

Business Strategy Analysis via Instagram @Laukita Using the Peso Approach

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Abstract

Branding is a marketing strategy that aims to communicate messages from a business to consumers. Laukita is here by bringing branding to people's minds with a fast food theme that is different from competitors in terms of presentation and the menu variants they offer. The aim of this research was to understand and analyze the branding strategy used by Laukita in the Covid-19 pandemic era, especially through social media. Researchers use the Social Media theory put forward by Nasrullah, with the PESO concept model from Gini Dietrich. The research method in this study used a descriptive qualitative type. The data used in this research was primary data obtained from interviews with sources and secondary data obtained through literature study. The results of the research showed that paid media elements have an important role in the Laukita branding development process, then earned media elements using reviewers and influencers, supported by shared media elements that use Laukita's social media, and owned media elements that manage all Laukita media channels so that they can Do strong branding in the minds of consumers.

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1. INTRODUCTION

The food and beverage industry has promising potential as an alternative for economic development for society and the country. This is because food and drink fall into the category of three basic human needs. The three basic human needs include food, which is broadly defined as food and drink so that humans can continue to live a decent life in the world. The food and beverage industry in Indonesia plays a greater role in increasing the country's economic growth, the Ministry of Industry noted that the food and beverage industry sector contributes greatly to the development of the country's GDP (Domestic Product). The achievement of 34.95% in Q3 2017 made the food and beverage industry sector the largest contributor to GDP compared to other industrial sectors (Ministry of Industry: Food and Beverage Industry Still a Mainstay, 2017). The potential of the food and beverage industry even has relatively high immunity in maintaining business stability even in the Covid-19 pandemic situation which has paralyzed almost all economic sectors of society and the country.

The Indonesian Food and Beverage Entrepreneurs Association (Gapmmi) stated that they are targeting the development of the food and beverage industry sector by 5-7% in 2021 (Ayu, 2021). In fact, the food and beverage industry sector was only able to record an annual increase of 2.95%, this was mentioned by the General Chair of Gapmmi Adhi S. Lukman that the combined Indonesian food and beverage entrepreneurs have a target of 4-5% in 2021. Statement of the General Chair Gapmmi said that "The second quarter of 2021 should have been better, because what I'm worried about is that in the third quarter of 2021, PPKM will have quite an impact on the demand side" (Ayu, 2021). The food and beverage industry is currently still struggling to maintain the country's economic development so as to help the sector recover during the Covid-19 pandemic.

The Covid-19 pandemic era presents its own challenges for the industrial sector to be able to adapt in creating changes and innovations to adjust to the socio-economic conditions of society

as well as market fluctuations to be able to maintain the stability of its business liquidation. The presence of fast food or frozen food in the food industry sector increases market penetration considering that frozen food products are especially for people in the high-paced lifestyle category. Moreover, demand for frozen food products tends to increase in line with the Covid-19 pandemic situation which limits people's social activities and requires people to stay at home as much as possible to avoid social crowds in order to reduce the spread of the Covid-19 virus.

In business development, of course the strategies formulated have their own complexity and are not limited to product development, but it is also important to pay attention to marketing strategies to ensure products can reach a wide market and have good sales intensity. PT. Laukita Bersama Indonesia is an umbrella company for the Laukita brand which has launched 14 fast food dishes based on Indonesian specialties and has been certified by BPOM and given a halal label from MUI. PT. Laukita Bersama Indonesia is one of the large companies that has succeeded in formulating product development and product marketing strategies and transformed into one of the large companies in the food and beverage industry sector. The sparkling success of PT. Laukita Together with Indonesia then became the impetus for researchers in carrying out research entitled "Analysis of Business Strategy via Instagram @LAUKITA with the PESO Approach." This research aims to determine the influence of branding strategies in the market penetration process carried out by Laukita. This research contributes as an academic reference in developing branding strategies and planning for fast food companies.

2. RESEARCH METHOD

In ensuring the continuity of this research process, researchers used descriptive qualitative methods. According to (Creswell, 2014, p. 26-28) qualitative research is a research method that uses an approach to explore and understand the implications given by individuals and groups on social and global issues. The paradigm that used by researchers was the constructivism paradigm. The purpose of the constructivism paradigm is to rely on informants' perceptions of the research to be analyzed (Creswell, 2014).

The data used by researchers was primary and secondary data. Primary data collection techniques were carried out by conducting interviews with sources who have adequate competence and were directly related to the object under study. Meanwhile, for secondary data, the researcher carried out data collection techniques through literature study to strengthen the analysis of the interview results obtained using a theoretical approach. Data analysis techniques were carried out through the process of data reduction, data presentation, and data verification.

3. RESEARCH RESULTS AND DISCUSSION

Description of Research Object

Laukita is a fast food product from the company PT. Laukita Bersama Indonesia which was founded in 2016. PT. Laukita Bersama Indonesia is a subsidiary of PT. Umara Nikmat Boga or better known as Umara Group. PT. Laukita Bersama Indonesia provides tolling services for the manufacturing industry with the aim of improving the product manufacturing process and further enhancing business flow. Laukita has the latest production technology by utilizing Skin Pack Technology, namely the vacuum sealed system so that Laukita products are safe and ready for public consumption.

Analysis of Laukita's Business Strategy Using Instagram with the PESO Approach

This study aimed to understand and find out Laukita's strategy in building corporate image through social media. through social media theory with the PESO model by Gini Dietrich which consisted of Paid Media, Earned Media, Shared Media, and Owned Media.

Initially, the PESO model was used to design a public relations strategy (Piecicka 2019), but in its journey, adaptation of this model was also considered capable of designing marketing strategies, especially in terms of bringing in customers.

Paid Media

The first element of social media theory using the PESO model by Gini Dietrich was paid media. This PESO model concept showed how a company or business communicates with their consumers through several channels or methods so as to gain strong awareness and branding regarding the products and services the company offers. One method that companies used, especially in the digital world today, was the paid media method, where Laukita's business communicates through paid advertisements in the digital world such as Facebook ads, Instagram ads, and YouTube ads.

In connection with the concept of paid media, Laukita themselves have just changed their identity together with a branding expert who has existed for a long time in the world of branding, namely Mr. Subiakto. Laukita's business is currently changing their focus from initially only focusing on the products they offer to the public, but also seeing changes in consumers in the current Marketing 4.0 era. Lasya Miranti, Marketing Director at PT. Umara Group, which oversees the Laukita brand, stated, "We just carried out new branding at the end of March. We worked with a branding expert, Mr. Subiakto, to see what Laukita had done before. It turns out that previously we were too focused on products, whereas if we look at Marketing 4.0, we were not only focus on products but we see that our customer behavior has changed. Of course,

This statement showed that the Laukita brand is currently trying to use marketing methods that are appropriate to the current situation in the digital world. Where consumer behavior must be researched and bring new and unique branding elements to consumers. The concept of paid media itself is a means for brands like Laukita to communicate with consumers in various different ways, so that the messages they want to convey reach the minds of consumers and they get to know the brand better.

Laukita himself believes that the way of communicating through one of the elements of the PESO model, namely paid media, shows that this brand has anticipated the development of the digital world. Paid media will reach more specific and broad consumer criteria, so this media is one of the important media in a business. Laukita has various ways of placing paid media in their marketing techniques, this is based on Miranti's statement, namely "On social media we use Facebook ads, Instagram ads and Youtube ads because the communication materials we use are video commercials. So all of Laukita's marketing forms are digital because TVC isn't possible yet. Then because in this new branding we have a new jingle,

Laukita's vision in implementing paid media is sustainable with the way they carry out other marketing techniques. The use of radio as an offline media in building awareness supports the use of paid media such as Facebook ads, Instagram ads, and commercial videos via YouTube ads.

Based on this, social media is an important instrument in 360 marketing techniques, which can target customers and potential customers who will have more opportunities to be exposed to content uploaded on social media than other media. This is related to social media theory explained by Shirky (2008) in Nasrullah (2017) which proves that social media is a social tool that provides opportunities for humans to share, work together digitally, so that social media becomes a business tool like Laukita in building a strong brand in the minds of consumers.

Earned Media

The second element of the PESO model is earned media, where this concept discusses how companies get public exposure from external parties regarding coverage or article coverage about the company. Earned media is media obtained in two different ways and businesses like Laukita implement this by collaborating with influencers and customer feedback regarding the products offered.

One way to gain customer trust is by having good reviews of the products Laukita offers. As a company in the food and beverage sector, customer satisfaction is everything for the company and brand. Laukita also gets free exposure through various methods that meet the earned media concept. Lasya Miranti said, "In terms of earned media, of all the publications we use, we usually get them from posts from customers who have felt a positive impact after they became Laukita consumers."

In the idea above, Laukita tries to practice their marketing methods with the aim of getting exposure for free both from the point of view of customers who buy and review as well as from online reviews. Laukita believes that consumer behavior has changed and is trying to lead to a different view, so that the potential customers to be exposed to will be far greater than before.

The branding strategy carried out by Laukita also has a high correlation with the concept of Brand Strategy. Wheeler (2012) says that there are several elements that can make a brand run well. Laukita has implemented the elements in this concept with the aim of making the Laukita brand run well in the current digital era. The shared media element is also linked to this concept because the content created by Laukita for branding includes the aim of building Laukita's own brand positioning and brand image.

Shared Media

In the PESO model, there is a third element, namely shared media. One element that has similarities with earned media, but the difference in this element is that earned media is concentrated on company social media to be able to contribute to distributing content to the public. In this aspect, Laukita is still in the process of improving branding management by using social media as a strategic instrument.

In an effort to ensure that this strategy can run according to predetermined standard expectations, Laukita has conducted research for content that will be published regularly. Laukita has also curated content or linked reviewers through their social media in the hope of providing good and trustworthy brand positioning for frozen food products.

Owned Media

The final element of the PESO model is owned media. One way that does not put pressure on the budget in terms of marketing is to carry out a brand promotion strategy through all media owned by the company, especially Laukita. Laukita already has several media channels in the form of Instagram, Facebook and YouTube. Currently, Laukita is only concentrating on branding efforts through social media platforms such as Instagram by publishing interesting content and YouTube by publishing commercial videos as content. Lasya Miranti explained, "So at the start of fasting we launched the latest version of the jingle for sahur time. We put it on reputable radio stations Hard Rock, JakFM, Delta during prime time. In our opinion, radio is one of the offline channels that helps us with awareness."

Based on this, it can be seen that by implementing the owned media aspect, Laukita can carry out research to identify what their target market is like and how to meet the criteria for each audience. This finding explains that there were still many people who were fixated on offline marketing systems, specifically because they feel uncomfortable carrying out buying and selling activities online.

4. CONCLUSION

Based on the results of the analysis and discussion in this research, the researchers found a correlation between the theories used by the researchers, namely social media theory by Rully Nasrullah and the PESO concept put forward by Gini Dietrich with the findings of this research. The results of this analysis show that Laukita's social media, especially Instagram, has succeeded in implementing the four elements of PESO. These four elements help Laukita in their branding process through social media with paid media using Instagram ads, Facebook ads and Youtube ads, earned media, namely by collaborating with influencers and reviews of Laukita products, shared media with content on Instagram Laukita to build two-way communication which by Laukita's internal sources,

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