social media and the expansion of smartphone users, E-WoM is making a ubiquitous phenomenon [6]. E-WoM provides access to users in an up-to-date and realistic manner, with social media networks making it easy for users to publish or provide information about a product at low cost [7].

2. Literature Review

Marketing Strategy is an overview of how a business or organization will articulate its value proposition to its customers. Generally, a marketing strategy outlines business goals, target market, buyer personas, competitors, and value for customers. It provides a long-term vision for overall marketing efforts, often looking many years ahead [22]. There are many different approaches to marketing – such as social media marketing or content marketing – but strategies for market growth can be found in Ansoff's matrix. These four strategies are:

- Market penetration
- Product development
- Market development
- Diversification

H. Igor Ansoff is a mathematician and business manager who created the matrix to help businesses define their strategies by varying what product is being sold and who the product is being sold to [23].

3. Method

This research applies qualitative descriptive methods supported by relevant theoretical foundations and references. According to [8], the qualitative descriptive approach is a research approach where the data collected are in the form of words, pictures and not numbers. Such data can be obtained from initial observations, social media analysis, field notes, photographs, personal documentation, notes or memos and other documentation. The purpose of this study is to find out how to reconstruct the marketing strategy of "Berkah Jaya Bake House" on consumer visiting interest through documentation studies and literature reviews on social media and supporting theories. According to [9] states that documentation is a record of events that have passed. Literature studies are data taken from reliable sources (books, journals, etc.) and then processed by researchers [10]. The flow of research conducted by the author includes:



Figure 1. Research Process [11]

4. Results and Discussion

Berkah Jaya Bake house is one of the Food and Beverage Production businesses engaged in bakery and pastry products by highlighting various types and shapes of Croissants as its main products. The concept of the restaurant itself is the concept of industrial space combined with open space. The concept of the restaurant creates a unique and attractive atmosphere for customers. One of the uniqueness of Berkah Jaya Bake house is in the form of an outdoor concept restaurant filled with teak tree vegetation cover that fills the restaurant area, beautifies the restaurant and makes the atmosphere greener and cooler. In addition, the selection of building colors that blend with the atmosphere of the trees in Berkah Jaya Bake house as an aesthetic added value that is attractive to visitors.

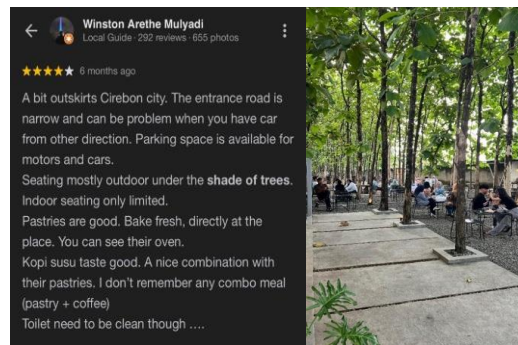


Figure 2. Core Zone Outdoor Berkah Jaya Bake House

Source: Author, 2024

In Figure 2 is the outdoor / open space condition at Berkah Jaya Bake House which is crowded and varied consumers, the crowd at Berkah Jaya Bake house not only creates attraction for young people, but also attracts families. Teak trees that are characteristic of decoration provide a soothing natural nuance, the placement of table and chair layouts in outdoor areas provides an opportunity for consumers to enjoy a variety of Berkah Jaya Bake House products. In addition, the addition of an open kitchen in the core zone is not only alluring through visuals but also through the tempting aroma of Berkah Jaya Bake House Bakery and Pastry products makes visitors more curious about the various menus offered.

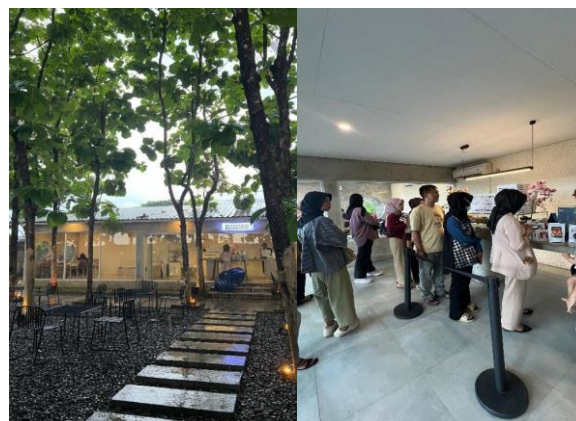


Figure 3. Core Zone Indoor Berkah Jaya Bake House

Source: Author, 2024

The success of the Berkah Jaya Bake House concept in figure 3. It can be seen that the uniqueness offered through a touch of decoration and open kitchen has succeeded in increasing the attention of consumers who visit Berkah Jaya Bake House. The importance of supporting factors such as song selection and service quality should also be a focus in optimizing the consumer experience when visiting. The selection of songs that suit the circumstances and character of Berkah Jaya Bake House has a great impact on a positive atmosphere and makes consumers feel at home spending a lot of time at Berkah Jaya Bake House. The quality of hospitality of employees in service can create a positive atmosphere in the interaction between employees and consumers. Hospitality can be fundamental and ubiquitous in human life, hospitality shows a willingness to be kind to oneself and to others without expecting anything in return or reciprocity [12]. The implementation of hospitality is expected to help create a friendly and pleasant environment at Berkah Jaya Bake House.

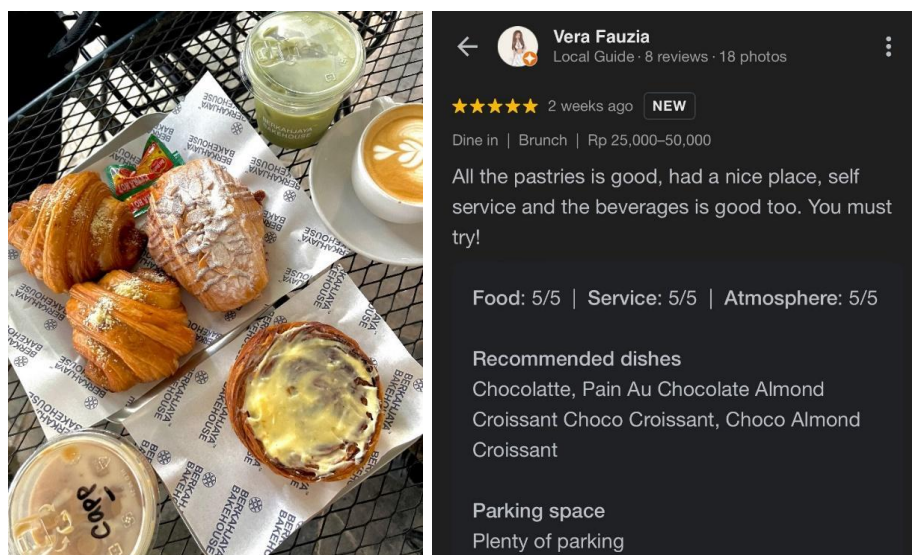


Figure 4. Berkah Jaya Bake House Product

Source: Author, 2024

Introduction to bakery and pastry in figure 4. provides a clear picture of Berkah Jaya Bake House's commitment to serving high quality products with Croissant bakery and pastry bases, showing seriousness to create products with high quality and consistent taste. The application of product variations from sweet to salty shows that Berkah Jaya Bake House strives to meet the tastes of consumers who vary in taste choices from croissants with sweet flavors such as chocolate to salty flavor choices such as cheese or creative meat variations by Berkah Jaya Bake House to create a very satisfying culinary experience. Even with a varied product offering, Berkah Jaya Bake House still maintains the production process which is the main focus with careful selection of ingredients, ensuring that every product produced has high quality standards. In addition to bakery and pastry products that pamper consumers with a variety of croissants, Berkah Jaya Bake House enhances the visiting experience by providing a variety of beverage as a croissant companion. Berkah Jaya Bake House understands the importance of serving beverage according to consumer tastes ranging from coffee to selected tea, providing an opportunity for consumers to choose according to their taste preferences and desires.

The Marketing Strategy of Berkah Jaya Bake House itself starts from the social life of the owner who has relations with several pastry communities in Cirebon City itself, then invites the owner's relations to come and feel the products owned by "Berkah Jaya Bake House" itself, then develops and expands so that it is known by many people and gets positive reviews both on social media platforms and digital reviews. Through digital reviews, consumers have made many assessments and discussed the situation at Berkah Jaya Bake House in terms of the atmosphere offered by the restaurant, especially for generation Z who are enthusiastic about documenting images and then sharing the results on social media. Generation Z are those born between 1997 and 2012 [13] this enthusiasm invites natural marketing carried out voluntarily by consumers and is one of the impacts of the implementation of the E-WoM strategy phenomenon at "Berkah Jaya Bake House". Berkah Jaya Bake House is known to be very focused on the taste of the products offered, therefore this industry conducts training for their employees as a goal to always improve the taste of quality and varied bakeries and pastries, varied products reflect Berkah Jaya Bake House's commitment to meet the desires of consumers.



Figure 5. Berkah Jaya Bake House' s Hashtags

Source : Tik Tok, 2024

The marketing strategy on the Berkah Jaya Bake House hashtag is proof of the impact of E-WoM which is carried out naturally by visiting consumers to become a strong foundation to expand the reach of consumers. The hashtag contains a promotional video explaining the actual situation of Berkah Jaya Bake House with an honest assessment.



Figure 6. Berkah Jaya Bake House' s Review

Source : Berkah Jaya Bake House's Google Review

Based on the comments above, points of explanation can be concluded which include:

1. Nuances offered by Berkah Jaya Bake House

Covering the layout to the attractive decoration, consumers will be able to see how the video glimpses that will tell about the state of Berkah Jaya Bake House.

2. Facilities provided

Explaining about what facilities are available, this includes wi-fi, zoning division (reception zone, core zone, buffer zone) emphasis on facility details will give potential customers an idea of what they can expect when visiting Berkah Jaya Bake House.

3. Assessment of Berkah Jaya Bake House products

Consumers who provide ratings will explain their experience of the taste of the products presented. This includes flavors, variations from bakery and pastry products to beverage, it is this honest assessment that forms a more reliable view of product quality. The number of reviews with a total of 686 received a rating of 4.6 on google reviews, which shows that Berkah Jaya Bake House gets a positive image from most of its consumers. Social Media also plays an important role in online interaction to build a positive image of the product offered, Berkah Jaya Bake House is active in communicating through Instagram story, which is a publication container with a span of 24hours in contrast to Instagram feeds which doesn't have a time span in the sense that It can always be seen unless the post is deleted by the account owner.

The author conducted an interesting analysis related to posts on Berkah Jaya Bake House's Instagram Feed and found that the difference in the date of posting to new posts that were done took a long time, it can be implied that Berkah Jaya Bake House did not make a fixed schedule for Instagram feed posts. This indicates that Berkah Jaya Bake House does not focus their marketing strategy on Instagram feed posts.

Table 1. Berkah Jaya Bake House Instagram Feeds Data

Date of Post	Remarks	URL
January 13, 2024	Last Feed	https://www.instagram.com/reel/C2B1fT_rvur/?igsh=MzRIODBiNWFIZA==
November 23, 2023	4 Month 2 weeks difference	https://www.instagram.com/reel/Cz_LP_Ljj-B/?igsh=MzRIODBiNWFIZA==
July 9, 2023	20 Days difference	https://www.instagram.com/p/CueXgFprxjd/?igsh=MzRIODBiNWFIZA==
June 19, 2023	2 Month difference	https://www.instagram.com/reel/Ctqq3zapoeQ/?igsh=MzRIODBiNWFIZA==
April 21, 2023	1 Month difference	https://www.instagram.com/p/CrS3zz_Ly5_/?igsh=MzRIODBiNWFIZA==
March 21, 2023	1 Month difference	https://www.instagram.com/p/CqC9RHTroEH/?igsh=MzRIODBiNWFIZA==
February 26, 2023	Start date counting	https://www.instagram.com/p/CpHSTrpMirt/?igsh=MzRIODBiNWFIZA==

Based on the results of the Strategy analysis conducted, the author offers changes in the Reconstruction of Berkah Jaya Bake House's Marketing Strategy Against Consumer Visiting Interest in the hope that it can have an impact on increasing the number of consumers at Berkah Jaya Bake House. Marketing Strategy Reconstruction includes:

1. The addition of a canopy to the outdoor core zone, the reason why the application of this step needs to be done is as protection from hot and rainy weather. This creates a more comfortable environment for consumers who want to enjoy Berkah Jaya Bake House products outdoors.
2. Hospitality Staff of Berkah Jaya Bake House

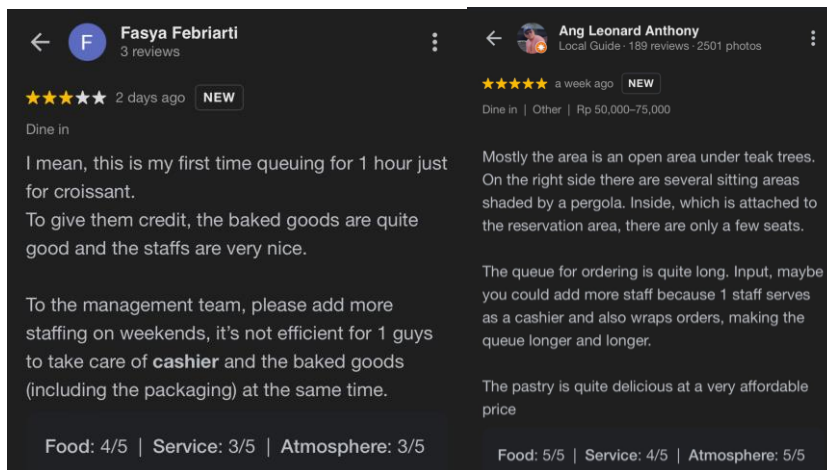


Figure 8. Berkah Jaya Bake House Hospitality Review

Source: Google review, 2024

In figure 8, explaining the experience of consumers who feel dissatisfied with the hospitality offered by Berkah Jaya Bake House employees, based on data and consumer reviews hospitality attitudes that are not optimal by Berkah Jaya Bake House employees due to very large customer queues but there are only 2 people who incharge at the cashier while receiving consumer orders. The situation with this double job causes less than optimal hospitality services and attitudes for consumers to be reapplied regarding Visitor SOPs so that the positive image of Berkah Jaya Bake House is not only limited to quality products but also positive for service and Hospitality. SOPs are used as a reference in action. Every company, regardless of form and type, needs a guide to carry out tasks and functions in each element and unit of the company [13]. Standard Operating Procedure (SOP) is a system that is prepared with the aim of simplifying, clarifying the stages of work. This system contains a sequence of processes to do work from beginning to end [14]. SOP is used as a benchmark for employee and management performance on compliance in its implementation. SOPs also act as indicators to measure the success rate of compliance based on procedures [15].

3. Create a regular Post Instagram Feed schedule

Conclusions on the results of the analysis and discussion of the author in Table 1. The author offers Berkah Jaya Bake House to make a regular feed Instagram post schedule.

Developing a schedule with the right time in mind and interesting up-to-date content can be a strategic step in increasing consumer engagement and strengthening Brand Awareness. Brand Awareness has several important indicators that are similar [16], such as providing a sense of satisfaction and pride [17], easily recognizable [2], and can influence buyer decisions [18]. Brand Awareness is the ability of potential buyers to recognize and remember that a brand is also part of a certain product category. [19] and [20] states that Brand Awareness is the ability of consumers to identify a brand with different conditions.

4. Tiktok Account Creation

Based on Hashtag #Berkah JayaBake Housecirebon data on TikTok which reached 197.1K Views and #Berkah JayaBake House 845.4K Views is one of the marketing carried out by consumers through E-WoM media. Therefore, it is hoped that Berkah Jaya Bake House can create an official tiktok account with the aim of managing hashtags containing promotions as a source of marketing.

5. Conclusion

Based on the results of the study, it can be concluded that the reconstruction of the product marketing strategy "Berkah Jaya Bake House" is very important to determine consumer decisions in visiting. The management of E-WoM as a natural marketing carried out by consumers needs to be optimized because it plays a role in making a positive contribution. The fact that in the digital era, E-WoM influences consumer decisions in visiting makes the industry must continue to adapt to the latest trends that include consumer expectations, product innovations and services offered. Based on the results of the analysis conducted, the author hopes to create better strategy development and become a foundation for positive growth for the sustainability of "Berkah Jaya Bake House" in the Food and Beverage industry competition.

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