



DIGITAL MARKETING STRATEGY THROUGH SOCIAL MEDIA AT ARUNIKA EATERY, KUNINGAN

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ABSTRACT

Each business has its marketing strategy. In the digital era, utilizing social media become part of the marketing strategy that every single business has used. Through social media, businesses can reach out to various types of customers and decide who will be their customers. This study aims to find out how digital marketing strategies in Arunika Eatery, Kuningan, increasing consumer purchases, the types of marketing content that can increase the promotion of Arunika Eatery, Kuningan, and what the supporting and inhibiting factors in marketing their products through social media. The method used is qualitative descriptive. Data collection techniques through observation, interviews, and literature studies. Arunika Eatery, Kuningan, has implemented a digital marketing strategy through social media with a 70-20-10 strategy. Arunika Eatery, Kuningan carries out its marketing strategy with diverse and exciting content, which contains event promotions carried out by Arunika Eatery Kuningan, information about Arunika Eatery Kuningan, short videos, quotes, and question and answer sessions to its followers. This research focuses on the analysis of marketing strategy for the food and beverages business, especially in the Kuningan area. The researcher is the first one to conduct research about Arunika Eatery, and there's no previous research.

Keywords: Digital Marketing, Restaurant, Marketing, Social Media

ABSTRAK

Setiap bisnis memiliki strategi pemasarannya sendiri. Di era digital, memanfaatkan media sosial menjadi bagian dari strategi pemasaran yang digunakan setiap bisnis. Melalui media sosial, bisnis dapat menjangkau berbagai jenis pelanggan dan memutuskan siapa yang akan menjadi pelanggan mereka. Penelitian ini bertujuan untuk mengetahui bagaimana strategi digital marketing di Arunika Eatery, Kuningan, meningkatkan pembelian konsumen, jenis-jenis konten pemasaran yang dapat meningkatkan promosi Arunika Eatery, Kuningan, dan apa saja faktor pendukung dan penghambat dalam memasarkan produknya melalui media sosial.

Metode yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data melalui observasi, wawancara, dan studi pustaka. Arunika Eatery, Kuningan, telah menerapkan strategi digital marketing melalui media sosial dengan strategi 70-20-10. Arunika Eatery, Kuningan menjalankan strategi pemasarannya dengan konten yang beragam dan menarik, yang berisi promosi event yang dilakukan oleh Arunika Eatery Kuningan, informasi mengenai Arunika Eatery Kuningan, video pendek, quote, dan sesi tanya jawab kepada para pengikutnya. Penelitian ini berfokus pada analisis strategi pemasaran untuk bisnis makanan dan minuman, khususnya di daerah Kuningan. Peneliti adalah orang pertama yang melakukan penelitian tentang Arunika Eatery, dan tidak ada penelitian sebelumnya.

Kata Kunci: Media Sosial, Penjualan, Penjualan Digital, Restoran,

PENDAHULUAN

Marketing strategy is a mindset that will be used to achieve marketing goals in a company; it can be about specific strategies for target markets, positioning, marketing mix, and the amount of marketing expenditure (Kotler, 2017). According to Fitriyana (2023), marketing strategies and the types of marketing used will have a vital role in helping to market the products produced to be widely known by potential customers. The goal is to attract consumers and potential customers quickly because internet technology is widespread. Digital marketing is a form of business or activity carried out by marketers, both companies and individuals, to market a product or brand, both goods and service products, through digital information technology, such as electronic media or internet-based media (Septiano, 2017). Meanwhile, Dave Chaffey in Puddin (2020) explained that digital marketing is the application of digital technology that forms online channels to market (websites, email, databases, TV, and through various other recent innovations, including blogs, feeds, podcasts, and social networks) that contribute to marketing activities aimed at profit. According to Yasmin et al. in Mkwizu (2020), digital marketing has seven elements: online advertising, email marketing, social media marketing, text messaging, affiliate marketing, search engine optimization, and pay-per-click. Digital marketing itself has changed. Initially, digital marketing was only an online marketing activity, but now the concept has changed to getting consumers, building their preferences, promoting brands and products, engaging customers, and increasing company sales (Shafwah et al., 2024).

Along with technological advancements, trends in the business world are also increasingly varied and growing, one of these trends is digital marketing. Research has identified digital skills as critical drivers of the digital economy. Effective marketing in today's digital era is by utilizing various social media features as digital marketing. Digital marketing is an internet-based marketing technique that is increasingly needed. The Internet has become the most influential factor in cultural, economic, and social changes seen in the 21st century. Effective digital marketing can increase consumer interest and participation in buying e-commerce products (Shafwah et al., 2024). On the other hand, there are several advantages to using digital marketing, such as the following: (1) Targets can be tailored to demographics, residence, lifestyle, and even habits; (2) Results are seen quickly so marketers can correct or change if something is not appropriate; (3) Costs are much lower than conventional marketing methods; (4) Wider reach because there are no geographical restrictions; (5) Can be accessed anytime and anywhere; and (6) Results can be measured.

Social media is a means or container used to facilitate interaction between fellow users and has the nature of two-way communication; social media is also often used to build a person's self-image or profile and can also be used by companies as marketing media (Ardiansah, Maharani, 2021). Social media can be understood as a digital platform that provides facilities for each user to carry out social activities. Now, social media is not only a means of entertainment but can be a place for business people to develop their products and a means of information so

that consumers can easily find out about the product. With the progress of today's digital era, social media can be used as a tool or promotional medium for selling goods. Stockdale, Ahmed, and Scheepers in Khasbulloh (2024) said, successfully determined the business benefits of using social media, namely: (1) defensible marketing channels; (2) increase in short-term and long-term income; (3) a 70% reduction in advertising costs; (4) a decrease in overall marketing costs; (5) creation of comparative advantage; (6) ease of promotion on various social media platforms; (7) increased popularity of brands and products; and (8) introduce the organization or company. So many social media platforms are used by people now, for example, Instagram, WhatsApp, Facebook, TikTok, YouTube, and many others. Therefore, digital marketing through social media is vital in marketing products to get a wider reach.

One restaurant that uses digital marketing strategies through social media is Arunika Eatery, Kuningan. Arunika Eatery Kuningan is an outdoor restaurant with an exciting concept that presents a direct view of Mount Ciremai. It is suitable as a gathering destination for family and friends and has been open to the public since August 9, 2022. Arunika Eatery, Kuningan is located on Ciautumn-Palutungan road, Cisantana, Ciautumn District, Kuningan Regency, West Java. With various facilities and beautiful views, Arunika Eatery Kuningan is in great demand by tourists from inside and outside the city.



Picture 1. View from Arunika Eatery, Kuningan
Source: Documentation, 2023

The role of digital marketing is significant and influential for Arunika Eatery, Kuningan, in modern times. Arunika Eatery makes digital marketing strategies through several of its social media accounts, such as Instagram and TikTok, very well and attractively to increase consumer purchases. The more customers find and get a unique experience, the more memorable it will be, and so on (Irawan et al., 2023). The type of content it creates also varies, which attracts tourists to visit Arunika Eatery Kuningan.

TINJAUAN PUSTAKA

Digital Marketing

Digital marketing arises due to the influence of changing times towards digitalization. Digital marketing is a marketing technique for products and services using digital media (Rachmadi, 2020: 3). Digital marketing relies heavily on social media, websites, etc. Many site choices become preferences and choices for doing business digitally to reach customers (Bilgihan et al., 2014). Compared to conventional marketing, social media makes it easier to interact with potential customers and establish better communication through the Internet (Fukai and Ohe, 2019; Gunter et al., 2019). Digital marketing is an undeniable necessity to support marketing activities in the digital era.

Restaurant

Providing food and beverage services can be found anywhere and anytime in various forms. Restaurant refers to gastronomic businesses that serve dishes to the community and set specific rates on food and service (Defrina & Lestari, 2018). Restaurants have various variants based on the division of location, market segmentation, theme, price, and other aspects. Restaurants are usually owned by individuals, joint partners, communities, and companies.

METODE PENELITIAN

The presentation provided is in the form of a qualitative descriptive model that presents the results of the analysis in the form of a narrative so that it is easy to understand each reader. Descriptive Qualitative is based on the philosophy of postpositivism, which is commonly used to examine the condition of natural objects, and researchers act as key instruments and describe a situation objectively (Sugiyono, 2018). The data collection techniques consist of several sources, including interviews, field observations, literature studies, and documentation processes. Through related techniques, researchers can collect concrete data followed by evidence and sources that prove their validity. The analysis technique used uses data triangulation techniques. The triangulation technique is a technique to check the validity of data for the purposes of checking as a comparison to data (Moleong, 2006). Thus, based on the collected data, it can be analyzed carefully and produce concrete results that can be trusted for validity.

HASIL DAN PEMBAHASAN

Arunika Eatery, Kuningan, was founded by H. Rokhmat Ardiyan, one of the entrepreneurs in Kuningan. Arunika is one of the restaurants that present natural views on the Ciautumn-Palutungan road, Cisantana, Ciautumn District, Kuningan Regency, West Java. Arunika Eatery has been open to the public since August 9, 2022. It is located at the foot of Mount Ciremai and presents beautiful views directly towards Mount Ciremai with its relaxed atmosphere and fresh air. The area of Arunika Eatery Kuningan reaches 8 hectares, so it is not surprising that Arunika Eatery has a massive place from the parking area to the restaurant area. Arunika Eatery, Kuningan, has an attractive outdoor restaurant concept with contemporary and Instagramable Japanese vibes that attract visitors.



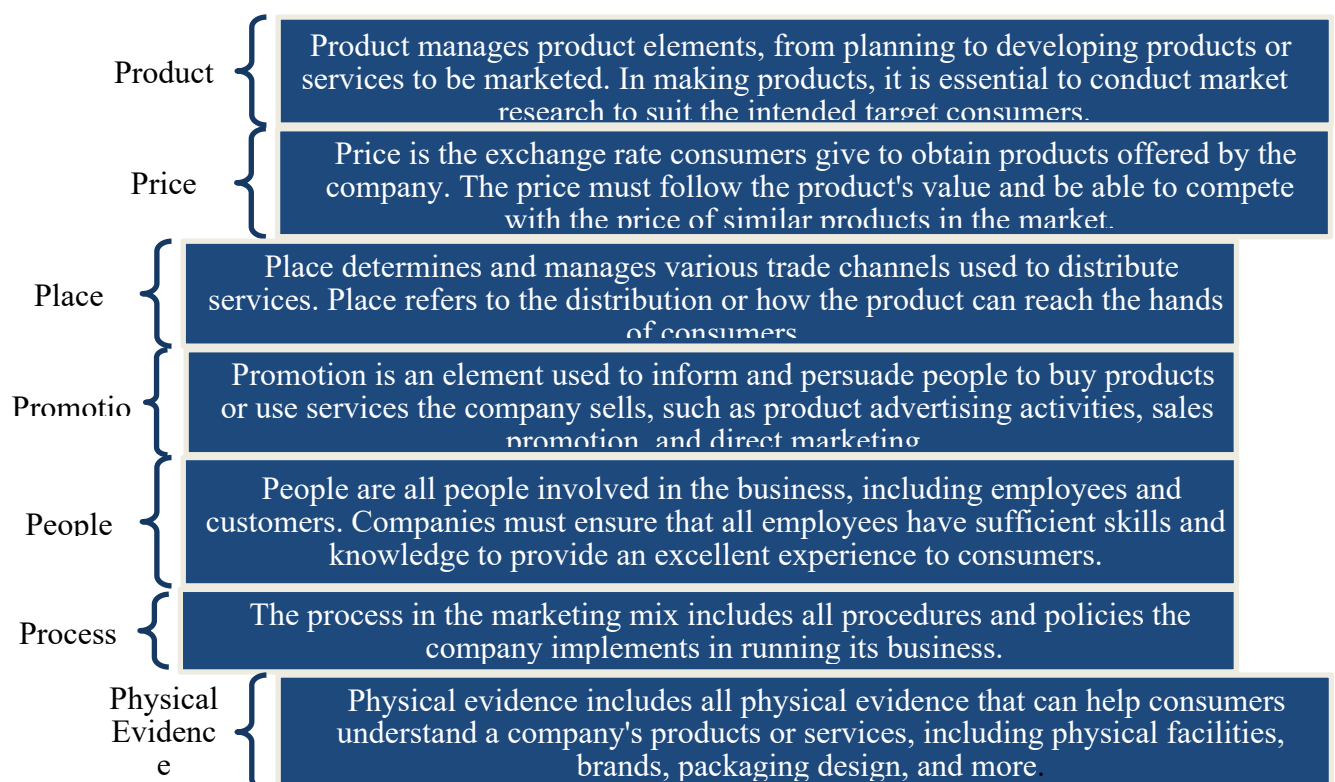
Picture 2 Logo of Arunika Eatery Kuningan

Source : Tiktok Arunika Eatery Kuningan. 2023

The facilities provided by Arunika Eatery are also various, such as a huge parking area, prayer room, clean toilets, nature views, photo spots, mini swings, gazebo, bean bag, and many others. Because it has diverse facilities and views that satisfy many, visitors come to enjoy it. Arunika Eatery Kuningan has a variety of snacks and heavy meals. The types of food are also diverse, ranging from traditional Indonesian, Japanese, and Korean food. Arunika Eatery also has several outdoor areas at the top and bottom, with various kinds of seating, from the pavilion to a spacious and comfortable *lesehan* facing directly to Mount Ciremai. Arunika Eatery, Kuningan now, continues to grow and continues to grow. It has several other facilities under construction, such as ballrooms, indoor meeting rooms, family gatherings, hot springs, and lodging that will soon be built next to Arunika Eatery restaurant.

Marketing Mix

According to Kotler in Daryanto (2019), Marketing Mix is a set of marketing tools companies can use to achieve their marketing goals in the target market. The marketing strategy includes four marketing mixes: product, price, place, and physical evidence. However, over time and with the development of the times, the marketing mix has now become 7p, consisting of product, price, place, physical evidence, people, and process.



Picture 3. 7P Analysis on Arunika Eatery

Source: Data Analysis, 2023

Arunika Eatery, Kuningan, uses 7P in its marketing mix: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Arunika has several distinctive and superior products. In introducing its products to others, Arunika Eatery Kuningan has a strategy of presenting its products with visuals that look elegant and luxurious by using cutlery that looks classy, and Instagramable, which makes the products in the photos look attractive. Arunika Eatery Kuningan began to market its products through several social media such as TikTok and Instagram, which can reach many people. Arunika Eatery also has a bonus value that attracts

many people, namely the view that directly leads to Mount Ciremai.

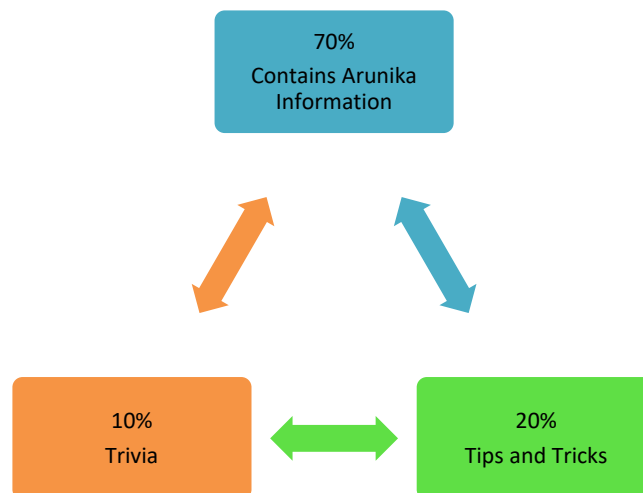
According to Dzaky, the Supervisor of Arunika Eatery, Kuningan, Arunika Eatery has conducted research to set the prices of its products so that they are friendly enough to the pockets of its customers. Arunika Eatery has also set the Cost of Goods Sold as minimalist as possible so that many people can feel products from Arunika Eatery, Kuningan. Arunika Eatery has several obstacles in setting its price, such as production costs that sometimes rise and market competition. However, Arunika has a way to handle changes in its production costs. Arunika Eatery, Kuningan, always increases prices every six months, but only little by little, so that customers who come back feel satisfied when they see the comparison.

According to Dzaky, employees at Arunika Eatery, Kuningan, also have a close relationship with each other. Because there is always regular communication between subordinates and superiors. Arunika also has a general group and always holds regular meetings. Arunika Eatery also has a general group and conducts general meetings every month, leader meetings every two weeks, and meetings for employee education once every week. So, communication between employees and their superiors must be established.

Digital Technology

In utilizing modern digital technology in today's era, Arunika Eatery, Kuningan, has done digital marketing through social media. Arunika Eatery has used several platforms, such as TikTok and Instagram, to market its products through digital technology. However, according to Ismi, the Marketing Team from Arunika Eatery, Kuningan, stated that Instagram is the most effective platform for marketing through social media. The results of interviews with several visitors also stated that they knew about the existence of Arunika Eatery from Instagram social media. Arunika Eatery has developed a promotional strategy to increase its brand and product sales through social media by determining its target market and then creating and posting interesting and unique content to appeal to potential customers.

According to the Arunika Marketing Team, stated that Arunika Eatery, Kuningan has also implemented 70 20 10 content strategies. In addition to creating exciting content on social media, Arunika Eatery also often interacts with some of its followers, such as doing games and question-and-answer sessions about Arunika Eatery so that they can find out the concerns of their customers. Arunika Eatery also prioritizes its service, which makes visitors feel comfortable while at Arunika Eatery, This can improve the brand because positive customer reviews that can improve the Arunika Eatery brand, Kuningan.



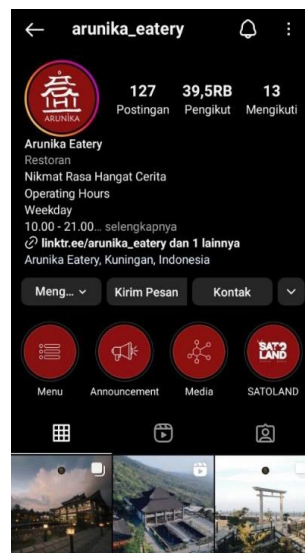
Picture 4. Arunika Content Strategies

Source: Arunika Marketing, 2023

Arunika Eatery, Kuningan, also has a marketing strategy for facing market competition.

Arunika Eatery follows not only viral trends but also creates new trends that other restaurants need. Among them are having monthly events that constantly change every month, such as Yoga, Baazar, Zumba, painting competitions for children, and many others that are not done by other competitors but make other competitors follow the strategy of Arunika Eatery and become a new trend that many other competitors follow. In addition to Arunika Eatery, Kuningan has tourist attractions such as Sato Land Mini Zoo, which adds value to market competition that restaurants or competitors do not necessarily own. In carrying out its marketing strategy, of course, there are competitors. Therefore, according to the Arunika Eatery Marketing Team, Arunika Eatery conducts competitor analysis every month, finds out, and compares with Arunika Eatery Kuningan.

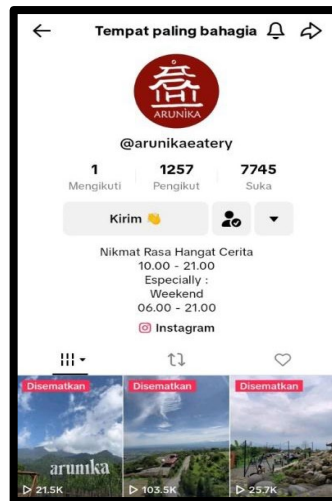
In doing marketing through social media, there are supporting and inhibiting factors. The results of interviews with the Marketing Team stated that there are factors that support one of them, namely using social media, so that in the process of marketing, the product is easily accessible to many people from every circle because social media has extensive access. In carrying out its marketing strategy, of course, there are competitors. Therefore, according to the Arunika Eatery Marketing Team, Arunika Eatery conducts monthly competitor analysis, finds out, and compares with Arunika Eatery Kuningan.



Picture 5. Arunika Eatery Kuningan Instagram Account

Source: Instagram @arunika_eatery, 2023

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Picture 6. Arunika Eatery Kuningan Tiktok Account
Source: Tiktok @arunikaeatery. 2023

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Newest Innovation

According to Sujatna in Amalia (2024), every innovation must be a new idea or idea that has never been expressed or published before. In creating an innovation, Arunika Eatery Kuningan has a special effort to create a product through creative strategies. According to Arunika's Supervisor, Arunika has collaborated with small local secondary Micro-enterprises and will produce creative products such as tote bags, paying, and tumblers bearing the name Arunika Eatery Kuningan which can be purchased directly or if shopping meets specific requirements. Then, later, Arunika Eatery will create a unique store for local Secondary Small Micro-enterprises. Arunika Eatery, Kuningan also has a strategy for creating and developing its products by developing or improving existing products or making new products from old existing products and then recreated into new, unique, and creative products. Then, Arunika Eatery will also increase the value of the product.

SIMPULAN, KETERBATASAN DAN SARAN PENELITIAN

Arunika Eatery, Kuningan uses 7P in its marketing mix. Arunika also has a bonus value that attracts many people because the view leads directly to Mount Ciremai. According to Arunika Eatery's supervisor, Kuningan has researched the price of its products so that they are friendly enough to customers' pockets. Arunika Eatery, Kuningan, increases prices every six months. Arunika Eatery also has a close relationship with its employees because there is always regular communication between subordinates and superiors. Arunika Eatery does its marketing very well in marketing its products through digital technology. Arunika Eatery uses several platforms for its marketing strategy, such as TikTok and Instagram, but according to Arunika Eatery, the Instagram platform is the most effective in doing its marketing. Arunika Eatery Kuningan does many promotions through Instagram social media, and many visitors know Arunika Eatery through Instagram. Arunika also has a marketing strategy for facing competition in the market. Arunika Eatery not only follows the trend that is going viral but creates a new trend that makes many followed by some of its competitors. In marketing through social media, of course, there are always factors that support and hinder it, such as rules and features on social media about additional sounds that make the rise or fall of views on posts on social media.

Arunika Eatery, Kuningan, has collaborated with small local secondary Micro-enterprises and will produce creative products such as tote bags, paying, and tumblers bearing the name Arunika Eatery Kuningan, which can be purchased directly or can also be free if shopping with certain conditions. Arunika Eatery, Kuningan also has a strategy of creating and developing existing products or making new products from old existing products and then recreating them into new, unique, and creative products. Arunika Eatery also always has a special menu available only during certain months. In the results of the research that has been concluded, the author has several suggestions, namely, because many visitors know Arunika Eatery, Kuningan through Instagram social media and Arunika Eatery itself more often carries out promotional activities on Instagram social media, Arunika Eatery should further improve its marketing through other social media, such as Tik Tok, Facebook, Twitter, Youtube, and others. So that the reach will be even broader and more people will know about the existence of Arunika Eatery Kuningan, not only from Instagram. Arunika Eatery Kuningan is expected to continue to be creative and innovative in giving birth to new ideas in product development and creating content strategies to promote its brand and products.

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