

Effective Communication Strategies Of “Kita Mah Angkringan” in Enhancing Customer Interest in Kotabumi

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Abstract– This research aims to analyze the marketing strategy carried out by Kita Mah Angkringan in reaching and increasing customers. In conducting research, the method used is descriptive qualitative. By focusing on 3 technical methods, namely: direct interviews with the owner, conducting direct and online observations via Instagram social media, and also documentation in the form of photos. The theory used is the marketing mix which includes 4p, namely product, price, place and promotion. In marketing, Kita Mah Angkringan uses communication strategies to reach consumers. The products offered are of course varied, with great attention to the quality of the food. We Mah Angkringan provide affordable prices so that all groups can enjoy their products. Instagram social media is a channel used to promote their products. Every Sunday night Kita Mah Angkringan provides live music for customers, then posts it on Instagram. This can make it easier to attract consumer attention and interest. Customer satisfaction and comfort are things that Kita Mah Angkringan pays attention to in maintaining customer trust.

Keywords: Communications Strategy, Marketing, Instagram, Digital Media, Kotabumi.

I. INTRODUCTION

Effective communication is a fundamental element in maintaining sustainable relationships between business entities and their customers. Etymologically, the term "communication" is derived from the Latin *communis*, meaning "to share" or "to make common" [6]. According to Rogers and Kincaid (1981), as cited in *Communication Network: Toward a New Paradigm for Research*, communication is defined as a process involving two or more individuals exchanging information to achieve a profound mutual understanding. Parties engaged in communication generally have specific objectives when conveying information. When these objectives are met, the process generates a discernible impact or feedback. This feedback mechanism serves as a critical diagnostic tool for business owners to evaluate the efficacy of their communicative efforts. Conversely, ineffective marketing communication can lead to a depreciation in production value. In a business context, the consequences of communication failure can result in a significant decline in overall organizational productivity [4].

In the era of rapid information technology advancement, business practitioners must adopt effective communication approaches to navigate increasingly intense competition. Enterprises naturally employ various strategies to stimulate potential customers' purchase intention as a means of driving sales growth. Beyond merely attracting interest, businesses must also ensure the maintenance of consumer trust and engagement. According to Shimp, as cited in Prisgunanto, marketing communication is defined as a process of developing and implementing diverse communication programs designed to consistently engage customers. Within a business context, marketing communication serves as a strategic opportunity for practitioners to execute promotional activities aimed at expanding reach and acquiring prospective customers [5].

The execution of marketing communication necessitates a strategic framework to attain desired objectives. Precise and targeted communication strategies are essential in supporting business entities to achieve their vision and mission [5]. According to Kotler (2008:58), a marketing strategy represents the marketing logic employed by a company with the expectation that the business unit will fulfill corporate goals [1]. Consequently, practitioners require robust promotional strategies, one of which involves the distribution of product samples to prospective customers. This approach allows the offered products to gain visibility and foster consumer trust. Once a product has established credibility among consumers, it is more likely to achieve market penetration and commercial success.

Marketing communication involves the efforts of business practitioners to promote their products to various stakeholders, including target consumers, through diverse promotional channels [15] [16]. Modern society has become digitally literate and is increasingly accustomed to digital media platforms. On a daily basis, individuals consistently access digital media, with social media being one of the most prominent platforms used as a primary means of communication [18]. Consequently, social media has emerged as a strategic landscape for business entities to conduct marketing communications. Through these platforms, practitioners can promote their products more effectively, facilitating broader reach and more efficient acquisition of prospective customers [15]. Furthermore, while promotion serves as the core of communication, achieving its objectives requires optimal coordination with other elements of the marketing mix, specifically product, price, and place [20].

Barriers frequently arise during the implementation of marketing communications. Misinterpretation serves as a primary communicative obstacle when the transmitted message fails to achieve the intended understanding [19]. Business practitioners must identify and comprehend potential barriers that could jeopardize the effectiveness of information delivery to prospective customers. Addressing these impediments is crucial to ensure that the message is accurately received and interpreted by the target audience. Furthermore, intense competition from similar products poses a significant challenge in customer acquisition [14]. Practitioners must exert strategic efforts to sustain their market position and mitigate the risk of competitive failure, applicable to both newly launched products and established goods with existing brand images [11].

In this context, effective communication serves as a strategic bridge connecting "Kita Mah Angkringan" with its prospective customers. By implementing appropriate communication strategies and digital media platforms, delivering clear messaging, and demonstrating an understanding of consumer needs, the enterprise can foster superior interaction and engagement. This, in turn, enhances consumer interest and brand loyalty. Durry asserts that social media has become a ubiquitous marketing tool in the contemporary era [22]. Furthermore, social media platforms demonstrate greater efficacy and exert a more significant influence on product marketing to prospective customers compared to traditional offline methods.

Consequently, this study aims to examine the pivotal role of effective communication in augmenting customer interest for "Kita Mah Angkringan" in Kotabumi. Furthermore, it investigates the specific strategies employed and the obstructive factors encountered by "Kita Mah Angkringan" in its efforts to influence prospective customers through communication media.

II. METHOD

This study employs a descriptive qualitative method. Methodologically, qualitative research pertains to the comprehensive understanding, investigation, and analysis of complex human experiences and actions within society [3]. The objective of this descriptive qualitative study is to understand and elucidate the marketing communication strategies implemented by "Kita Mah Angkringan."

The research focuses on three primary methods: (1) semi-structured interviews conducted directly with the owner, (2) direct observation of both the physical "Kita Mah Angkringan" location and its social media platforms, and (3) documentation in the form of photographs captured during the observation and interview processes. Primary data collection was facilitated through in-depth interviews with the owner of "Kita Mah Angkringan." These interviews comprised inquiries regarding effective communication, strategic planning, product offerings, pricing structures, communication media, consumer interest enhancement, obstructive factors, and marketing evaluations.

Furthermore, this study utilizes the Marketing Mix theory. The Marketing Mix is a strategic framework designed to disseminate information, introduce products and services, motivate consumers, and establish personal preferences toward a brand image [10]. This theory is instrumental in analyzing efforts to augment consumer interest by providing comprehensive information related to the 4Ps: *Product* (the items offered by Kita Mah Angkringan), *Price* (the pricing strategy targeted at prospective customers), *Place* (the physical location utilized to reach the target market), and *Promotion* (the specific measures taken to attract potential customer interest).

III. RESULTS AND DISCUSSION

An *angkringan* is a traditional street-side vending concept characterized by the use of pushcarts to sell a diverse array of food and beverage items. This concept has been prevalent in the Special Region of Yogyakarta since the 1950s [8]. This research was conducted at "Kita Mah Angkringan," located on Bangau Lima Street, Kelapa Tujuh, South Kotabumi, North Lampung, Lampung. Established on September 8, 2023, by Septian Ascarito and his spouse, Wellania, the brand name was inspired by a single titled "*Kita Mah Lanjut*" a song produced by the owner's musical group. Initially, the founders intended to establish a canteen to serve students at the *Semproa Sip* tutoring center, which Wellania has directly managed since March 20, 2022. However, the business model eventually evolved into its current *angkringan* format.



Figure 1. The Location of Kita Mah Angkringan

Initially, "Kita Mah Angkringan" utilized a traditional pushcart, consistent with the conventional street-vending concept, despite being situated within a permanent building structure. Furthermore, the establishment features *nasi liwet* (fragrant rice cooked in coconut milk) as its signature dish, distinguishing it from other *angkringan* vendors. Regarding visual identity, "Kita Mah Angkringan" has yet to establish an official corporate logo. At present, the business employs a temporary logo depicting a

pushcart with the inscription “Kita Mah Angkringan,” which is subject to future revision until a definitive visual identity that aligns with the brand’s image is finalized.



Figure 2. Kita Mah Angkringan’s Logo

Communication and Marketing Strategy

The primary objective of communication is to achieve mutual understanding through the transmission or exchange of information between parties [18]. In a business context, proficient communication skills are essential for executing marketing activities. Marketing communication serves as a fundamental tool for business practitioners to disseminate information, persuade, and capture the attention of prospective customers regarding offered products [9]. "Kita Mah Angkringan" conducts communication with its customers both through direct interaction and mediated via social media platforms. The enterprise utilizes social media as a core strategy to market its products, ensuring they are more accessible to potential consumers. The most frequently utilized platform is Instagram.

Instagram is an online photo and video-sharing medium that allows users to capture, edit using digital filters, and publish content across various social networks, including Instagram itself [2]. According to data published by *Datareportal.com* in the "Digital 2024 Indonesia" report regarding the most used social media platforms, Instagram currently ranks as the second most utilized platform, with a penetration rate of 85.3% of the total population, following WhatsApp in the first position at 90.9%. By leveraging Instagram, "Kita Mah Angkringan" can more effectively provide comprehensive information to customers, thereby stimulating consumer interest and attendance. Furthermore, the use of Instagram offers greater efficiency by reducing promotional expenditures. Given the advancements of the current digital era, where social media usage is prevalent particularly among the youth demographic promoting the various offerings of "Kita Mah Angkringan" through social media, specifically Instagram, has become increasingly effective.

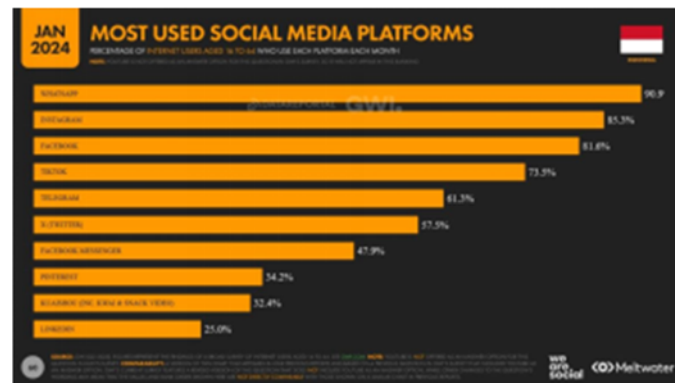


Figure 3. *Most used social media platforms*

Strategy is of paramount importance as it encompasses all involved stakeholders [7]. Based on the research findings, "Kita Mah Angkringan" employs content creation as a core strategy to attract the attention of prospective customers. This content features the various food and beverage items from their menu, which is subsequently shared on Instagram. Furthermore, "Kita Mah Angkringan" provides internet facilities in the form of free Wi-Fi to enhance customer convenience and satisfaction.

Marketing Concept

The 4P marketing mix communication approach can be effectively utilized by business practitioners to drive sales growth (Putri, 2020). In its endeavor to fulfill customer demands and needs, "Kita Mah Angkringan" implements the 4P framework, which encompasses *Product*, *Price*, *Place*, and *Promotion* [2].

a) Product

"Kita Mah Angkringan" offers a diverse range of food and beverage products aimed at stimulating interest and providing consumers with a wide array of choices. In the production process, the establishment prioritizes maintaining the quality of both the ingredients and the visual presentation. Based on an interview with Wellania, the owner, the most favored menu items at "Kita Mah Angkringan" include fried rice (*nasi goreng*), *pindang* (spiced fish soup), and traditional soups.

b) Price

The pricing strategy adopted by "Kita Mah Angkringan" is highly competitive and affordable, with grilled items starting as low as IDR 1,000. The owner aims to cater to a broad demographic, ranging from adolescents to adults, and across various socioeconomic segments low, middle, and high income. Consequently, there is a significant influx of adolescent customers who visit to purchase and enjoy the offerings provided by "Kita Mah Angkringan."



Figure 4. Menu Items Offered by Kita Mah Angkringan

c) Place

Place represents a strategic business decision involving timing, location, and the methods employed to serve customers [17]. In marketing, a strategic location is a fundamental factor that facilitates business practitioners in effectively distributing and promoting their products [12]. "Kita Mah Angkringan" encounters a locational barrier, as it is situated within a residential alley rather than on a main thoroughfare. However, the enterprise effectively mitigates this obstacle by leveraging promotional activities on Instagram. This digital presence significantly aids prospective customers in identifying and navigating to their specific location.



Figure 5. Instagram Account of Kita Mah Angkringan

d) Promotion

Promotion constitutes a fundamental step within the marketing communication framework [21]. Beyond showcasing food and beverage content, "Kita Mah Angkringan" has engaged in several collaborative initiatives with prominent content creators from Lampung, specifically Mak Jieh (@emak_jieh) and Bang Taun (@abangtaun). These collaborative segments feature the creators visiting the establishment and experiencing the menu offerings, specifically designed to broaden the brand's

promotional reach. Furthermore, Mira Desiana (@miradesianaa), another notable digital influencer from the region, has conducted multiple visits to "Kita Mah Angkringan."

In addition to influencer partnerships, the enterprise frequently publishes video content featuring live musical performances by both customers and the "Kita Mah Angkringan" internal team. Live music has been established as a weekly event, held every Saturday night. This initiative serves as a dual-purpose strategy: as a promotional tool to attract a wider audience and as a value-added facility to enhance the overall customer experience.



Figure 6. Live Musical Performances

According to Keller (2008) in *Consumer Behavior*, trust in repurchasing preferred products can cultivate customer loyalty, even when situational influences might otherwise prompt a consumer to switch brands [23]. Establishing and maintaining customer loyalty necessitates a strategic approach. "Kita Mah Angkringan" implements this through a hospitality-oriented approach, characterized by a friendly and welcoming demeanor toward all customers. This hospitable environment fosters consumer comfort, which subsequently builds trust and strengthens the relationship between the enterprise and its clientele. Beyond interpersonal hospitality, "Kita Mah Angkringan" consistently strives to maintain product quality across its food, beverage, and service dimensions.

Furthermore, "Kita Mah Angkringan" demonstrates responsiveness in handling customer grievances and feedback by promptly addressing issues and offering apologies for any inconvenience regarding products or services. Following such instances, the owners, Ascarito or Wellania, conduct staff briefings to establish preventive measures and ensure that similar issues do not recur in the future.

IV. CONCLUSION

Based on the research results, "Kita Mah Angkringan" implements a comprehensive communication and marketing mix to promote its products, detailed as follows:

1. Distinguishing itself from competitors, Kita Mah Angkringan offers a diverse menu, providing customers with an extensive range of choices. Furthermore, the establishment prioritizes high-quality standards and excellent service delivery to enhance the consumer experience.
2. The pricing structure is designed to be highly affordable, ensuring accessibility for all socioeconomic segments. This aligns with the owner's strategic objective of targeting a broad demographic.

3. Despite facing geographical constraints regarding its physical location, the owner mitigates these barriers by utilizing social media as a primary communication channel to reach and engage with a wider audience.
4. The establishment utilizes social media platforms, specifically Instagram, for product promotion and content dissemination. To expand brand awareness, Kita Mah Angkringan collaborates with content creators. Additionally, the provision of weekly "live music" events on Saturday nights serves as a tactical promotional tool, which has been shown to positively correlate with increased sales volume.

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