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Implementation Of Digital Media Promotion Strategies At Warung Parahyangan

Yuswardi¹, Chrisjunianti²

Universitas Internasional Batam

Email of correspondence: yus.wardi@uib.ac.id

Abstract

Warung Parahyangan is a business engaged in the culinary field, where the food served is mostly Sundanese specialties. Since the pandemic, the income earned by Warung Parahyangan has decreased because the business of Warung Parahyangan is run without the help of social media or other applications, only depending on consumers who come to the shop. However, at the beginning of 2022, when schools have started to conduct learning offline, it will provide a slight increase in income, because the main target of the shop is school students whose school is located right in front of the shop. However, most of the school students have lost interest in eating at Warung Parahyangan, apart from being afraid of going out of school considering the pandemic is not over yet, also because many new students don't know about Warung Parahyangan. based on existing problems, we help implement promotional strategies with the help of social media. The promotion strategy that we use is the creation of digital posters, Instagram accounts and also go-food accounts so that they can help build image and consumer loyalty to Warung Parahyangan.

Keywords: *culinary, media social, promotion, pandemic.*

Introduction

Competition in the current era is very tight, making business owners and leaders as well as companies aware of the importance of strong collaboration and of course having a way of entering the market, especially now that COVID-19 has hit Indonesia and has had negative consequences for several organizations such as hospitals, which have lost control in treating patients (Yuwono et al., 2023). schools, import and export shops, as well SME (Yuswardi & Suyono, 2021). Warung Parahyangan is a SME business engaged in the culinary field, where the food served is mostly Sundanese specialties. The menu that is the mainstay of Warung Parahyangan is traditional Sundanese cakes prepared by the mother of the owner of Warung Parahyangan. Warung Parahyangan has been established since 2004 and is run by Kak Nur Fadillah Indah or called Kak Indah, which was previously run by Mrs. Siti Heaven. Warung Parahyangan is located at Perum Taman Indah Baloi Block 3 No. 26 and has 1 branch in Nagoya Food Court. Employees owned in the form of 3 employees. Operational hours start at 09:00 WIB until 18:00 WIB. Estimated turnover that can be obtained in a day can reach

approximately Rp. 2.500.000,- Since the pandemic, the income earned by Warung Parahyangan has decreased because the business of Warung Parahyangan is run without the help of social media or other applications, only depending on consumers who come to the shop. However, at the beginning of 2022, when schools have started to conduct learning offline, it will provide a slight increase in income, because the main target of the shop is school students whose school is located right in front of the shop. However, most of the school students have lost interest in eating at Warung Parahyangan, apart from being afraid of going out of school considering the pandemic is not over yet, also because many new students don't know about

Warung Parahyangan. The target consumers of Warung Parahyangan before the existence of the branch came from school students who were near the shop location. However, since the introduction of online learning, this has had a major impact on income. Before the pandemic, the Parahyangan Warung in the Baloi location was very busy with students from the Ananda School and the Adventist School. However, since the pandemic appeared, consumers have begun to decline considering that schools carry out online learning, this of course greatly impacts the income earned. Even though schools have started to go offline recently, students are still restricted from leaving the school environment. Apart from that, because it has been almost 2 years that schools have not been running offline, consumer interest has also decreased. In addition, for potential customers other than schools, because there is no digital media marketing that helps consumers buy products more easily without having to go to a shop, this of course also affects business income. Therefore, in order to increase revenue again from the Warung Parahyangan business so that it can reach a wider range of consumers and also increase consumer interest, digital media marketing and social media are carried out. Seeing that now people are very active on social media, this is certainly a big opportunity in digital marketing. . (Arum Sari *et al*, 2021) It also states that with the implementation of social media, buyers' decisions will have a positive impact.

Methods

In the process of implementing the strategy, some data regarding the Warung Parahyangan business is needed. The data collection techniques used in the implementation of this activity, such as:

1. Interview

Interview activities are a data collection technique carried out by asking questions and obtaining answers directly from data sources or also known as resource persons (Afifah, 2022). This activity is carried out by telephone and face to face during observations at the place of business.

2. Observation

Observation is a technique of observing a person or object that is not alive, such as the natural atmosphere, the environment, and so on (Luthfiatunnis, 2016). Observations were made several times to see the business at mosphere on weekdays and holidays.

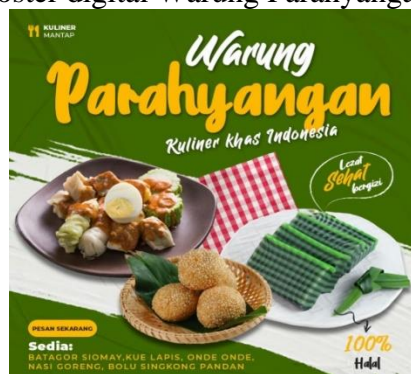
3. Documentation

Documentation activity is a way to obtain data and information formed in books, documents, numbers and an image that contains information to support research (Septevan, 2021). The documentation is in the form of taking pictures before and after the implementation of the digital strategy for the business.

Result and Discussion

In terms of advertising, so that more and more people know about Warung Parahyangan, we use digital poster media, where we use image services for brochures which we will distribute via social media. The following are the results of the posters that have been made:

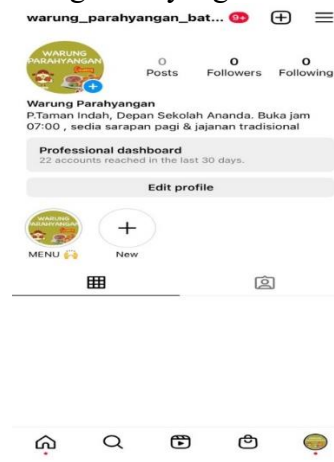
Picture 1.
Poster digital Warung Parahyangan



Source: Author (2022)

Sales Promotion, Creation of social media accounts such as business Instagram in general. We know that social media itself can provide convenience in reaching and connecting so many fellow social media users without being charged. This account will be used as a means of channeling information and also various promos, be it Go-Jek promos or other promos. Here are the Instagram accounts that have been created:

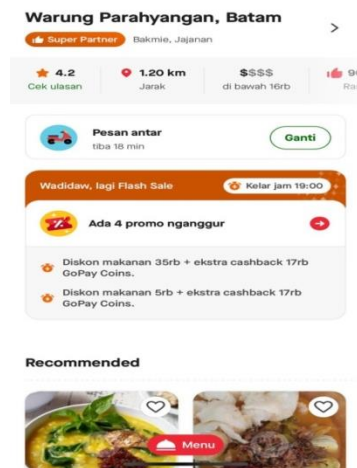
Picture 2.
Screenshot of Warung Parahyangan's Instagram Account



Source: Author (2022)

The go-jek application, the registration process for Warung Parahyangan in go-food does not take long, it has been verified in about 1 week. After registration from the go-jek application, we began to register on the grab, maxim and also shopee food applications.

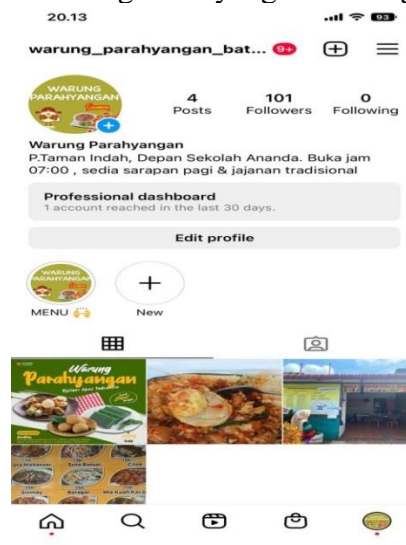
Picture 3.
Screenshot of Go-jek Application



Source: Author (2022)

There were 3 outputs design that were carried out, but the process that we can see is the development of the Instagram account that was created. Where in this case we have set a target to achieve, namely as many as 200 followers. To get in touch with consumers through social media, we will often be active on social media, such as posting posters, food, new menus and discounts that will be available later. Until now there have been 101 followers, here is proof of the Instagram account attachment

Picture 4.
Screenshot of Warung Parahyangan's Instagram Account



Source: Author (2022)

The condition that can be seen clearly is that more customers are coming and many customers are also ordering through the media platforms that have been provided, namely go-jek, grab, maxim and shopee food. Apart from that, you can also see that there are school students who are gathering and eating here. The following is evidence of the condition of Warung Parahyangan after the implementation was made:

Picture 5.
Warung Parahyangan's Condition after Implementation



Source: Author (2022)

Conclusions

Warung Parahyangan has indeed been running its business for quite a long time, but due to the problems that arose as a result of the pandemic, the income and customers who came were reduced, especially because the stall owners did not really use any promotional means and only depended on consumers from the school community. The implementation of promotion strategies with digital media such as making digital posters, social media and registration of Warung Parahyangan on the food delivery application platform has proven to be able to solve the problems experienced, namely an increase in the number of consumers who come and also get more profits than before. This can be seen from the results of the survey after the implementation was carried out and also interviews with shop owners. The use of social media has been quite well done, apart from that the use of the food delivery application has been very good at reaching many consumers, but based on the results seen in the ratings given by consumers through the application as well as the ratings on Google, we can conclude that there are some omissions in the quality of the food served to consumers, such as not hot enough, not tasty and incomplete, besides that there are also complaints about the speed of time during which the food is processed. For this reason, we suggest to the shop to add employees in the kitchen section to prevent things that are complained about by consumers so that they can give an impression and also increase loyalty to Warung Parahyangan (Andrew et al., 2022).

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