

Perencanaan program humas pemasaran untuk meningkatkan brand awareness Ken Japanese Restaurant "We Serve Unagi, The No. 1 Popular Dish in Japan" = Marketing public relations program to increase brand awareness of Ken Japanese Restaurant "We Serve Unagi, The No. 1 Popular Dish in Japan"

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Abstrak

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Analisis Situasi: Meningkatnya kepedulian masyarakat terhadap kandungan makanan yang dikonsumsi. Makanan Jepang adalah makanan terfavorit di dunia karena rasa dan kandungannya yang sehat, salah satunya ikan unagi. Masyarakat Indonesia belum mengenal ikan unagi sebagai ikan yang memiliki manfaat paling tinggi dibandingkan ikan lainnya. Ken Japanese Restaurant menyediakan menu unagi terlengkap dan terjamin kualitasnya karena budidaya sendiri. Masyarakat belum banyak mengenal Ken Japanese Restaurant ini karena belum melakukan banyak kegiatan humas pemasaran secara konvensional maupun digital. Maka berdasarkan wawancara yang telah dilakukan dengan owner Ken Japanese Restaurant, ditemukanlah bahwa restoran ini membutuhkan program untuk meningkatkan brand awareness. Tujuan: Mampu meningkatkan brand awareness Ken Japanese Restaurant khususnya pada tingkatan level brand recall sehingga dapat menjadikan Ken Japanese Restaurant dikenal oleh masyarakat. Khalayak Sasaran: Demografis: Laki-laki dan perempuan. Keluarga dan anak muda 17 s.d. 60 tahun Ses A/B- Psikografis Family person, healthy, modern, dinamis, praktis, dan suka nongkrong. Geografis Daerah Jakarta terutama Cibubur Sub-urban Jakarta Depok, Bekasi, dan Cileungsi.

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ABSTRACT

Situation Analysis: People are more aware about the food they consumed. Japanese food is the most favorite food in the world because of its taste and also the healthy ingredient in the food, especially unagi. Indonesian people don't realize unagi as a fish that has the highest advantages compared to the other fish. Ken Japanese Restaurant provides a complete unagi menu with a guaranteed quality because it has its own cultivation. People don't know much about Ken Japanese Restaurant because it hasn't done a lot of marketing public relations activities conventionally and digitally. Therefore, based on a private interview with the owner of Ken Japanese Restaurant, it is founded that Ken Japanese Restaurant needs a program to increase brand awareness of their restaurant. Goal: The goal of the program is able to increase the brand awareness of Ken Japanese Restaurant particularly at the level of brand recall levels so that Ken Japanese Restaurant will be known by the people around DKI Jakarta and sub urban Jakarta. Target Audience: Demographically Male and female. Family and youth ages 17 60 Ses A B Psychographics Family person, healthy, modern, dynamic, practical, dan like to hanging out. Geographically around Jakarta particularly in Cibubur Sub urban Jakarta Depok, Bekasi, dan Cileungsi.