

STORE ADVERTISING STRATEGY IN TUBAN IN INCREASING PRODUCT APPEAL

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Abstract

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Advertising strategy of Ceker Gobyozz Byozz Tuban Shop and its impact on business growth. Using the Diffusion of Innovation Theory by Everett M. Rogers, this study identifies how innovation in products and advertising strategies can be applied to small businesses. This shop utilizes the trend of spicy food that is popular among young people as the main innovation, accompanied by promotions through social media such as Instagram, Facebook, and WhatsApp, as well as print media in the local community. This strategy is implemented in stages, starting from word-of-mouth (WOM) promotion to the use of more modern media. The results of the study show that a well-integrated advertising strategy can significantly increase the number of visitors. This shop is able to attract around 50-70 visitors per branch per day, with a total turnover of 120 million rupiah per month. In addition, involvement in the local community accelerates the diffusion of innovation and helps the shop reach a wider market. Consumer adoption decisions are influenced by product quality and positive experiences at the shop, which creates customer loyalty. In conclusion, an innovative and targeted advertising strategy is the key to the success of Ceker Gobyozz Byozz Shop, providing important insights for small businesses in developing their businesses through effective promotions.

Kata Kunci:

*Strategi Periklanan,
Kedai, Daya Tarik Produk*

Abstract

Strategi periklanan Kedai Ceker Gobyozz Byozz Tuban dan dampaknya terhadap pertumbuhan bisnis. Menggunakan Teori Difusi Inovasi oleh Everett M. Rogers, penelitian ini mengidentifikasi bagaimana inovasi dalam produk dan strategi periklanan dapat diterapkan pada usaha kecil. Kedai ini memanfaatkan tren makanan pedas yang populer di kalangan muda sebagai inovasi utama, diiringi dengan promosi melalui media sosial seperti Instagram, Facebook, dan WhatsApp, serta media cetak di komunitas lokal. Strategi ini diterapkan secara bertahap, dimulai dari promosi *Word of Mouth* (WOM) hingga penggunaan media yang lebih modern. Hasil penelitian menunjukkan bahwa strategi periklanan yang terintegrasi dengan baik

mampu meningkatkan jumlah pengunjung secara signifikan. Kedai ini mampu menarik sekitar 50-70 pengunjung per cabang per hari, dengan total omset mencapai 120 juta rupiah per bulan. Selain itu, keterlibatan dalam komunitas lokal mempercepat difusi inovasi dan membantu kedai menjangkau pasar yang lebih luas. Keputusan adopsi konsumen dipengaruhi oleh kualitas produk dan pengalaman positif di kedai, yang menciptakan loyalitas pelanggan. Kesimpulannya, strategi periklanan yang inovatif dan tepat sasaran menjadi kunci keberhasilan Kedai Ceker Gobyozz Byozz, memberikan wawasan penting bagi usaha kecil dalam mengembangkan bisnis mereka melalui promosi yang efektif.

INTRODUCTION.

Advertising strategy is a combination of two concepts, namely strategy and advertising. Strategy refers to a planning approach to achieving a specific goal, while advertising is the use of media as a marketing tool to introduce products (Amma Fazizah, 2017). Therefore, an advertising strategy can be interpreted as a promotional plan that aims to increase product sales through the use of the right methods in advertising. Food stalls, as a place for buying and selling transactions, offer services and food products to consumers (Rifa'i, 2021). Each store has a distinctive product that must be known by consumers in order to attract attention and get customers. Advertising strategy is a key element that affects the success of a business, including in the food and beverage industry (Laksono, 2023). In an increasingly competitive business landscape, especially in the digital era, advertising plays a role as a tool to attract consumers' attention, build brand image, and create customer loyalty (Erlita, n.d.). A good advertising strategy is able to optimize sales potential by utilizing the right media to reach the target market, even for micro-businesses such as food stalls (Amma Fazizah, 2017). Food stalls, including Kedai Ceker Gobyozz Byozz Tuban, faced a unique challenge in promoting their products. Although the culinary industry is growing rapidly, research specifically exploring advertising strategies at the restaurant scale is still minimal. Most of the literature focuses on large-scale businesses such as restaurant chains and franchises, so small businesses are often not a major concern in research. In fact, micro-businesses such as shops have different characteristics, especially in terms of advertising approaches that rely on local strategies and personalization (Chamidah, Si, and Se, n.d.).

Kedai Ceker Gobyozz Byozz Tuban is one of the phenomenal examples where the right advertising strategy has succeeded in driving the growth of the store from a small scale to having several branches {Citation}. This shop not only managed to attract the attention of local consumers but also attracted visitors from surrounding areas such as Gresik and Bojonegoro. This success shows that an effective advertising strategy can have a significant impact on the food stall business. However, the strategies used and how this advertising is implemented have not been revealed much in previous research (Yahya, 2019). In this study, a qualitative approach is used to dig deeper into the advertising strategy of Kedai Ceker Gobyozz Byozz Tuban. This

approach aims to holistically understand how store owners design, implement, and evaluate their advertising strategies. Through in-depth interviews, observations, and documentation, this research will explore the dynamics that occur behind the success of this store's advertising strategy. The qualitative approach also allows researchers to gain deeper insights into the perspectives of business actors in facing advertising challenges and how they adjust strategies based on consumer feedback (Tasruddin, 2015).

This research has novelty in several aspects. First, this study specifically highlights advertising strategies on the scale of micro-businesses, such as food stalls, which are still rarely discussed in the academic literature (Setiyono et al., Second, the focus on Kedai Ceker Gobyozz Byozz Tuban as a case study presents a new perspective on how small businesses can grow rapidly through creative and adaptive advertising strategies. Third, by using a qualitative approach, this research contributes to providing a deeper understanding of the application of advertising strategies in the context of micro-businesses so that the results of this research are expected to be a reference for other micro-business actors in developing effective advertising strategies (Baihaqi & Mabekruroh, 2022).

RESEARCH METHODS

This study uses a descriptive method with a qualitative approach to provide a deep understanding of the phenomenon being studied. This approach was chosen because the data analyzed in the form of words and images provided a comprehensive picture of the advertising strategy used by Kedai Ceker Gobyozz Byozz Tuban. This research is descriptive because it aims to describe the situation in detail and tends to use qualitative analysis rather than statistical calculations. In this study, data collection was carried out through observation methods and in-depth interviews (Bungin, 2007). Observation allows researchers to see the behavior and interactions that occur in the field directly so that the data obtained is direct and objective. In-depth interviews are used to dig up more detailed information from informants who play an important role in the store's advertising strategy. Interviews are conducted face-to-face or virtually, with the aim of obtaining accurate and in-depth information. In the interview process, the researcher tries to create a comfortable and open atmosphere so that the informant can provide data more clearly and in accordance with reality.

The research is also based on the Innovation Diffusion Theory by Everett M. Rogers, which explains how an innovation can be adopted and disseminated among society. In this context, the advertising strategy used by Kedai Ceker Gobyozz Byozz Tuban is analyzed through the lens of innovation diffusion to understand how the advertising approach used by the store is adopted by consumers and spread through the customer community. Researchers will look at elements of innovation diffusion, such as the innovation itself, the communication channels used, the timing of

adoption, and social influences that influence consumers' decisions to accept or reject the advertising strategies implemented. In-depth observations and interviews are a great tool to see how innovations in these advertising strategies are disseminated and adopted by the public, as well as how consumers respond to these innovations (Kriyantono & Sos, 2014). The theory of innovation diffusion will also assist researchers in analyzing the factors that affect the spread of advertising strategies and how those innovations affect the growth of stores to reach a larger scale. With a qualitative approach and the use of innovation diffusion theory, this study will provide deeper insights into the effectiveness of advertising strategies in small businesses such as shops, as well as the factors that influence the adoption of innovation by consumers.

RESULTS AND DISCUSSION

This study found that Kedai Ceker Gobyozz Byozz Tuban started its business with small capital and implemented a sales strategy based on *takeaway* and *delivery orders* in the early stages of operation. Although the stall only had the capacity to serve 1-3 people to dine on-site, the promotional strategy implemented at that time was *Word of Mouth* (WOM), which relies on the informal dissemination of information through the shopkeeper's colleagues, namely Mrs. Ike and Mr. Rony (Faizal & Laksono, 2021). This promotion is carried out without any explicit encouragement but is able to attract the interest of early consumers and introduce the store's products. Over time, Kedai Ceker Gobyozz Byozz Tuban experienced significant development until it was able to open two additional branches. Based on observations, each branch is visited by an average of 50-70 people per day, with an estimated sales of 120 servings per branch every day. Overall, the number of visitors in both branches ranged from 140 people per day with total sales reaching 240 servings. The monthly net income of each branch is estimated to reach 60 million rupiahs, which, if totaled from both branches, generates a turnover of 120 million rupiahs per month. The shop attracts consumers not only from Tuban but also from surrounding areas, such as Gresik and Bojonegoro, signaling a significant market expansion (Salsabila, 2022).

One of the key factors in the success of Kedai Ceker Gobyozz Byozz is its ability to attract young consumers, especially those who like spicy food, which is one of the hallmarks of this shop's products. The store advertising strategy focuses on young people as the main target market by creating a store concept that is attractive, modern, and according to their preferences (Laksono, 2019). In addition, this shop also pays great attention to the aspects of cleanliness and service quality, which are important factors in maintaining customer satisfaction. In terms of advertising strategy, this store makes optimal use of social media such as Instagram, Facebook, and WhatsApp. Promotions are carried out consistently and integrated, both online through social media and directly through print media such as pamphlets and brochures. In the early stages of promotion, shop owners also carry out marketing campaigns in high schools in Tuban that are in line with their target market, namely young people. In addition, active involvement in local communities is also an effective strategy for expanding

market reach. One of the interesting promotional programs is the giving of free drinks to customers who come on Fridays, which has proven to attract more visitors.

Overall, the results of this study show that an integrated and targeted advertising strategy is clearly a key factor in the growth of Gobyozz Byozz Shops. The proper use of social media, direct promotion, and participation in the local community effectively helped the store attract the attention of consumers and maintain steady growth, thereby significantly increasing revenue in both branches.

DISCUSSION

Kedai Ceker Gobyozz Byozz Tuban is able to grow rapidly by implementing innovative advertising strategies. The process of diffusion of innovation outlined by Everett Rogers becomes a relevant framework for explaining how the store successfully introduced and disseminated its advertising strategy among consumers. There are five key elements in Innovation Diffusion Theory that influence the adoption and spread of innovation: the innovation itself, communication channels, time, social systems, and adoption decisions. Each of these elements can be clearly seen in the growth journey of Gobyozz Byozz Ceker Shop.

The innovation carried out by Kedai Ceker Gobyozz Byozz focuses on two main aspects: the product and the advertising concept. In terms of products, this shop offers chicken breasts with a spicy taste that are in great demand among young people. Spicy is one of the culinary trends that continues to grow in Indonesia, and this shop smartly capitalizes on this trend. By offering a distinctive taste in accordance with the tastes of local consumers, this shop has succeeded in creating added value that distinguishes it from competitors. In addition, the shop also presents a modern and attractive atmosphere for young people, which further strengthens the position of their products in the market. Innovation in product and store design is one of the key factors for success in attracting new customers and retaining existing customers.

The communication channels used by Kedai Ceker Gobyozz Byozz play an important role in the diffusion process of innovation. Initially, the store used a *word-of-mouth* (WOM) strategy, where their products were informally promoted by word of mouth by the closest people to the store owner. The WOM strategy is effective in building an initial foundation, especially among consumers who have a personal relationship with business owners. As the store grew, they began to utilize social media such as Instagram, Facebook, and WhatsApp to reach a wider range of consumers. The store's use of social media is to interact directly with consumers, promote new products, and build long-term relationships with customers. In addition, print media such as pamphlets and brochures are also used to strengthen promotion, especially within the local community. Through various communication channels, this shop is able to reach consumers from various backgrounds, both online and offline. The advantage of this strategy lies in its ability to reach a wider audience and increase brand exposure without requiring high promotional costs.

Time is an important element in the diffusion of innovation, and the results of this study show that the process of adopting advertising strategies is carried out gradually. Initially, promotion was carried out using the WOM method, which took longer to spread because information depended on interaction between individuals. However, as shops began to introduce more formal advertising strategies through social media and promotional campaigns in high schools, the time for adoption began to accelerate. This shows that the use of modern communication channels, such as social media, is able to accelerate the process of spreading innovation compared to traditional methods. Additional promotions, such as giving away free drinks on Fridays, also demonstrate the ability of the outlet to tailor its promotional strategy to market conditions so that it remains relevant and attractive to consumers.

The social system in Tuban and its surroundings makes a significant contribution to the process of innovation diffusion. Young people who are active on social media and have a wide network of friends are the main targets in the spread of this innovation. By creating products that suit the tastes of young people, this shop has successfully used social networks to spread information about its products and promotions. In addition, the active involvement of the shop in the local community, including participation in activities in schools and other communities, strengthens the social bond between the shop and the consumer. In this social system, consumers are not only the recipients of innovation but also play an active role in disseminating information about products through their networks, which ultimately accelerates the process of innovation adoption.

Consumers' decision to adopt innovations from Kedai Ceker Gobyozz Byozz is influenced by several key factors, including product quality, advertising strategies, and social interaction. Young people, as the main target market, are quick to adopt this innovation because the products offered are in accordance with their preferences, namely spicy food. In addition, the presence of a shop that is visually appealing and in accordance with the lifestyle trends of young consumers also plays a role in their decision to visit and recommend the shop to others. The adoption decision is further strengthened by the positive interaction between the shop and consumers through the communication channels used, both through social media and direct interaction in the local community. Consumers who are satisfied with their products and experiences at the store then disseminate that information to their network, which strengthens the diffusion of innovation among the public.

By applying the five elements of the Innovation Diffusion Theory, this study shows that the success of Kedai Ceker Gobyozz Byozz in expanding its business is greatly influenced by the way innovation is introduced and adopted by consumers. Product innovation, effective use of communication channels, and active involvement in local social systems are important factors in the spread of innovation. The store managed to create an advertising strategy that was not only attractive but also relevant to the needs and preferences of young consumers, who were the most

responsive to innovation. This study also emphasizes the importance of adjusting advertising strategies in accordance with market developments and changes in consumer behavior. By understanding the dynamics of innovation diffusion, Kedai Ceker Gobyozz Byozz is able to maximize market potential and create sustainable growth through an integrated, consumer-focused advertising strategy. These results make a significant contribution to understanding how small businesses such as food stalls can succeed through effective innovation in advertising and communication strategies.

CONCLUSION

Implementing an effective advertising strategy to drive its business growth. Using the Innovation Diffusion Theory, this store's advertising strategy can be explained through several important elements: product innovation, communication channels, timing, social systems, and adoption decisions. This shop takes advantage of the spicy food trend that is popular among young people as the main product innovation. By serving spicy chicken claw products, the shop is able to attract the attention of the young consumer segment. In addition, the modern and clean atmosphere of the shop also increases its attractiveness. The communication channels used by the store are diverse, ranging from *word-of-mouth* (WOM) promotions to the use of social media such as Instagram, Facebook, and WhatsApp. Promotion is also strengthened with print media such as pamphlets and brochures in the local community. Through this combination of channels, the shop has managed to reach a wider range of consumers, including from the area around Tuban. The adjustment of the strategy is carried out gradually, from simple promotions to more complex campaigns in schools and local communities. The success of the shop is also influenced by a strong local social system, where young people actively disseminate information about the shop through their social networks. Consumer adoption decisions are influenced by product quality and positive in-store experiences. Satisfied consumers are more likely to recommend this store to others, creating sustainable growth. In conclusion, an innovative and targeted advertising strategy plays a crucial role in the success of Gobyozz Byozz's Kedai Ceker, and this can be

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