

Information on Online Promotion Strategies Based on Go-Food Applications in Creating Marketing Effectiveness

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ABSTRACT

The research aims to explore the effectiveness of online promotion strategies through the Go-Food application for culinary MSMEs in Jakarta. This research explores the benefits and disadvantages of using online promotional strategies through the Go-Food application. Effectiveness is measured by the number of advantages obtained compared to the losses experienced. The research method is a case study with a qualitative approach. Data collection techniques were carried out using interviews, observation, documentation and literature study. The number of informants studied was 5 informants. The research results show that the online promotion strategy through the Go-Food application has benefits: increasing the number of consumers, expanding the market, increasing income, as a promotional medium, time efficiency and increasing credibility, while the disadvantages can be overcome by technological development carried out in the Go-Food application. Thus, the advantages of using an online promotion strategy through the Go-Food application outweigh the disadvantages, so it can be concluded that the online promotion strategy through the Go-Food application is effective for culinary MSMEs.

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1. Introduction

From year to year the number of internet users is increasing rapidly, society is required to continue to develop towards the digital era, towards the online world, both young people and parents are taking part in taking advantage of this technological development, with the presence of this internet technology it seems that the world is in the palm of our hands, we can get any information very easily on the internet. Internet users continued to increase until 2017. If we look at the area, the largest number of internet users is on the island of Kalimantan and in second place is on the island of Java which has the densest population. This phenomenon is being exploited quite well by business people in Indonesia, to develop their businesses, one of which is in Jakarta. One of the businesses that is developing is the culinary business, as stated by the chairman of Kadin (Indonesian Chamber of Commerce), Arnaz Agung Andrasmara, who said that the culinary business in Indonesia is growing rapidly, in one year there are at least 10 to 15 new culinary businesses [3]. Increasingly mushrooming day by day, competition in the culinary business is getting tighter, ultimately encouraging business actors to rack their brains to implement strategies to reach the market [3].

With the development of this technology, quite a lot of culinary business people are using the internet to develop markets and attract consumers because it is seen that the marketing reach can be wider compared to conventional marketing. With the development of this technology, consumer behavior is starting to change, where this behavior is starting to shift from purchasing directly to purchasing online, this makes online business very promising. One of the online media that is currently phenomenal is Go-Food, which is a food and drink delivery service that can be ordered via cellphone using the Go-Jek application which operates via smartphone. Go Food is one of the features in the Go-Jek application whose function is to sell food and beverage products, promote these products, as well as a feature that also serves as a delivery service or is called food delivery.

Go-Food partners simply register the business they wish to sell and promote at the Go-Jek office. With this application, it will be very easy for consumers to find what food menu they want. In the application, many food menus are listed and equipped with prices too, so consumers are free to adjust the price they want. It is through Go-Food that entrepreneurs in the culinary sector develop their promotional strategies to win the market.

Digital Marketing. Digital Marketing is a marketing method carried out by applying digital technology or often called e-marketing (Nadya, 2016). The development of the world of technology has made marketing strategies begin to shift towards digital media, thus it is very important for business actors to carry out developments to attract consumers and direct them towards a combination of electronic communication and traditional communication. Digital marketing has an important role in market development today, where technology is developing very rapidly, and consumer behavior is shifting towards online. With digital marketing, a business's market reach can become wider, because it uses online media which can be accessed anywhere. Marketing theory or digital marketing with a new marketing approach to help marketers anticipate and manage the impact of technology, this concept combines online interaction and offline interaction between companies and customers because in reality, when the online world develops, offline touch becomes a strong point of differentiation (Krisnawati, 2018).

Businesspeople use various strategies to increase profits from their businesses. Several studies have also been conducted regarding marketing strategies in the culinary business, including research conducted by: (1) Krisnawati (2018), *The Role of Digital Technology Development in Marketing Strategy and Distribution Channels for MSMEs in Indonesia (Case Study: Culinary MSMEs Without Restaurants "Kepiting Nyinyir")* Digital technology has a big role in the business and marketing of MSMEs Kepiting Nyinyir from the results of his research it was found that the use of digital technology in the digital marketing concept is a combination of online and offline strategies, where marketing with online media must also be supported by offline content that has human-to-human touch so that it becomes relevant to create engagement with consumers. Digital technology can also help MSMEs expand their business reach. (2) [15], *Marketing Strategy for Impromptu Pempek Entrepreneurs in Facing Demand Before Idul Fitri*, the results of his research, impromptu pempek entrepreneurs take advantage of the high demand for pempek just before Eid al-Fitr which cannot be met by conventional pempek entrepreneurs who sell regularly and have a fixed location, this impromptu pempek entrepreneur targets middle class consumers in the city of Palembang and Palembang city who consume pempek not at the sales point but consume it at the consumer's own place, the price offered is relatively cheap compared to conventional pempek entrepreneurs because the costs incurred are cheaper especially in labor costs, while for places to sell and promote products, entrepreneurs use social media such as Facebook, Instagram, blogs, Whatsapp and others as well as other applications such as Go Jek or Grab. For distribution, we use fast-growing expedition companies for out-of-town consumers and Go-jek or Grab for inner-city consumers.

The objectives of this research are: (1) Exploring the benefits of using online promotion strategies through the Go-Food application in culinary MSMEs in Jakarta (2) Exploring the disadvantages of using online promotion strategies through the Go-Food application in culinary MSMEs in Jakarta (3) Identifying and analyzing the effectiveness use of online promotion strategies through the Go-Food application for culinary MSMEs in Jakarta.

2. Method

The research design used in this research is a case study with a qualitative approach. Informants are people who are used to provide information about the situation and conditions of the research

background [14]. Through this informant, we will explore more deeply the promotional strategies used to increase sales. In this research, the informants chosen are people who really understand the business, namely business owners and employees who are fully involved in running the business. Primary data was obtained directly from informants either through interviews or observations and direct observations of research objects, while secondary data was obtained from literature books, news on the internet, data from the Central Statistics Agency, data from APJII (Indonesian Internet Service Providers Association), Department of Cooperatives and so on.

If viewed in terms of data collection methods or techniques, data collection techniques can be carried out by observation, interviews, questionnaires, documentation and a combination of the four or triangulation. To help the researcher so that the results of the interview can be recorded properly and the researcher has evidence of having conducted interviews with informants or data sources, in this research supporting equipment will be used during the interview process, namely as follows: (1) Notebook: to make important small notes in connection with interviews conducted by researchers. (2) Notebook: to record conversations with data sources. (3) Android smartphone equipped with a recorder, to record conversations with data sources and also make videos of research situations. (4) Canon Digital SLR camera, used to take pictures of research objects. In this research, the data collection technique uses document study, namely collecting data obtained when conducting research which is carried out using written notes, video recordings, recorders and others obtained from research sources.

Testing data credibility or trust in data resulting from qualitative research is carried out, among other things, by extending observations, increasing persistence in research, triangulation, discussions with colleagues, negative case analysis, and member checking [19]. Triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data [14]. The most widely used triangulation technique is checking through other sources. In other words, with triangulation, researchers can recheck their findings by comparing them with various sources, methods or theories, for this reason researchers can do this by: (1) Asking a variety of questions. (2) Check it with various data sources. (3) Utilizing various methods so that data trustworthiness can be checked [14]. Data analysis in qualitative research is carried out before entering the field, while in the field and after finishing in the field. In qualitative research, data analysis is focused more during the process in the field along with data collection

3. Results and Discussion

The location of this research will be carried out in the Jakarta area. In this area, many culinary businesses have joined to become Go-Food merchants. [12] promotional strategy is one way to introduce products to consumers, by using a good promotional strategy, the process of introducing products to consumers becomes easier, Go-Food is a feature offered in the Go-Jek application which is a delivery service or food delivery service such as delivery services at restaurants, where Go-Food is currently widely used by culinary entrepreneurs as an online promotional strategy. To access Go-Food, you can use a smartphone by installing the Go Jek application because Go-Food is a feature contained in the application. Through Go-Food, consumers can order food from merchants who have joined Go-Food. Go-Food can also be a promotional medium for culinary business people because in this application business owners can also put up photos of the food being sold to make it look attractive, and can put up promotional menus to attract consumers. With the existence of Go-Food, culinary entrepreneurs who do not have a delivery service budget can develop their business to have a delivery service, namely through Go-Food. The Go-Food application also continues to develop, currently Go-Food partners can use a new application, namely Go-Resto, where in this application there have been new technological developments which make it easier for merchants to manage the online system offered by Go-Food . Information from (Daily Social Web Site, 2017) shows that many culinary businesses have experienced a significant increase in sales after joining as Go-Food merchants.

In this research, interviews and observations were conducted with 5 key informants whose criteria had been determined previously. The informants were culinary business owners who had become Go-Food merchants in Jakarta. These key informants were chosen because they were informants who could provide explanations and answer research questions. has been made in this research, namely regarding the effectiveness of using online promotion strategies through Go-Food

in culinary MSMEs, namely: (1) Mrs. Harini, is a housewife who is the owner of Warung Makan Sari Eco who is familiarly known as Mrs. Har who has started his business selling non-halal food since 2016, is a family legacy business, started joining Go-Food since March 2016. (2) Bang Yanuar, is a 27 year old young man who started the Berkah Seafood food stall business, since July 2017, joined with Go-Food September 2017, a newly established business but has decided to join as a Go-Food merchant. (3) Mr. Darmanto, is a man who is the owner of the Padang Simple restaurant who started the business in 2013, joined Go-Food in 2016. (4) Mr. Rahmat, is a Jumbo Leker seller, who is 55 years old, started the business He has been working since 2009 and continues to exist to this day, joining Go-Food since November 2010. (5) Lik Budiman, is a 24 year old young man, who is the owner of Warung Ayam Geprek Bang BUD, establishing a chicken geprek business since 2009. 2016, which was initially only a delivery order, merged into a Go-Food merchant on January 30 2017.

3.1. Benefits of Online Promotion Strategies Through Go-Food Applications for Culinary MSMEs

Interview results related to the benefits of using online promotional strategies through the Go-Food application for culinary MSMEs in Jakarta, namely:

1) Increase in the number of consumers

By using an online promotion strategy through Go Food, you can increase the number of consumers, with online marketing through Go-Food, the shop will become increasingly well known to the public, because Go-Food is an online medium so it can be accessed by many people anywhere and at any time, so that customers will increase. increased, those who previously did not know this stall became familiar with it through Go-Food. This is like the theory regarding Digital Marketing, which is a marketing method carried out by applying technology digitally or often called e-marketing [15], the development of this technological world has made marketing strategies begin to shift towards digital media, thus it is very important for business actors to carry out developments to attract consumers, in this theory it is said that the aim of using online or digital marketing strategies is to attract consumers, so as to increase the number of consumers. To understand consumer behavior and relate it to marketing strategy development, a concept called the Consumer Analysis Wheel is needed [15].

2) Market Expansion

Tjiptono (2019), marketing strategy is seen as a general statement regarding direction or guidelines in selecting target markets and designing and implementing the marketing mix. The three main aspects covered are as follows: (1) Where to compete? (determination of the company's chosen market). (2) On what basis to compete? (Product and service development). (3) When to compete? (timing of market entry and market development activities). By taking advantage of the technological developments offered by Go-Food, this is the right time to enter the online market. Several informants revealed that they decided to join Go-Food because they saw opportunities for current technological developments which were moving towards online, this is very beneficial. for market development. The benefits obtained by joining as a Go Food merchant are in accordance with the theory, that the use of the right marketing strategy will result in market expansion, and this market development is one of the main aspects of the marketing strategy. Apart from that, Go-Food is also suitable for non-halal food stalls, where the market for this business can be said to be narrower, however with Go-Food you can develop a wider market, because the reach of this online media tends to be wider.

3) Increased Income

Business objectives are closely related to marketing management strategies, namely one of them is making a profit [20]. What is meant by profit is the amount of profit that the company has managed to obtain during a certain period of time, for example one or five years. The promotion strategy applied to culinary businesses through Go-Food has brought about a significant increase in income, and this is suitable to be applied both to businesses that have been established for a long time, as well as businesses that have just been established. Based on the results of in-depth interviews with research respondents, it was found that Marketing strategies through Go-Food are suitable for newly established or long-established businesses, by joining Go-Food the income earned can increase up to two times. This is in accordance with the theory put forward by Drucke. By

implementing this online marketing strategy, you can increase your income and business profits, where business profits are of course the goal of a business.

4) Promotional Media

Baker's marketing mix consists of five components, namely product strategy, price, place, promotion and after sales services. Promotion is part of the marketing mix that plays a big role, promotion is activities that the company actively carries out to encourage consumers to buy the products offered. Activities in this promotion are generally advertising, personal selling, sales promotion, direct marketing, as well as public relations and publicity. Several respondents in this study used Go Food as a promotional medium. Go-Food itself also promotes its merchants, namely by giving discount vouchers to consumers and this is sometimes not known by the merchants, so the merchants feel they are benefiting because they are given the opportunity to promote their products. . Apart from that, because the media used by Go-Food is online, the promotional reach can be wider. By using Go-Food as a promotional media, the market reach is wider compared to traditional promotional media such as distributing brochures. As the theory expressed by [11], internet marketing or digital marketing has five big advantages for companies that use it, one of which is that there are no real limits in advertising space when compared to print media and broadcast media [16], through Go-Food Marketers can freely place product images in the application, so they can attract buyers' attention.

5) Time Efficiency

Baker regarding the marketing mix which consists of five components, one of which is place, namely making the product available in places that make it easier for consumers to buy it whenever they need it [20], to get it into the hands of consumers, distribution channels are needed, distribution channels are channels that used by producers to distribute products to consumers or various company activities that ensure products reach consumers [6]. Through Go-Food, food products reach consumers easily, quickly and in real time. The results of the research state that with Go-Food, the time needed to reach consumers is faster. Previously, when making a delivery order yourself, you had to wait 3 to 5 orders before the order could be delivered, but after joining Go-Food it became more effective because even one order can be delivered quickly and in real time, without having to wait a long time, this is in accordance with the theory of effectiveness, namely if the target or goal has been achieved according to a predetermined plan, if the target does not comply with the predetermined time then the work is said to be ineffective [17], where the emphasis on effectiveness is regarding the time required to complete a job, so that using Go-Food services can increase the effectiveness of the services of the culinary business.

6) Improve Service Quality

Tjiptono (2019) in his book entitled Marketing Strategy discusses that in evaluating services that are intangible, variable, inseparable and perishable, consumers generally use several attributes or factors, one of which is reliability, namely the ability to provide the promised service immediately, accurate and satisfying, through the Go-Food application it can provide satisfaction to customers through its reliability, where orders can reach consumers more quickly, with faster service marketers can improve the quality of service for the culinary business they are currently involved in,

7) Increase Credibility

The results of interviews with informants show that by entering the Go-Food application, it is enough to increase the credibility of their business, because currently Go-Food is considered a delivery service that is quite credible and can be trusted among the public. If it is already in the Go-Food application, it means that the stall has It can be acknowledged, this is as explained in the theory regarding company credibility which is defined as the extent to which consumers believe that a company can design and present products and services that can meet customer needs and desires (Keller, 2010). Kotler & Keller (2016), company credibility in turn depends on three factors, namely: company expertise (corporate expertise), namely the extent to which the company appears capable of making and selling products or providing services, Corporate trustworthiness, namely the extent to which the company appears motivated to being honest, dependent and sensitive to customer needs, corporate attractiveness, namely the extent to which the company looks liked, attractive, prestigious, dynamic, etc., by joining as a Go-Food merchant, a culinary stall owned by these entrepreneurs so it looks more attractive and prestigious, so it becomes attractive to consumers.

3.2. Disadvantages of Online Promotion Strategies Using Go-Food Applications for Culinary MSMEs

Based on the results of research and in-depth interviews with respondents, disadvantages were found in implementing online promotion strategies through the Go-Food application in culinary businesses, namely:

1) *System Management*

Swasta & Sukotjo (1998), management is the science and art of planning, organizing, directing, coordinating and supervising human power with the help of tools to achieve predetermined goals. From this definition of management, it can be concluded that management has five functions, namely: (1) Planning. (2) Organizing. (3) Direction. (4) Coordination, and (5) Supervision. These five management functions are very important in carrying out all activities, all of this is intended so that whatever activities are carried out can run well so that the goals that have been set can be achieved, in accordance with the theory that in the Go-Food application the organizing and monitoring functions cannot be fulfilled, because the financial management problem cannot yet be clearly seen, but this has been anticipated with the technological development that has been carried out by Go Food, namely with the existence of a new application for Go Food merchants, namely the Go-Resto application, in the Go-Resto application all transactions can be seen clearly, the amount purchased, the amount paid and the amount of tax deducted by Go-Food can all be seen clearly, even ordering times can also be seen, so merchants can see when the peak hours are and when the quiet hours are, and can carry out monitoring functions through the application.

2) *Time Management*

Another disadvantage of using the Go-Food application is regarding time management, where in the Go-Food application there is no facility to mark menus that are out of stock and shop opening and closing hours are not yet flexible, there will be times when merchants can disappoint customers, because before the time the menu stall closes. exhausted, based on the theory of time management, it is closely related to efficiency, Peter Drucker revealed two concepts in management, one of which is efficiency, efficiency means doing something correctly is the concept of input (labor, materials and time) to produce output (desired results) [18], so it can be said that this Go-Food application has not produced good output, namely in terms of time, it does not have good time management, so it can disappoint customers and this can cause customer loss, but this This has also been anticipated by Go-Food, namely by developing an application via Go-Resto, merchants can easily close and open online stores as well as mark menus that are out of stock, the number of incoming orders can also be seen in the application, so that merchants can make forecasts. sales and be more flexible in time management and not disappoint customers.

3) *Taxes*

Based on sources from go-jek.co.id, restaurants or merchants who collaborate with Go-Food must agree to revenue-sharing, apart from that PT Gojek also gets income from advertising in collaboration with PT Gojek, both collaboration and advertising are subject to PPh Article 23 with the tax object being information or advertising services at a rate of 2%. Legal basis: (1) Minister of Finance Regulation No. 244/PMK.03/2008. (2) PPh 23 number 7 letter x which states that services providing place and/or time in mass media, outdoor media or other media for conveying information are subject to a rate of 2% of the gross DP amount excluding VAT. (3) PMK141/PMK.03/2015 Apart from PPh Article 23, merchants are also subject to VAT on advertising or information services, advertising is a type of service that is not included in the negative list (a type of service that is not subject to VAT), thus advertising services are Taxable Services (JKP) so that advertising services and information services in collaboration with PT Gojek must be subject to VAT of 10%, the DPP that applies in general is the replacement value. The legal basis: (4) VAT Law Number 42 of 2009 Article 4 paragraph (1) letter c which states that VAT is imposed on the delivery of JKP within the customs area by entrepreneurs. (5) Article 7 paragraph (1) which states that the VAT rate is 10%. To anticipate this tax problem so that tax payments do not affect the income earned by merchants, they anticipate by increasing the price in the application, this price increase is used to cover the tax that must be paid so as not to erode the profits obtained.

3.3. Effectiveness of Online Promotion Strategies Through Go-Food Applications for Culinary MSMEs

By choosing an online promotion strategy through the Go Food application, marketers have made the right choice and can be called effective, because the profits obtained by using this promotion strategy are greater than the disadvantages, in fact there are almost no disadvantages anymore after technological development, p. This is in accordance with the theory put forward by Robin, effectiveness is the long-term level of organizational achievement, effectiveness can be defined as the level of accuracy in choosing or using a method to do something (effective = do right things) [8], in this case the method The chosen one is an online promotion strategy through the Go-Food application. According to [8] effectiveness is a measure that states how far the target has been achieved, the greater the percentage of the target achieved, the higher the effectiveness, by using online promotion strategies, you can even get income that has increased by up to two-fold, this shows that The use of online promotion strategies through the Go-Food application is quite effective for culinary businesses, as well as experiencing a fairly high increase in income since using Go-Food..

4. Conclusion

The benefits of using online promotional strategies through the Go-Food application for culinary MSMEs are as follows: (a) Increase in the number of consumers. (B) Market expansion. (c) Increase in income. (d) As promotional media. (e) Time efficiency. (f) Can increase the credibility of the culinary business.

There are only a few disadvantages of using online promotion strategies through the Go-Food application for culinary MSMEs, including: (a) Unclear system management problems. (b) time management. (c) Taxes. (d) Quality of HR (Human Resources). All the shortcomings in the Go-Food application have been anticipated with the technological development that has been carried out by Go Food, namely with the existence of a new application for Go-Food merchants, namely the Go-Resto application, in the Go-Resto application all transactions can be seen using the Go-Food application. Obviously, you can even see the ordering hours, so that merchants can see when the hours are busy and when the hours are quiet. Another disadvantage of using the Go-Food application is regarding time management, where in the Go-Food application there is no facility to mark menus that are out of stock and Shop opening and closing hours are not yet flexible, this has also been anticipated by Go Food, namely through the development of applications via Go-Resto, merchants can easily close and open online shops as well as mark menus that are out of stock, with this technological development it can cover existing deficiencies in the previous application, namely the Go-Food application, for tax problems, merchants anticipated it by increasing prices in the application. This price increase was used to cover the taxes that had to be paid so as not to erode the profits obtained, which is related to the quality of HR (Human Resources), using this online promotion strategy is quite difficult for entrepreneurs who tend not to be technologically literate, however Go-Food provides assistance in the form of smartphones for merchants and is willing to provide training in using these smartphones . There are many benefits that can be obtained by using online promotional strategies, when compared to the disadvantages, so it can be said that using online promotional strategies through the Go-Food application is effective, considering that the advantages outweigh the disadvantages, and also by utilizing online promotional strategies you can increase income. up to double.

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