Branding Strategy of Spice House Cafe at Anwar Medika University Based on Regional Potential

Elis Anita Farida [1], Nuning Nurna Dewi [2], Khoiruddin [3], Nazima [4]

Abstract:

Economic growth will be able to encourage increased economic growth, that is, business units carried out by individuals and companies. After the Covid-19 pandemic, various efforts have been made by the government to help businesspeople. Business branding is a classic problem often faced by business actors, especially in micro, small, and medium business units. Branding is a marketing method required to introduce a product. This study aimed to compare health drinks in the Spice House café in the Anwar Medika University environment. Efforts to improve product brand identity and introduce a stronger business brand image, so that these efforts will help the business achieve greater success in an increasingly competitive market. Through this branding strategy, businesses can become businesses that grow based on the brand they build. Branding can be remembered more easily, both in taste, location and the menu served at the Rumah Rempah Cafe, Anwar Medika University.

Keywords: *Branding, Spice Drinks, Economic Improvement, Regional Potential*

1. Introduction

Indonesia's economic growth is expected to experience great achievements. The McKinsey Global Institute says that Indonesia will be the 7th largest economy by 2030. This position has increased compared to 2012, which was ranked 16th. (Cudny et al., 2020). This rapid economic growth can be achieved if there is an increase in production in all sectors. However, this potential was disrupted by the Covid 19 pandemic. Various efforts have been made by the government to restore the economy disrupted by the Covid 19 pandemic. (Budiman et al., 2018; Cudny et al., 2020).. The government conducts capital assistance, training, and other activities to help businesses to support post-pandemic economic growth.

The government has helped business units to develop their businesses (Amalia, 2022). Government assistance is in accordance with the mandate in the 1945 Constitution regarding the welfare of the Indonesian people. (Azis and Kurniawan, 2019; Makkulawu et al., 2022).. However, the classic problem faced by business actors is management problems. Management problems are a classic problem faced by business actors. Business actors pay less attention to how to do good management

[1]*Faculty of Economics and Business, Universitas Anwar Medika, Indonesia.* *elisanitafarida@uam.ac.id*
[2]*Faculty of Economics and Business, Universitas Maarif Hasyim Latif, Indonesia.* *nuning@dosen.umaha.ac.id*
[3]*Faculty of Economics, Universitas Darul 'Uum, Indonesia.* *khoirudinep@undar.ac.id*
[4]*Arkalyk State Pedagogical Institute, Arkalyk, Kazakhstan.* *nazima22@gmail.com*

(Mamahit et al., 2019; Makkulawu et al., 2019). (Mamahit et al., 2021).. They focus too much on how the product can sell in the market. Even though the application of good management can increase profits, which is the main goal of every business actor (Cudny et al., 2021). (Cudny et al., 2020; Iglesias et al., 2020)..

In the era of the industrial revolution 4.0 and Society 5.0, knowledge of matters concerning marketing strategies is a weapon to obtain consumers to continue the business. Business actors in facing increasingly fierce competition need to utilize the knowledge possessed by every human resource in the business unit. Business actors must be able to adjust to the changing patterns of the times. (Latiff and Safiee, 2015). Branding is a tool to socialize its products to consumers as an effort to gain more consumers. This action is also a relevant attitude to continue to be carried out as a real action to obtain consumers in the market (Nababan et al., 2016). (Nababan et al., 2016). Consumer socialization theory refers to social learning theory which shows that consumer attitudes and behaviors are learned through interactions between consumers and entrepreneurs who are in the business of natural ingredient-based health drinks (Rimiyati and Munawar, 2016). (Rimiyati and Munawaroh, 2019).. The method that is widely used today is by branding the business brand and the ingredients used as an intermediary medium between consumers and beverage business actors at the Anwar Medika University Spice House Cafe.

Rumah rempah is one of the business units of the income generation unit to market beverage products produced through scientific studies. The products made are herbal products made from natural ingredients such as herbal drinks and hand sanitizers. The products produced can be scientifically accounted for because they have gone through scientific principles. The purpose of this research is to do branding of spice beverage products and introduce a stronger business brand image as an effort to increase business and market segmentation

2. Theoretical Background

Branding as a medium for consumer socialization
Branding as a medium of socialization to consumer consumers is defined as a process of acquiring consumers. This step can influence consumer knowledge, and attitudes that are relevant to consumers in the market. (Rimiyati and Munawaroh, 2019). Consumer socialization theory refers to social learning theory which suggests that consumer attitudes and behaviors are learned during childhood and adolescence through interactions between consumers and four main socialization agents namely parents and relatives, peers, media (including marketing), and education (Iglesias et al., 2019). (Iglesias et al., 2020).

A review of the benefits of consumer socialization found that there is strong evidence that commercial messages promoting natural food and beverage ingredients can influence the attitudes and behaviors of target consumers in the marketplace with a positive impact on health (Iglesias et al., 2020). (Iglesias et al., 2020).. However, the balance of knowledge that still exists in this area is based on studies examining cross-sectional relationships between marketing, consumer socialization, and attitudes and

behaviors. Longitudinal cohort studies are needed to assess causal inferences, and to understand the temporal effects of any associations. In addition, there is a lack of research that considers multiple forms of marketing and multiple indicators of consumer socialization in the analysis. This is important given the increasingly multi-channel, integrated and potentially cumulative nature of marketing to consumers (Grenni et al., 2020)..

Much of the research on consumer socialization through branding has concentrated on the cognitive processes of a good number of consumers, but has neglected the examination of physical behavior and self-learning and their influence. (Zuhdi et al., 2020). Public policy attention has focused research on the impact of television advertising (Iglesias et al., 2020).. Furthermore, previous consumer socialization surveys were only able to ascertain correlations rather than being able to test causality (Aziz et al., 2021). In contrast, the report examining socialization through branding of several food and beverage products was able to examine longitudinally.

Other studies have explored not only the relationship between marketing and consumer socialization, but also the subsequent effects of consumer socialization on behavior over time (Nababan et al., 2016). This offers an increased understanding of how consumer product marketing and consumer socialization influence adolescents, adults and older people on the temporal effects in these relationships.

The influence of branding on marketing
Branding includes media in marketing techniques. Many studies on branding in marketing applications are still oriented towards manual media, whereas in fact in today's life the media has changed to online media that can be accessed via hand phones and the like. Other studies are still influenced by keywords whose orientation targets consumers based on age both in children and the elderly who have been identified as having an attraction and response to advertising and media. (Trijayanti and Gani, 2023)Other confounding variables that were found to have less influence included age, social class, gender and ethnicity. (Grenni et al., 2020; Aziz et al., 2021).. Social context influences the development of adolescent consumer socialization during the reflective stage.

Grenni et al. (2020), with potential influences including family and peers as well as mass media and marketing. (Rimiyati and Munawaroh, 2019).. Alongside branding, the presence during purchase of parents is recognized as playing a role in the consumer socialization of children (Zuhdi et al., 2020).. Children become familiar with brand names through a variety of sources, including their parents and friends and various marketing channels, such as television, radio, books, stores, and online media. (Amalia, 2022).

The studies reported in those references take into account all the basic sources of materials used. Research on the relationship between marketing, consumer socialization, and subsequent effects on behavior is relevant given that a systematic review of evidence suggests that marketing of beverage products, high-fat energy-dense foods, and other products (Latiff and Safiee, 2015) influence young people's consumption behavior. This research seeks to offer increased insight into the

mechanisms of these effects by examining the relationship between beverage marketing, consumer socialization, and youth drinking behavior. (Nababan et al., 2016).

Brand as a branding indicator
The concept of brand has evolved over time from a seller identification mark to mental associations, emotions, and most recently a sense of community (Iglesias et al., 2020). A contemporary definition of a brand is a name that symbolizes long-term involvement, commitment to a unique set of values, embedded into products, services, and behaviors, that make an organization, person, or product stand out and stand out or more simply use a name that influences buyers. (Budiman et al., 2018). Branding is recognized as one of the most powerful and sophisticated emotional tools of marketers. (Mas' ula et al., 2022).. Emotional messages are better able to attract consumer attention (Makkulawu et al., 2022) and encourage deeper message processing (Juariyah and Faozen, 2021).. Brand strategies are designed to develop brands that build lasting relationships with consumers that help ensure they continue to purchase products and services.

Many similar beverage products are marketed using sophisticated branding techniques, and five of the top 100 consumer brands are mineral water-like beverage brands that consistently build a good image. (Cudny et al., 2020). The beverage industry uses branding as a way to generate consumer identity and loyalty, which are key objectives in a crowded and competitive market (Zuhdi et al., 2020). (Zuhdi et al., 2020).. Research shows that beverage branding has a strong influence on young people, using evocative imagery and cues that bring credibility to young people

3. Methodology

The approach to solving management problems at the Anwar Medika University spice house based on regional potential uses a qualitative approach and naturalistic descriptive methods to understand meaning and depend on the process. Researchers tried to describe the findings of the problems that occurred at the spice house of Anwar Medika University.

The research method used was semi-structured interviews with two business people based at Krian University Sidoarjo. The semi-structured in-depth interviews lasted from 45 to 90 minutes and began with questions around the demographics of the business owners, business performance indicators and the nature of the business. Further topic discussions followed on how marketing and branding are defined, what marketing activities are undertaken, how marketing is organized, marketing barriers and the role of marketing in business success. This research selected two important informants, namely the owner or person in charge of Anwar Medika University Spice House and the partners of Anwar Medika University Spice House. The selection of this information is expected to provide accurate and in-depth data so that it helps facilitate the research process.

4. Empirical Findings/Result and Discussion

Branding Strategy for Spice Drink Products

For small businesses, branding is something that must be done by both small and large-scale companies. Branding in general is widely used by large companies, where human resources are fully available. This condition is different from small businesses that are often without a management team to support them, having to take care of all aspects of the business both in the aspects of production, finance, accounting, and marketing. However, currently branding through various media has been carried out including on spice drink products at the Anwar Medika University Spice House Cafe. Studies that conduct research on beverages involve many models that analyze the relationship between branding in marketing with the number of purchases and the overall level of advertising (online and offline) towards consumer knowledge on drinking products.

The results show that the influence on attitudes and behaviors varies with their exposure to marketing of similar beverage products on health aspects. Branding can help the spice drink business in the spice house cafe by modifying or updating the existing brand. Rumah Spice and health drinks as taglines, beverage product colors and marketing strategies. To introduce a stronger business brand image, business actors must determine the target market and conduct regular evaluations, and ensure that the business brand has a clear and attractive value proposition for the target market. (Rimiyati and Munawaroh, 2019). This can be done by creating slogans, creating brand visualizations, and creating strong marketing concepts. After branding and introducing the business brand image, cafe rumah rempah must ensure that the business brand looks consistent across all marketing and communication channels. This is in accordance with research by (Juariyah and Faozen, 2021) which explains that branding is an effort to introduce an important business brand to strengthen product brand identity and introduce a stronger business brand image to the public.

This effort will be able to help businesses get positive results and creations continue to increase. the potential of the spice house cafe which presents a beverage concept that meets consumer tastes that are suitable for all groups and all ages. The concept of this drink is not just to satisfy thirst but is rich in positive health benefits (Figure 3). Various flavor offerings as illustrated in Figure 2 below.

Figure 2. Various drinks that are ready to serve at the Anwar Medika Spice House Cafe

Figure 3. Health benefits of spice drinks

Spice Drink Brand Branding

The results of this study found that the spice drink brand served at the anwar Medika spice house cafe attracts teenagers and students as well as visitors to Anwar Medika Hospital. This can be seen from the emotional level, and fulfills aspirations in terms of image, self-identity and self-identification of concern for health through healthy drinks. Another branding approach is through the use of a broad and sophisticated brand strategy based on Indonesian natural and cultural ingredients that are relevant to all groups and all ages. (Juariyah and Faozen, 2021; Amalia, 2022).. Rumah rempah continues to innovate research from other widely available natural ingredients that have positive effects on body health. Branding through online and offline media related to natural ingredients with words that captivate with the mode of question words and participate in the success of the national herbal day as an example is presented in Figure 3. This research makes what makes beverage advertising attractive to teenagers (aged 10-17 years) and adults find teenagers' favorites and their life needs. Given that such a strategy has identified and consistent extensive use of spice drink branding and its effect on attitudes. As a result, it is appropriate to utilize such strategies because the relationship between marketing and beverage branding can influence consumer behavior. (Latiff and Safiee, 2015).

Figure 3. Branding through social media and national herbal day

The effect of branding on the spice drink business
As outlined earlier, the direct relationship between branding and marketing of spice drinks influences consumer behavior. (Juariyah and Faozen, 2021; Amalia, 2022).. According to the American Marketing Association, branding will make something more recognizable or known by its cool term with the words "viral". Viral marketing is a phenomenon that encourages people to spread marketing messages further and invite anyone. Marketing techniques in the past, one type of marketing traditionally used by businesses is "Word of Mouth" marketing because it involves direct customer contact. (Latiff and Safiee, 2015) However, this type of contact is moving away from physical person-to-person communication and is being replaced by "word of mouse" and social media. The effect of word of mouse marketing has a powerful, fast, and targeted effect according to the optimization target. Marketing considerations with the second technique practiced by the Anwar Medika spice house cafe business are focused on the short term and are specialized for quick commercial purposes.

The influence of marketing techniques used in spice beverage businesses is based on networks which are a combination of transactions, relationships, interactions and network marketing using the Internet and e-commerce and social media that are carried out intensively (Nababan et al., 2016). (Nababan et al., 2016). The influence of branding does not necessarily stimulate product purchases, behavioral loyalty, but to determine the creation of a favorable image with consumers.

One of the advantages of branding is that it increases consumer loyalty, behavioral and emotional loyalty. When branding is applied, consumers tend to remain loyal to the product brand, even when others are scattered. The role of the brand is to stimulate the competitiveness of the business, so that it will withstand competitive pressures

5. Conclusions

Branding as a tool to introduce products and build consumers and their loyalty as a step in building a stable spice-based beverage business. Branding tactics require creativity to add to the development of an increasingly advanced business and make a business identity and be able to compete in a competitive market level. Branding can help businesses in increasing sales, further introducing business brands by being active in education and national holidays such as national herbal medicine day.

Introducing the beverage brand at the spice house cafe and the various drinks provided strengthens a clear position and becomes a business attraction to reach consumers. The branding strategy adds and strengthens not only the product brand identity and introduces an interrelated business brand image. This branding strategy helps businesses maximize the potential of their company to achieve better success in the market with a wider target audience

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