

Increasing the Brand Awareness of Toko Makmur Raya's Target Market Through a Promotional Video

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ABSTRACT

Toko Makmur Raya is a paint shop located in Makassar. The store's target markets are forepersons, house owners, and developers. Those three frequently visit the store and become loyal customers of the store. As one of the biggest stores in Makassar, Toko Makmur Raya has problem. That Toko Makmur Raya does not have strong branding to attract the target market. Therefore, Toko Makmur Raya needs to increase its brand awareness. To make that happen, the author provides a solution which is a promotional video. The theory of branding, target market, Unique Selling Point (USP), promotion, and promotional video will be used to make it happen. After finding out three USPs of the store that is: complete, affordable, and excellent services, those were highlighted in the promotional video. A promotional video can benefit the store because it can reach a larger audience by uploading the video to social platforms.

Keywords: promotional video, brand awareness, target market, private store

INTRODUCTION

Toko Makmur Raya is a personal business that is owned by one person only. The store becomes one of the biggest stores in Makassar, as time goes by. As one of the biggest stores in Makassar, Toko Makmur Raya, has a problem in the build-up of its strong brand in the marketplace. During the observation, the author has found out there are three categories of its main customer, which are foremen, house owners, and developers. Then, the store has three main strengths which can be the USP of the store, such as complete variant paint, cheap price, and delivery service. Those strengths can be the main image of the store which can be its strong brand in the marketplace. After getting the USP of the store, the significant solution to solve the problem of Toko Makmur Raya, which is related to the branding is a promotional video.

The USP which the firm or store has will be the main image about who or what the firm or store wants as they differ from the others, is their main identity (Kenton, 2020). Toko Makmur Raya has USP in the store, which are complete various paint, cheap price, and delivery service. Those are three main USPs that can be the strong brand of Toko Makmur Raya through the marketplace. Even though having a strong USP, the store does not understand the way to promote its USP to the marketplace. Unique Selling Point (USP) is a factor that differentiates a product from the competitor, such as the lower cost, high quality, and good service (Wigmore, 2013).

Promotion is the thing that can help the store to deliver uniqueness to the customer (Kokemuller, 2019). By doing promotion, the business can run very well. Because promotion is a one of the important media as the support for the business to become bigger in the future toward the market place. By having a promotional tool, every business can grow bigger. Promotional tools are the strategies that are used to convince the customer wants to purchase in the store (Johnson).

A promotional video is a marketing or sale tool to share or tell about the uniqueness of the store to the consumers (Tatum, 2021). A promotional video is the best solution in promoting the uniqueness of Toko Makmur Raya to the marketplace. Promotional video helps boost sales, good investment, trusted, easy to access, attractive, and explainable (Kallas, 2018).

Finally, every business needs its own identity which makes it different from the others. Every identity is called a Unique Selling Point which needs to communicate through the marketplace. So, every business needs to do promotion to communicate about its uniqueness to the market so, the purpose of the thesis is a promotional video which is very useful for Toko Makmur Raya. So, collecting data for the content of the promotional video is needed to make strong content for the video. A promotional video is the best promotion tool for Toko Makmur Raya since the target audiences are the people who work in a day and have time during the break and nighttime. It helps to communicate well the uniqueness of the store in the marketplace. As long as the point can be delivered well, the pictures of the video do not need to be very good.

METHOD

The creative thesis is using a quantitative method to produce a strong promotional tool based on the customers' perspective. There are three kinds of customers in Toko Makmur Raya, which are foremen, house owners, and developers. Those three customers are the people who know better about the uniqueness of the store as well as the weakness of the store comparing with its competitors. The author used a questionnaire to collect the data for the content of the promotional video. The main questions were the strength and the weakness of the store, as well as the promotional video. Then, the questionnaire was shared online via WhatsApp with the target respondents.

After separating the questionnaire, the author will analyze the strength and the weakness of Toko Makmur Raya comparing its competitor. The author also did a depth discussion with the owner of Toko Makmur Raya to fix the weakness of the store comparing the competitors. After that, the author adds the weakness which has been fixed by the owner as of the strength of the store. The new strength will be the main message of the store to the market as the new uniqueness of the store.

FINDINGS AND DISCUSSION

After separating the questionnaire, the author has found out several strengths and weaknesses of Toko Makmur Raya. The power of the store must be entered and highlighted in the video, so the content of the video is very strong. The result of the weakness of Toko Makmur Raya also had to be settled and become the new power of Toko Makmur Raya.

RESULT OF QUESTIONNAIRE

The purpose of doing a questionnaire is to get the USP of Toko Makmur Raya. The questionnaire was distributed to the 60 people which is the customer of Toko Makmur Raya. They are the people who buy the commodities in Toko Makmur Raya and its competitors. On other hand, they are the people who know better about the USP of each paint store in Makassar. The results of the questionnaire are shown below.

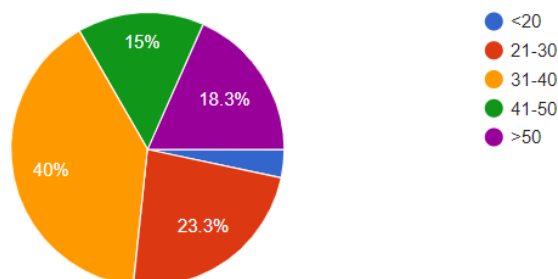


Figure 1 The Ages of the Respondents

From the survey above, it can be seen that the customers of the store are mostly the people between 31 and 40 years old. The second biggest number of respondents is in the ages of 21 to

**Otto: Increasing the Brand Awareness of Toko Makmur Raya's
Target Market Through a Promotional Video**

30. Then, the big three are in the range of 41 to 50. The purpose of collecting the data about the age of the respondents is to understand the target audience of the video and decide the overall concept of the video, whether it should be a professional or fun-looking video. From the data above, the author decided to make a professional-looking video to match the concept of introducing the products sold by Toko Makmur Raya. The author also decided to use the semi-formal Indonesian language with English subtitles.

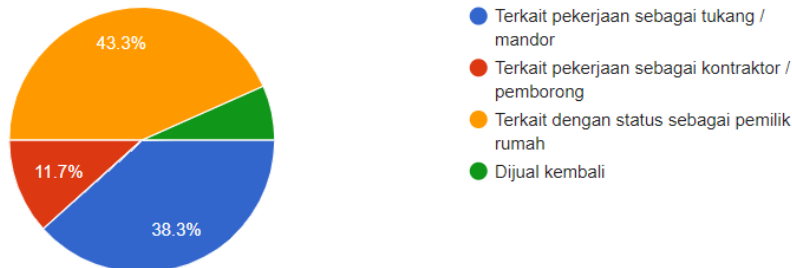


Figure 2 The Purpose of the Respondents to do a Purchase in the Store

Then, from the data which has been collected can be seen that the purpose of the customer in purchasing the commodities in the Toko Makmur Raya. Mostly, the purpose of doing a purchase in the store is for renovating their own house. It shows that the house owner is the one who has the power to make the purchase. House owners usually come to buy the commodities by themselves to get the wall paint color and function based on their needs. Next, in the second place is the people who work in renovating the house or can be said as foremen and builders. This kind of customer is the one who usually buys the goods by request of their boss. In other words, they are not the decision-makers to buy goods. Then, in the third place, there is a developer. Developer means the people who buy the commodities in a big number. From this data, the author can decide the target audiences of the video. The video should be suitable for the house owners and the foremen.

Then, in the next part, the questions will be more concerned with Toko Makmur Raya itself. There will be general questions about the commodities sold in the store. Then, it will be narrowed down to the competitors of the store. Next, the questions will be about the strength of the competitors which shows the weakness point of Toko Makmur Raya. The last two questions of this part are about the USP of the store, such as the strength and the weakness of the store.

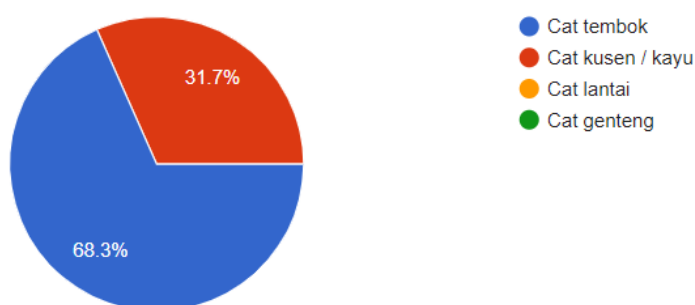


Figure 3 Kind of paint which sold by Toko Makmur Raya

The data above show that the other product which is sold by Toko Makmur Raya is mostly bought by the customers. Most customers buy wall paints and brush as the main things to fulfill the needs in renovating or building. They think it is more practical to buy both wall paint and brush at the same time. It will save more time than buying wall paint first and looking for another store that sells a brush. Then, it can be an identity for the store. Even though Toko Makmur Raya sells wall paint and brushes the most, people have labeled it as the wall paint store. In figure 3, there are not any people who choose floor and roof paint because there are

very few people who buy the things. Those things are sold once in the while.

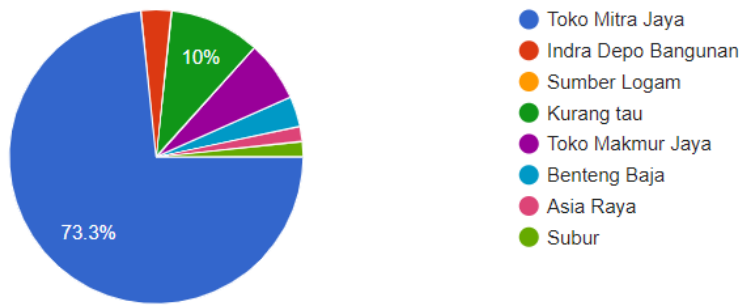


Figure 4 The competitors of Toko Makmur Raya

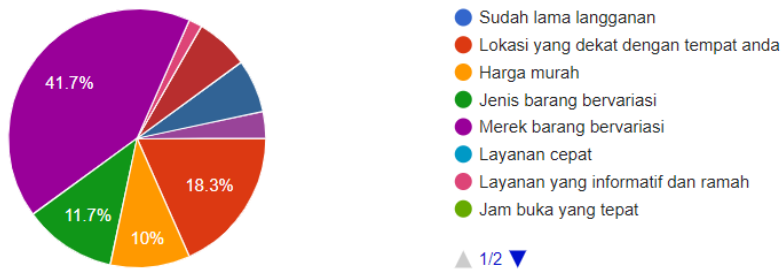


Figure 5 Strength of the competitor of Toko Makmur Raya

Based on the result of the data, the customers say that the main competitor of Toko Makmur Raya is Toko Mitra Jaya. After finding this fact out, the author can simplify to agree with it. Then, the author goes into deep discussion with the respondents to know more about the competitor. Besides the location is cross-over with Toko Makmur Raya, the factor which makes it the competitor of Toko Makmur Raya is the price of the product, sold in both places. Both Toko Makmur Raya and Toko Mitra Jaya sell commodities at the cheapest price in Makassar. Then, the main advantage of the competitor is the variant brand which the competitor sells. The competitor gives more choice to the customer rather than Toko Makmur Raya.

In the last part, the author wants to know about the effectiveness of promotional videos and the content of the video. The author also wants to know about the social media that the customers use the most in their daily lives. It is to justify which platform the author should share about the promotion. On the other hand, the author wants to know about the interest of keeping the WhatsApp number of Toko Makmur Raya.

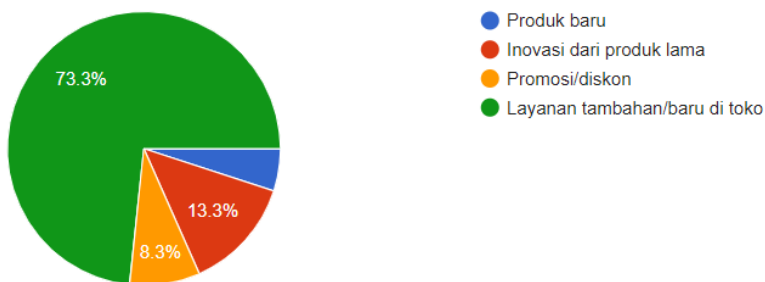


Figure 6 Information that the customer needs from WhatsApp account of Toko Makmur Raya

Based on the result, it can be seen that the most useful thing from the WhatsApp account of the Toko Makmur Raya is about the extra service. The extra service of Toko Makmur Raya is that the customer can contact the store through WhatsApp to order their needs. After making an order, the store will prepare the things so the customer does not need to wait in the store again. They can just come to pay the bills, take the commodities and go back to their place. They can

**Otto: Increasing the Brand Awareness of Toko Makmur Raya's
Target Market Through a Promotional Video**

also contact the store to justify the commodities that they are looking for and also consult about the steps in painting the wall of the jump. This service is free for the customers.

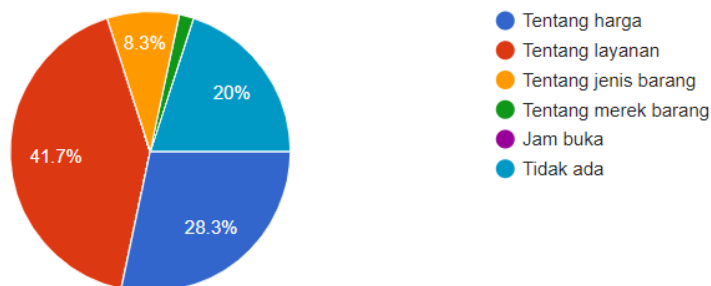


Figure 7 The content of the promotional video

Based on the result of the questionnaire above, it can be seen that the customers are more interested in the service of the store rather than other things. Price comes in second place because other stores can give the cheap prices. Service is something that they cannot get from other stores. Then, the video will highlight the service more rather than the other. Because the service of the store is the main strength of the store rather than other aspects.

Based on the analysis of the questionnaire, Toko Makmur Raya has 3 strengths in which become the USP of the store and it is listed below:

1. Toko Makmur Raya has competitive price.
2. Toko Makmur Raya has a high quality service.
3. Toko Makmur Raya provides complete product selection.

STORYLINE OF VIDEO

In this section, the author will explain briefly about the promotional video. First of all, the language used in the video promotion. The language of the video will be using the Indonesian language. Since the audience of the video is Indonesian people and not all Indonesian people understand English, the author used the Indonesian language to make them understand the point of the advertisement easily. Then, the subtitle will be in English since the author is a student of the English department at Petra Christian University. Next, the content of the video is going to be described in the following paragraphs.

The promotional video will consist of the general information, USP, and call to action of the store. The data of the USP has been obtained from the questionnaire which has been separated into the market places and the respondents are the loyal customers of Toko Makmur Raya who have known better about the strength and weaknesses of the store. Then, as a result of the questionnaire, the USPs are complete paint selection, cheap price, and delivery service. The communication is going to be done between the store, which is Toko Makmur Raya to the audience, who are the foremen, house owners, and developers.

The reason for using promotional video is that it can help to communicate the USPs of Toko Makmur Raya which are providing complete variants of wall paint materials, cheap price, and delivery service. Then, if it is possible, the video will also show the other services that are provided by Toko Makmur Raya. Another reason for using promotional video is, it is very simple and the message can be digested easily by the audience.

After making the promotional video, the video will be uploaded through social media such as WhatsApp. Then, if it is possible, it will be shared through TikTok, Instagram, Facebook, etc. all of those social media helps the store to communicate the USPs easily to the prospective customers. Also, it will be uploaded at 7, 12, 18, and 21 o'clock. There are several reasons for choosing those times. One of the most rational reasons is that those times are the time when

most people are accessing social media. Then, the paragraphs below will describe the content of the video.

The first part is the introduction. The introduction of the video will show the location of the store from Google Earth. Then, the way to the store from its benchmark. The benchmark will be from Eiger Adventure Store. At first, the author wanted to use the University Of West Indonesia (UIT) as the benchmark. After several considerations, the author thought that the duration would be too long if using it as the benchmark. So, the author changed it to the adventure store since it is closer than the university. After that, it will show the front side of the store, as well as the name of the store identity, which are the name of the store, its specialty products, address, and phone. There will also be a logo of the store. The purpose of the introduction is to introduce the store generally to the audiences. It covers the front look of the store, so the prospective buyers will understand the location and mark the store. Then, there is a logo and the name of the store. It is important so the customers know the name of the store. There will also be general information about the store such as the address and the phone number which is important.

Second, after showing the introduction of the video, there will be transitions to the body of the video. The body of the video is the message which the store wants to tell the audience. In the video, the USPs of the store will be the content of the body. There have been questionnaires to get the USP of the store. Based on the data of the questionnaires, the USPs are a complete variety of the paint, cheap price, and delivery service.

There will be three parts in the body of the video. There are three USPs of the store. The first part of the body part will be a complete painting variation of the store. In this section, the video will show the brands which are sold by the store. There are Nippon Paint, Asian Paint, Avian, etc. After showing the brands of the wall paint, there will also be a color mix machine which is provided by the store.

The second part of the video is about the cheap price. In this section, the scenario will be a customer paying for the purchased items to the cashier and there will be a change that will shock him. It helps to deliver the message that he is surprised to get the change after doing the purchase in the store because of the cheap price of the store. The video is using Mr. Surya as the one who serves the customer because he is the new face of Toko Makmur Raya. He is the one who will run the store in the future.

The last part of the body video is the delivery service. In this part, there is a scene where the owner is giving a briefing about the drop point of each good to the delivery man, and the Viar motorcycle leaves. It shows that the store can reach the customers even though the customers live far away from the store.

The last part of the video is a closing section. In the closing section, there will be a shot of the store from the sky to the ground. In the middle between the sky and the ground, there will be the view of the store on the front side again. After that, there will be some calls to take action to purchase in the store. The calls to actions are "Toko Makmur Raya, solusi kebutuhan anda." "lengkap, murah dan pengangkutan".

CONCLUSION

Toko Makmur Raya provides lots of things related to painting and has been known as a paint store that provides a complete variety of paint. However, the store faced some problems. As one of the biggest stores in Makassar, the store still has a weakness in the market which is a lack of brand awareness in the market places. That is the reason why there are still a few customers who know that Toko Makmur Raya exists in Makassar. Another problem is the steady competition between Toko Makmur Raya and other stores which provide similar things in the store.

**Otto: Increasing the Brand Awareness of Toko Makmur Raya's
Target Market Through a Promotional Video**

Therefore, Toko Makmur Raya needs promotional tools which can increase its brand image toward market places to draw the attention of the market to the store. Analyzing when the author does the internship, the author has found that the store has a problem in communicating its brand to the market places. As the intern, the author wants to help the store so it can run well in the future. The store needs a tool that can support its existence. Hence, promotion can help the store to communicate its USP to increase the target market's awareness of the store.

A promotional video is a right tool in helping to solve the problem of Toko Makmur Raya. Video is the tool that can communicate the message easily rather than brochures, posters, flyers, or other printed tools. In the modern era, everything became easier. People can get lots of information just from the place where they are. Online platforms have improved the quality of life for everyone. By uploading promotional videos into online platforms, it can help the store to be known more easily than previously. On the other hand, the video will consist of several scenes which will deliver the messages that the store wants to tell to the audience. The video consists of the location of the store, the commodities which are sold by the store and at the end of the video there is a tagline of the store as well as the scene will appear again the USP of the store as a reminder to the audiences about the uniqueness of the store. Also, the end of the video will show the display of the banner design of the store just in case that the audiences want to get the contact information of the store. Each point of the body in the video has been proofed by the questionnaire which had been shared with the respondents.

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