

Implementasi Strategi Marketing Mix (4P) dalam Membentuk Brand Image pada Instagram Restoran Drumstairs Korean Halal BBQ = Implementation of the Marketing Mix Strategy (4P) in Forming Brand Image on Instagram of Drumstairs Korean Halal BBQ Restaurant

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Abstrak

Di Indonesia, restoran serta produk makanan Korea sedang bersaing ketat karena popularitasnya yang tinggi. Maka dari itu, industri makanan Korea di Indonesia membutuhkan strategi pemasaran yang tepat, salah satunya melalui Marketing Public Relations. Penelitian ini telah mengeksplorasi implementasi strategi marketing mix 4P (product, price, place, dan promotion) pada restoran Drumstairs Korean Halal BBQ di Jakarta. Tujuan dari penelitian adalah untuk melihat terbentuknya brand image setelah diterapkannya strategi 4P pada media sosial Instagram. Mix method antara kuantitatif dan kualitatif digunakan untuk melihat data unggahan Instagram serta menganalisis konten. Selain itu, metode analisis isi juga digunakan sebagai pendukung. Temuan memperlihatkan bahwa restoran Drumstairs belum menerapkan seluruh komponen dalam strategi marketing mix 4P ke dalam pemasaran yang dilakukannya di Instagram.

Unggahan Drumstairs menitikberatkan pada komponen product dan place.

.....Korean restaurants and food products are in a fierce competition due to high popularity in Indonesia. Therefore, Korean food industry in Indonesia needs to find a suitable marketing strategy for their brand, one of which is through Marketing Public Relations. This research has explored the implementation of 4P marketing mix strategy (product, price, place, and promotion) on Drumstairs Korean Halal BBQ restaurant in Jakarta. The purpose of this research is to see how brand image is formed after the utilization of the 4P strategy on Instagram. Mix method between quantitative and qualitative is implemented to see Instagram post data and analyze content. Furthermore, content analysis method is used as supporting method. Findings shows that Drumstairs haven't implemented all components of 4P marketing mix strategy in their marketing activity through Instagram. Drumstairs Instagram post is emphasizing on product and place component of 4P marketing mix strategy.