

Promoting *Toko Aneka Gelas* Through a Promotional Video

Ronaldo Joshua

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, INDONESIA
E-mail: ronaldojoshua0906@gmail.com

ABSTRACT

Toko Aneka Gelas was established in 1998. It is located at Saranani No.39, Makassar. *Toko Aneka Gelas* is the shop that sells household in category of tableware like glass, plate, jar, etc. The average the products sold in the shop is made of glass. *Toko Aneka Gelas* has a problem that must be solved immediately which is *Toko Aneka Gelas* experienced decrease sales since five years ago. Therefore, the best solution to solve this problem is to make a promotional video. The reason why a promotional video is the best solution to overcome the problem is because it can help increase the customer and also can attract the new target customer which is Café owners. The promotional video was made following Colman (2019) in order to make good promotional video. The solution will give three benefits according to Mishra (2015). The benefits are: it is increasing brand awareness, segment identification, and the customer traffic.

Keywords: promotional video, sales, promoting

INTRODUCTION

The company where I did my internship was a small business in the form of a shop named *Aneka Gelas*. *Aneka Gelas* was established in 1998 and it is currently handled by Mr. Ronny as the owner. This is a family business. It is located on Saranani No. 39, Makassar. The shop sells household appliances as their product but in this shop they sell more into the category of glassware products like plates, glasses, bowls, and spoons all of which have different variant motives or shapes. Besides that, it also sells jars and ashtray. The opening hours are 8.30 a.m – 5 p.m, from Monday to Saturday. This shop only has one supplier that provides the shop products and the location of the factory in Surabaya. For the customer, customers of this shop are housewives, market sellers, and salesmen. Market sellers and salesmen buy products in this shop for them to sell it back in their place. The competitors of this company are *Toko Subur Makmur*, *Makmur Abadi* and *Toko Sanrio*. Those shops are considered as competitors of *Aneka Gelas* because one of them is near *Aneka Gelas* and they sell the same products but the difference is they are more complete in terms household products than *Aneka Gelas*. In *Aneka Gelas* they have a simple structure to manage the shop, the owner himself and four employees that serve customers. As an intern in *Aneka Gelas* I did routine jobs, like serving customers, checking incoming and outgoing goods, and delivering goods to the customer's place.

Throughout my three months internship program, the problem that I found from *Aneka Gelas* is that they experienced declining sales. This has happened for the last five years, the example can be seen from the data of buyers who come to the shop. Five years ago this shop could have as many as 20 people in one day. As time goes by, the customers who come to the shop slowly begin to decrease from 20 people per day, now only one, five, even none of the people come to this shop. Another perspective is from the shop income per month, in the past this shop could get 100 million per month. As time goes by their income becomes down to a quarter from their normal income, sometimes less than a quarter of income. This is happening because people's need for household appliances, especially tableware products is decreasing. In the past people's need for glassware products was very huge. These products are not only used as a daily need but also as a souvenir or gift for people and also people put it in their house as a display. Not only

**Joshua: Promoting *Toko Aneka Gelas*
Through a Promotional Video**

people's needs, competitors are also affected *Aneka Gelas*'s sale. Many competitors show up the entire time running, they start selling the same products but cheaper, beside that some competitors have more complete items in their shop such as kitchen appliances, which nowadays many people need. The last cause of this shop is there is no promotional media that can help promote this shop and their products. Since this shop was built, only word of mouth is the traditional media promotion that this shop has until now.

Next problem is *Aneka Gelas* has a lack of products. Since the shop has experienced decreased sales so the products also decrease too. Because of that, the shop cannot ask for any products from the supplier. All this time the shop always pays first to get the products from the supplier, which makes the shop feel hampered in selling products. Another factor that makes this shop lack a product is that it has one supplier. The shop only depends on one supplier that it has, so it makes the shop have problems with the products.

The last problem is about price competition for products with competitors. Since the pandemic happened, many shops have started selling their products at cheaper prices. Even though the products are for example the same models, the competitors set the price to the cheapest product. From this factor the shop is really difficult to sell the same products and other products with cheaper prices. The effect of it, products in the store become unsold and just a display. From those problems above that I found out during my internship at *Toko Aneka Gelas*, the most important problem to solve is decreasing sales.

Brand and Branding

Brand is a term closely linked to a product or place's image and reputation in that it "captures the idea of reputation observed, reputation valued and reputation managed" (Anholt, 2010, p. 20). According to Clow and Baack (2017, p.43), a brand is the word, term, or phrase featured as the name of a product, product line, or company. Managing an organization's brand image constitutes a critical element in the successful development of an integrated marketing communications plan. Advertising, consumer promotions, trade promotions, personal selling, the company's website, and other marketing activities all affect consumer perceptions on the brand itself. A strong brand creates major advantages for any good or service. We understand that the term 'brand' is defined as the image of a company that is presented to the audience or customer to make them aware of its existence. Therefore, a company should not only be able to produce a brand, but also how to make people recognize that brand and want to know about it. The term 'branding' is what is needed by a company to execute the purpose, as presented below.

Branding is endowing products and services with the power of a brand (Kotler & Keller, 2016). According to Wheeler (2013, p.6) branding is a consistent and continuous effort to build brand awareness and expand customer loyalty. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not. Branding is the process of making the customers believe in a business or a brand, and make them want to purchase a product because of the 'real' action a company has performed by paying attention to several components that people may consider in choosing a brand.

Based on the Small Business Resources Center (2015), there are six important things of branding.

1. Improves recognition
2. Creates trust
3. Supports advertising
4. Builds financial value

5. Inspires employees
6. Generates new customers

Marketing

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitably” (Kotler & Keller, 2016). When Google recognized that people needed to more effectively and efficiently access information on the internet, it created a powerful search engine that organized and prioritized queries. Furthermore, The American Marketing Association offers the following formal definition: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large” (Jaworski & Drucker, 2017). We can also distinguish between a social and managerial definition of marketing. A social definition shows the role marketing plays in society. In other words, “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others” (Kotler & Keller, 2016, p.27).

Promotion

Promotion is one of the most important parts in the world of Marketing. Promotion is included in the concept of Marketing Mix, along with product, price and place. According to Kuenn and Kuenn (2015), promotion is about communicating the value of your content to the people who will be able to share it with their own networks. Promotion is the work of announcing what we have to offer and ensuring that it gets distributed to the people that we want to see it. Many times, it is a matter of sharing media within a network of relationship that have been established and nurtured. Every business will have a distinctive approach to how it promotes its content, based on the specific industry and unique customer profiles. In this case, there are a number of possibilities to choose from as the media, including blogging, commenting on blogs, participating in discussion groups and posting social status updates on social networking profiles. Promotion consists of three essential components. Those are the objectives, strategies and policies (2015, pp.136-137).

Every business has their own approach to communicate with their customers. There are a number of possibilities to choose from the media, including blogging, commenting on the blogs, and participating in discussion groups. All of the promotion choices have a benefit. There are three benefits for doing promotion according to Mishra (2015).

1. Increasing brand awareness.
2. Segment Identification.
3. Increasing customer traffic.

Types of Promotion

According to Pejak (2014) there are seven types of promotion.

1. Personal selling
2. Social media marketing
3. Direct marketing,
4. General advertising
5. Public relation
6. Sponsorship
7. Digital promotions.

**Joshua: Promoting *Toko Aneka Gelas*
Through a Promotional Video**

Video Promotion

Video promotion according to Norris & Meier is intended to disclose aspects related to commercial (2014, p.395). In 1980s producing video to promote a business was not a good choice, but in the same period of 1980s to 21st century video promotion become popular. This was caused by the power of money that could benefit for people to selling their product through video promotion. Until now people still make video promotion for promoter their product and for that to make a good video promotion, there are several steps to make the video according to Colman (2019).

1. Craft a production plan.
2. Showcase our personality
3. Clearly explain our product or service.
4. Add both entertaining and information value
5. Tell a story that engages the customer.
6. Title and promotional video

Unique Selling Point (USP)

According to Wigmore (2013), unit selling proposition or unit selling point is what differentiates our product from the competitors, for example the cheapest cost, the best quality and the first product from its kind. USP can be known as “what we have that our competitors do not have”. A successful USP can give benefits to the customers, give something that competitors’ products do not offer to their customer, and a successful USP can attract new customers. A business that knows its USP can become a successful business in the future

METHOD

The questionnaire survey will be given to the customers of *Toko Aneka Gelas* as many as 50 customers. The criteria are the people who have become the customers of *Aneka Gelas* more than 1 year and who have become the loyal customers since the shop was established. The customers of *Aneka Gelas* are housewives, market sellers, and café owners.

The survey will be using Google Forms. The form will be filled with preliminary questions. It consists of respondents’ identity part and the filter questions to help me categorize the respondents. The form will distribute to customers via WhatsApp or personal contact. The main objective of this survey was to find out the strength or the USP of *Aneka Gelas* to put it in the promotional video

FINDING & DISCUSSION

Result of the Survey

The first finding is regarding the time that people become customers of the shop. Most of respondents, 22 of them with the percentage 45 percent dominate the question with ‘Since the shop opened’ as the people become the customer of the shop, while the next respondents is 13 respondents with 26 percent say 5 Years, following by 8 respondents with the 15 percent say 2 Years and 7 respondents with 14 percent say 1 Year.

The next finding is regarding the rate of how often these respondents have come to this shop. There are 5 (five) indicators that the respondents could choose to describe how often they have come to the shop. The Indicator that gets the most of respondents is the option ‘Infrequently’ with 19 respondents or 38 percent, followed by ‘Rarely’ with 12 respondents or 24 percent, ‘Quite Often’ with 11 respondents or 22 percent, and ‘First Time’ with 8 (eight) respondents or 16 percent. From this finding it can be seen that all customers rarely come into the shop because

it depends on what they need. Because when they need to buy the products they will come to the shop or there is a holiday season the customers will come to find new products for their want.

Third finding will talk about the purposes for coming to the shop; actually this finding's option is from an open answer that the respondents can fill out by themselves. So these are four options from the respondents' answer. The main reason customers come to this shop is 'The first shop that sold glassware' with 15 respondents or 30 percent. When I asked for their opinion, they said that they will go to this shop as a first recommendation to buy glassware products. Because this shop, Toko Aneka Gelas, the first shop that sell glassware. Second answer from respondents is 'The shop that still sells Kedaung's product' with 14 respondents or 28 percent. Those who said this option give reasons that other shops sometimes or rarely sell kedaung's products. Those shops only will sell the same product but different quality from kedaung's product. This is the reason why those respondents chose this shop as their purpose to come in this shop. The next answer is 'Location near market' with 12 respondents or 24 percent. This answer came from respondents that live in the market or around market, so when they want to buy glassware products those respondents will come to this shop because this shop is nearer than other shops. Last answer is 'There are items that are not sold in other stores' with 9 respondents or 18 percent. In this answer they give the reason why this shop sometimes has the product they want and when other shops do not have it they will go to the shop to find it.

The fourth finding is regarding the strengths that this shop has compared to the competitors that the respondents have mentioned previously. Each respondent was allowed to choose more than one factor based on their own preferences. The most of respondents have chosen is 'Quick Service' with 20 respondents or 40 percent. When asked their reason, they chose 'Quick Service' because this shops even though the customer just buys one or two boxes they will deliver to the customer's place. A second factor is 'close location' with 16 respondents or 32 percent, those who chose this factor said this shop is near the market so they as customers can easily reach this shop and they always come first to this shop to find what they looked for. The next factor is also good from this shop according to the respondent is the 'quality of the product' or 'higher quality product', with 8 (eight) respondents or 18 percent. They said this shop's quality of product is good because the product is from Kedaung so the quality is a good guarantee. In addition, a total 6 (six) respondents or 12 percent of the 'Better Product' as another good option that they got from this shop compared its competitor. They said the product is good looking. Besides using it as a function, the product also looked fancy and luxurious.

The fifth finding is the contrast of the previous finding, which is regarding the weaknesses of this shop compared to its competitor. The factor that is mostly chosen by the respondents is 'Less Variety of Product' with 20 respondents or 40 percent, followed by 'Expensive price' with 18 respondents or 36 percent, 'Cannot buy credit' with 7 (seven) respondents or 14 percent, and 5 (five) respondents or 10 percent chose 'Poor Service'. According to those who chose 'Less Variety of Product' and 'Expensive price' said this shop has less variation of products' model just only that model and also the price is expensive. When they go to buy at other shops they also find a similar model but it is cheaper. Next factor that respondents give reason is 'Cannot buy credit' they hope this shop can give their chance to pay the products with half price in the first time and they will give other half when the product is sold. They said some shops give their chance to pay half price and then other half, which is why those respondents chose these factors. The last factor is 'Poor service', those respondents chose this saying when they go to the shop the employee of this shop is not friendly with them; they are not treated as customers in this shop.

The last finding is about the suggestion for the shop's further performance. The dominant answer is 'The products must be equipped' with 18 respondents or 35 percent, when asked their reason they said that this shop can sell complete products with many variations or models because

**Joshua: Promoting *Toko Aneka Gelas*
Through a Promotional Video**

many years ago they sold many models of it. The second answer is 'Discount Promo' with 13 respondents or 27 percent. The respondents explain that they hope the shop will give a discount on their products or a cheaper price for the loyal or old customer in this shop. Next answer is 'Add kitchen utensils' with 10 respondents or 20 percent. Some customers think this shop sells kitchenware products like '*Gelas Ukur*' or measuring cups. They said because of the name of the shop they think it will be there but the reality is not. So the respondents hope in the future this shop can sell kitchenware products. Last answer is 'Selling Plastics Products' with 9 (nine) respondents or 18 percent. For the last answer respondents said it would be better if the shop would sell plastic products because nowadays many shops, especially in household appliances shops, are selling mixed products.

From the survey results of the questionnaire the USP of *Aneka Gelas* is the location. This USP actually not strong enough if put in the video. As additional USP for business strategy, the USP of *Aneka Gelas* that will be also highlighted in the video is various products and affordable price. These USP will help to solve the problem of this shop by increasing the sales and also connected with the product problem that becomes unsold in the shop. Not only that, these USPs will get the attention of the café owner who has become a customer of this shop and hope they will be interested in it. After putting the USP in the promotional video is done, it will be shown on Instagram and WhatsApp.

The Explanation of Each Scene in the Promotional Video

In the first scene, the video will show the location of *Toko Aneka Gelas*. The purpose is to show the audience the buildings next to the shop. Next, the video will move to the banner and move downward and show the actress will go in to the shop. After the actress come in, the video will show the product of the shop that have been decorated in the big rack. The purpose is to show the products to highlight USP for business a strategy that is various products. This USP will be highlighted by using key word in English and voice over in Indonesia.

The second scene, the actress is looking one of the products on the rack and after that, the employee was called by the customers to ask and explain the product. The purpose is to show that this shop serves the customer with friendly attitude. Next the employee takes out the product from other rack then open in front of the customer. Purpose from the employee open the product to tell that this shop always check again the product's condition before the customers take it out. In this scene will also explain with the voice over.

In the third scene, after the employee checks the product's condition, the employee starts packing the product into the plastic. Next the employee gives the product to the actress and actress gives the money to the employee. The employee counts the money that he gets from the actress, and after counting employee gives half the money that the actress gave before. The reason why the employee gives the half the money because the price of the products is cheap and also the actress gets the change from the money that she gave. After the actress receives the money, she walks out from the shop with the happy face. The purpose here is to show strength of *Toko Aneka Gelas* that is affordable price. The USP will be highlighted also using key word and also voice over.

The last scene, after showing all the USP of *Toko Aneka Gelas*, the actress will walk out from the shop with the product that she bought and after that the video will fade out. After fading out the closing will show the name of *Toko Aneka Gelas* (Figure 4.10). The word "*Toko*" will use small font and "*Aneka Gelas*" will use bigger font the purpose to show the name "*Aneka Gelas*" because people already now this place is a shop or "*Toko*". Also in the picture there will be the USPs of the shop, the address, the social media Instagram of the shop, contact number also is WhatsApp number of the shop and the target market of this shop.

CONCLUSION

To solve *Toko Aneka Gelas*' sales problem, a promotional video was made because it contains visuals and audio to provide a better overview about the store itself. The promotional video highlighted Unique Selling Points of this shop. After the shooting and editing process was done, the promotional video was uploaded its Instagram feeds and WhatsApp to attract more people and to increase the brand awareness. Since almost everyone uses social media actively, it is expected that *Toko Aneka Gelas*' potential target markets can easily get more information from the promotional video.

REFERENCES

- 6 reasons why a strong branding is important for your small business* (2015). Retrieved January 25, 2021, from <https://smallbusinessrevolution.org/small-business-revolution/main-street>
- Anholt, S (2010, February). *Definition of place branding-Working towards a resolution*. *Place Branding and Public Diplomacy*, 6(1), 1-10
- Barker, S (2018, December 27). *Determine your USP*. Retrieved June 25, 2021, from <https://www.business.com/articles/determining-your-usp/>
- Begin, L (2020, April 2). *What is Digital Promotion?* Retrieved April 26, 2021, from <https://www.digitpro.co.uk/2020/04/02/what-is-digital-promotion/>
- Chacon, B (2020, April 29) *Ultimate Guide to Instagram Video: Stories, IGTV, Live, Posts, & More!* Retrieved May 15, 2021, from <https://later.com/blog/instagram-video/>
- Clow, K. E., & Baack, D. (2017). *Integrated advertising, promotion, and marketing communications*. (8th ed.). London, England: Pearson Education.
- Colman, L (2019, June 20). *How to Make a Video: A Step-by-Step Guide*. Retrieved April 26, 2021, from <https://blog.hubspot.com/marketing/make-a-marketing-video>
- Jaworski, B., & Drucker, P. F. (2017). *Marketing and Economic Development*. *Journal of Marketing*, 252-259
- Kotler, P., & Keller, L. K. (2016). *Marketing management*. (15th ed.). Harlow, England: Pearson Education Limited.
- Kuenn, A., & Kuenn, B. (2015). *Content marketing works: 8 steps to transform your business*. Phoenix, Arizona: VM Press.
- Mishra, A (2015, July 13). *Why is Promotion Important for a Business?* Retrieved June 25, 2021, from <https://blog.resellerclub.com/why-is-promotion-important-for-a-business/>
- Norris, S. & Meier, C. D. (2014). *Texts, images, and interactions: A reader in multimodality*, Berlin: Walter de Gruyter.
- Pejak, A (2014, April 5). *The 7 Types of Promotion*. Retrieved February 20, 2021, from <https://blog.ideacafe.com/7-types-promotion>
- Wigmore, I (2013, June). *Unique Selling point (USP)*. Retrieved January 24, 2021, from <https://whatis.techtarget.com/definition/unique-selling-point-USP>
- Wheeler, A. (2013). *Designing brand Identity: an essential guide for the whole branding team*. Canada: John Wiley & Sons, Inc.