

ANALYSIS OF THE IMPLEMENTATION OF MARKETING STAGES TO INCREASE SALES AT MIE KANGKUNG NY PHANG, JAKARTA

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Abstract-Mie Kangkung Ny Phang Restaurant has been established for more than 7 years. The purpose of this study is to find out and analyze how the implementation of marketing stages is carried out in the Mie Kangkung Ny. Phang restaurant business, based on the results of the SWOT analysis. The process of data collection and research for this thesis was carried out from February 20 to May 30, 2024. In this study, the author used an analysis with a Qualitative Descriptive approach type that used observation, interview, documentation, and triangulation data collection methods, and was followed by SWOT analysis data techniques. The objects of research in this study were all visitors and managers of the Mie Kangkung Ny Phang restaurant and the marketing stages or marketing methods applied in the restaurant. The results of the study showed that the Mie Kangkung Ny. Phang restaurant implements many marketing strategies, but based on the results of this study, it shows that the implementation of the Mie Kangkung Ny. Phang restaurant's most dominant marketing strategy is Customer Relation Management (CRM). The potential that the author found in the Mie Kangkung Ny Phang restaurant is that it can attract many visitors through word of mouth marketing by buyers who have visited and another advantage that the restaurant has is that there is rarely a Betawi specialty food in the form of kangkung noodles around ITC Mangga Dua. The suggestion that can be applied by the manager of Mie Kangkung Ny Phang is to continue to maintain the strengths that are owned and look for every opportunity that exists to improve any shortcomings that are owned such as relocating the restaurant and paying attention to every possible threat that will occur in the future.

Keywords– Marketing Strategy, Culinary Tourism, Restaurants, SWOT Analysis, Marketing Stages

INTRODUCTION

Tourism is an activity that occurs when there are visitors or people who travel or visit a destination with different goals and motivations. This tourist trip can provide a special atmosphere and experience for those who do this activity. There are many aspects that support tourism, such as supporting access so that tourists can easily get to the destination location and facilities that will make tourists feel comfortable being at the destination location. The tourism sector owned by Indonesia must be developed in order to improve the country's economy, as well as the progress of the areas around tourist attractions. The tourism sector helps and provides good movement for the economic progress of the surrounding community. Visitors traveling or vacationing to other countries must include a permit to visit the country. the existence of a permit received through the tourism sector, so as to get income that can improve the people's economy. It can be said that the tourism sector has a lot of income for both the surrounding community and the country. Various types of cuisine that are identical to these tourist attractions must be developed because they are a very large type of income.

Nowadays, it feels incomplete if you visit a tourist spot but don't taste the culinary that is identical to the tourist area and they tend not to think about the price of the food eaten in order to enjoy the culinary specialties of the area. Over time, there have been many changes in people's lifestyles. Tourists today not only taste food but they also see how the shop owners respond to visitors. Our country is a maritime country with many islands. Because it is called a maritime country, it is not surprising that it has a variety of culinary foods. Starting from Sabang which is located at the eastern tip of our country, there are various types of culinary and represent their respective regions such as Banda Aceh City which has a typical food in the form of Mie Aceh, there is also a typical Semarang food, namely Lumpia, then a typical Surabaya food is Rujak Cingur, and a typical Medan food is Bika Ambon. One of the islands owned by Indonesia is Java. Java Island has many big cities that also support development progress such as Jakarta which is the capital city of the country.

Jakarta has one district and five administrative cities. Jakarta has a very large area so that it can accommodate many Indonesian citizens from various regions. Because of that, there is a lot of cultural

acculturation in terms of food, behavior, language, clothing and so on. The city of Jakarta is divided into 5 areas, namely central, north, west, east, and south Jakarta. In this way, the city of Jakarta becomes a great opportunity to increase tourism and regional specialties. By having 2 airports and 3 ports, the city of Jakarta can increase the attraction of local and foreign visitors.

North Jakarta has 755 registered and actively operating restaurants or eateries. There are many UMKM eateries spread near residential areas. For example, the Foodcourt area located at ITC Mangga Dua. In the ITC Mangga Dua foodcourt area, there are many stalls that are used as dining places by tenants. There are various UMKM regional specialties available there such as Soto Betawi Bang Ipin, Bihun Bebek Beijing, Nasi Pecel Ibu Nur, Bakmi Bangka Amin, Masakan Pontianak Acin 229, Mie Kangkung Ny. Phang, and other regional specialties available there. However, of the many regional food stands standing in the ITC Mangga Dua mall, the author found a special interest in a Betawi specialty called Mie Kangkung which was opened at the UMKM Mie Kangkung NY. Phang store located at the ITC Mangga Dua Foodcourt, North Jakarta. the author believes that Mie Kangkung Ny Phang has great potential in the culinary sector. Initially, noodles were first discovered in the 6th century by the native Chinese. They called their discovery Shui Yin Bing, which means boiled noodles. It didn't stop there, the Betawi people even liked noodle dishes and tried to combine them with their own characteristics which finally created a Betawi specialty food, namely Betawi kale noodles that suit the Betawi tongue. This Betawi specialty noodle was finally made the main menu when Mrs. Phang Kion Tjoe's (Eva Rista) family started a culinary business to make ends meet.

Based on this background, the author is interested in writing Mie Kangkung Nyonya Phang entitled "Analysis of the Implementation of Marketing Stages to Increase Sales at Mie Kangkung Ny Phang, Jakarta." The research that I compiled aims to find out what marketing stages have been implemented in an effort to increase sales at Mie Kangkung Ny. Phang. The author found several shortcomings and problems in Mie Kangkung Ny Phang in the form of a less strategic location, prices that are classified as middle to upper, a menu that is relatively less varied, and lack of promotion so that the surrounding community does not know that there are kangkung noodles in ITC Mangga Dua. The author hopes that the results of this written research can help Mie Kangkung Ny. Phang to improve their business strategy and maintain excellence in the competitive culinary tourism market. In addition, the author also hopes that the results of this written research can help and benefit the wider community to be used as a reference for starting or running a business.

METHODS

Types of research

The method of data collection used by the author in the article entitled Analysis of the Implementation of Marketing Stages to Increase Sales at Mie Kangkung Ny Phang, Jakarta which is located at the ITC Mangga Dua mall is a descriptive qualitative approach method. The descriptive approach itself can be interpreted that this study aims to find out the advantages, disadvantages, opportunities, and problems faced by the Mie Kangkung Ny Phang restaurant so that it can develop a business strategy that aims to increase visits to Mie Kangkung Ny Phang. The author will use the results obtained from the interview approach and the collection of direct documentary evidence so that the results obtained are accurate and appropriate and not made up.

Data collection technique

There are four types of data collection methods, namely monitoring, Q&A, documentation and triangulation (Fiantika et al., 2022).

1. to observe

observing is the author going directly to the field to observe thoroughly how the writing will be made in the future, the author made direct observations at the research location, namely Mie Kangkung Ny. Phang and observed visitors from afar and observed the location where the restaurant stands so that he could better understand the location being researched.

2. Interview

interview is a question and answer process between the writer and the informant or source to be written. After observation, the next step is to compile questions and a Q&A session with visitors. This is very important so that the writer can get to know more about the location being studied and understand the problems being faced by the place better.

3. Documentation

is the result of a grouping that contains supporting evidence as a whole.

After conducting interviews with business owners and visitors, the author must take documentation in the form of photos together with the sources as supporting documents.

4. Triangulation

Triangulation is a combination of previously obtained data sources. After conducting observations, Q&A, and capturing moments, the author will process the evidence that has been obtained and then describe it in chapter 4.

LITERATURE REVIEW

1. Tourism

Tourism is an activity that can be done by anyone to rest from many activities to a place that can be an attraction for someone so that the person wants to visit it (Woltjer, 2014), because of curiosity about the place he wants to visit for a while before returning to his place of residence with his daily activities (Simangunsong, 2023).

2. Culinary Tourism

The culinary field is an entertainment activity in hunting for food that is identical to the area so that a visitor knows that the food comes from there (Triwidayati, 2020). Now there are various places that provide food courts that have various regional specialties that are different and varied, making it easier for visitors or tourists to try various types of regional specialties without having to visit the area where the specialties are directly. This can be called Culinary Tourism. Culinary Tourism is a type of tourism that provides interesting experiences about the experience of eating and cooking various regional specialties (Kristiana et al, 2018).

3. Gastronomy

Gastronomy is the science of food and related sciences about food. Gastronomy discusses local food and drinks (indigenous culinary) as the face, identity, and attraction of a place, region or country. (WN Sari et al., 2023). The field of gastronomy is now starting to be developed because it will improve the economy in a tourist spot, both in terms of food, service and others (Arini & Lestari, 2021). Gastronomic value has not been a major concern and priority for government development so that the understanding of gastronomic value still has a blurring of its meaning in the eyes of the general public (WN Sari et al., 2023). So in essence gastronomy is a mixture of consumer knowledge and sensations regarding the history, philosophy, and culture of the food or dishes served.

4. Acculturation

Acculturation is a mixture of two or more cultural elements that are interconnected or meet each other. From this understanding, it can be concluded that there is a process of intercultural communication (Dewi & Riyanto, 2022). There are seven levels of assimilation before an acculturation is formed. Initially, there is a change in nature. Second, the composition of the culture brought by the outside community. Stage three, through marriage. Stage four, by grouping a nation. Stage five, acceptance of nature. Sixth, acceptance of behavior and Seventh, through citizenship (Rumainur, 2019). Based on the opinion above, acculturation is formed.

5. Marketing strategy

Strategy or what can be called steps can be interpreted as what method or steps will be used by a group to achieve a goal (Jusniati et al., 2022). There are three ways used to achieve goals, namely the method must be in accordance with the conditions of the competitive area, the real way to the company's internal, be careful in implementing it (Marlius & Putra, 2018). In the strategy section, it can be done through steps, namely analyzing goals, analyzing business conditions and entering them into a SWOT analysis, choosing and implementing the best steps that have been prepared (Wahyuningsih et al., 2021). There are five main components of a marketing strategy, namely Goals and Objectives or Goals and targets that must be completed at the specified time, Image, positioning, and branding to produce a good perception or opinion for buyers, Good strategies and programs. This means something like the company's new actions, namely making new products and investing funds so that the company can achieve the desired goals, preparing a budget or what is commonly called a budget, review and assessment, namely assessing what has been achieved in competition and the external environment.

RESULTS AND DISCUSSION

Triangulation

Results Based on observations that have been conducted at the Ny Phang Water Spinach Noodle Restaurant, the author found that there are rarely Betawi specialties of water spinach noodles around ITC Mangga Dua. However, the author also found that the Ny Phang Water Spinach Noodle Restaurant also has several shortcomings such as lack of promotion, less strategic location, and there are many other restaurants around the Ny Phang Water Spinach Noodle Restaurant which makes it difficult for potential visitors to find the Ny Phang Water Spinach Noodle Restaurant.

Based on the results of interviews with the business owner and the person in charge of Marketing for the Ny Phang Kangkung Noodle Restaurant, the author found that the Ny Phang Kangkung Noodle Restaurant has a good relationship with the outside community, such as the church community, which always orders Kangkung Noodles.

Based on the results of interviews with visitors, the author found that the food is delicious, fast service, hospitality, quality food. However, the restaurant has several shortcomings, namely the price is relatively middle to upper, the space cannot accommodate many visitors, the menu is not varied, and the location of the restaurant is difficult to find by visitors.

So it can be concluded that the results of data triangulation from observations and interviews with business owners, and visitors supported by the attached documentary evidence show that Mie Kangkung Ny Phang has strengths in food quality and service as well as good community relations. However, the restaurant has several weaknesses in the form of selling price, space capacity, limited menu, and ineffective promotion. Opportunities to fill the gap in the Betawi specialty food market and the potential for community collaboration can be utilized. The main threats are tight competition and a less strategic location. The recommended strategies include increasing promotion, menu development, and efforts to improve location visibility to increase the attractiveness and success of this restaurant in the market.

1. SWOT

Based on the results of data triangulation that the author has found through a descriptive qualitative approach, the author then compiled a SWOT analysis of the Ny Phang kangkung noodle restaurant. The following are the SWOT analysis columns that the author created:

Table 1. SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> - Delicious food. - Fast serving. - Hospitality. - Quality food. 	<ul style="list-style-type: none"> - Prices are classified as upper middle. - Space that cannot accommodate many visitors. - The menu is not varied. - Lack of promotion.

Opportunities	Threats (Threads)
<ul style="list-style-type: none"> - It is rare to find Betawi specialty food like water spinach noodles around ITC Mangga Dua. - Have a good relationship with outside communities such as church communities that always order kale noodles. 	<ul style="list-style-type: none"> - The location is not very strategic. - The location of the restaurant is difficult to find. - There are many other restaurants around Mie Kangkung Ny Phang.

2. Problem Formulation Answer Results

1. How is the marketing strategy implemented at Mie Kangkung Ny Phang restaurant?

-Based on the results of the interview with the business owner and marketing manager of the Mie Kangkung Ny Phang restaurant, the author found that the restaurant started their marketing phase by utilizing the connections they had and then getting closer to new visitors such as interacting directly which ended with giving business cards and exchanging contacts so that the management could provide information in the form of special offers or other advertisements to visitors who had interacted with the Mie Kangkung Ny Phang restaurant. Initially, the manager of the Mie Kangkung Ny Phang restaurant determined its flagship product, namely kangkung noodles. The next step was to segment the market, namely targeting their products to visitors who were adults or had families and then followed by determining the price of the product. Over time, the management then continued the next marketing phase, namely the distribution system and marketing communications. The management of the Mie Kangkung Ny Phang restaurant utilized online applications such as Gofood and Grabfood to increase its sales. Furthermore, the restaurant advertised through the Instagram application to introduce its products.

The marketing stage technique explained by Mie Kangkung Ny Phang is in accordance with what was explained by Wedel and DeSarbo, (2023), CRM is a method that can be used to interact between companies and potential customers who have the potential to visit and become customers. This method aims to improve relationships with customers to increase customer retention and loyalty.

In addition, Nasruddin, (2021) also stated that there are 5 indicators in marketing strategy. Namely market segmentation, product, price, distribution system, and marketing communication.

2. What are the challenges and solutions related to implementing marketing strategies at the Mie Kangkung Ny Phang restaurant?

-After conducting interviews with visitors and conducting direct observations, the author found that the Mie Kangkung Ny Phang restaurant has several weaknesses and threats that can be challenges for the restaurant management, namely prices that are relatively middle to upper, a less varied menu, lack of promotion, limited dining space, and a less strategic location. However, the author also found that the restaurant has started to improve it, such as adding a chu kiok menu (pork foot soup) and beef rib soup for the problem of a less varied menu. Mie Kangkung Ny Phang Restaurant also utilizes the Gofood and Grabfood applications to cover its shortcomings in terms of lack of promotion, limited dining space, and less strategic location.

This is in accordance with what was explained by Wedel and DeSarbo, (2023), who stated that Digital Marketing is done online using the internet network. This includes social media marketing, email marketing, and content marketing.

CONCLUSION

After conducting research on the Mie Kangkung Ny Phang restaurant, the researcher concluded that the Mie Kangkung Ny Phang restaurant has good strengths and opportunities so that the author believes that if the management of the Mie Kangkung Ny Phang restaurant takes advantage of the existing strengths and opportunities, namely delicious food, relatively fast serving, good hospitality from the management, good food quality, rare Betawi specialties such as kangkung noodles around ITC Mangga Dua, and have good relationships with outside communities such as church communities that always order kangkung

noodles when there is an event. so that the Mie Kangkung Ny Phang restaurant has the potential to attract many visitors through word of mouth marketing from buyers who have visited. In addition, the Mie Kangkung Ny Phang restaurant must also maintain and improve the strengths it has from the Customer Relation Management (CRM) marketing strategy technique. day. The Mie Kangkung Ny Phang restaurant also has several weaknesses and threats that can affect the restaurant. Namely, the price is classified as middle to upper, the space owned cannot accommodate many visitors, the menu offered is not varied, the lack of promotion carried out, the location of the restaurant is not strategic because the purpose of the visitors is to shop for electronic equipment and clothes at ITC Mangga Dua, the location of the restaurant is difficult to find because it is closed by many other restaurants around it. The suggestions that can be applied by the manager of Mie Kangkung Ny Phang are to maintain the strengths they have and look for every opportunity to improve the shortcomings they have, such as relocating the restaurant and paying attention to any threats in the future.

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