

## **INTEGRATED MARKETING COMMUNICATION FOR NATURAL RESTAURANT AND STRAWBERRY GARDEN**

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### **Abstract**

*Natural Restaurant and Strawberry Garden is sundanese restaurant with self-picking up strawberry garden that located in tangkubanperahu street no.109,Lembang, West Java. Natural established in September 2008 founded originally as the founder Ir. Dedih Supriyatna. In its development, at the beginning of 2010 Natural decided to shift their business as tourist area, not only restaurant that provide dishes and strawberry chosen as its new concept in order to gain competitive advantages in this competition. Therefore this research is done by competitor analysis and interview to define customer perception toward Natural then determine Natural's new target market and create integrated marketing communication strategy for their new concept. There are many points resulting from the analysis. Rumah Strawberry is the competitor for Natural. Rumah Strawberry has advantage in their brand which already been covered by tv program, mainly in culinary tv program. Then, Rumah Strawberry located near some tourist spot like Kampung Daun, Kampung Gajah, and The Peak this give some advantages and disadvantages because Kampung Daun, Kampung Gajah, and The Peak give more challenge in attract customer to choose place for eating. Natural has strength in their strawberry product and its strategic location, also has weakness in managerial and marketing activity. Likewise increase of tourist in Lembang and competitor will be an opportunity and threats of Natural. For their new position as "Sundanese restaurant naunced nature of parahyangan with best quality and quantity strawberry, target market are medium-high and above economic class that looking for experience to picking up strawberry by themselves, from domestic and international origins. To choose which strategies to use, we must see capability and rationale of each strategy. Good marketing strategy and implementation can only be done by a good management. So, it is also important to hire person*

*who concern in marketing to make their strategies running well. After implementation, Natural need to do evaluation to control the progress and the effectiveness of the strategies. The evaluation recommended every 4 months refers to "think", "feel", and "do" objectives. This short 4 months period evaluation choose in order to make Natural can take decision rapidly adjust to situation and result of evaluation to make sure the strategies that use implementd good. The purpose of this research is to help Natural-restaurant & strawberry garden with propose strategi marketing through Integrated Marketing Communication. The theory used are Zero Based Planning by Tom Duncan to determine IMC, consumer behaviour- AIDA Models to determine objective, and marketing mix 4P (Product, Price, Place, and Promotion) and below the line theories to develop the marketing strategy for Natural. The analyses are the current condition and the segmentation analysis of Natural and its competitor, De'Ranch and POM Tahu Lembang, in-depth interview to respondents from travel agent and driver of rental car as stakeholder, and comparison analysis between those three brand. The end of the research shows that Natural's new positioning delivered through marketing mix (Product, Price, Place, and Promotion) to achieve its objective. For Product, natural need to provide sundanese food and improve their menu with natural speciality dish or signature dish. For price, Natural need to set their price below the competitor to enter the competition easily. For Place, natural need to set their place to be a big tour trip from customer enter until exit from Natural. For Promotion, Natural should use B2C Strategy and arrange media communication. B2C strategy with do some cooperation stakeholder like tour & travel agent, driver of rental car, and Bank. the objective of this strategy is to increase amount of Natural visit. Media Communication that choosen are car sticker, brochure, billboard website and social media. Research with the scope of the city of Bandung and West Bandung regency will be*

specifically research Natural restaurant and strawberry garden. The strategy will be developed with the focus on Natural overall with the competitor analysis and proposes an integrated marketing strategy through IMC strategies with the goal of increasing the number of customers. In this research not conducted an evaluation of the proposed strategy will be given. This is because it needs to be done to evaluate the implementation of the proposed strategy while researcher faced the limited time in the completion of this study. Therefore, the evaluation can be performed in subsequent studies. In addition, the research will be focused on the proposed strategies needed to develop the Natural. The outcome of this research is integrated marketing communication with new position as "Sundanese restaurant naunced nature of parahyangan with best quality and quantity strawberry. With the conducted integrated marketing communication, Natural could attract more customers and be more competitive in business competition.. This research has an outcome which is marketing strategy through integrated marketing communication for restaurant in phase transition of positioning.

*Keywords:* Restoran, Integrated, Marketing Communication, Marketing Mix

*Category:* Business Strategy; Marketing.

## Introduction

Currently a rest-place or a restaurant is always a common thing that we can see in every corner of the city., the main reason behind the proliferation aspects of the restaurant business is certainly because the audience think this business is a business that never die and will always grow every time

Lembang as the main tourist area offers a variety of tourist spots like Crater Tangkubanparahu, warm baths Maribaya, Cigulung waterfall, waterfall Cikawari, Cikoleang waterfall, waterfall Omas. Tomb of Junghuhn, Cikole campground, Forest Tourism Jayagiri, Luhur waterfall, and Bosscha Observatory

According to [http://www.mail-rchive.com/baraya\\_sunda.html](http://www.mail-rchive.com/baraya_sunda.html) every year, the number of visitors to Lembang reached 230,000 people. From that amount, a quarter of foreign tourists. Level of hotel occupancy reached 59 percent, with an average length of stay of visitors to Lembang to 1.7 days with a busy

stream of visitors from Bandung and West Java residents, foreign tourists and visitors are most commonly of the Province Jakarta no doubt make many people think the restaurant business is a lucrative area for dredge profit. Amid fierce competition a competent marketing strategies which can be directed is required to the forefront as an alternative choice of restaurants for the visitors who come to the area attractions in Lembang.

## Literature review

### *Integrated Marketing Communication*

Based on chapter 1 of IMC Using Advertising and Promotion to Build Brand (Duncan, 2002:8), IMC is a process for managing the customer relationships that drive brand value. More specially, it is a cross-functional process for creating and nourishing profitable relationships with customers and stakeholders by strategically controlling or influencing all messages sent to those groups and encouraging data-driven, purposeful dialogue with them. Competitive Strategy

### *Zero Based Planning*

Zero Based Planning are process that determines objectives and strategies based on current brand and marketplace conditions. The steps of Zero Based Planning are analyze target audience, analyze SWOT, determining objective, develop strategies, set the budget, and evaluate effectiveness

### *Consumer Behaviour- AIDA Model*

AIDA concept is a measure of the success of the campaign has reached the stage where the human understanding of the intended message. There are many models and assumptions provided by communications experts, but the basic concept of influence an easy audience for promotion is to use the concept of AIDA. In accordance with the concept that there are three stages of the AIDA understand a promotion, namely: the level of cognitive, affective and conative. Which will then be explained in detail by the following matrix (Smith, 1997:61):

The elements of this model divided into 4 elements, are .Attention, Interest, Desire, and Action

### *Marketing Mix*

According to Armstrong and Kotler (2009), the marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand of its product. The elements of this theories are Product, Price, Place, and Promotion

### *SWOT analysis*

Duncan in his book stated SWOT analysis as "structured evaluation of internal situation (strength and weakness) and external situation (opportunity and threats) that can help and hurts a brand (2002)

- Strengths: characteristics of the company, or venture group that provide it an benefits over others
- Weaknesses : are characteristics that place the group at a drawback comparative to others
- Opportunities: external possibilities to enhance efficiency (e.g. make higher profits) in the environment
- Threats: external components in the surroundings that could cause problems for the company or project

### **Methodology**

At the beginning of research, there will be literature review as theoretical foundations for the study. The literature will be mostly about Integrated Marketing Communication .for build IMC, this research will use Zero-Based IMC planning approach and support by theory about strategic brand management and consumer behaviour. Next step are collecting data with interview and direct observation, for secondary data this research will use internet and literatures. After all data collected and analyzed, this paper will give conclusion and recommendation toward the problem in order to help Natural in solving their problem.

### **Data Analysis**

#### *Competitor analysis*

Based on observation, the competitor of Natural are Rumah Strawberry. Rumah Strawberry is a beautiful garden atmosphere restaurant with strawberry garden. Established in 2003, this place starting as common strawberry garden until the owner decide to build restaurant to balancing and improving his business. This

restaurant located in Cigugurgirang no.145, Parongpong, West Bandung. Rumah Strawberry restaurant provide sundanese dishes and indonesian-western light meal. From the description, we can see that both player located in different area, location of Natural near city of Lembang and located in the main track toward nature tourist area like Tangkuban Perahu and Ciater. this main track toward lembang always crowded and being traffic on weekend so amount of tourist that want to go to Lembang choose to use alternative track, but this location give advantages because customer usually looking for restaurant outside the tourist area .Whereas Rumah Strawberry located in alternative track but there are sight around them like Kampung Daun,, Kampung Gajah, and The Peak. Rumah Strawberry has disadvantages in this location because Kampung Gajah, The Peak, and Kampung Daun more famous as restaurant, in fact many customer come to Rumah Strawberry only to picking up strawberry by themselves and after that go to Kampung Daun,, Kampung Gajah, and The Peak to eating.

Beside restaurant and strawberry garden, Rumah Strawberry has other facilities like cottage and playing ground , these all facilities stand in 1,5 hectar area. Their restaurant divided into some spot and every spot offer some theme like Chineselesehan, Javaneselesehan, Sundaneselesehan, and Japanese lesehan. Rumah Strawberry only provide a little amount of menu for dish, they just provide some category like Nasi Liwet, friedrice, and light meals.

Rumah Strawberry set their price ranges from Rp3000-Rp30000 for drink and Rp 12500-Rp60000 for food . They sell the strawberry in Rp60000 perkilos, public relation staff of Rumah Strawberry recognize that this price higher than the average, but he claims that their quality better than others because they set their strawberry garden in green house and special nutrition so the the fruit will give best result in beautiful look and good taste.

In promotion, Rumah Strawberry far superior to Natural. Some private TV station has reviewed Rumah Strawberry and broadcast it in tv program, usually for culinaire program or tourist spot review program. For price Natural provide longer price range than its competitor

but if compare 2 similar menu, Natural price more expensive than Rumah Strawberry, in example price of GurameBakar , Natural set its price in Rp 80000 and Rumah Strawberry set in Rp 60000

#### *People Perception toward Natural*

Below is the result of interview with some customers about their perception toward Natural. The interview was conducted to five people who two of them are also Natural's stakeholder.

From the interview Natural's strawberry garden is the most attracting people to come because not like others place that just provide fruit in certain month, Natural always have fruit in the garden. Customers also loves Natural because has strategic location . Natural has very cozy atmosphere so the tourist can take a rest after do some activity in tour area , However the customer come from variant origin, but they still can choose some food and drinks because Natural offer variant menus from sundanese dish mix with chinese and western dish.

Almost all informan said that they come to Natural because idadvertance some people said that they come to Natural because their relation and friend recommended this place and ask them to come.

For weaknesses, some people said that when crowded, Natural has poor management because they need to wait for long time before they ate. other people said that the price of food a bit expensive if compare with other restaurant, but

another said its standard if compare with other sundanese speciality restaurant.

#### *Zero Based Planning Integrated Marketing Communication*

- *Determining Target Audience*

To determine target audience, market will be divided into demographic, psychologic, behavioural, and relationship. Demographic divided into age, income, gender, religion, and nationality. Relationship divided into no loyalty, inertial loyalty, latent loyalty, and premium loyalty. For psychographic type, divided based on VALS theory into actualizer, fulfilled, achiever, experiencer, believer, striver, maker, and struggler. Last for behavioural divided into heavy, medium, and light user

#### *Targeting:*

The target for new natural are target market are medium-high and above economic class that looking for experience to picking up strawberry by themselves, from domestic and international origins

#### *Positioning:*

new positioning for Natural is "Sundanese restaurant naunced nature of parahyangan with best quality and quantity strawberry". Means of "parahyangan" by ethimology that parahyangan is place of god and goddess, in other word parahyangan can define as paradise or heaven. So, new Natural must provide sensation of cozy, fresh, and comfort to the customer market segmentation can be seen in table I

**Table I Market Segmentation**

<b>DEMOGRAPHIC</b>	<b>Age</b>	<5 years	6-17 year	18-25	>25
	<b>Income/economic class</b>	Low	medium-l	medium-	medium high
	<b>Gender</b>	Male	Female		
	<b>Religion</b>	Moeslem	Buddhisn	Christian	catholic
	<b>Nationality</b>	Domestic	International (foreign)		
<b>RELATIONSHIP</b>	<b>no loyalty</b>	<b>PSYCOGRAPHIC</b>	<b>Actualize</b>		heavy user
	<b>inertia loyalty</b>		<b>Fullfilled</b>	BEHAVIOURAL	medium user
	<b>latent loyalty</b>		<b>Achiever</b>		light user
	<b>premium loyalty</b>		<b>Experien</b>		
			<b>Believer</b>		
			<b>Striver</b>		
			<b>Maker</b>		
			<b>Struggle</b>		

• *SWOT Analysis*

Based on interview with customer, observation, and secondary data from internet analysis of strength, weakness, opportunity, and threats of Natural are

**Strength :**

- Big hall capacities for 200 people
- Strategic location in tourist route
- Owner experience manage “saungcikareok” resto for 10 years
- Strawberry land until 3 hectare
- Big parking area, capacities for 10 busses
- Cozy atmosphere

**Weakness :**

- There are no adequate and able human resource to handle marketing
- There is no unified marketing strategy
- Rely on mouth to mouth
- Transition to a new concept
- Employees do not have highly educated

**Opportunity:**

- big traffic tourist, in 2011 tourists came to Lembang 230.000 people

**Threat :**

- Increasing competitor
- More professional competitor

• *Determine Marketing Communication Objective*

The MC objectives will be based on think-feel-do model. The “think” and “feel” is included in communication objectives, while “do” is in behavioral objectives

Communication Objective: “think” objectives :

- Convince 50% target audience that Natural provide good restaurant
  - make 50% of target audience believe that Natural offer fun and cozy strawberry trip
- Communication Objective: “feel” Objective :

- Make 70% of target audience that Natural have the best strawberry in quality and quantity
- Convince 70% of target audience that Natural has good service
- Convince 70% of target audience that Natural has good taste food

For behavioural objective can be seen in table II

**Table 2. Behavioural Objective : “do” objective**

<b>Visit Natural</b>	Increase customer (head) after implementation	20% quantity FUR 4 month
	Increase	30% in

group customer		
<b>Buy products</b>	<b>Natural</b>	Increase 20% revenue 3 month after implementation

- *Develop Strategic Planning*

*Product Strategy*

Natural as sundanese restaurant absolutely must provide sundanese dishes like nasitimbel, nasibakar, guramebakar, karedok, lagu, lotek, etc but, to increase feel of sundanese, Natural should provide some kind food that rarely find in general sundanese restaurant like Hayambakakak, CumiHideung, SambalGorengKentangMustofa, KadedemesatauOsengKulitSampeu, KerupukMelarat, PutriNo'ong, and Gurandil.

Beside provide rare and common sundanese dishes, Natural need to explore their capability to find Natural's speciality or signature. To make signature or speciality, there are 2 options that can chosen by Natural. First are menu that common provide in other sundanese restaurant like grilled carp, calamary, nasi timbel, etc but to make it be signature, Natural need to developing with explore and improvement the menu to get the best taste than others restaurant. Next, the second are menu that rare or only can find in Natural. For the second type, natural should take hayam bakakak or leumeung as their signature because hayam bakakak usually only find in wedding reception and rarely find in restaurant.

*Promotional Strategy*

. Natural need to arrange that customer not only eat in the restaurant or just come to picking up strawberry, but both of them. The design start from parking hall that located between restaurant and strawberry garden. After parking their vehicle, customer can be directed to strawberry garden and there employee will telling customer any facilities that Natural have like restaurant, strawberry garden, their strawberry road, etc as much as possible employee must directed the customer to enter the strawberry garden firstly before go to restaurant with hope customer will be tired and hungry so they will easily come and eat in restaurant.

*Business to Bucustomer strategy*

Based on the observations, a number of stakeholders as a potential partner Natural to attract customers like Travel Agent and Car

Rental, stakeholders have an important role as a carrier for customers which mostly local and foreign tourists because it is considered important to bring these stakeholders to be partner and working together, there is also a form of cooperation that can be executed such:

based on the results of interviews, travel agent usually will try to lower the cost to increase profit as selecting the nearest location path, select the check points are inline to save fuel, and choose a place to eat, but low cost. Natural has the advantage of a strategic location (on the path to the tourist area), attractive facilities, and the main attraction is the strawberry. Natural can provide special offers such as special discounts, Free meals for driver and guide, and ease of payment

According to the interview, the driver will pick a place to stop by for several reasons such as comfort to rest, Strategic location (not far from the line), attractive to customers, and in particular is a bonus or benefit to them personally. With adequate profit as a comfortable atmosphere, For cooperation with the rental car driver, Natural could offer benefits such as free meal, cigarettes, and money commission

Generally, there are many store, restaurant, even grocery has do cooperation with Bank such as Mandiri, Niaga, BNI, BCA, etc. this form of partnership usually discounting for user of credit card of the Bank. With this partnership, Natural will get some advertising in information about credit card promotion like in website, credit card bill, newspaper, and all media that the bank use to promote their credit card promotion.

*Media communication*

To attract more customer, media communication that chosen are brochure, billboard, car sticker, website and social media like twitter. Brochure have been selected because they can cover a wide range and solid information, but at a cost that can be quite low. Contents of this brochure in the form of existing facilities in the natural and Natural photographs. The new positioning is highlighted to establish branding and attract prospective customers to come.

Supported with globalization and easiness to get information, Natural should use Internet as their weapons. Natural need to design the website and their account in twitter to be attractive and informative. Attractive means that the design unconventional, show Natural as general, and can make prospective customer to find more info about Natural and decide to visit Natural.

Informative means that in this website provide many info about Natural or related to strawberry. Beside, Natural also can put the list or story of customer that have ever been visit Natural.

Natural should visit De'Ranch website and twitter as benchmark because De'ranch finely manage their website and account. In their twitter account DeRanch always inform many news and announcement, it give prospect customer easiness to get information about De'Ranch. And also with their website, provide description about company profile, facilities, news, and comment from customer.

Stickers will be given to all visitors of Natural, by giving a special discount of 10% if they allow this sticker on their car. Attaching this sticker deployment aims to reach the target market, for example, if attached to a car belonging to tourists from Surabaya, then when the customer back to

surabaya then other people will be able to see the sticker Billboard in placement must choose a strategic location in terms of placed in the main points of the path of Bandung to Lembang, the options are in the front of Ledeng terminal (prior location Sausage House). Front Ledeng terminal location was chosen because the Setiabudi-Lembang pathway is the main route towards Lembang, so that the placement will be effective and can be seen all the people who want to travel to Lembang

- *Determine Budgeting*

below is budget that need to implement the strategy. The total are Rp 50.825.000 consist of brochure/flyer, billboard, tour guide, free food and cigarette for driver, driver comission, web designer, and car sticker. This calculation based on average price from 3 vendors and Natural's average income in past year

**Table 3. Budgeting**

NO	NEED	QUANTITY	PRICE	TOTAL
1	brochure/flyer	1000	450	450,000
2	billboard (permonth)	3	12,500,000	37,500,000
3	tour guide (permonth)	3	400,000	1,200,000
4	free food + cigarette (permonth) for driver	150	22,000	3,300,000
5	car sticker	500	750	375,000
6	web designer	1	3,000,000	3,000,000
7	driver comission	10%	50,000,000	5,000,000
			TOTAL BUDGET	50,825,000.00

**Conclusion and Recommendation**

*Conclusion*

In summary there are many points that are resulting from the analysis. In term competitor analysis, Rumah Strawberry is the competitor for Natural. Rumah Strawberry has advantage in

their brand which already been covered by tv program, mainly in culinaire and toruisttv program.

Then, Rumah Strawberry located near some tourist spot like Kampung Daun, Kampung Gajah, and the Peak this give some advantages and disadvantages because Kampung daun, Kampung Gajah, and The Peak

give more challenge in attract customer to choose place for eating.

From people perception toward Natural, many said that Natural have good food, cozy atmosphere, and have strategic location in main track go to lembang sightseeing spot like TangkubanPerahu and Ciater. Many said that Natural's strawberry garden is good with big area and offer everyday strawberry fruit not like others strawberry garden and its Natural main attraction. However, many people said that their coming to natural because inadvertance or from mouth-to-mouth recommendation from friend, tour&travel agent, and rental car's driver for their new position as "Sundanese restaurant naunced nature of parahyangan with best quality and quantity strawberry. Their target market are target market are medium-high and above economic class that looking for experience to picking up strawberry by themself, from domestic and international origins For marketing objective, there are 8objectives which divided into "Think-Feel-Do" framework. For "Think" aspect, in general they must convince target audience that Natural is good restaurant and good strawberry garden trip. For "Feel" aspect ,people should aware that Natural's food are good, with fun and cozy strawberry farden trip. For "do" aspect, the objective is to make people visit and buy Natural product.

Natural's new positioning delivered through marketing mix (Product,Price,Place,and Promotion) to achieve its objective. For Product, natural need to provide sundanese food and improvethier menu with natural speciality dish or signature dish. For price,Natural need to set their price below the competitor to enter the competition easily. For Place, natural need to set their place to be a big tour trip from customer enter until exit from Natural

For Promotion, Natural should use B2C Strategy and arrange media communication. B2C strategy with do some cooperation stakeholder like tour&travel agent, driver of rental car, and Bank. the objective of this strategy is to increase

amount of Natural visit. Media Communication that choosen are car sticker,brochure, billboard website and social media

### *Recommendation*

To choose which strategies to use, we must see capability and rationale of each strategy. Good marketing strategy and implementation can only be done by a good management. So,it is also important to hire person who concern in marketing to make their strategies running well. After implementation, Natural need to do evaluation to control the progress and the effectiveness of the strategies. The evaluation recommended every 4 months refers to "think","feel",and "do" objectives. This short 4 months period evaluation choose in order to make Natural can take decision rapidly adjust to situation and result of evaluation to make sure the strategies that use implementd good. By implementing good Integrated Marketing Communication,they Natural attract people's attention to come and of course buy Natural's product , in future make Natural as leader in this business competition

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