

## **Increasing the Brand Awareness of *Onokabe* Surabaya through a Promotional Video**

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### **ABSTRACT**

Established in December 2018 by Mr. Steven, the CEO of Boga Group Jatim, Onokabe is an all-you-can-eat Japanese restaurant by Boga Group Jatim. Onokabe has three competitors, which are Cocari, BBQ Frenzy, and Hanamasa. The competitors have similar concepts, prices, and products as Onokabe. However, due to ineffective marketing, Onokabe lacks customers and brand awareness. Whereas, Onokabe has strong USPs among the competitors, which is high-quality meat and a lot of buffet variation. Therefore, through a promotional video that highlights its USP, Onokabe can improve its brand awareness and attract potential customers. Besides that, a promotional video can be spread widely in this digital era to reach more people. Hopefully, highlighting and spreading the strength of Onokabe through a promotional video can solve the problem of Onokabe and increase its sales.

**Keywords:** marketing, promotional tool, promotional video, Onokabe, restaurant

### **INTRODUCTION**

Established in 2014 by Mr. Steven Tjhan as the CEO, Boga Group Jatim is a Food and Beverages company that has a lot of brands in it. Their restaurant brands are located in big malls in Surabaya, such as Pakuwon Mall, Pakuwon City Mall, Galaxy Mall, and Tunjungan Plaza. Boga Group has a different kind of food that is served to the customer. There is Indonesian Food which is under the Pasaram Brand. Japanese Food which is under Onokabe, Marutama Ramen, Kimukatsu, and Shaburi Kintan brand. Chinese food is also available, which is under the Paradise Dynasty brand. Boga Group also has Korean food, which is under the Ojju brand. And finally, Western food under Fish & Co and Bakerzin brand. Since Boga group has many restaurants with many food specializations, their competitors are other restaurants with similar food specializations. Other companies are trying to compete with Boga group by using a brand that is similar to Boga group. For instance, Boga Group has Shaburi Kintan that is competing with Gyukaku that belongs to another company. Even though Boga Group is well-known to the customers, some of its brands are not recognizable by several people, such as Onokabe.

During my internship on Onokabe, I found two problems that made Onokabe not recognizable by some people. First, due to ineffective promotion, Onokabe lacks brand awareness. Despite their good quality meat, Onokabe is still a new all-you-can-eat restaurant compared to other big names in Surabaya. During the pandemic, Onokabe was closed temporarily because there were no customers dined in, and there was no sale at all. After three months of being temporarily closed, Onokabe re-opened with some promotions, but it did not significantly increase the sales and made customers want to try Onokabe. After the re-opening, Onokabe was still struggling with the lack of customers. The second problem is that Onokabe still does not have adequate promotional tools. Onokabe only used Instagram Posts and Stories to promote its product and service which I found was not enough for attracting their target market.

To solve Onokabe's problems, I decided to do a survey. I managed to do a survey to 15 people that represented the primary target of Onokabe that lived around East Surabaya and were around 17-24 years

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old. The result was that only 2 out of 15 people knew about Onokabe, which meant that Onokabe was still not well-known among customers. The result showed that as a result of ineffective promotion, Onokabe still had a low brand awareness compared to other big all-you-can-eat brands in Surabaya (e.g. Cocari, Hanamasa, etc.). Therefore, I decided to increase the customers' brand awareness by using a promotional video since a video could be more enjoyable. During this digital era, the internet is more accessible by a lot of people. Therefore, spreading an advertisement through the internet is faster and can reach a broader audience than offline promotion.

There are some principles that I used in creating a promotional video. To support the process of making Onokabe's promotional video, I followed the theories and guidelines from online platforms, such as web pages, and an online journal. The theories and guidelines are about definitions, purposes, and tips in creating the promotional video.

### **Marketing**

Marketing is a process of selling and buying goods among the people according to Kotler (2006). Kotler (2006) explains that marketing aims to make the customers attracted to the company or the brands. People who do not know about the brand will be persuaded and become more aware of the brand because of marketing. The products might be sold, but the way the brand markets the products/services can affect how customers are attracted to the brand itself. Some benefits of marketing are getting brand awareness from the customer, and it also helps the company gain credibility in the industry.

### **Promotion**

Promotion is one of the ways to attract customers. According to Kalb (2002, pp. 181-191), promotion is a communication process of marketers to market targets to explain about a product or service and persuade the target markets to take a buying action. In other words, promotion is a way for marketers to make customers buy a product. There are various ways to promote the product or services, including advertising, holding an event, and many more activities to promote a product or service. Promotion can increase brand awareness and increase product and service sales.

### **Promotional Video**

To solve Onokabe's problem, I suggested making a promotional video. I chose to make a promotional video for some reason. First, the video contains visuals that can make the audience or customers persuaded. Second, a video is more attractive than a picture. Pictures can be exciting, but the visual with the sound can make a customer who watches it feel what they see when watching a video. By using promotional video, it helps to promote the company's products and services to current and potential customers. The goal is to give the audience the feel of how good the product is from Onokabe. Therefore, the promotional videos will not contain many words. The video will also contain background music and sound effects to attract the audience to watch the video and persuade them to try what they see. According to Klass (2018), a promotional video should not be more than two minutes because people tend to be bored watching a long promotional video. Therefore, I can say promotional videos are short and exciting to promote a product to the customers. Moreover, according to Blundell (2015), there are three main benefits of having a promotional video. First, a promotional video can influence and persuade people to buy products or services promoted. Second, a promotional video can create company or brand credibility. Lastly, a promotional video is easy to spread. It can also increase the audience's engagement. Furthermore, Maguire (2016) stated that there are three main elements that should be considered when people want to make a good promotional video. First, the content must be straightforward. Next, it is necessary to know the audience of the video. Last, the goal of making the video must be clear. In addition, Maguire (2016) also mentioned that there are some steps to make a promotional video. First, make the concept of the promotional video. Second, create

a storyboard for the video. The third step is the production process followed by the editing process. The last step is to distribute and share the final video through the media.

### **Brand and Branding**

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity and build the reputation of a product, service, person, place, or organization (Bonnici, 2015). Brands represent the image of the company itself, how the image brand in customers' eyes. That is why brands are essential in the business world. A logo is the component of the brand itself. However, a logo is not the only thing that is essential in building a brand. The most important thing is about how the brand is delivered to the customers. A brand image is attached to the company in the customers' minds, so it is essential. In addition, a brand needs branding. Branding is a process to ensure the success of a product or service by gaining customers' trust that the product or service is better than the other. Branding deals with how the brand wants to be introduced, remembered and chosen by the customers. When the branding is successful, the company can ensure the product price, product knowledge, and customer loyalty to the brand itself. Branding can reinforce a good reputation, encourage loyalty, assure quality, and convey a perception of greater worth (allowing a product to be priced higher). Branding is a two-way process between the producers and customers (Healey, 2008, pp. 10-14, 26-28). The branding of the company must control the customers' ways of thinking about the brand. Good branding is not always successful, but successful branding is not always a good way of branding. The most important is how the customer can be aware of the brand and be loyal to the brand. By doing branding, a company can set the customers' mindset about the product they offer. Branding will help to create a good image of a product and make customers easily recognize the brand (Healey, 2008, pp. 10-11).

### **METHOD**

The method that I used for collecting the data was by distributing online questionnaires in the form of Google Forms. There were two purposes for the data collection. First, the data was used to justify whether the solution, which was the video, was the right solution to solve the problem. Second, the data was also used to find the right USP to be emphasized in the promotional video. The online questionnaire was distributed by myself and also with the help of my friends. The questionnaire was divided into three parts. The first part mainly focused on the background of the respondents. The second part asked about their frequency of visiting and eating at all-you-can-eat restaurants. In the second part, the respondents were asked about the triggering factor to visit all-you-can-eat restaurants and what made them want to visit the all-you-can-eat restaurants again. The third section was the rating section. In that section, the respondents ought to choose the information they expected to know before visiting a restaurant and where they preferred to read the information. In this section, there were also some questions about the Onokabe restaurant. This online questionnaire was used to determine the thoughts of potential customers or target audiences regarding the promotional video and justify that promotional video was the right solution for Onokabe.

The respondents of my data collection were 72 people in Surabaya from different backgrounds. All the respondents loved to eat at all-you-can-eat restaurants. The reason for choosing those respondents was because the video would be targeted for them. Second, people who love to eat at all-you-can-eat restaurants tend to try other all-you-can-eat restaurants. Additionally, 72 people was an ideal number to know what prospective viewers wanted. The more respondents, the more opinion I gathered, and then it would be more challenging to decide what kind of USP I should put inside the video.

### **FINDINGS AND DISCUSSION**

#### **Result of the Data Collection**

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I got 72 respondents in my survey (58 is male respondents, 14 are female respondents). All of them were people dominantly from 17-24 years old segmentation. The first question was about their job in daily life. Most of the respondents were college students. In this question, I wanted to know which segment for Onokabe, and most of them were from young people who were college students. From here, I already knew that the segment for Onokabe as an all-you-can-eat restaurant was young people. The second question was about how many times they came to all-you-can-eat restaurants in a month. Moreover, dominantly people ate at all-you-can-eat restaurants 3-4 times in a month. From this question, I knew that the respondents loved to eat all-you-can-eat, and this was the right segment to research Onokabe. The third question was the reason why they came to all-you-can-eat restaurants. I wanted to know what drove them to eat at all-you-can-eat restaurants. Most of them said they could eat a lot. With that price, they seemed to like eating a lot. From here, I understood that the reason for the respondents to eat at the all-you-can-eat restaurants was because they could eat a lot. The fourth question was which all-you-can-eat restaurants that they could eat in Surabaya as their favorite. I wanted to know about the competitors as well. Moreover, most of the respondents mentioned that Cocari was the most favorite all-you-can-eat restaurant, followed by Onokabe as the second most favorite all-you-can-eat restaurant. From here, I knew the competitor of Onokabe was Cocari. The fifth question was I wanted to know the USP from the all-you-can-eat restaurant that they picked as their most favourite. Furthermore, I got the strong point from Cocari was that Cocari has many buffets. They were interested in the variation of the menu, not quality. The taste and quality were number two for them. The sixth question was about the brand of Onokabe. I asked them if they knew Onokabe or not. Most of them said no. Only 28 people knew about Onokabe. From here, I knew that Onokabe still had low brand awareness. The seventh question was about the USP of Onokabe. I wanted to know from the customers' side, which variation of Onokabe product they liked the most, and I found out that meat was number one here, so the strong point from Onokabe was the meat from the customer's side. As a result, it could boost the promotion tools by showing the USP of Onokabe. The eighth question was about where people got the information about Onokabe. Most of the respondents said from Instagram. From here, I understood that Instagram was the most popular social media to get information, and that would be the target to post and spread the promotional tool. Through the online questionnaire, I understood the target market of Onokabe, the target audience of the video, the strong point of Onokabe, its competitors, and the customers' preferred social media. From there, I shot the promotional video according to the theory of Maguire (2016).

### **Explanation of Each Scene**

#### **SCENE 1 - What is Onokabe?**

The first scene is the opening scene of the promotional video. Before going into the content, the logo of Onokabe is presented to introduce the brand. The purpose is to make the audience know the brand behind this video. Bonnici (2015) says that a brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity and build the reputation of a product, service, person, place, or organization. The logo is shown to show the identity and to create awareness of the viewers. Also, there was a Voice Over that explained about Onokabe, "Onokabe is a Japanese All You Can Eat Restaurant, where you can eat shabu-shabu and Grill..."

According to Maguire (2016), there are some steps to making a promotional video. To the concept of the promotional video, the steps require an analytical process by segmenting the target, the goal, and how to achieve an excellent promotional video. Maguire (2016) also mentioned that it is necessary to understand the target of a promotional video. Since the video's target audience is college students or young people, two young people are shot during the first seconds of the video, and They walk into Onokabe all-you-can-eat restaurant. Those two young people represent the target market of Onokabe, a college student or young people.

In the next scene, the purpose is to emphasize that Onokabe is an all you can eat. The main product is meat, but there are also many food variants like noodles, fried dumplings, fried chicken, fried fries, as well as beverages. This scene also shows that customers can pick anything they want as much as possible because this is an all-you-can-eat restaurant. That is why the scene shows all you can eat, all you can drink and all you can pick.

### **SCENE 2 - USP of Onokabe from other competitors**

In this scene, we can see that the meat is dominant in the video because this scene shows the USP of Onokabe, which is the meat. Why meat? Because the main product of all-you-can-eat restaurants is meat. People come to eat as much meat as they can. That is why meat is essential, and this scene showing the meat is very thick, juicy and tender. Also, the other purpose is to show that the USP of Onokabe is that the meat is high quality and highlighted by the word that is shown in the video. According to Maguire (2016). The content must be straightforward. Because this is a video with a short duration, the content must be to the point and clear. For the Voice Over, it will be explaining that the meat is tender and juicy, “You can see the meat is very tender and juicy... You can feel the juiciness by eating the meat with your special sauce”

Through this scene, we can see the actors are eating with facial expressions that they are enjoying the food. The purpose is to make the audience feel starving and want to try Onokabe. This scene also persuades the audience to try and feel hungry when seeing it. Maguire (2016) explains that the primary goal of the video must be clear. By showing the primary goal of the video, the customers will understand the point of watching the whole video.

### **SCENE 3 - Call to action**

In this last scene, the actors are satisfied with their food. They are full and leave the restaurant happily. The purpose is to show that the audiences who come to Onokabe will be satisfied and full as the actors in the video because they can eat a lot of high quality meat. Then from there, there is a call-to-action at the end of the video. There is a digital poster that shows a special promo for young people, especially college students. This offer will be at the end of the video. Voice over will be explaining, “Want to eat meat until you are full and feel the juiciness of meat? Come and eat at Onokabe... Enjoy our special offer... (this is for a digital poster of promotion).

### **CONCLUSION**

The best solution for Onokabe’s problems is by making a promotional video. Onokabe can introduce themselves through a promotional video. In addition, by having a promotional video, the target audience will know what Onokabe offers. With the existence of the promotional video, Onokabe has the opportunity to get more customers in Surabaya. In making the promotional video, I tried to find the Unique Selling Propositions (USP) of Onokabe Surabaya. I analyzed Onokabe’s USP through Onokabe customers’ surveys. I made a questionnaire then I distributed the questionnaire to the respondents who meet the criteria. After all respondents’ data were collected, I summarized it. From there, I can learn the USP from Onokabe, the strong point against competitors. When creating the video concept, I followed the promotional video’s elements mentioned by Maguire (2016) to deliver the information effectively. Hopefully, the promotional video can help the company branding itself and help create a good image of a product and make customers easily recognize the brand (Healey, 2008, pp. 10-11).

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