

STRATEGI PEMASARAN UNTUK MENINGKATKAN PENJUALAN JAPANESE SOUFFLE PANCAKE STUDI KASUS UKM DI TEMBILAHAN

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Article Info

Article history:

Received 04 12, 2024

Revised 04 16, 2024

Accepted 04 29, 2024

Keywords:

Japanese Soufflé

Pancake

Marketing strategies

Small and medium

enterprises

Social media

Consumer behavior

Abstract

This study aims to explore innovative marketing strategies that can enhance the sales of Japanese Soufflé Pancakes among consumers in Indonesia. With its soft texture and unique flavor, this product has become a culinary trend, particularly among millennials. However, many small and medium enterprises (SMEs) still rely on traditional marketing methods, which are less effective in reaching broader market segments. The research employs a qualitative approach using a case study method, involving in-depth interviews and participatory observations at production sites. Data were collected from business managers, and analyses were conducted to identify the challenges and opportunities faced in product marketing. Findings indicate that leveraging social media and partnerships with influencers is crucial for improving product visibility and consumer engagement. Additionally, a SWOT analysis reveals the strengths of the product, such as high quality and visual appeal, along with opportunities for market expansion. However, SMEs also face weaknesses related to limited capital and human resources, as well as threats from intense competition. This study is expected to provide relevant insights and recommendations for Indonesian SMEs to develop more effective marketing strategies and adapt to market dynamics.

1. INTRODUCTION

Background problem

Japanese Soufflé Pancakes have become one of the culinary trends that is attracting attention in Indonesia. With a soft texture and unique taste, these pancakes offer a new experience for food lovers. In the context of the Indonesian market, which is dominated by young and creative consumers, this product has great potential to attract interest and increase sales.

Despite this, many small and medium enterprises (SMEs) still rely on traditional marketing methods, which are less effective in reaching wider market segments, especially the millennial generation who prefer digital platforms. Therefore, it is important for SMEs producing Japanese Soufflé Pancakes to adopt innovative and data-based marketing strategies.

Entrepreneurship serves as the primary driver of economic growth and innovation across various nations, Indonesia included. Despite the substantial entrepreneurial capacity within Indonesia, characterized by a youthful and inventive demographic, the quantity of active entrepreneurs remains notably lower compared to more developed nations. This disparity highlights the existing challenges that necessitate attention, particularly concerning the implementation of efficient marketing management practices.

Effective marketing management stands as a viable remedy to enhance the competitiveness of Small and Medium Enterprises (SMEs). As posited by Kotler and Keller (2016), the adoption of targeted, data-informed marketing approaches enables businesses to gain a deeper comprehension of markets and consumer behavior. Nevertheless, a significant portion of SMEs in Indonesia still cling to conventional marketing methodologies, which often prove inadequate in capturing a broader market segment, especially among millennials who exhibit a preference for digital platforms. (Hasyim et al., 2022)

Discussions within the realm of entrepreneurship and marketing literature propose that innovative marketing strategies play a pivotal role in propelling the advancement of SMEs. Prior studies have demonstrated that leveraging social media as a marketing tool can elevate product visibility and foster increased interaction with consumers (Risyaani et al., 2022).

Nonetheless, there exists a research gap pertaining to the execution of contemporary marketing tactics within the context of Indonesian SMEs, particularly in relation to emerging food trends like Japanese Soufflé Pancake. This gap underscores the prospects for research endeavors concentrated on the application of modern marketing strategies capable of bolstering the competitiveness of SMEs in Indonesia. Through a comprehensive grasp of market dynamics and consumer inclinations, SMEs are poised to formulate more efficacious strategies, enabling them to not only endure but also thrive amidst competitive market environments. Furthermore, by leveraging digital platforms and social media, these enterprises can effectively reach a broader audience, thereby enhancing brand awareness and customer loyalty (Saeed, 2022). Additionally, the integration of influencer partnerships and targeted advertising can further amplify their outreach, creating a more engaged customer base that is responsive to innovative culinary offerings.

To strengthen the basis of the research on innovative marketing strategies for Indonesian SMEs, particularly in the context of Japanese Soufflé Pancake, we can refer to two relevant studies that highlight the importance of modern marketing approaches. Kaplan & Haenlein (2010): This study explored the role of social media as a marketing tool and its impact on consumer engagement. The authors emphasized that social media platforms provide businesses with an opportunity to enhance product visibility and foster deeper interactions with consumers. They found that brands leveraging social media not only increased their reach but also cultivated a loyal customer base that actively engaged with their content. This study is particularly pertinent to the current research theme, as it underscores the necessity for SMEs, especially in the food industry, to adopt social media strategies to connect with a younger, digitally-savvy audience. By employing social media marketing, SMEs can effectively promote trendy products like Japanese Soufflé Pancake, tapping into the preferences of millennial consumers.

Kotler & Keller (2016): In their work on marketing management, Kotler and Keller discussed the significance of data-driven marketing strategies in understanding market dynamics and consumer behavior. They argued that targeted marketing efforts, informed by data analysis, could significantly enhance the competitiveness of businesses. This study supports the notion that Indonesian SMEs need to shift from traditional marketing methods to more innovative, data-informed strategies. By applying these principles, SMEs can better identify their target audience, tailor their marketing messages, and ultimately improve their market performance. This is particularly relevant for the Japanese Souffle Pancake, as understanding consumer preferences and trends will allow SMEs to position this product effectively in a competitive marketplace. These studies collectively emphasize the need for SMEs in Indonesia to embrace innovative marketing strategies, particularly through digital platforms and social media, to enhance their visibility and engagement with consumers, thereby addressing the research gap in the application of contemporary marketing tactics within the context of emerging food trends.

This investigation must be carried out in Indonesia due to the significant potential that Small and Medium Enterprises (SMEs) possess in driving both the economy and fostering innovation. Despite Indonesia having a youthful and imaginative population, numerous SMEs continue to depend on conventional marketing approaches, which are notably less efficient, particularly in engaging broader market segments such as millennials, who exhibit a stronger inclination towards utilizing digital platforms. Considering the existing deficiency in the implementation of contemporary marketing tactics, particularly concerning emerging food items like Japanese Souffle Pancake, this examination anticipates offering pertinent insights and remedies for SMEs. By enhancing their comprehension of market dynamics and consumer preferences, SMEs in Indonesia can devise more creative and efficient marketing approaches, thereby enabling them to not only endure but also flourish in competitive market environments.

The primary objective of this study is to investigate the viability of implementing innovative marketing strategies for Japanese Souffle Pancake, a product teeming with potential yet lacking in adequate marketing initiatives. Consequently, this study aspires to yield substantial insights contributing to the evolution of pertinent marketing approaches tailored for SMEs operating within Indonesia.

Problem Formulation

1. Apa saja strategi pemasaran yang tepat untuk meningkatkan penjualan Japanese Souffle Pancake di kalangan konsumen Indonesia?
2. Bagaimana peran media sosial dalam mempromosikan produk makanan baru di kalangan milenial?
3. Apa saja kendala yang dihadapi UKM dalam menerapkan strategi pemasaran modern?

Research purposes

1. Mengidentifikasi strategi pemasaran yang efektif untuk produk Japanese Souffle Pancake.
2. Menganalisis dampak media sosial terhadap pemasaran produk makanan di kalangan milenial.
3. Menggali kendala yang dihadapi UKM dalam menerapkan strategi pemasaran modern dan mencari solusinya.

2. LITERATURE REVIEW

Teori Kewirausahaan

Entrepreneurship entails the generation of value by discerning and leveraging opportunities. As posited by Shane and Venkataraman (2000), the entrepreneurial endeavor encompasses the capacity of individuals to identify opportunities and undertake risks to establish ventures. Such conceptual framework is pivotal in comprehending the mechanisms through which entrepreneurs innovate and introduce novel products like Japanese Souffle Pancakes.

Teori Pemasaran

The marketing theory centers on the strategies that companies employ to satisfy consumer needs and wants by providing various products and services. According to Kotler and Keller (2016), a comprehensive comprehension of consumer behavior and market segmentation plays a crucial role in the development of successful marketing tactics.

Model Pemasaran Mix (4P)

The framework comprises of four components: Product, Price, Place, and Promotion. As stated by McCarthy (1960), the optimal integration of these four components has the potential to enhance the effectiveness of marketing. This research aims to investigate the potential marketing strategies for Japanese Souffle Pancakes within each individual element.

Teori Perilaku Konsumen

This theory elucidates the process by which individuals engage in decision-making regarding the allocation of their resources, such as time and finances, for the acquisition of various goods and services. Solomon et al. (2010) demonstrated that consumer behavior is shaped by a myriad of psychological, social, and cultural determinants. This comprehension holds significance in discerning consumer inclinations towards novel food items.

Teori Media Sosial dalam Pemasaran

Social media has emerged as a crucial tool within contemporary marketing practices. As noted by Kaplan and Haenlein (2010), social media facilitates immediate engagement between companies and their clientele, ultimately fostering heightened customer involvement and allegiance. An examination will be conducted on the significance of social media in endorsing the Japanese Souffle Pancake.

3. RESEARCH METHODS

Research methods

This research adopts a qualitative approach with a case study method, aiming to explore the entrepreneurial phenomenon related to the production of Japanese Souffle Pancakes and the challenges faced by entrepreneurs. The location of the research was Jl. Bloom Gg. Hidayat, Tembilahan, on December 19 2022.

Data

The data used consists of primary and secondary data. Primary data was obtained through in-depth interviews with business managers, Andre Febrian Irfansyah and Nazila Istifadhah, as well as direct observation of the production and marketing processes. Interviews were conducted in a semi-structured manner to allow for more in-depth exploration, while observations were carried out in a participatory manner.

Secondary data includes literature on entrepreneurship and internal documents such as budget plans and SWOT analysis.

Data Collection

Data collection is carried out through:

1. Interview: Interviews were recorded with the informant's permission, using open-ended questions to obtain rich information.
2. Observation: Observations include recording practices and challenges in daily business activities.
3. Documentation Study: Collect relevant documents to support analysis.

Data analysis

Data analysis was carried out using qualitative descriptive analysis techniques, which include:

1. Data Coding: Organize data based on emerging themes.
2. SWOT Analysis: Identifying strengths, weaknesses, opportunities and threats that influence business success.

To ensure the validity of the data, triangulation was carried out by comparing results from various sources, as well as conducting member checking to ensure accuracy of interpretation.

With this systematic research method, it is hoped that it can provide in-depth insight into the dynamics of entrepreneurship in the context of Japanese Souffle Pancake production and offer practical recommendations for future business development.

4. RESULTS AND DISCUSSION

Results

The research results show that Japanese Souffle Pancake business actors face various challenges and opportunities in running their business. Through interviews and observations, it was revealed that commitment and creativity were the main keys to the success of this business. Business manager, Andre Febrian Irfansyah, emphasized the importance of innovation in products and marketing strategies to attract the interest of increasingly diverse consumers.

Analisis SWOT

The following is a SWOT analysis table that describes the strengths, weaknesses, opportunities and threats of the Japanese Souffle Pancake business:

Tabel 1: SWOT Analysis of Japanese Souffle Pancake Business

Category	Factor
Strength	1. High and unique product quality
	2. Strong visual appeal
	3. Innovation in recipes and product variations
Weaknesses	1. Limited capital and human resources
	2. Production capacity is still limited
	3. Dependence on certain raw material suppliers
Opportunity	1. Trend of increasing interest in unique and quality food
	2. Effective marketing via social media
	3. Potential for expansion into wider markets
Threat	1. Competition is increasingly fierce in the culinary sector
	2. Rapid changes in consumer tastes
	3. Risk of fluctuation in raw material prices

Source: Processed Data, 2024

From the analysis above, the main strength of this business lies in the high quality of the product and the uniqueness of the recipe which attracts the attention of consumers. Japanese Souffle Pancake products have a different visual appeal and taste compared to regular pancakes, which contributes to their popularity among various market segments.

However, the weaknesses faced are limitations in terms of capital and human resources, which affect production capacity. Opportunities that can be exploited include the trend of increasing public

interest in unique and quality food, as well as marketing via social media which has proven effective in increasing product visibility.

On the other hand, the threat that needs to be watched out for is increasingly fierce competition in the culinary sector, especially from similar businesses that are starting to emerge. Overall, the results of this research show that despite the challenges, the potential for growth is enormous. With the right marketing strategy and good resource management, the Japanese Souffle Pancake business can continue to grow and compete in an increasingly dynamic market. Recommendations for business managers include increasing production capacity, product diversification, and utilizing digital technology for more effective marketing.

Discussion

The research results show that Japanese Souffle Pancake business actors face various challenges and opportunities in running their business. The SWOT analysis carried out reveals strengths, weaknesses, opportunities and threats that are relevant to entrepreneurship theory and previous research.

1. Strength

The main strength of this business lies in the high quality of the products and the uniqueness of the recipes. According to Drucker (1985), innovation is the key to entrepreneurial success. Research by Lee et al. (2021) show that unique product innovation can increase attractiveness in a competitive market, in line with the finding that consumers prefer products that offer a differentiated experience.

2. Weaknesses

The weaknesses faced, such as limited capital and human resources, reflect general challenges in small business development. The theory of small business growth by Churchill and Lewis (1983) notes the difficulties that small businesses face in the initial phase. Research by Kraus et al. (2020) found that limited access to capital and resources can hinder small business growth, underscoring the importance of financial support.

3. Opportunity

Existing opportunities, such as the trend of increasing interest in unique foods, reflect the relevance of marketing theory. Kotler (2000) explains that understanding consumer needs can pave the way for product innovation. Research by Miller et al. (2019) show that consumers are increasingly seeking unique culinary experiences, which these businesses can capitalize on through effective digital marketing.

4. Threat

The threat of increasingly fierce competition in the culinary sector shows the need for adaptive strategies. Competitive strategy theory by Porter (1980) emphasizes that to survive in a competitive industry, entrepreneurs must be able to identify and exploit strengths and opportunities while overcoming weaknesses and threats. Research by Gonzalez et al. (2022) highlight that companies that do not adapt to market changes risk losing market share, emphasizing the importance of flexibility in business strategy.

This shows that despite the challenges, the potential for growth is enormous. By applying relevant entrepreneurship and marketing theories, as well as utilizing findings from previous research, the Japanese Souffle Pancake business can continue to grow and compete in the market. Recommendations for business managers include increasing production capacity, product diversification, and utilizing digital technology for more effective marketing.

In the context of marketing Japanese Soufflé Pancakes, understanding relevant theories is very important to formulate an effective strategy. The following is an analysis based on the theories that have been discussed:

1. Entrepreneurship Theory:

Entrepreneurship plays an important role in creating value through innovation. Japanese Souffle Pancake, as a new product, shows how entrepreneurship can take advantage of culinary trends to attract consumer attention. According to Drucker (1985), innovation is the key in entrepreneurship to create products that meet market needs. Research by Hasyim et al. (2022) also show that product innovation has a big influence on millennial purchasing decisions, who are more open to new culinary experiences. Thus, SMEs that innovate with this product can build stronger consumer loyalty.

2. Marketing Theory:

To increase sales of Japanese Soufflé Pancakes, understanding consumer behavior is very crucial. Proper market segmentation allows SMEs to target millennials who are more often looking for new culinary experiences. Kotler and Keller (2016) emphasize the importance of understanding consumer needs and preferences in formulating marketing strategies. Research by Risyafani et al. (2022) supports this statement by showing that consumers are more likely to purchase products promoted via social media, which confirms the relevance of digital marketing in attracting consumer interest.

3. Marketing Mix Model (4P):

Implementing the 4Ps—product, price, place, and promotion—is a fundamental strategy for marketing Japanese Soufflé Pancakes. The product must be of high quality and visually attractive. Competitive pricing is important to attract consumers, while strategic selection of sales locations can increase accessibility. According to McCarthy (1960), marketing success depends on the right combination of these elements. Research shows that food products that have an attractive presentation and an appropriate price can increase their appeal among young consumers (Hasyim et al., 2022).

4. Consumer Behavior Theory:

Understanding consumer behavior helps SMEs in designing the right strategy for Japanese Soufflé Pancakes. Psychological factors, such as motivation and perception, influence purchasing decisions. Solomon (2018) explains that understanding consumer behavior can help in developing more effective marketing strategies. Research by Risyafani et al. (2022) found that emotional factors generated through social media can increase consumers' buying interest in new products. Source: Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being*; Risyafani, D., et al. (2022).

5. Social Media Theory in Marketing:

Social media is a very effective tool in promoting Japanese Soufflé Pancakes. According to Kaplan and Haenlein (2010), social media allows direct interaction between producers and consumers, which can increase customer engagement and loyalty. Research shows that the effective use of platforms such as Instagram and TikTok can increase consumer interest in trying new food products (Risyafani et al., 2022).

By integrating these theories into marketing strategies, SMEs can exploit the full potential of Japanese Souffle Pancakes. Through innovation, understanding consumer behavior and effective use of social media, the marketing strategy formulated will be more relevant and have the potential to increase product sales in the Indonesian market.

5. CONCLUSION

This research shows that the Japanese Soufflé Pancake business has significant potential to develop in the Indonesian market, even though it is faced with various challenges. The main strength of this business lies in the high quality of the products, innovation in recipes, and strong visual appeal. However, there are weaknesses, such as limited capital and human resources, which need to be overcome to increase production capacity. Available opportunities, especially through unique food trends and the use of social media, can be exploited to expand market reach. On the other hand, threats from increasingly fierce competition and changes in consumer tastes must be taken into account so that this business can survive and develop sustainably.

From the results of this research, it is recommended that the Japanese Souffle Pancake business take several strategic steps to increase its competitiveness. First, increasing production capacity through investment in more efficient equipment and recruitment of an adequate workforce is essential to meet growing market demand. In addition, product diversification by developing new variations that remain in innovative food categories will help attract more consumers and increase customer loyalty. The use of social media as a marketing tool also needs to be increased, by creating creative and interactive content to reach audiences, especially millennials. Furthermore, access to financing from government and private institutions must be explored to overcome existing capital constraints. Finally, companies need to actively monitor changes in market trends and consumer preferences so they can adapt quickly to the dynamics that occur. By implementing these steps, it is hoped that the Japanese Soufflé Pancake business can achieve sustainable and competitive growth in the Indonesian culinary market.

6. THANK-YOU NOTE

A big thank you to all parties who have contributed to this research. First of all, we would like to express our appreciation to the supervisors who have provided valuable direction and guidance throughout the research process. We also thank the informants who took the time to interview and share their experiences and insights. Finally, we would like to express our thanks to Indragiri Islamic University for providing facilities and a conducive academic environment to carry out this research. Hopefully the results of this research can provide benefits for business and scientific development.

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