

## Conceptual Work of Integrated Marketing Communication to Improve the Brand Awareness and Sales of “Delizea”

FAIZ MUNIF  
MUTIA TALITHA LEILANI  
SHAFIRA ALISYA PUTRI MAULANA<sup>1</sup>  
London School of Public Relations, Jakarta

### Abstract

*The culinary industry in Indonesia is experiencing a positive growth. By 2016, the culinary industry contributed the highest gross domestic product of the creative economy according to the sub-sector. As the culinary industry has had an impact on Indonesia's economy, the writer sees the potential of good business for Delizea. Established in 1995, Delizea is a home-based business that sells a variety of foods ranging from small to heavy meals. Initially, Delizea only received limited orders from family and friends; the booking time was also erratic. As time went by, Delizea's customers began to increase by word of mouth, but there was no significant change to its sales. The goal of this work is to help provide concept ideas in terms of marketing communications. The author's suggestion for Delizea is to do rebranding first, then focus on marketing communications activities by integrating multiple marketing communications mix. With the concept of integrated marketing communications activities that have been made, it is expected to increase the brand awareness and sales of Delizea.*

**Keywords:** integrated marketing communications, social media, delizea

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<sup>1</sup> Corresponding author: shafiraputrimau@gmail.com

## **INTRODUCTION**

Basic needs of human are things that needed by human to balance physiologist and psychologist. Basic need of human can be fulfilled if they have the energy to do so optimally. The needed energy can be got by the dishes that was eaten every day.

Along with the development of global economy, many food and beverages products that makes fierce and dynamic competition between one brand and another, the companies need to find the best way to communicate with their customers (Brunello, 2013). One of products that has many competitors is culinary product. The institution of central statistics recorded that the growth of industrial companies of culinary sector are significantly increased. The latest data of the institution of central statistics until the end of 2015 showed that there are 1.473.205 culinary companies with micro scale in Indonesia.

Culinary business, whether online or offline, is getting popular since 2017 includes beverages products, frozen food, healthy food catering, pastry, and cake. One of culinary brands which got the effect of many competitors is Delizea. Established in 1995, Delizea is a home-based business which is established by Sri Winarsih. Along the time flies, the customers are getting more and more by mouth to mouth as suit as the tagline which is “let the taste do the talking”. Delizea has several menus that sells a variety of foods ranging from small to heavy meals (Sri Winarsih, interview of Delizea owner, September, 26<sup>th</sup> 2017).

Today, Delizea does not have directly competitors who sell the various dishes as same as Delizea. However, even Delizea has been established for long time ago, does not have directly competitors and have the customers that always come back, there is no significantly improvement by depending on word of mouth only. According to the result of interview with the founder and chef of Delizea, Sri Winarsih, there is decreasing of the sales because Delizea did not optimize the marketing communication yet.

Based on this problem, the aim of this work is creating the conceptual work of integrated marketing communication effectively and efficiently as a solution and improving the brand awareness and sales.

## CONCEPTUAL FRAMEWORK

**Table 2.1. The Previous Researches**

Researcher(s)	Aditya Widyaraahman dan Herry Hudrasyah	Ari Titis Bimo Kandhogo	Mutia Talitha Leilani
Title	<i>Customer Awareness of My Mate Food &amp; Friends Bintaro Jaya-Based on Promotion Strategy with Integrated Marketing Communication</i>	<i>The Role of Integrated Marketing Communication toward Brand Equity</i>	Conceptual Work of Integrated Marketing communication to Improve the Brand Awareness and Sales of “Delizea:
Year	2013	2014	2018
Object of Study	My Mate Food & Friends	IMC	Delizea
Focus of Study	IMC against <i>Brand Awareness</i>	IMC against <i>Brand Equity</i>	Integrated Marketing Communication (IMC) plan
Purpose of Study	To create the IMC concept to improve the awareness of My Mate Food & Friends	To analyze the role of IMC and the effect of brand equity	To create the effective concept of integrated marketing communication to improve the brand awareness and sales of Delizea
Result	The integrated Marketing Communication (IMC) strategy that would be implemented on My Mate Food & Friends	IMC has an important role of the build of <i>brand equity</i>	-

Source: Aditya Widyaraahman and Herry Hudrasyah, 2013; Ari Titis Bimo K., 2014; Writers' Data, 2017

### 2.2 Marketing Mix

Marketing mix is vital needs for the companies to promote their products or services effectively and used to be a tool or tactics.

### 2.3 Marketing Communication

Promotion is a company's activity to give the explanation in order to make the customer believes and trigger the sales of products and services by market target. According to Kotler and Keller on Marketing Management book (2016, p.596), promotion mix consists of eight elements such as: advertising, sales promotion, public relations and publicity, events and experiences, online and social

media marketing, mobile marketing, direct and database marketing as well as personal selling.

## **2.4 Integrated Marketing Communication**

IMC is a communication activity that is integrated to share the clear message consistent, and interesting about the organization or products that are offered to influence the customer behavior, thus it would give the more effect and efficiency of the market.

## **2.5 Brand**

According to American Marketing Association (AMA), brand defines as a name, term, symbol, or design or combination of both, that is aimed to identify the products or services of a seller or a seller group and to differ from the other (Kotler dan Keller, 2016, p.322). Branding is related to the brand equity. Based on Kotler dan Keller (2016, p.324), brand equity is additional value that is given to the products or services.

Brand equity is formed by four elements. Those are brand awareness, brand associations, perceived quality, brand loyalty, and other brand-related assets. Those elements are suitable as the main purpose of this research that would be examined and focused to discuss the one of brand equity elements namely brand awareness.

Aaker who was cited on *The Power of Brand* book written by Freddy Rangkuti (2009, p.39) stated that the brand awareness is a responsibility of the customer to know or re-remember that particular brand is a part of particular product. Brand awareness is divided into our level: (1) unaware of brand, the position where the customer does not realize the particular brand; (2) brand recognition, the customer ability in differentiating the old brand and the new one; (3) brand recall, the customer ability to remember the products' name while he/she is given the products category as a clue; (4) top of mind, the highest level in the brand awareness pyramid, where the brand is already being the main brand of several products on the customers' mind.

## **2.6 AISAS**

Kotler & Armstrong (2016, p.455) argued that developing the effective message can be perfectly given if the message gets the attention, can

maintain the interest of customers, trigger the desire of the customers, and get the action or known well as AIDA framework.

AIDA is a purchasing decision process by giving an attention to the products or services as a step, if this products or services are interesting, the customer would be interested in and looking for further about them.

## **STEPS OF WORK**

The writers used the steps of Integrated Marketing Communication and the steps to develop the promotion plan based on Solomon, Marshall & Kotler (2015, p.429) as follows:

### **1. Identify the Target Audiences**

Kotler dan Keller (2016, p. 268) argued that there are three steps to identify the target audiences; determine the market segmentation, determine the market targeting, and determine the brand positioning. Market segmentation is a way to identify target audiences based on the needs and wills. Market targeting is a step after identifying the market segmentation, the seller decides the customer specifically (Kotler dan Keller, 2016, p.284). However, the brand positioning, according to Al Ries dan Jack Trout written on Kotler dan Keller (2016, p.297), is an act to plan an offer and company image to get the special place in the target market's mind.

### **2. Establish the Communication Objectives**

Rossiter dan Percy stated in Kotler dan Keller (2016, p. 587) that there are four objectives of marketing communication namely establish need for category, build brand awareness, build brand attitude, dan influence brand purchase intention.

### **3. Determine and Allocate the Marketing Communication Budget**

Solomon, Marshall & Stuart (2015, p.431) said that there are three different decision to decide the allocation such as: (1) determine the number of marketing communication budgeting; (2) determine whether would be used push strategy or pull strategy; and (3) allocate the expense for particular promotion activities.

#### 4. Design the Promotion Mix

According to Kotler dan Keller on Marketing Management book (2016, p.596), promotion mix consists of eight elements namely; advertising, sales promotion, public relations and publicity, events and experiences, online and social media marketing, mobile marketing, direct and database marketing as well as personal selling.

#### 5. Evaluate the Effectiveness of the Communication Program

The seller used any ways to monitor and evaluate the companies' communication. To determine the effectiveness of several types of communication would be easier to look at the several types of the sales promotion.

### APPLICATION

The implementation way to improve the marketing communication of brand awareness is creating a company profile. New display and concept make Delizea simpler and more elegant. Now, Delizea has a dessert such as a pudding from several dishes that is being its signature dish to be a sale focus. The next step is competitor analysis. Delizea competitors are divided into two, namely direct competitor and indirect competitor.

**Table 3.1. The Comparison of Delizea's Direct Competitors**

	<b>PUYO Desserts</b>	<b>Delizea</b>
<b>Strength</b>	<ol style="list-style-type: none"> <li>1. Good awareness in the society.</li> <li>2. It has many offline store/stall branches.</li> <li>3. It has a unique texture and various taste.</li> </ol>	<ol style="list-style-type: none"> <li>1. It has three size and five various taste in each product.</li> <li>2. It has signature taste.</li> </ol>
<b>Weakness</b>	<ol style="list-style-type: none"> <li>1. It has one size which is <i>cup</i>.</li> <li>2. It does not have Delivery Service.</li> <li>3. All products have a same texture.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of awareness because even established so long time ago, it can be called as a new one.</li> <li>2. It does not have Delivery service.</li> <li>3. It has only five various taste.</li> </ol>
<b>Price</b>	Rp.13.500 – Rp.23.000	Rp.15.000 – Rp.350.000

Source: Writers' Data, 2018

However, the indirect competitor is Ann's Bakehouse & Creamery which has established since 2014 and sold the patisserie products.

The first segmentation was done to determine the market target.

**Table 3.2. Delizea Market Segmentation**

<b>Geographic Segmentation</b>	<b>Country</b>	<b>Indonesia</b>
	<i>City</i>	JABODETABEK
	<i>Population Density</i>	<i>Urban/Suburban/Rural</i>
<b>Demographic Segmentation</b>	<i>Age</i>	18 - 40 years old
	<i>Gender</i>	Men and Women
	<i>Religion</i>	All religions
	<i>Education</i>	Min. Senior High School
	<i>Occupation</i>	Wife, Staff, Student, <i>Influencer</i> , <i>Entrepreneur</i>
	<i>Income</i>	> Rp 1.500.000
	<i>Social Economic Status</i>	C – A
	<i>Family size</i>	1-5
	<i>Family life-cycle</i>	<i>Young, single; married, no children; unmarried couples; married with children; single parents.</i>
	<b>Psychographic Segmentation</b>	<i>Social Class</i>
<i>Lifestyle</i>		Experiencers; Thinkers; Believers; Achievers.
<b>Behavioral Segmentation</b>	<i>Occasions</i>	Regular occasion; special occasion; holiday; seasonal
	<i>Benefits</i>	Quality; service; affordable;
	<i>User status</i>	potential user; first-time user; regular user
	<i>User rates</i>	Light user; medium user
	<i>Loyalty status</i>	Medium; strong
	<i>Readiness stage</i>	Unaware; aware; informed; interested; desirous; intending to buy
	<i>Attitude toward product</i>	Enthusiastic; positive

Source: Writers' Data, 2018

Situation analysis is the next step that has to be done. Gregory (2010, p.57) said that the of methods that can be used is SWOT method (Strength, Weakness, Opportunity, and Threat).

- Strengths
  - a. The used ingredients by Delizea has a premium quality and without preservative.
  - b. Delizea has its own receipt that is created by the owner and no one has the receipt as well as the delicious taste.
  - c. It has five various puddings with three different sizes.
- Weakness
  - a. Lack of brand awareness because Delizea never did the marketing communication except word of mouth, thus the brand is not popular.

- b. Today, Delizea has only one kitchen in Cinere, Depok and does not have offline store.
- c. The offered menu is only one types namely pudding.
- d. Delizea does not have its own delivery service to deliver the products and only use the service of GO-JEK.
- e. The limited area which is only in Jakarta, Depok, and Tangerang.
- f. The weak management because of the new company.
- Opportunities
  - a. The development of patisserie business which is getting increased as well as the increasing of society’s interest on dessert is the opportunity for Delizea.
  - b. There is no many specifically business that sells the dessert such as pudding and mostly is cake store that sells cake.
  - c. There are customers that want desserts which can be consumed directly with the affordable price.
  - d. GO-JEK is a media for the culinary owner which does not have its own delivery service to join on GO-FOOD, so that it would be easier for the customers to get Delizea products without leaving their job.
- Threats
  - a. Competitors have already awareness and well-prepared of promotion concept.
  - b. There are competitors that have already has the offline store in some cities.
  - c. There is so many new patisserie businesses that are appeared. It makes so many choices for the customers to try the new products.

Here is the allocation of Delizea marketing communication for 6 months.



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**Table 3.3. The Allocation of Delizea Marketing Communication for 6 Months**

	No.	Activities	Notes	Total	Per each	Total
<b>Preparations</b>	1	Company Identity Profile	<i>Logo, Packaging, Business Card, Paper Bag, Menu, etc.</i>	1 Pack	Rp. 1.500.000	Rp. 1.500.000
<b>Social Media Marketing</b>	2	Instagram Ads	<i>Advertising</i>	7 days x 6	Rp. 489.000	Rp. 2.934.000
	3	Facebook Ads	<i>Advertising</i>	7 days x 6	Rp. 70.000	Rp. 2.940.000
	5	<i>Paid Partnership with @tanyalarasati</i>	<i>Paid Partnership</i>	1 Pack	Rp. 5.000.000	Rp. 5.000.000
	6	<i>Paid Partnership with @anakjajan</i>	<i>Paid Partnership</i>	1 Pack	Rp. 2.000.000	Rp. 2.000.000
	7	Instagram	Social Media	1	Rp. 0	Rp. 0
	8	Facebook	Social Media	1	Rp. 0	Rp. 0
	9	LINE@	Social Media (subscribe for 6 months)	1	Rp. 100.000	Rp. 600.000
	10	WhatsApp	Social Media	1	Rp. 0	Rp. 0
<b>Sales Promotions</b>	11	Sampling	Choc Goddess Pud small size	4	Rp. 15.000	Rp. 60.000
			Cup Tawny Sweet Pud small size	4	Rp. 25.000	Rp. 100.000
			Cup Almond Pud small size	4	Rp. 20.000	Rp. 80.000
			Cup Vanilla Pud small size	4	Rp. 20.000	Rp. 80.000
			Cup Dulce Lodge Pud small size	4	Rp. 20.000	Rp. 80.000
	12	Free Goods	Delizea's products giveaway to three	3	Rp. 150.000	Rp. 450.000

			winners.			
<b>Partnerships</b>	13	Zomato	Register to be a <i>merchant</i>	1 Pack	Rp. 0	Rp. 0
	14	Graved	Register to be a <i>merchant</i>	1 Pack	Rp. 0	Rp. 0
	15	GO-FOOD	Register to be a <i>merchant</i>	1 Pack	Rp. 0	Rp. 0
<b>Event</b>	16	Market & Museum	Tenant register for four days	1 Pack	Rp. 5.000.000	Rp. 5.000.000
			<i>Booth</i>	1	Rp. 2.500.000	Rp. 2.500.000
<b>SUBTOTAL</b>					Rp. 23.344.000	

Source: Writers' Data, 2018

Delizea determines its objectives by using SMART concept. SMART is a tool that can be used to plan and achieve the goals. Even though, there is amount of interpretation of acronym meaning, the common meaning is that the goals should be S – Specific, M – Measurable, A – Achievable, R – Relevant, and T – Time-bound.

Strategy that is used to market the product of Delizea is creating the image or reputation in the form of picture or design, changing the packaging, improving the online and social media advertising, holding sales promotion, joining some events, collaborating with some parties.

Evaluation is conducted every 3 months at once whether there is trouble while doing marketing communication and achieving the objectives or not. The effectiveness measurement of marketing activities can be done through social media. Delizea would analyze using the social media management tools. The measurement is determined by the number of contents which is distributed, how many people who can be reached and whether the audiences are involved to or not. Based on SMMT, Delizea can analyze deeply about its marketing social media program, know the audiences, and the relevant of Delizea products.

## CONCLUSION

- This work concept aims to improve the brand awareness of people toward Delizea. It is caused many people do not know

about Delizea products even Delizea has already established since a long time ago.

- Not only to improve the brand awareness, but also increase the number of Delizea products' demand.
- This work used integrated marketing communication because nowadays, mostly business integrated the marketing communication and those are connected to create a good perception and get the best impression from the customer.
- Primary targets of Delizea are men and women who are 18-40 years old and having the high enthusiasm in culinary.
- This work combined four mix marketing communication such are advertising, especially online, making a monthly sales promotion by adjusting the theme or event in that month, join some events such as bazaar to introduce Delizea to the public because Delizea does not have the offline store yet, trading and marketing those products through the social media as a first step before deciding to make an offline store.

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