

Increasing the Brand Awareness of PT. Hadi Citra Cemerlang by Emphasizing Its Unique Selling Point in a Marketing Booklet

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ABSTRACT

PT. Hadi Citra Cemerlang is a frozen food distributor in East Java, Indonesia. The company's target markets are restaurants, Agencies, and Convenience stores. As one of the biggest distributors in East Java, PT. Hadi Citra Cemerlang has problem. The company has difficulty in selling its products and introducing the uniqueness of the company. Therefore, PT. Hadi Citra Cemerlang needs to increase its brand awareness through a promotional tool. The writer provides a solution which is a Marketing Booklet. The writer will use the theory of branding, promotional tool, marketing booklet, and Unique Selling Point (USP) to make that happen. After identifying the company's Unique Selling Point, the USP will be highlighted and emphasized in the marketing booklet. Excellence services and Lower prices are the main USP of the company. A marketing booklet can benefit the company since it can help prospects, new customers easier and more efficiently.

Keywords: marketing booklet, unique selling point, promotion, promotional tool

INTRODUCTION

PT. Hadi Citra Cemerlang is a company that distributes frozen food in East, Java Indonesia. PT. Hadi Citra Cemerlang is one of the biggest distributors in East Java, Indonesia. As one of the biggest companies in East Java, Indonesia, PT. Hadi Citra Cemerlang has a problem in selling its products and introducing its Uniqueness to the prospective customers. The company's sales and marketing team has difficulty in selling its products since the sales and marketing team needs to explain the products manually by using its price list and bring the product's sample to negotiate with the prospective customers. It takes much effort to convince the prospective customers to buy the products. During the observation, the writer has identified three main categories of its target market, which are restaurants, agencies, and convenience stores. Then, there are two strengths which can be the Uniqueness of PT. Hadi Citra Cemerlang such as Lower prices, and delivery service. After identifying to the store's USP, a significant solution to the PT. Hadi Citra Cemerlang problem related to branding and selling process is a Marketing Booklet.

Branding

Branding is a disciplined method use to improve exposure and customer loyalty. Branding is about getting the opportunity to say that consumers should pick one brand over another (Wheeler, 2012). PT. Hadi Citra Cemerlang has USP in its facilities and services, which are Lower Prices and Delivery Service. Those are two main USPs which can be used for the company's branding. Even though having a strong USP, the company does not able and efficiently promote its USP to its target market.

Unique Selling Point

Unique Selling Point is the core of what makes your product or services better than your rivals (Optimizely, 2021). A unique selling point determines your company's unique role in the industry, which is at the core of your business: the value you give and the challenge you solve. A strong USP specifically articulates a particular advantage – one that other competitors do not offer – that makes you stand out. If all the products seem to be the same, the prospective buyers may not know which one is right for them. Being straightforward on the Unique Selling Point allows them to differentiate between the variety of available choices. It is a crucial part of

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effective selling, particularly when customers have too many choices. A USP can also serve an important role internally as it forces you to consider your company's mission and its very reason for being. A successful business is often on which their vital competitive differentiators are clear.

Promotion

Promotion includes all the activities the company undertakes to communicate and promote its products to the target market (Kotler, 2020, p.172). In addition, Promotion includes advertising, personal selling, sales promotion, and other selling tools (Stanton, 2020). Promotion is essential to a business because promotion creates differentiation (Kennedy, 2015). Initially, the term brand was invented in farming as a means of identifying cattle. A company has to be distinctive to thrive, and product marketing can be a fantastic way to help a brand stand out from the crowd. It can bring additional value to the consumer through rivalry or a unique experience, providing an incentive to select your product in a competitive market.

Marketing

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires (Kotler, 2014, p. 4). In addition, booklets are easy to distribute, cost-effective, build reliable credentials, reflects responsible business practices, and booklets hold lots of information (Flottmanco, 2016).

METHOD

Quantitative method is used to produce a strong promotional tool based on the customer's insight. The data was collected by giving questionnaires to the loyal customers of PT. Hadi Citra Cemerlang. Since this project was done during the Covid-19 pandemic, the questionnaires were distributed via google form. The questionnaire was distributed into three segments. The first segment is the customers who resell the products in the housing complex or they call themselves as agents. The second segment is on the HORECA segment. The third segment is the sales and marketing team of PT. Hadi Citra Cemerlang. Since it is against the company's privacy and policy, the questionnaires were distributed through company's whatsapp group. There are 15 respondents to identify the strengths, weaknesses, and also the uniqueness of the company. The respondents are the loyal customers of PT. Hadi Citra Cemerlang, so the data must be accurate and reliable.

After getting the data from the questionnaires, the writer categorized the strength and the weakness of PT. Hadi Citra Cemerlang into SWOT categories. The data which is collected must be classified into two main categories; internal and external. After dividing it into two main categories, the writer classified the data from the internal group into strengths and weaknesses. Then, the writer classified the data from the external categories into opportunities and threats. After identifying the internal and external categories, the data must be imported into the SWOT Analysis table. These data about strength, weakness, opportunities and threats would be emphasized in the marketing booklet content.

FINDINGS AND DISCUSSION

Descriptions of the Tools

The colors of the tools that will be used for the marketing booklet are black, white, and red. The black color represents power, authority, and control. By using a black color, the booklet can bring a reflection that PT. Hadi Citra Cemerlang has power, authority, and control in distributing frozen food, especially in East Java, Indonesia. While the white color represents simplicity, organization, and efficiency, The writer wants the readers to know that PT. Hadi

Citra Cenerkabg provides simplicity, organization, and efficiency in their business system. For the red color, the red color represents the packaging of the products that Mr. Hadi sells.

In addition, the writer wants to make the readers believe that PT. Hadi Citra Cemerlang is a professional and reliable company by using the picture of the warehouse on the front page. The writer prefer to use the warehouse picture instead of the office picture since the warehouse is quite extensive and looks modern. The writer thinks it can bring a good impression to the company. On the middle page, the writer wants to give a clear picture to the readers about what business PT. Hadi Citra Cemerlang runs by using the product photography and the product's design as the content. The writer wants the audience to notice that PT. Hadi Citra Cemerlang is a frozen food distributor. On the middle page, The writer will use product photography without highlighting the brand of the product, so the readers will still focus on the company and not the product. For the content of the USP, the writer will use animation pictures since it is easier to describe the USP by using animation pictures. The writer wants to give a clear message to the readers about the USP. Besides, the vehicles used to deliver goods to the customers are already outdated and damaged. The writer thinks it can affect the content and give bad impressions to the booklet if I use the outdated and damaged vehicles pictures in the booklet. The Animation pictures will explain about the payment methods of PT. Hadi Citra Cemerlang and its Services, the payment methods contain cash on delivery service, bank transfer, and also mobile banking transfer, while the services contain fast, free, and home delivery services.

In addition, since PT. Hadi Citra Cemerlang is a family business, PT. Hadi Citra Cemerlang does not have a logo for its company. In this project, the writer will make a company logo to represent their company's Uniqueness and others. For the logo, the writer will use the monogram logo. The writer thinks the monogram logo is more suitable for the company since it is more straightforward and minimalist. The logo will contain HCC words that explain the name of the company, the H letter represents Hadi and CC represents Citra Cemerlang. The CC letter design will be shaped like the infinity symbol, which means that PT. Hadi Citra Cemerlang will always grow and develop in serving its customers. The color of the logo is blue navy and mixed with yellow colour. The blue navy colour represents trust, sincerity, and success. While the yellow colour represents warmth, it means that PT. Hadi Citra Cemerlang care for its customer's satisfaction.

The main focus of this marketing booklet is to explain about the services, Unique Selling Point, and the products of PT. Hadi Citra Cemerlang. The marketing booklet will help to emphasize the USP, the services, and the products of PT. Hadi Citra Cemerlang to differentiate PT. Hadi Citra Cemerlang with other competitors. Also, the USP will be highlighted to attract prospective customers to use PT. Hadi Citra Cemerlang services. The USP that is going to be highlighted in the booklet is PT. Hadi Citra Cemerlang provides goods at lower prices compared to other competitors. The second one, PT. Hadi Citra Cemerlang provides the best services, such as delivery service, free of charge. In addition, PT. Hadi Citra Cemerlang provides fast and home delivery service.

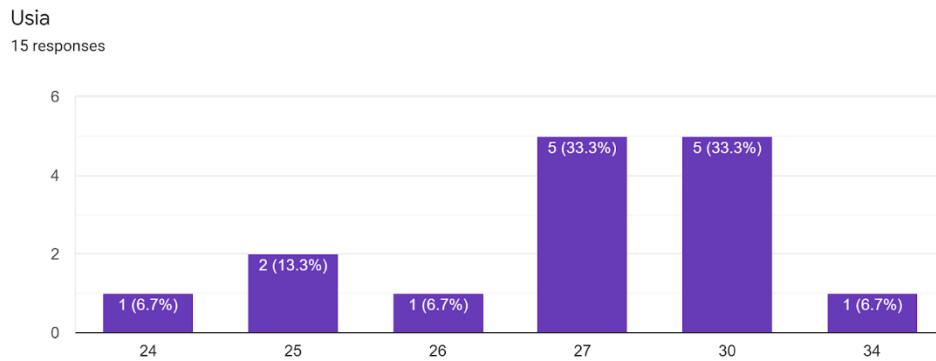
The tool is made for the Sales and Marketing team or Mr. Hadi. It can be used as a promotional tool to promote their services to prospective customers, and the marketing booklet is also available in the soft copy.

Result of Questionnaire

The first question is about the personal data of the respondent. There are several questions about customer's background, such as customer's age and gender.

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Figures 4.1 Respondent’s Age



Based on the results above we can conclude that the customers of PT. Hadi Citra Cemerlang are people in the age of 27 to 34. The results show that there are at least 27% of PT. Hadi Citra Cemerlang customers are people in the age of 24 to 26, 67% in the age of 27 to 30, and 7% above the age of 30. Based on the age above, we can conclude that the language used in the marketing booklet should be in a formal way, attractive, and informative for the prospective customers.

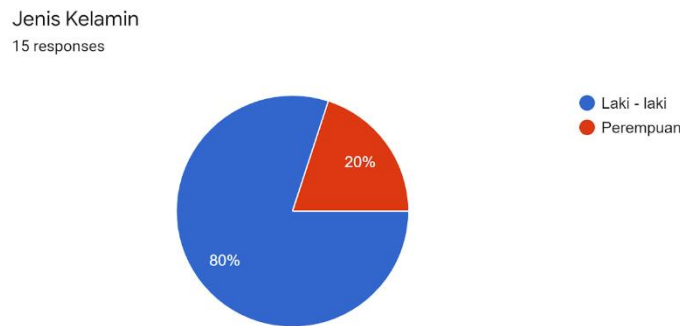
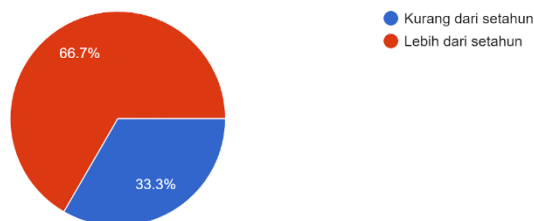


Figure 4.2 Respondents’ Genders

Sudah berapa lama anda bekerja sama dan menggunakan jasa dari PT. Hadi Citra Cemerlang, Surabaya?
15 responses



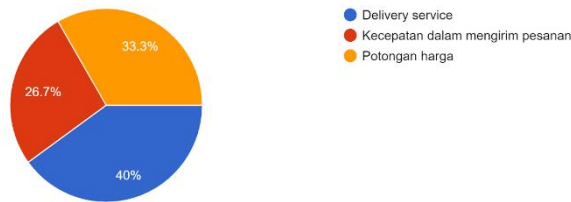
In order to collect absolute data, the survey was conducted with PT. Hadi Citra Cemerlang loyal customers. 67% of the respondents are already working or buying from PT. Hadi Citra Cemerlang more than 1 year, and 33% less than a year. To identify the USP of PT. Hadi Citra Cemerlang the data was collected from the loyal customers to identify PT. Hadi Citra

Cemerlang performance and get feedback from the customers. Therefore, the marketing booklet should emphasize the USP based on the loyal customer's insight in order to identify the valid USP.

In the second section, there is the respondent's perspective about PT. Hadi Citra Cemerlang. In this part, the data is about the customer's impression about PT. Hadi Citra Cemerlang, the perception of its uniqueness, weaknesses and strengths.

- Respondent’s Perspective about PT. Hadi Citra Cemerlang

Fasilitas apakah yang membuat PT. Hadi Citra Cemerlang menjadi pilihan anda?
15 responses



Menghemat waktu dan biaya akomodasi
Menghemat biaya dan waktu
Menjaga keseimbangan stok barang
Profit
Karena dapat menguntungkan pembeli
Karena jarang sekali distributor lain yang menyediakan delivery servis
Karena dapat meningkatkan kepuasan pelanggan
Untung
Menghemat waktu dan biaya transport

As can be seen from the data above, there are 3 main factors that customers choose PT. Hadi Citra Cemerlang as their choice. The first one there is delivery service with a percentage of 40%. The second one there is a product discount with a percentage of 33%, and the last one 27% with the time efficiency in delivering goods. Meanwhile, other distributors do not provide the delivery service, by having delivery service the customers feel that they can save more time and their budget in terms of accommodation. In addition, PT. Hadi Citra Cemerlang has a cheaper price which can give the customers more revenue.

Respondent’s perspective about PT. Hadi Citra Cemerlang promotional tool

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Bagaimana anda mengetahui tentang fasilitas dan layanan yang ada pada PT. Hadi Citra Cemerlang, Surabaya?

15 responses

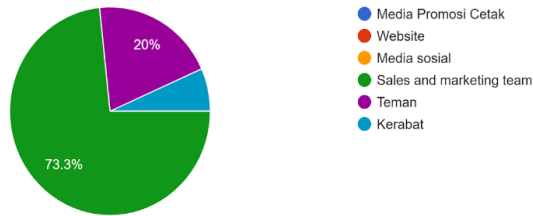
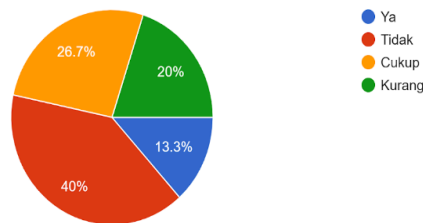


Figure 4.6 How the customers know about the company’s facilities and services

Apakah media promosi yang di miliki PT. Hadi Citra Cemerlang saat ini cukup jelas untuk memberikan informasi tentang mengenai fasilitas d... yang di sediakan oleh PT. Hadi Citra Cemerlang?

15 responses



Apakah kekurangan dari media promosi yang dimiliki oleh PT. Hadi Citra Cemerlang?

15 responses

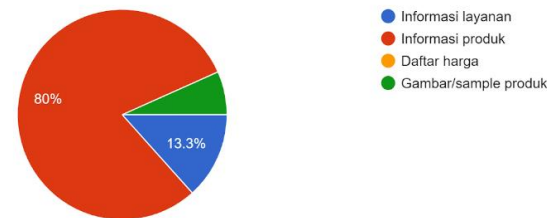


Figure 4.9 Respondent’s opinion about marketing booklet as the promotional tool for PT. Hadi Citra Cemerlang

Menurut anda, apakah Marketing Booklet yang berisikan gambar dan keterangan produk merupakan alat yang tepat untuk menginformasikan produk dan layanan PT. Hadi Citra Cemerlang?

15 responses

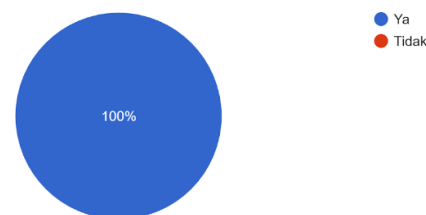
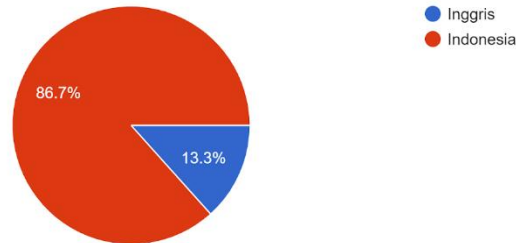


Figure 4.10 Respondent's opinion on the language use in the marketing booklet

Bagi anda, manakah Bahasa yang lebih baik digunakan dalam sebuah media promosi?
15 responses



Based on the data above, we can reveal the customer's point of view about PT. Hadi Citra Cemerlang current promotional tool, and their opinion about the idea of marketing tool as a new promotional tool for PT. Hadi Citra Cemerlang. Most of the respondents knew the company mostly from the sales and marketing team. Some of them knew about the company from their relatives or friends. Therefore, an effective promotional tool is needed by the sales and marketing team in order to gain new prospective customers. The respondents also mentioned the weakness of current promotional tools such as the information about the product, the information of the services, facilities and also the picture of the products. Then, 100% of the respondents think that the idea of marketing booklets as a new promotional tool would help PT. Hadi Citra Cemerlang to solve the problem. In addition, 87% of the respondents think that Indonesian language is more suitable for this marketing booklet, since Indonesian language can be easily understood.

Result of USP

There are two Unique Selling Points (USPs) of PT. Hadi Citra Cemerlang. The first USP is PT. Hadi Citra Cemerlang provides best services such as delivery service, compared to other competitors, PT. Hadi Citra Cemerlang sells their products door to door and provides delivery service for their customers. PT. Hadi Citra Cemerlang also provides fast delivery service. The second USP is PT. Hadi Citra Cemerlang has lower prices rather than other competitors, compared to other competitors, PT. Hadi Citra Cemerlang sells their products at lower prices, because PT. Hadi Citra Cemerlang is one of the biggest suppliers of PT. Charoen Pokphand. Therefore, they can sell their products lower than others.

CONCLUSION

In conclusion, PT. Hadi Citra Cemerlang is a frozen food distributors in East Java. As one of the biggest frozen food distributors, PT. Hadi Citra Cemerlang faced problems in selling and promoting its uniqueness and products. The company has lack of brand awareness in the marketplace. That is one of the reason PT. Hadi Citra Cemerlang took a lot of time to convince the prospective customers and many prospective customers do not know PT. Hadi Citra Cemerlang. In addition, there is a competition between PT. Hadi Citra Cemerlang and other distributors. Therefore, PT. Hadi Citra Cemerlang needs to increase its brand awareness through a promotion tool, in this case the promotional tool is a marketing booklet. During the internship, the writer observed the company's problem and decided to help the company to solve the problem. The writer found that PT. Hadi Citra Cemerlang biggest problem is not able to promote and emphasizing its uniqueness, products and services easily. As the intern, the writer wants the company to run well in the future time. The writer came up the solution of promotional tool which is a marketing booklet in order to solve the company's problem. A

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marketing booklet can help the company to emphasize and do branding easier than ever, in hope that the marketing booklet can help the company to increase its brand awareness.

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