

THE DESIGN OF MARKETING STRATEGY AND PLANNING TO PROMOTE
THE BRAND THROUGH SOCIAL MEDIA: PASOLLA KITCHEN WESTERN
FOOD

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UNIVERSITI TEKNOLOGI MALAYSIA

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DEDICATION

I'm dedicating this thesis to my parents, wife, family, and friends who have always helped me to be positive at this moment in the face of adversity. Also, to the lecturer for this subject, Dr. Zuraidah Binti Sulaiman, Senior Lecturer in Marketing at Azman Hashim International Business School, provides guidance that always understands the difficult situation I am encountering now.

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ABSTRACT

The purpose of this study is to examine the strategy of how digital marketing through social media can increase public awareness of Pasolla Kitchen Western Food business. Nowadays, digital marketing is the main medium for any industry, organization, institution and others. Digital marketing refers to the digital advertising of blogs, social media, apps, email, smartphones and more. Currently, the business of Pasolla Kitchen is facing difficulties in raising public awareness, especially when faced with movement restrictions (PKP), and the lack of visitors to the restaurant due to the instructions of the authorities. Mixed methods are used to collect data and random sampling techniques to 450 internet users located in the city of Pasir Gudang. The questionnaire will be distributed online such as Facebook and Twitter or other social media platforms through #pasirgudang. The purpose of this study is to look at the effectiveness of digital marketing on small and medium industries, and identify ways, techniques, time, and things that contribute to increasing public awareness of the business being conducted. This study helps companies to make more efficient use of digital marketing as a tool to generate direct marketing towards potential customers and to compete with competitors in Pasir Gudang.

ABSTRAK

Tujuan kajian ini adalah untuk menyedilik strategi bagaimana pemasaran digital melalui media sosial dapat meningkatkan kesedaran orang ramai kepada peniagaan Pasolla Kitchen Western Food. Pada masa kini, pemasaran digital merupakan medium utama bagi mana-mana industry, organisasi, institusi dan lain-lain. Pemasaran digital merujuk kepada pengiklanan secara digital blog, media sosial, apps, email, telefon pintar dan lain-lain. Pada Ketika ini, perniagaan Pasolla Kitchen menghadapi kesukaran untuk meningkatkan kesedaran orang awam terutama sekali apabila berdepan dengan sekatan pergerakan (PKP), dan kekurangan pengunjung yang hadir ke restoran disebabkan arahan pihak berkuasa. Kaedah campuran digunakan untuk mengumpulkan data dan Teknik persampelan rawak kepada 400 pengguna internet yang berada di bandar Pasir Gudang. Soal selidik akan diedarkan secara online seperti Facebook dan Twitter ataupun platform media sosial yang lain melalui #pasirgudang. Tujuan kajian ini adalah untuk melihat keberkesanan pemasaran digital terhadap industri kecil dan sederhana, dan mengenalpasti cara, Teknik, masa, dan Perkara-perkara yang memberi sumbangan kepada peningkatan kesedaran awam kepada perniagaan yang dijalankan. Kajian ini membolehkan perniagaan memanfaatkan pemasaran digital secara lebih berkesan sebagai medium untuk membuat pemasaran terus kepada bakal-balak pelanggan, dan menjadi kompetitif di antara perniagaan yang sama jenis di dalam bandar Pasir Gudang.

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LIST OF SYMBOLS

UTM Universiti Teknologi Malaysia

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Business means an organization, or entity of entrepreneurs engaged in commercial activities, small, medium or large industries, or professionals. The term business refers to all the efforts and activities of individuals who are organized to produce and sell goods and services for profit. There are various business categories such as plantations, activities of buying and selling commodities, products or services. Businesses have risks once they are known, irrespective of the factors that will be involved. Food -based medium business (SMe) is one of the main catalysts to raise the country's economy where halal business becomes a medium for such businesses (Azmi Abdullah, 2018).

1.2 Information About the Case Study

Pasolla Kitchen is a local business operating in Pasir Gudang Johor and established in early 2018 by Chef Muhammad Nizam bin Abu Hashim. It's a business selling western dishes like Grilled Chicken Chop, Spaghetti Carbonara, Chicken Hawaiian Pizza, and many more. The business is managed by a professional chef who serves dishes for hotels located in Johor Bahru. The name Pasolla Kitchen is inspired by the film “Laksamana Do Re Mi” directed by Tan Sri P. Ramlee.

1.3 Problem Statement

Business Awareness

The biggest issue with this business is that the locals of Pasir Gudang are unaware of the offers or services provided by Pasolla Kitchen. Despite offering a range of exciting Western Food menu offerings, if inhabitants of Pasir Gudang are asked which restaurant offers the greatest Western Food alternatives, it is almost probably not Pasolla Kitchen. This name may be unfamiliar to them. Furthermore, these names do not reflect the nature of the business

Lack of Marketing Knowledge

Pasolla Kitchen's brand is not advertised anywhere in Pasir Gudang. They also don't know what characteristics would persuade potential customers to visit the café and taste their food. They have no idea to introduce their products to the 46000 residents of Pasir Gudang other than regular customers who have experienced their meals. They are highly committed to providing great meals for their customers, but the truth is that they only have the same customers come to their cafe.

Number of Customers

Although Pasolla Kitchen chefs use premium products and spices, the increase in customers is very slow. Some Western Food businesses in Pasir Gudang have more customers even though they do not use premium ingredients. From its inception, the business served delicious cuisine but the increase in new customers did not seem to be encouraging. As a result of the relatively low customer increase, the revenue return is likewise just enough to keep the business running for the next few days. It is important

for the increase in customers to bring a return on capital due to the use of premium ingredients in cooking.

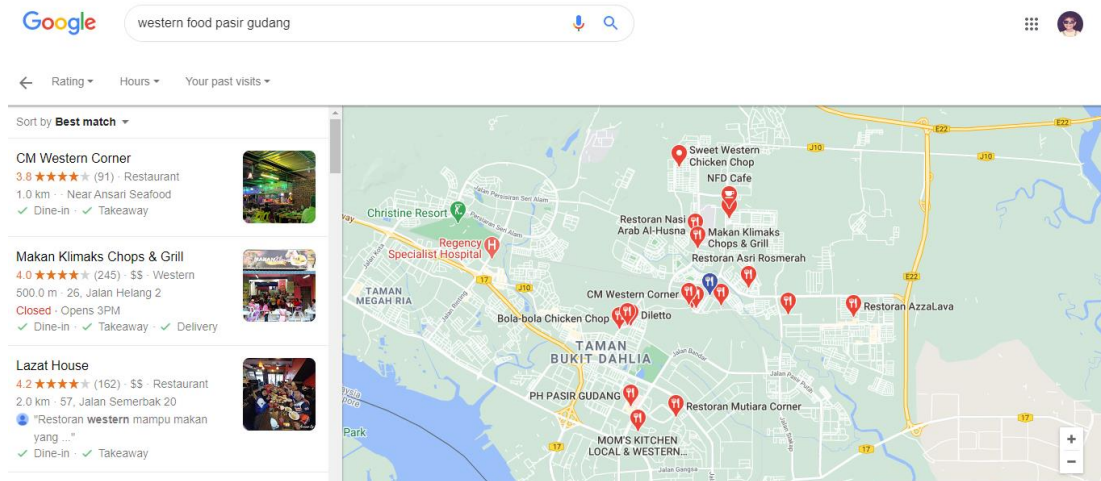


Figure 1.0: Search 'Western Food Pasir Gudang' in Google Search

1.4 Research Questions

RQ1: What are the issues with background and marketing related to branding of Pasolla Kitchen?

RQ2: What factors such as awareness and liking towards purchase intention of Pasolla Kitchen?

RQ3: What digital marketing can help raise this business?

1.5 Research Objective

RO1: To explore the background and marketing issues related to branding of Pasolla Kitchen

RO2: To investigate awareness and liking towards purchase intention of Pasolla Kitchen.

RO3: To investigate how digital marketing can help to raise this business.

1.6 Researchers Role

1.6.1 Creating customer awareness of the business conducted.

1.6.2 Disseminate information directly to potential customers through the social media crowd.

1.6.3 Based on social media platforms that have advertising space among them are Facebook and Instagram. Below are some ways to help this business to be boosted.

- a) Facebook Boost Post - By creating 'Audience' based on demographic selection such as gender, age, location, targeting details.

- b) Facebook Group Sharing - One of the free approaches to manually sharing ads and promotions is by opting for status sharing into Facebook Group Pages.

- c) Instagram Hashtag - Among the popular functions used in this application is the use of hashtags. This function will bring business posts to the audience that subscribed to the hashtag. At the same time, business account owners can see potential customers by communicating through the audience using the hashtag.

- d) Instagram Promote Page - business owner can select goals as a result of the promotion performed; More Profile Visits, More Website Visits, More Messages. Then can then select the target audience based on location, interest, age and gender.

- e) Food Panda - by giving customers the option to order when the MCO is enforced, business through food delivery applications becomes an option for merchants to create new online requests. Indirectly it can introduce the business to new customers and give customers the option to make a delivery, as well as place an order to take away. In general, there is a difference in the price offered in the application compared to the price offered for dine-in. In this case, it creates customer awareness to come to the restaurant in order to get better value and indirectly it can encourage business.

1.7 Research Ethics

1.7.1 Strategic, ethical to keep data.

1.7.2 Aligning methodologies with research goals, using a range of tools to acquire information and interpret data.

1.7.3 Identifying trends and patterns, conducting fieldwork and tests when required.

1.8 Significance/Important of the Proposed Research

1.8.1 Convince the Business Owner

The data collected is analyzed and marketing design designed to promote digitally or manually in order to raise consumer awareness more comprehensively, as well as being able to raise sales thanks to an increase in the number of present customers.

1.8.2 Future Researcher

The data that has been analyzed, as well as the problem-solving of existing cases, can serve as a guide for other researchers to see how the data is processed, how the solution is formulated, and the effectiveness of the recommendations submitted. All the shortcomings of the locations listed in the research are capable of providing local authorities with information about how to prepare recommendations for improvement.

1.8.3 Digital Developer Data Reference

Assist digital developers to analyse the potential to develop systems or applications that benefit users as well as the environment. In an era of high digital dependence, all the data that has been evaluated is needed to support the development of an innovation and create new opportunities that solve many problems.

1.9 Definition of Term

Definition of terms that has been in this research which is including;

Digital Developer, refers to the developers of applications and systems that integrate with everyday human life

Digital Marketing, refers to marketing and promotion done online especially for post MCO.

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