

Azkadina Catering Marketing Communication Strategy in Attracting Customers

A.Evi Elvira Adnan

Program Studi Desain Komunikasi Visual, Universitas Syekh Yusuf Al-Makassari Gowa

Abstract

One thing that determines the level of business success is how to market products or services to the public. A marketing strategy that uses good communication will certainly gain the trust of customers, the approach taken so that they can maintain loyalty and achieve success in facing any existing competition. The aim of the research is to determine the analysis of Azkadina Catering's marketing communication strategy in attracting customers to choose their catering for various events. The type and source of data used is qualitative data. Sources of informants are catering owners and customers. Data Collection Instruments through Observation, Literature Study, Interviews. Data analysis stage through data reduction, data display and conclusion drawing/verifying and carrying out the SWOT Matrix. The research results show that: 1. Marketing communication in attracting customers at Azkadina Catering results from the IFAS matrix, the strength and weakness factors indicate that internally the implementation of the marketing communication strategy is going well. 2. The results of the strategy provided by Azkadina Catering have won the trust of customers so that they use catering services in a strong condition and are able to compete with catering in the city of Makassar. 3. Based on the results of the EFAS matrix, the opportunity (opportunity) and threat (threat) factors indicate that Azkadina Catering received a good response from customers or service users regarding the communication strategy implemented.

Keywords: Marketing Communications, Customers.

INTRODUCTION

One that determines the success rate of a business is how to market products or services to the audience. Marketing strategies using good communication will certainly gain the trust of customers, the approach taken so that they can maintain loyalty and achieve success in the face of every existing competition.

Some things that must be considered before providing information are how the quality of the product, the price that must be set by the intended market, and how to market the product in order to attract the attention of consumers so that it can provide benefits for the company. Marketing strategies using good communication will certainly gain the trust of customers, the approach taken so that they can maintain loyalty and achieve success in the face of every existing competition (Ilyas et al., 2023). Communication is the conveyance of information and understanding from one person to another. Communication will be successful if mutual understanding arises, that is, if both parties of the sender and the recipient of information can understand (Hardiyono et al., 2023).

Communication has an important role in the company, especially in the field of marketing. Bad communication within the company can damage the company's relationship with many parties, both internal and external, and will cause losses to the company (Hardiyono et al., n.d.). Conversely, effective communication will lead to good relationships with many parties, which in turn will also bring benefits to the company (Irvan et al., 2024). For example, if the relationship with consumers is good, it will give customers loyalty to the company increased. In today's era of globalization, information flows from within to outside companies beyond the territorial boundaries of many countries and cultures (Hardiyono et al., 2023). The rapid development of information technology has forced companies to be able to provide and communicate fast, timely, and accurate information needed by various parties to make decisions. Therefore, it is very important for companies to always improve their communication skills (Rachman et al., 2023).

Competition between companies is increasing, uncertainty in business conditions makes companies must have a plan or marketing strategy that is right on target in order to achieve the planned goals. The higher the competition in the business world, the tighter it requires each company to improve the company's progress, but the competition also occurs in the catering world, especially in one of the caterers in the city of Makassar, namely Azkadina Catering. Customer trust is one of the most influential factors in the catering business amid the many cases of customers being deceived by the catering, as well as various problems to maintain this trust, in order to get a good and positive image in the eyes of customers (Kotler & Keller, 2012).

Each catering management certainly has its own way of increasing customers through its own strategy. Catering competition is shown by the wide variety of service quality offered from each catering management. Starting from catering facilities, service or serving customers and prices offered. Catering businesses in order to survive in the market are required to have a competitive value that is able to distinguish them from competitors, where every catering business tries to have advantages that have high competitive value so as to make their catering business special in the eyes of consumers (Tjiptono, 2015). For this reason, the caterer must be more creative to maintain relationships with its customers.

Catering in the English dictionary is defined as a provider of food and services for an event or party. (<http://dictionary.reference.co/browsing/catering> retrieved November 23,

2023 at 14:57) The catering business in general is a local business that serves only the local market which can be easily reached by land transportation. This is due to the nature of the catering business that requires direct preparation that is very intensive before the event served takes place.

In Indonesia, most catering businesses come from home-based businesses that rely a lot on word of mouth from acquaintances or marketing through brochures or even through social media. This research focuses on Azkadina Catering's marketing communication strategy in attracting customers to want to use its services to meet various events.

METHODOLOGY

This research uses a qualitative research paradigm using a descriptive type of approach. Researchers collect data by conducting interviews first with research informants (Sugiyono, 2017a). The data sources used are as follows: primary data are sources that directly provide data to data collectors, for example, data selected from respondents through the results of researcher interviews with sources.

The primary data in this study was sourced from the observations of researchers at Azkadina Catering. Secondary data are sources that do not directly provide data to data collectors, for example data obtained from websites, articles or journals, publications, magazines and so on. The secondary data in this study is data obtained from Azkadina Catering. The informants of this research are the parties of Azkadina Catering itself and the parties of Azkadina Catering customers. There are data collection tools with direct observation and interviews.

Where direct observation is a way of taking data using the senses without the help of other standard tools for these purposes (Sugiyono, 2017b). In our daily activities, we always use our eyes to observe something. Observation or observation is one of the most important research techniques. This observation is used for systematically planned research on how Azkadina Catering strategies attract customers by observing how the services provided by the whole who are part of Azkadina Catering to customers. Interviews, namely collecting data directly with several informants such as catering owners, employees and customers related to marketing communication strategies in attracting customers to Azkadina Catering. Interviews are one way to find information or collect data by means of direct question and answer sessions with resource persons. In this case, researchers immediately conducted interviews with several Azkadina Catering employees so that researchers get really valid data (Han et al., 2023). The interview is conducted by bringing interview guidelines (interview guide) with the aim that the interview does not deviate from the problem.

RESULTS AND DISCUSSION

Application of SWOT Analysis

The application of strengths, weaknesses, opportunities and threats (SWOT) analysis to recognize existing strengths and weaknesses and understanding threats and opportunities is very important to do (Panuju: 2019). In describing the marketing strategy to get a large number of customers in accordance with the plan carried out before planning the marketing strategy of Azkadina Catering in facing competition in Makassar City.

Catering business is a business or business that provides services for various events including weddings, corporate events, private parties and much more. Catering is a general term for a business that serves the ordering of various kinds of food and drinks, sip saji for parties and needs in a large-scale institution. ([https://: www.bioma.id/mengenal-bisnis-catering-yang-potensial-untuk-dimulai](https://www.bioma.id/mengenal-bisnis-catering-yang-potensial-untuk-dimulai) retrieved November 24, 2023 at 10:28 AM)

Service user or customer satisfaction will arise after comparing the performance or product results thought of against the expected performance or results. If the performance is below expectations, then visitors feel dissatisfied so they do not use the catering services offered. Azkadina Catering Business must pay more attention to the ever-changing situation and conditions and continue to strive to continue to show success in the market. If the quality of service provided decreases, it also greatly affects the decline in customer satisfaction which in the end customers will move to other catering services. Customer dissatisfaction is suspected because the service and prices provided are not as expected so that customers move to other catering services on the grounds that there are still shortcomings in the implementation of service activities and prices that are not favorable. Analysis of external factors identifying opportunities and threats that become the basis for future business strategies in the results of the study can be seen as follows:

Table 1.
SWOT Indicator of Azkadina Catering Business

Category	Information
Strength	
Debilitation	Lacking in promoting the advantages of Azkadina Catering services Less use of social media (have social media instagram but lack of <i>updates</i>) The service office has not been run well Lack of cooperation with government and private offices
Chance	Service users will experience an increase along with the many positive comments by regular customers.
Threat	The emergence of new catering services Competition in the food menu offered Price competition among catering services Better service offered by other caterers that causes customers to move to other places.

Based on table 1 shows the grouping of strengths, weaknesses, opportunities and threats factors owned by Azkadina Catering in facing competition in Makassar City with the SWOT strategy is a combination of internal factors (Strength) and external factors (Threat), this strategy uses the strengths of Azkadina Catering in facing competition will indirectly affect operational continuity.

The existence of the internal environment

The internal environment of Azkadina Catering in facing competition is seen from the strength factor (strenght) and weakness factor (weakness) following grouping according to the results of observations that have been made:
strength (strenght); The food menu is diverse; Complete catering facilities; Expected price; excessive portions of food; live service; get trust from customers so that they use catering services; Have Google Maps.

Weakness; Lack in promoting the excellence of Azkadina Catering; underutilization of social media; the ministry office has not been properly established; less Cooperation with government and private offices.

The presence of the external environment

The external environment of Azkadina Catering with opportunities and threats factors is grouped according to the results of observations that have been made:

Opportunities; Service users will experience an increase along with the many positive comments by regular customers.

Threats; The emergence of new catering services; Competition in the food menu offered; Price competition among catering services; Better service offered by other caterers that causes customers to move to other places.

Internal and external factor matrix

Table 2.

Internal and External Factors of Azkadina Catering Business

IFAS EFAS	STRENGTHS (S) Food Menu Complete Catering Facilities Priced Food portions are overrated Live Service Gain the trust of regular customers so that they use catering services Has google maps	WEAKNESSES (W) Lacking in promoting the advantages of Azkadina Catering services Less use of social media (have social media instagram but lack of updates) The service office has not been run well Lack of cooperation with government and private offices
OPPORTUNITIES (O) Service users will experience an increase along with the many positive comments by regular customers.	SO STRATEGY Utilizing all the strengths of catering through increasingly sophisticated technological developments so as to facilitate promotional activities. Create attractive packages at special prices. Attract service users by Conducting cooperation programs with offices of good scope Government and Private Sector in Makassar City Provide the best service to customers.	WO STRATEGY Utilizing websites in the era of The Internet is like today. Keep information up to date about promos that will be issued either through the site Web social networking or SMS to loyal customers. Issue a promo package type so that it can adjust to service user needs. Conduct direct promotion So as to get market opportunities goal.
THREATS (T) The emergence of new catering services Competition in the food menu offered	ST STRATEGY Providing maximum service to customers to feel safe and comfortable, especially regular catering customers	WT STRATEGY Creating custom strategies for Promotion distribution to service users . Improve services on

Price competition among catering services Better service offered by other caterers that causes customers to move to other places.	Provide attractive and competitive price offers and quality without neglecting efficiency for raw materials. Continue to innovate against Quality of Products and Services which is different from competitors. Keep providing information About Promo To customers through social media. Provide assurance assurance Most recent booking.	Service users, Provide adequate accommodation power for events in order to meet the demand from service users.
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The results of interviews conducted with the owners of Azkadina Catering related to the application of strategies made on internal and external matrices according to observations made:

Strengths to Opportunities (SO) Strategy

Azkadina Catering always tries to meet the needs by improving catering facilities and infrastructure that provide excellent facilities and services to its customers. Currently, there are several offices, both within the scope of local governments, and private companies using azkadina catering services for their events or office activities. Although not much, but these are regular customers of Azkadina Catering. According to them, Azkadina Catering is a trustworthy caterer and they can trust to be a partner in providing food and snacks for their office events.

Strategy Weaknesses to Opportunities (WO)

In the business world, especially in the catering service business, the quality of food and service is very necessary because basically this business is indeed very profitable. Intense competition is what causes catering entrepreneurs to compete to offer more services as an attraction for catering service users. They began to add in terms of food, beverages, other facilities that added to the attractiveness of service users. Therefore, service users will certainly be smarter in choosing which catering services provide comfort and security at affordable prices with satisfactory facilities.

Service users will certainly choose catering services that match their criteria. Various service users have different interests in this. Service users from the middle class usually emphasize more on affordable prices and delicious and appetizing food, while middle class service users, they prioritize by considering the price and facilities obtained.

But for middle-to-upper class service users, they are more likely to choose to manage quality without paying attention to price. So from there the management of azkadina catering must be able and smart in regulating the criteria or desires of service users.

Strengths to Threats (ST) Strategy

Azkadina catering standards are professional standards that have been used since this catering was present.

For example, service users must be shown the food provided by the caterer before the event takes place. Not only that, the catering also prohibits its employees from bringing home customers' leftovers, and guarantees that the food that customers have ordered arrives safely

in fresh condition. Azkadina Catering service users if they feel disappointed with the services provided not only leave the company, but will also tell the bad services received to others. In addition, the company will spend more to get one new service user. Therefore, customer satisfaction is very important for Azkadina Catering with the motto "you are satisfied to convey it to friends, relatives or family"

Strategy Weaknesses to Threats (WT)

Marketing activities are now very important for catering businesses. The catering business is one of the businesses that not only sells service services, but the taste of food is also the main capital for the sustainability of a catering business. Therefore, the catering business is one form of service and culinary business that prioritizes satisfaction for its customers. The higher the level of competition, the level of market complexity and customers are also increasingly critical resulting in Azkadina Catering activities in the hotel business world need to be managed professionally, because the success of a catering depends on its ability to meet the needs that subsequently satisfy service users while using the catering services offered.

CONCLUSIONS

Based on the results of research and discussion, several conclusions can be drawn, namely marketing communication in increasing the number of customers at Azkadina Catering based on the results of the IFAS matrix, strenght (strength) and weakness (weakness) factors indicate that internally the implementation of marketing communication strategies is going well such as providing information to the general public related to diverse food menus, complete catering facilities, Affordable prices, increased food portions, and live service, get the trust of customers so they use catering services and have Google Maps. The strategy used by Azkadina Catering is considered strong enough to be able to compete with competing caterers in Makassar City. Azkadina Catering is able to provide satisfaction to its customers so that this is its value and strength.

Based on the results of the EFAS matrix, opportunity and threat factors indicate that Azkadina Catering can still be overcome in carrying out activities to provide catering services and get a good response from consumers or service users related to the communication strategy implemented by Azkadina Catering.

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