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## IMPLEMENTATION OF PROMOTION MIX AT THE SATE JAWA ASLI RESTAURANT

Isnaini Nuzula Agustin<sup>1</sup>, Suryati<sup>2</sup>

<sup>1,2</sup>Faculty of Business and Management, Universitas Internasional Batam  
Email of correspondence: [isnaini.nuzula@uib.ac.id](mailto:isnaini.nuzula@uib.ac.id)<sup>1</sup>, [1841145.suryati@uib.edu](mailto:1841145.suryati@uib.edu)<sup>2</sup>

### Abstract

The Covid-19 pandemic has had an impact on Micro, Small, and Medium Enterprises (MSMEs). Many MSMEs experienced a decrease in sales and even went out of business. The Sate Jawa Asli Restaurant is one of the MSMEs that experienced a decrease in sales due to lack of visitors. Sate Jawa Asli Restaurant has been registering their business in go food and grab food. In addition, Sate Jawa Asli Restaurant has Instagram but seldom to updates or interacts with Instagram users. So, the promotion mix is implemented in the form of advertising, direct and digital marketing, and sales promotion using Instagram social media. The activities undertaken were content updates, endorsement, and a giveaway. The results of the promotion mix activities were increases in sales and the enhancement of brand awareness. The promotion mix is expected to continuously implemented to maintain the existence and development of Sate Jawa Asli Restaurant.

**Keywords:** Sate Jawa Asli Restaurant, Promotion Mix, Instagram

### Introduction

Covid-19 has entered and spread widely in Indonesia. This infectious disease causes various sectors to be disrupted. One of them is the economic sector. The large national economy is influenced by Micro, Small, and Medium Enterprises (MSMEs). Based on data from the Ministry of Cooperatives, Small and Medium Enterprises (KUKM) in 2018, the number of actors from MSMEs was 64.2 million or 99.99% of the number of business actors in Indonesia (Kementerian KUKM, n.d.). However, many MSMEs are experiencing a decline in turnover and some even have to be forced to go out of business currently. One of the MSMEs that has been experienced a decline in turnover is the Sate Jawa Asli Restaurant. Sate Jawa Asli Restaurant is a culinary business that has been run since June 23, 1994 by Mr. Zumron. The Sate Jawa Asli Restaurant provides a variety of food and beverage menus. The special menu is goat satay. This menu is different from others because the pieces of meat are bigger, use special grilled spices, and use fresh selected meat. Sate Jawa Asli Restaurant is located at Komplek Jaya Putra Blok A no. 5, Jodoh, Batam. The MSME's operating hours are 17.00 WIB to 01.00 WIB every day. The turnover of the Sate Jawa Asli Restaurant is IDR 60,000,000 per year. The number of MSME employees is 3

people with one manager and two helpers. During the pandemic, the Sate Jawa Asli Restaurant became fewer customers. Despite having a strategic location, which is close to Harbour Bay and several hotels, this cannot increase sales during the pandemic. Previously, these SMEs relied heavily on tourists from Singapore and Malaysia. Marketing carried out by Sate Jawa Asli Restaurant is registering its business on go food and grab food. This restaurant also has social media, namely Instagram, although it rarely updates and interacts with Instagram users.

One of the efforts that can be made by these SMEs to maintain their existence is using marketing. Marketing needs to be carried out carefully, creatively, intelligently, and effectively so that business growth is maximized (Harini et al., 2021). In the implementation of marketing, media can be liaison between sellers and buyers. According to Astuti & Matondang (2020), several media can be used in the implementation of marketing, namely electronic media, print media, social media, conventional media, and e-commerce. One of the marketing media, social media is a new form of communication on the internet with several software applications that support it so that there are opportunities for interaction between users (Suryani, 2014) The marketing strategy that can be used is the promotion mix strategy. Promotion mix is a specific mix of promotional tools that the company uses to engage costumers, communicate customer value persuasively and build customer relationships (Kotler & Armstrong, 2018). The promotion mix consists of 5 types, namely advertising, sales promotion, personal selling, public relations, and direct and digital marketing (Komang Budi Aryasa, et , al. 2017). Each type involves specific promotional tools used for communication with customers (Kotler & Armstrong, 2018). From 5 types of promotion mix, a promotional strategy will be carried out in the form of advertising, direct and digital marketing, and sales promotion at the Sate Jawa Asli Restaurant by utilizing social media Instagram. The following is promotional activities that have been carried out:

1. Advertising: platform utilizing Instagram to do endorsement to an influencer who has followers with the targeted market.
2. Direct marketing and digital marketing: perform content updates using platform Instagram @ jawa.asli\_ make it look more attractive to improve insight.
3. Sales promotion: a giveaway on Instagram thus can interact with followers @jawa.asli\_

The following are some of the objectives to be achieved after implementation:

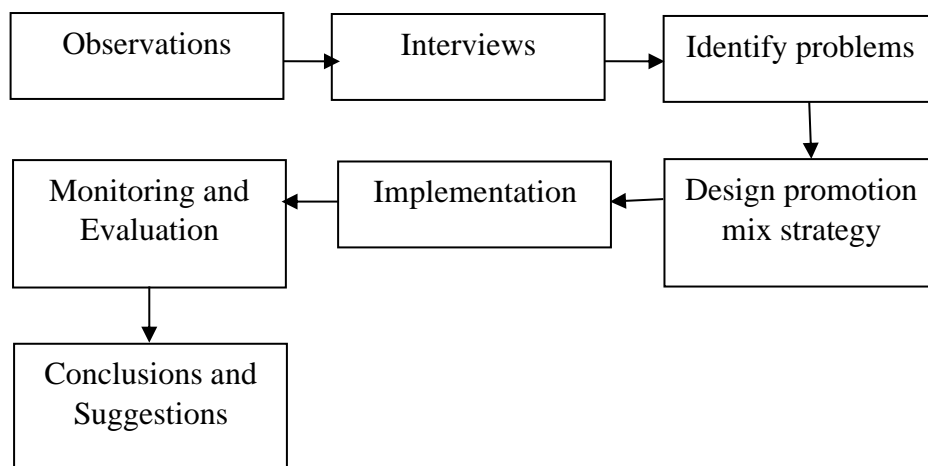
1. Implementing a promotional mix promotion strategy in the form of advertising, direct and digital marketing, and sales promotion at the Sate Jawa Asli Restaurant.
2. Increase brand awareness on Instagram social media.
3. Increase sales of Sate Jawa Asli Restaurant in the implementation period.

## Methods

In this study, data were collected by interviews and observations methods. During the interviews, a question and answer session was conducted face-to-face.

Questions were asked regarding information regarding the profile of the restaurant, daily activities, sales promotions carried out, and problems faced during this pandemic, and others. The author makes observations by going into the field directly and observing the condition of the MSME. The location of the MSME that is used as a place for this practical work is the Sate Jawa Asli Restaurant. This MSME is located at Komplek Jaya Putra Blok A no. 5, Jodoh, Batam. The output design carried out at Sate Jawa Asli Restaurant began with observations. An interview was conducted to find out the problems faced by MSME. Therefore, the problems can be identified by the author. The following are the stages of the output design process at the Sate Jawa Asli Restaurant:

1. Carry out observations at the Sate Jawa Asli Restaurant
2. Conduct interviews to find out the restaurant's current condition
3. Identify the problems being faced by the restaurant.
4. Designing a promotion mix strategy in the form of advertising, direct and digital marketing, and sales promotion to solve problems at the Sate Jawa Asli Restaurant.
5. Implement a promotion mix strategy in the form of advertising, direct and digital marketing, and sales promotion to the restaurant.
6. Monitoring and evaluating whether the strategy implemented can overcome the problem of the Sate Jawa Asli Restaurant.
7. Provide conclusions and suggestions to the restaurants for the future.



Graphic 1.

Output Design Process at The Sate Jawa Asli Restaurant Source: Author (2021)

In the implementation of activities, there are 3 stages, namely the preparation stage, the implementation stage, and the assessment and reporting stage.

### 1. Preparation stage

At the beginning of this stage, the author surveyed to find the location of the practical workplace. Then, conduct interviews with MSME owners to find out information about the business being run and examine the problems faced by MSME owners.

2. **Implementation Stage** In this stage, the author starts with looking for data or related materials to analyse this project. In addition, documentation will be

carried out in the form of notes, numbers, pictures, and so on. Furthermore, the project output design will be carried out followed by the process of implementation, training, evaluation, and monitoring.

### 3. Assessment and Reporting Stage

At the beginning of this stage, the author compiles a practical work report, finalizes the report, evaluates and evaluates the Job Training by the immediate supervisor at the Job Training location and evaluates it by the supervisor in the form of a presentation or site visit and ends with the collection of hardcover to the BAAK.

Below is a schedule and budget of practical work implementation:

Table 1.

Schedule of Practical Work Implementation

| Activity   | September 2021 |   |   |   | October 2021 |   |   |   | November 2021 |   |   |   |
|--|----------------|---|---|---|--------------|---|---|---|---------------|---|---|---|
|  | 1              | 2 | 3 | 4 | 1            | 2 | 3 | 4 | 1             | 2 | 3 | 4 |
| <b>Preparation Stage</b>                           |                |   |   |   |              |   |   |   |               |   |   |   |
| Site Survey  | ■              | ■ |   |   |              |   |   |   |               |   |   |   |
| Project Proposal                                   |                | ■ | ■ | ■ |              |   |   |   |               |   |   |   |
| Consultation with Lecturer                         | ■              | ■ | ■ | ■ | ■            | ■ | ■ | ■ | ■             | ■ | ■ | ■ |
| <b>Implementation Stage</b>                        |                |   |   |   |              |   |   |   |               |   |   |   |
| Content Update Design                              |                |   | ■ | ■ | ■            |   |   |   |               |   |   |   |
| Endorsement research                               |                |   | ■ | ■ |              |   |   |   |               |   |   |   |
| Giveaway Design                                    |                |   | ■ | ■ |              |   |   |   |               |   |   |   |
| Stage I Implementation of Endorsement and Giveaway |                |   |   |   | ■            | ■ |   |   |               |   |   |   |
| Monitoring and Evaluation                          |                |   |   |   | ■            | ■ | ■ | ■ |               |   |   |   |
| Stage II Implementation                            |                |   |   |   |              |   |   |   | ■             |   |   |   |
| <b>Assessment and Reporting Stage</b>              |                |   |   |   |              |   |   |   |               |   |   |   |
| Report Preparation                                 |                |   |   |   | ■            | ■ | ■ | ■ | ■             | ■ | ■ | ■ |
| Finalization                                       |                |   |   |   |              |   |   |   | ■             | ■ | ■ | ■ |
| Evaluation and Visitation by Lecturer              |                |   |   |   |              |   |   |   |               | ■ | ■ | ■ |

Source: Author (2021)

Table 2.  
Budget of Practical Work Implementation

| Activity Plan                | Budget Type                    | Volume | Unit       | Unit Price | Total Price      |
|------------------------------|--------------------------------|--------|------------|------------|------------------|
| Observations and Interviews  | Consumption Cost               | 1      | time(s)    | Rp20,000   | Rp20,000         |
|                              | Transportation Cost            | 2      | time(s)    | Rp17,000   | Rp34,000         |
|                              | Internet Connection Cost       | 6      | time(s)    | Rp100,000  | Rp600,000        |
|                              |                                |        |            |            |                  |
| Output Design                | Instagram contents design cost | 1      | piece(s)   | Rp100,000  | Rp100,000        |
|                              | Making Promotion Video Cost    | 1      | piece(s)   | Rp300,000  | Rp300,000        |
|                              | Endorsement Cost               | 1      | piece(s)   | Rp345,000  | Rp345,000        |
|                              | Giveaway Cost                  | 2      | voucher(s) | Rp11,000   | Rp22,000         |
|                              |                                |        |            |            |                  |
| Assist Output Implementation | Transportation Cost            | 2      | time(s)    | Rp17,000   | Rp34,000         |
|                              | Internet Connection Cost       | 6      | time(s)    | Rp100,000  | Rp600,000        |
|                              |                                |        |            |            |                  |
| Making Report                | Print                          | 35     | sheet(s)   | Rp1,000    | Rp35,000         |
|                              | Bind Books                     | 1      | piece(s)   | Rp18,000   | Rp18,000         |
|                              | Stamp duty                     | 5      | piece(s)   | Rp12,000   | Rp60,000         |
|                              | Pen                            | 1      | piece(s)   | Rp5,000    | Rp5,000          |
|                              | Tip-ex                         | 1      | piece(s)   | Rp7,000    | Rp7,000          |
| <b>Total Budget</b>          |                                |        |            |            | <b>2,180,000</b> |

Source: Author (2021)

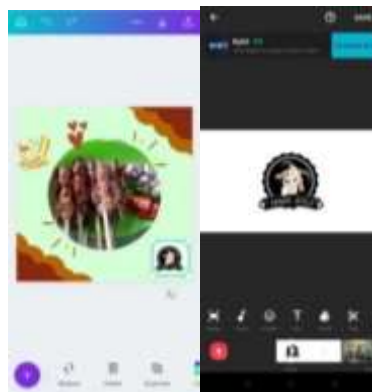
### Result and Discussion

The implementation of this practical work activity will take place from September 1, 2021 to November 07, 2021. After conducting interviews and observations, the project output implementation at the Sate Jawa Asli Restaurant is carried out, namely in the form of advertising, direct and digital marketing, and sales promotion. Before the implementation of the promotion mix at the Sate

Jawa Asli Restaurant, the marketing carried out by Sate Jawa Asli Restaurant during the pandemic was go food and grab food. Even though it has Instagram social media, the Sate Jawa Asli Restaurant rarely updates on Instagram. Previously, the number of followers on the partner Instagram account @jawa.asli\_ was 1,074 with no posts or story highlights. In addition, there is a lack of information about the Sate Jawa Asli Restaurant listed in the Instagram bio. This indirectly causes less interaction between Sate Jawa Asli Restaurant and Instagram users, especially followers of @jawa.asli\_. The following is the implementation of practical work activities:

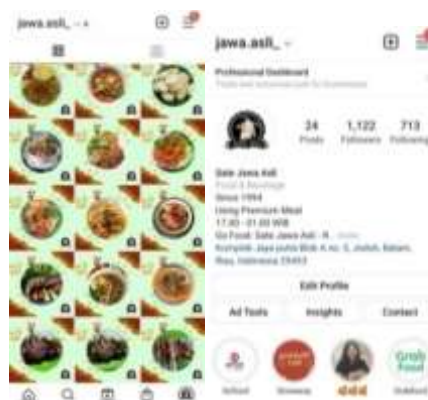
1. Instagram content updates

Instagram social media can be used to convey information and carry out promotions to increase sales. To present good content, photos are designed using Canva application. After the design results have been completed, the content is uploaded to Instagram feeds and stories which are then highlighted. Beside photos, a promotion video is also uploaded. In this 1 minute and 18 second promotion video, several menus of Sate Jawa Asli Restaurant are shown. In addition, the location is also displayed. The promotion video was edited using inshot application with an instrument song title called Dome by Jef. The promotion video was uploaded on November 1, 2021 using several hashtags. From one of the post insights, it can be seen that there were 30 likes with 76 accounts reached. While the ad video post got 116 viewers with 32 likes, 5 comments, and 2 saves.



Picture 2.

Content Design using Canva and Inshot Source: Author (2021)



Picture 3.

Instagram Feeds and highlights Source: Author (2021)

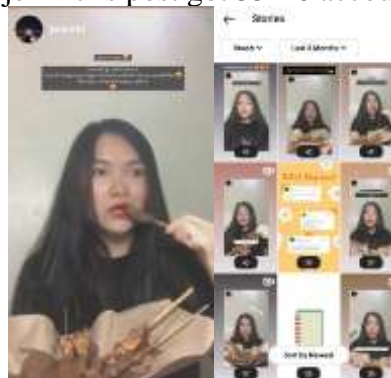


Picture 4.

Post and Video Insights Source: Author (2021)

## 2. Endorsement

Endorsement is one way of advertising that can be done to reach the target market. Before endorsement, research is conducted to find the right account. The author chooses among influencers by paying attention to their photos, stories, and previous endorsements. After selecting several accounts, the selected account is @jennntn. The followers owned by this account are mostly teenagers who are in college or have a job. The way she delivered was very nice and detailed. Story @jawa.asli\_ who reposted @jennntn's post got 35-46 accounts reached.



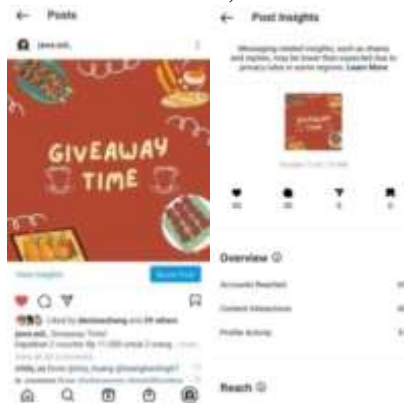
Picture 5.

Endorsement Source: Author (2021)

## 3. Giveaway

In order to increase the brand awareness of the Sate Jawa Asli Restaurant, a promotional strategy can be used using a giveaway. A giveaway is an activity to distribute prizes for free, either with terms and conditions or not. The giveaway organized by Sate Jawa Asli Restaurant is a giveaway with some easy conditions. The giveaway can attract the attention of Instagram users, whether they are followers of @jawa.asli\_ or not, to visit the restaurant's Instagram profile. Instagram users can participate in the @jawa.asli\_ giveaway during the period 12-18 October 2021. The winners are announced on October 19, 2021. The giveaway prize is in the form of 2 vouchers of IDR 11,000 for 2 winners. Vouchers

are given in digital form which will be sent via Instagram Direct Message. Giveaway vouchers are applied so that giveaway winners can buy Sate Jawa Asli Restaurant products so they can increase sales. With a minimum purchase of IDR 200,000 and an order via Instagram Direct Message, the giveaway voucher can be used until October 25, 2021. The requirements for an account that can participate in the giveaway are very easy, namely by following the Instagram account @jawa.asli\_ and leaving a comment "done" and mentioning 2 friends. Design giveaway posts on Instagram feeds and winning vouchers using the Canva app. The results from the implementation of the giveaway are that there are 30 likes, 30 comments (16 accounts), 65 accounts reached, and 31 activity profile activities.



Picture 6.

Giveaway Source: Author (2021)

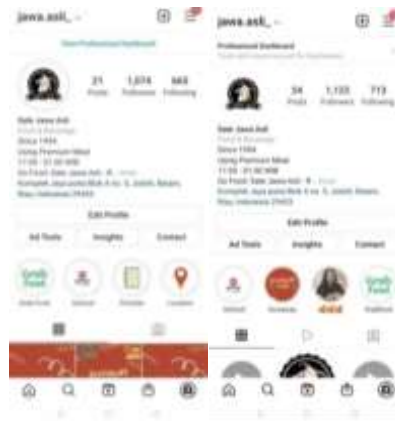


Picture 7.

Giveaway Voucher Source: Author (2021)

After implementing the promotion mix in the form of advertising, direct and digital marketing, and sales promotion, the author evaluated and monitored. By updating Instagram content, endorsement and a giveaway, there is an increase in brand awareness of the Sate Jawa Asli Restaurant. This is indicated by the number of followers increasing from 1.074 to 1.122. In addition, the number of video ad views created also touched 100. During the implementation period, there were 591 accounts reached and 63 accounts engaged. The increase in brand awareness was also followed by an increase in sales. The number of new customers increased by 8% and there was an increase in profit by 7%. Thus, carrying out the promotion mix, had a good impact on Sate Jawa Asli Restaurant.





Picture 8.

Before-after implementation Source: Author (2021)



Picture 9.

Instagram account Insights Source: Author (2021)

## Conclusions

Because of Covid-19 pandemic, the Sate Jawa Asli Restaurant became fewer customers. Initially, these MSME had registered businesses with Go Food and Grab food. MSME also has Instagram social media. However, Instagram that is owned rarely updates so there is a lack of interaction with Instagram users, especially followers of @jawa.asli\_. Therefore, promotion mix is carried out in the form of advertising, direct and digital marketing, and sales promotion. Data were collected by interviews and observations methods. The activities of advertising, sales promotion, direct and digital marketing are Instagram content updates, endorsement, and a giveaway. After the implementation of the promotion mix at the Sate Jawa Asli Restaurant, more and more people are aware so that they have increased brand awareness. In addition, there was an increase in sales of new customers by 8% and an increase in profit by 7%. The author has several further program recommendations for the Sate Jawa Asli Restaurant, which are as follows:

1. Research the target market and then do an endorsement to reach potential buyers.
2. Doing a giveaway to establish a good relationship with Instagram users, especially @jawa.asli\_ followers.

3. Design interesting content and then upload them in Instagram.
4. Develop more attractive ad videos.

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