

PROPOSED MARKETING STRATEGY FOR INCREASE BRAND AWARENESS OF KEDAI KITA AJA

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Abstract

Kedai Kita Aja faces challenges in increasing brand awareness in the local market, particularly due to limited utilization of social media and a large number of competitors. These issues hinder business growth despite the café offering high-quality products, responsive service, and a comfortable atmosphere. This research proposes a more effective marketing strategy as an effort to attract more customers, enhance competitiveness, and increase brand awareness. The research methodology uses a mixed-method approach, with a questionnaire involving 82 respondents to quantitatively measure brand awareness, as well as qualitative analysis to explore the 4Ps (Product, Price, Place, Promotion) and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The findings show that external factors, such as opportunities in social media and threats from competitors, as well as internal factors, such as product strengths and weaknesses in entertainment and financial management, influence the proposed strategy. By implementing this strategy, Kedai Kita Aja is expected to increase brand awareness, strengthen customer loyalty, and improve its competitive position.

Keywords: Marketing Strategy, Brand Awareness, SWOT Analysis, Marketing Mix 4P

Introduction

In Indonesia, the development of the seafood business can also be seen through the growth potential of the fisheries sector. Quoting data from the Central Statistics Agency (BPS), it was reported that in 2023 the fisheries sector experienced high growth of 10.01% (Taufani, 2024). In addition, a report submitted by the Minister of Maritime Affairs and Fisheries stated that in 2024 the Global Seafood Market projected that the seafood market would grow by 8.92 percent (Fahlevi, 2024).

Seafood is the culinary name for food that comes from any form of sea life that is rich in protein and omega-3. Some types of seafood that can be consumed include crab, clams, squid, sea fish, shrimp and other types of fish. These seafood ingredients can also be processed in various ways such as boiled, fried, grilled with various types of spices. Consumers prefer food that has a complete and delicious menu with various types of preparations. The food menu that is usually available in seafood restaurants is squid with tauco sauce, grilled squid, fried squid with flour, boiled crab, crab with oyster sauce, fried shrimp, shrimp with Padang sauce, boiled clams and various other types of menus.

The increasing growth of seafood restaurants has made restaurant business owners face challenges in terms of competing with other competitors. A restaurant is required to have a good marketing strategy to compete with other competitors. Jacobson (2015) stated that one of the keys to successful seafood restaurant marketing is by strengthening the brand in the minds of the public. A strong brand is characterized by the recognition of a brand in society, a positive perception from the market and consumer loyalty to a brand (Firmansyah, 2019). Increasing brand awareness among consumers for restaurants is known to greatly influence consumer interest in making purchases (Candra, 2024).

In increasing brand awareness, Kedai Kita Aja is required to have a creative marketing strategy and be able to adapt to the times. This is based on the fact that attractive and easily remembered brand awareness by consumers will have an impact on purchase intention, thus the expected sales can be achieved. The location owned by Kedai Kita Aja, namely Indramayu Regency, provides an opportunity to obtain fresh quality ingredients. This is based on Indramayu Regency which is the largest fish producing district in West Java and the location of Kedai Kita Aja which is on the coast.

In relation to the marketing strategy that has been set by Kedai Kita Aja at this time, it is known that one of the main strategies for marketing its products is done by utilizing Instagram social media. This is in line with research conducted by Masyitoh et.al (2024) which states that marketing strategies in increasing brand awareness can be done by optimizing product/service promotion through Instagram social media through creative content management.

However, data findings show that there is still a lack of publicity through social media, such as the dissemination of information about promotions or events and the development of social media by Kedai Kita Aja, making it less efficient. The Kedai Kita Aja restaurant also does not have an official website so that social media such as Instagram is the only means of disseminating information. This can cause this restaurant to be less competitive with competitors who are more advanced in terms of social media development.

Another problem also lies in the location information that cannot be accessed, this certainly makes it difficult for new consumers to visit Kedai Kita Aja.

Thus, in an effort to increase Brand Awareness, Kedai Kita Aja faces a major challenge in building strong brand recognition in the market. According to data from a preliminary study, it is known that 99 percent of customers know about Kedai Kita Aja through social media with the Instagram platform as the main channel of promotion. However, even though it has utilized social media, Kedai Kita Aja's brand awareness is still limited due to less interesting and inconsistent content. This can be seen from the presentation of content by Kedai Kita Aja which is considered uninteresting and lacks creativity.

Data findings show that the sales volume of Kedai Kita Aja is fluctuating or changing. During the last 6 (six) months, it is known that the sales volume has decreased, where the lowest sales volume occurred in the month of May. Data findings show that the decline was due to limited supply of materials from fishermen who have collaborated.

Thus, it can be concluded that the marketing strategy implemented by Kedai Kita Aja has not been able to increase the restaurant's visibility effectively. In this case, company management must understand how new opportunities and threats arise due to changes in industrial conditions, and formulate the right strategy to respond to them.

This study focuses on marketing strategy research that can increase brand awareness and business stability of Kedai Kita Aja. By increasing brand awareness and implementing effective marketing strategies, it is expected that Kedai Kita Aja can increase the number of customers, diversify revenue sources, and ultimately create a sustainable business. Thus, this study aims to formulate an effective marketing strategy for Kedai Kita Aja that is able to answer various challenges and problems faced..

This research is a type of mixed method research, namely using two methods simultaneously, namely quantitative and qualitative. The combination of these two methods will provide an overview of the marketing strategy that is suitable for Kedai Kita Aja and analyze its effectiveness in increasing consumer brand awareness. In addition, qualitative data in this study will explain the quantitative data obtained. Through the questionnaire, researchers distributed via Google Form to 82 Followers owned by Kedai Kita Aja. Furthermore, based on the presentation method, the researcher will use a descriptive method. The descriptive method aims to create an overview of the facts of data findings from the phenomenon being studied.

Literature Review

STP (Segmenting, Targeting, and Positioning) Strategy

Kotler and Armstrong (2018) explain that the STP (Segmenting, Targeting, and Positioning) marketing approach/model is one of the approaches or models used to develop marketing messages and strategies that are appropriate for a particular target audience segmentation.

Marketing Mix 4P

The 4P (Marketing Mix) Theory is one of the basic concepts in marketing that was first introduced by Jerome McCarthy in 1960. This concept suggests that there are four main elements that companies must consider in designing an effective and efficient marketing strategy. The four elements are Product, Price, Place, and Promotion.

Brand Awareness

In general, brand awareness can be measured by asking consumers to mention the name of a brand that is considered familiar to consumers. There are four indicators that can be used to determine how far consumers are aware of a brand, namely: Recall, Recognition, purchase and consumption (Kotler and Keller, 2016).

SWOT & TOWS Analysis

TOWS (Threats, Opportunities, Weaknesses, Strengths) analysis is a development of the SWOT analysis that focuses on strategies to utilize strengths and opportunities and overcome weaknesses and threats. Thus, the use of SWOT analysis will help Kedai Kita Aja to understand its business position in the market and prepare strategic steps to face challenges and take advantage of opportunities. On the other hand, the TOWS matrix allows Kedai Kita Aja to formulate concrete steps such as developing new products, increasing promotions or improving operational efficiency

Results and Discussion

Consumer Analysis

Kedai Kita Aja's current market segmentation includes geographic, demographic, psychographic and behavioral segmentation.

1. Geographic Segmentation (Regional Level) is known to target local customers in Indramayu as well as workers around Indramayu and its surroundings, because it is located around the coast so the seafood is always fresh
2. Demographic Segmentation (Age, Education, Gender, Income, Occupation and Religion) is known to contain ages 17-55 years, have middle to upper income. This is what underlies the customers who make visits are families, office workers, and students

3. Psychographic Segmentation (Lifestyle, Personality and Social Status) is known that Kedai Kita Aja targets buyers who prioritize a healthy lifestyle and who prioritize quality and culinary experience, as well as a comfortable environment.
4. Behavioral Segmentation (Opportunities sought and benefits) is known that Kedai Kita Aja targets family events or lunches with coworkers as well as those who want fresh seafood.

Meanwhile, the target market of Kedai Kita Aja is currently known to be teenagers to parents who are already married. This is based on seafood being liked by many people. The positioning of Kedai Kita Aja is currently known to create a distinctive taste for customers and provide a calm atmosphere for customers, especially for customers who are married.

Competitor Analysis

Competitor analysis is an important part for a business to determine its marketing strategy, so that researchers can examine the various threats that Kedai Kita Aja can face. In the data collection process through a questionnaire, researchers also asked 82 respondents questions about their knowledge of other seafood restaurant brands in the Indramayu area. Data findings show that only 14 (17%) respondents admitted that they did not know other brands besides Kedai Kita Aja. Meanwhile, 68 (65%) respondents gave other brand names. This indicates that the high number of competitors could be a threat to the sustainability of the Kedai Kita Aja business in the Indramayu area. The following researchers explain the advantages of the two competitors compared to Kedai Kita Aja

Table 1. Competitors' Marketing Strategy Advantages

No	Competitors	Marketing Strategy Advantages of Competitors
1	BaHe Restaurant Indramayu	(1) Utilizing various social media for marketing; (2) Providing special offers in the form of discounts on certain menus every month, Bundling Menus and end of month and end of year discount programs; (3) Have a delivery service; (4) The location is strategically located near campus and (5) The food and drink menu is more varied
2	Sea Seafood Restaurant Indramayu	(1) Having a beachside location, thus giving customers a direct view of the sea; (2) It was established before Kedai Kita Aja; (3) Varied menu; (4) Many positive reviews were written by customers in the product review column on digital media.

Integrating SWOT Analysis with the 4Ps Framework

Based on the presentation of observation and questionnaire data that the researcher has presented, the following is a recapitulation of the strengths, weaknesses, opportunities and threats to the product, price, place and promotion currently carried out by Kedai Kita Aja. This framework shows how SWOT analysis can influence decisions in formulating a 4P-based marketing strategy. Each aspect of the marketing strategy needs to be adjusted to internal conditions (Strengths, Weaknesses) and opportunities and threats in the market (Opportunities, Threats). Thus, each element of the 4Ps needs to support each other to increase brand awareness and competitiveness of Kedai Kita Aja.

Table 2. Integrating SWOT Analysis with the 4Ps Framework

Indicator	Strength	Weaknesses	Opportunity	Threats
Products	Fresh, complete and quality raw materials; Food is not fishy; Varied menu	Unstable availability of lobster menu; consistency of taste of dishes;	Product innovation opportunities and seasonal trends.	Competition between similar products and dependence on raw materials.
Price	Affordable prices	Does not have any special offer programs such as price discounts	Special price offers, bundling.	Fluctuations in raw material prices and price competition.
Place	Providing a natural and comfortable nuance for customers; has a layout that is divided into indoor, outdoor and meeting room; spacious parking location.	Difficult access road for new customers; Inaccurate location point on Google Maps;	Increase presence on digital platforms and promotional locations.	Competitors with more strategic locations.

Promotion	Using social media Instagram, WhatsApp and Facebook; Having a banner or billboard; displaying a logo that represents the restaurant	Suboptimal use of social media, focusing only on Instagram; uninteresting content presentation; lack of customer service	Promotion through social media and influencers.	Fierce marketing competition and promotion dependency.
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Related to the analysis of internal and external factors that have been previously explained. In the SWOT analysis, strategy formulation can be done with 4 (four) systems, namely SO, WO, ST, WT strategies. This strategy formulation is also obtained based on various supporting literature in order to achieve a more effective marketing strategy. Thus, the following SWOT Matrix is formed:

Table 3 Marketing Strategy that can be implemented by Kedai Kita Aja

	Strengths (S):	Weaknesses (W):
	(1) Seafood products use fresh and quality ingredients; (2) The service provided to customers is agile and friendly; (3) Affordable prices; (4) Large parking area; (5) The place is spacious and provides a natural and calm atmosphere for customers; (6) Adequate Human Resources; (7) Food is managed by the head chef.	(1) Marketing through social media is not optimal; (2) No entertainment such as Live Music; (3) Financial management is not optimal; (4) Minimal use of digital media; (5) No special offer programs; (6) No delivery services; (7) Use of Google Maps that does not match the location point
Opportunities (O):	Strength-Opportunities (SO)	Weaknesses-Opportunities (WO)
(1) Having regular customers; (2) having a strong WOM influence; (3) Being close to Indramayu tourist attractions; (4) Having local events held by the local government; (5) The increasing use of social media among the public; (6) Companies can make online sales, thus providing convenience for customers.	(1) Optimizing friendly service at local events to attract customer interest; (2) Providing knowledge for marketing staff to be active in using social media; (3) building e-wom; (4) Maintaining environmental cleanliness and hygienic product quality; (5) Joining the Indramayu tourism stakeholder community; (6) Innovating menus and services according to customer trends and preferences;	(1) Maximizing marketing through social media by presenting interesting and more active content; (2) Utilizing advertising through brochures in coastal areas; (3) Providing event programs that can be enjoyed by the public, such as catering services and others. (4) Creating a delivery service; (5) Optimizing customer experience.
Threats (T):	Strength-Threats (ST)	Weaknesses-Threats (WT)
1. Similar competitors; (2) Consumers can mention competitors of Kedai Kita Aja; (3) Consumers can move to competitors' locations; (4) Fluctuations in raw material prices; (5) Identification of a product that has not received attention from the market; (6) Availability of seafood raw materials can be affected by seasonal factors and climate change, which can impact prices and supply;	(1) Comply with government policies regarding tourism stakeholders; (2) Provide a complaint box; (3) Build good relationships with suppliers and customers; (4) Must have a backup plan related to seasonal factors in the availability of raw materials; (5) Adopt sustainable practices and ensure transparency in raw material sources in order to build customer trust.	(1) Maximizing the intensity and creativity of advertising with social media such as Instagram, TikTok, and Facebook; (2) Collaborating with influencers; (3) More varied product innovation; (4) Implementing special offer programs and bundling prices; (5) Building a unique concept to stand out in the market environment; (6) Implementing paid advertising on social media to reach the desired audience.

Implementation Plan

In this section, the researcher will discuss the implementation steps of the marketing strategy that has been prepared to increase brand awareness of Kedai Kita Aja. The purpose of this implementation is to ensure that the marketing strategy that has been prepared can be implemented effectively and efficiently to

increase brand awareness and attract new customers, as well as strengthen the loyalty of existing customers. As the implementation plan is presented in the following table:

Table 4. Implementation Plan of Kedai Kita Aja to Increase Brand Awareness

Stage	Strategy	Main Activities	Success Indicators	Execution time
Digitalization of Marketing	Increase your presence on social media	- Create simple content (product photos, live music promotions).	- Number of followers increased by 20%.	Jan–March 2025 (continued)
		- Using micro influencers to promote live music events.	- Social media engagement increased by 30%.	Jan-Apr 2025
Delivery Service Development	Providing simple delivery services	- Provides ordering facilities via WhatsApp.	- Positive customer feedback for this service.	Feb-May 2025
Product & Service Innovation	Providing bundling menus and special offers	- Create a simple bundling menu package.	- Increase the number of orders by up to 15%.	Feb-Jun 2025 (continued)
		- Hold seasonal promotions such as 10% off during local events.	- Seasonal transactions increase by 10–15%.	Feb–May 2025
Live Music Entertainment	Add entertainment to enhance the customer experience	- Hire local musicians for regular performances (weekly or monthly).	- Increase in the number of visitors on show days by up to 25%.	Feb–Jun 2025
		- Use social media to promote live music schedules.	- Social media engagement increases by 15–20% per post.	Feb-Jun 2025
		- Offering special promotions during live music events.	- The number of transactions on live music days increases by 20%.	Feb-June 2025
Improving Customer Relationships	Increase customer satisfaction	- Create a simple survey via Google Form.	- Customer satisfaction level reaches 80%.	Feb-June 2025
		- Manual loyalty card program (eg: stamp for discount after 10 purchases).	- Increase in the number of repeat customers by 10–15%.	Feb-June 2025

The table above shows the activities that can be carried out by Kedai Kita Aja related to its marketing strategy to increase brand awareness. This process includes the stages of preparation, implementation, monitoring and evaluation.

The preparation stage is the main key in ensuring the smooth running of the marketing strategy designed for Kedai Kita Aja. In this stage, steps such as situation and needs analysis, budget planning, and resource arrangement are carried out to start implementing the strategy efficiently. The first stage carried out by Kedai Kita Aja is to prepare the basic infrastructure that is the foundation of a more efficient delivery service. In this case, Kedai Kita Aja can prepare the development of an online ordering system and the procurement of vehicles and delivery equipment. Research conducted by Meyer (2016) shows that companies that offer delivery services have a greater opportunity to increase sales.

To develop an online ordering system, Kedai Kita Aja will utilize mobile applications, namely social media Whatsapps and direct message features on Instagram. Due to limitations in the Indramayu area that has not been reached by an online delivery market place, Kedai Kita Aja can also create access via the website. This platform must be easy to use, allow customers to order quickly, choose flexible payment methods and ensure integration with existing systems. According to a report from McKinsey (2020), digitalizing the ordering system can speed up the transaction process and increase customer satisfaction which directly

contributes to increasing brand awareness. Furthermore, at this preparation stage, Kedai Kita Aja must procure efficient delivery vehicles and equipment, which are important elements that function to ensure that orders arrive on time and in good condition. As stated by Elvhidia et.al (2023), fast delivery services effectively increase customer satisfaction. The team formation stage focuses on organizing the team that will manage the delivery operations and provide responsive customer service. So at this stage Kedai Kita Aja must have a trained internal courier team to ensure timely and safe delivery.

The next stage is implementation which shows that Kedai Kita Aja's activities have started running delivery operations and starting promotions to attract customers' attention. The marketing digitalization strategy aims to increase the presence of Kedai Kita Aja on digital platforms. Simple content in the form of menu photos and live music events are published consistently. In addition, micro influencers are used to promote events and featured menus. Research by Zhang et al. (2020) shows that the use of social media can increase interactions by up to 30% if accompanied by interesting and relevant content.

Third-party application-based delivery services and direct ordering via WhatsApp have begun to be implemented to facilitate customer access. Kusuma's (2018) research shows that integration of delivery services can increase customer satisfaction by up to 20%. The main thing that will be done in the delivery service is to manage traffic and delivery routes using GPS technology and a route management system that can speed up delivery and reduce logistics costs. In addition, implementing a responsive and available 24/7 customer service can help in handling any issues that may arise after delivery. Good customer experience, especially through after-sales service, can drive customer retention and brand advocacy.

Then, product and service innovation will be implemented through bundling menu innovation and seasonal promotions are carried out to increase customer appeal during certain events. Sugiharto's study (2020) found that seasonal promotions can increase transactions by up to 15%. Meanwhile, the addition of entertainment elements such as live music will be implemented every week with local musicians to provide a unique experience for customers. This is supported by Harahap's research (2019), which found that entertainment facilities can increase visitors by up to 25% on event days. The final implementation is to improve relationships with customers. Kedai Kita Aja will hold a program Customer surveys and loyalty cards aim to gain direct feedback and increase customer retention. Research from Kotler and Keller (2016) shows that customer loyalty can be maintained by providing relevant and useful programs.

The next activity is monitoring the delivery service carried out by Kedai Kita Aja by evaluating the number of delivery orders and customer satisfaction through surveys. A good customer experience, especially in delivery services, creates a positive impression that can improve brand image. Satisfied customers tend to recommend the brand to others, which expands the brand's reach.

Meanwhile, the live music monitoring activity carried out by Kedai Kita Aja by counting the number of visitors during the live music event. Events such as live music increase customers' emotional involvement with the Kedai Kita Aja brand. Live music events create unique experiential moments that not only attract the audience's attention but also strengthen the brand's association with entertainment and added value. The more visitors who attend and enjoy the event, the greater the opportunity for the brand to be known more widely. Research by Rimadias, et.al (2021) emphasizes that positive experiences at such events often translate into increased electronic word-of-mouth (EWOM), which significantly strengthens brand awareness. According to Keller and Kotler (2016), direct experiences involving customers, such as entertainment events, are one of the most effective marketing strategies for increasing brand recall and brand recognition.

The evaluation stages in order to measure the effectiveness of various marketing and operational programs of Kedai Kita Aja. This evaluation includes four main steps: marketing digitalization, live music, delivery services, and recommendation preparation. The first step focuses on analyzing social media performance, such as the number of followers, user engagement, and reach. This is important because social media is a major platform for increasing brand awareness. According to Hussain et al. (2023), engagement rate on social media has a direct impact on customer loyalty and purchase intention. This kind of evaluation helps businesses understand whether their digital content strategy is successful in attracting attention and building relationships with the audience.

The second evaluation focused on assessing the impact of live music programs on visitor numbers and sales transactions. Entertainment events such as live music aim to create a unique consumer experience, thus encouraging them to return. Research by Lee et al. (2022) shows that additional entertainment elements, such as live music, can increase customer satisfaction and encourage impulse purchases. This evaluation is an important tool for determining the effectiveness of investments in entertainment. Delivery services have become an important aspect in modern business operations, especially post-pandemic. The evaluation was conducted to assess the speed, effectiveness, and customer satisfaction with the delivery services provided by Kedai Kita Aja. Zhang et al. (2023) emphasized that the speed and reliability of delivery services greatly affect customer satisfaction and loyalty. Customer feedback is also important data to improve services in the future. The final step is to compile recommendations based on evaluation data. These recommendations are important to ensure that the programs designed by Kedai Kita Aja in the future are more effective and efficient. Otler and Keller (2016) stated that continuous evaluation allows businesses to adapt to market dynamics, thereby remaining relevant and competitive.

Conclusion

Based on the analysis, the proposed marketing strategies for Kedai Kita Aja—focused on increasing brand awareness through social media optimization, developing internal delivery services, and introducing live music entertainment—offer promising steps to attract more customers and enhance competitiveness in the local market. The analysis highlights that Kedai Kita Aja's current marketing efforts are shaped by internal factors such as its strengths (quality products, responsive service, and a comfortable venue) and weaknesses (limited use of social media, lack of entertainment options, and financial management challenges). External factors, including opportunities like growing social media use and threats from competitors and supply fluctuations, also play a significant role in shaping its strategy.

By leveraging these insights, Kedai Kita Aja can adopt a structured implementation plan encompassing digital marketing, service innovation, entertainment offerings, and enhanced customer relationships. With measurable targets and clear responsibilities, these strategies aim to strengthen brand awareness, boost customer satisfaction, and ensure long-term business sustainability.

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