

Received : November 31, 2022
Accepted : December 21, 2022
Published : March, 2023

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Promotion Strategy Or Building Brand Image On Digital/Online Media At Rizh's Café & Resto

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Abstract

The purpose of implementing this project is to help build social media for the business so that it can be used and maximized as a promotional media that can help build brand awareness and brand image at the restaurant, with social media it can make it easier for these businesses to reach more people to find out about their whereabouts. the restaurant as well as implementation like this will be able to help increase sales at the restaurant in the future. In this project, the authors aim to use social media as a marketing platform for Rizh's café and restaurant. Marketing on social media can make it easier to increase brand awareness for Rizh's café and restaurant. The technique used by the author in collecting data on the practical work of this project is to visit the location and make observations.

Keywords: *Small Business, Social Media, Marketing, Restaurant*

Introduction

Rizh's café and resto is an MSME located in Batam city, Indonesia. This restaurant opened in 2022 and was founded by a woman named Susanti. Rizh's cafe and restaurant is located in Glory Home shop block B1 number 11 in Bengkong. The restaurant's operating hours are open daily from 14:00 to 01:00. Rizh's café sells Chinese food, They also provide various types of drinks, such as canned drinks, juices and alcoholic drinks. Rizh cafes and restaurants also have their own uniqueness apart from selling a variety of Chinese food and alcoholic beverages. Meanwhile, they provide karaoke equipment.

Therefore, this restaurant is very suitable as a gathering place because of the cool atmosphere of the restaurant due to the restaurant's lighting and the facilities provided (Oda I. B. Hariyanto. 2017). They provide air conditioning and karaoke makes people feel comfortable gathering for karaoke, drinking or making birthdays or other events. Based on the results of observations made by the author, the writer found that the restaurant or business is still not active in using social media and also has not implemented marketing or promotional strategies on social media accounts.

Therefore, the author takes advantage of the restaurant's social media, starting from creating content for social media in the form of posting photos of food at the restaurant being photographed and editing the photos, as well as designing product photo posters and posting them on social media, business and also

implementing marketing or promotional strategies on that venture (Ratih Anggraini, 2023).

The purpose of implementing this project is to help build social media for business people so that it can be used and maximized as a promotional medium that can help build brand awareness and brand image at the restaurant. The existence of social media can make it easier for these business people to reach more people to find out about their existence. Restaurants, and implementations like these, can help increase restaurant sales in the future.

Methods

The technique used by the author in collecting data on the practical work of this project is to visit the location and make direct observations and also by contacting the owner by texting or messaging the owner of the Rizh's café and restaurant mentioned, and tell the intention of the arrival of the writer at that time. Then the author prepares several questions that intend to ask the business owner and asks the owner to help answer, which are used to collect information for data collection on the process of working on this project in the future.

Documentation carried out by the author is by taking photos and videos regarding the location and atmosphere at Rizh's café and restaurant. The results of the documentation are then processed by the author and posted to social media accounts. The process of designing a practical work project that was applied to Rizh's café and restaurant was prepared by the author within a period of 3 months, starting from making observations, and identifying the problems encountered, along with gathering information restaurant.

1. Observation

The author visits the location of Rizh's café and restaurant and conducts a survey along with investigating the deficiencies that exist in the restaurant and researching what actions the author needs to take to help the restaurant.

2. Identifying Problems

The author conducts interviews with restaurant owners in the form of questions and answers to find out what problems or difficulties are currently being faced by the restaurant (Wilsa Theodore, et, al 2022).

3. Collect Data

The author collects data related to restaurant problems based on the information obtained by the author.

4. Problem Formulation

The author formulates the problems faced by the restaurant after collecting information and data obtained by the author.

5. Troubleshooting

The author analyzes and designs a promotion strategy to solve the problems faced by the restaurant.

6. Implementation

The author implements a promotion strategy that has been agreed upon and approved by the owner.

7. Evaluation

The author and the owner evaluate the promotion strategy that has been implemented and whether it is in accordance with what is expected by the author and the business owner.

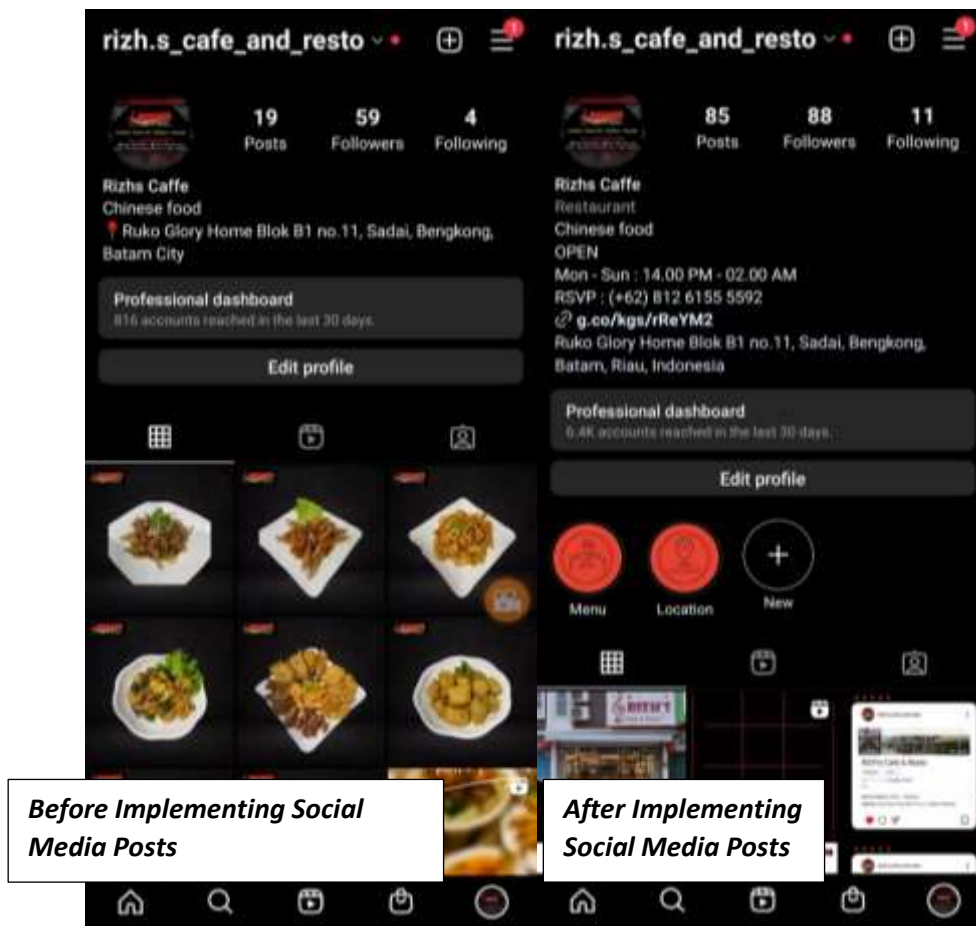
Result and Discussion

In this practical work project, the following are several stages of implementation by the author, namely:

1. Social Media Posts

The author designs or edits photos in the form of content which is then posted to Rizh's café and restaurant's social media accounts so that the business' social media accounts look neater and more attractive. After the author designed the template and content which was then posted to the social media account, there was an increase in followers of up to 29 people, and there was also an increase in visitors to the social media account. The restaurant's social media accounts also look neater and more organized. With this, the brand image and brand awareness at the restaurant also have an increase.

Picture 1.
Project Activities

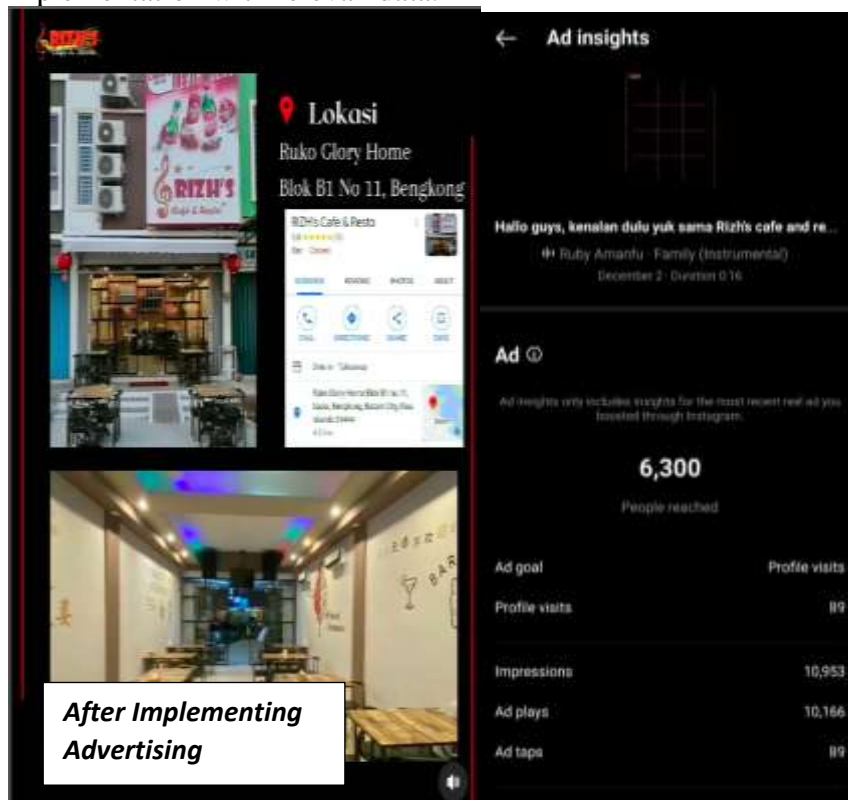


Source: Author (2022)

2. Advertising

The author places advertisements on Rizh's café and restaurant social media accounts, namely Instagram, to increase brand awareness for the business. With this, it can help increase sales at Rizh's cafe and restaurant.

After the writer created content and tidied up the social media accounts for the business, the writer implemented a promotional strategy and after advertising on the social media accounts for the business, the ad managed to reach 6,300 people and 89 people visited the social media account. With this, the brand image and brand awareness at the restaurant also have an increase. Reporting the result about project implementation with relevant data.



Source : Author (2022)

Conclusions

- (1) The author visited Rizh's café and restaurant and made observations with the business owner.
- (2) The author creates content in the form of food-dining photo designs and videos that are posted to Rizh's café and restaurant social media accounts.
- (3) The author applies a marketing or promotional strategy to the social media accounts of the business.

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