

Increasing Kang's Kitchen's Brand Awareness to Its Target Market through a Promotional Video

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ABSTRACT

Kang's Kitchen is a homemade cake and homemade food company that is located in Jakarta. It was established in 2019 at Surabaya when Kang's Kitchen was still selling homemade Ote-Ote and now the shop is focusing on baking many kinds of cakes. Kang's Kitchen target market is Instagram users that like to order food or cake from the application. The shop is currently new in Jakarta, so few people know about Kang's Kitchen and its products. In addition, some competitors sell almost the same products. These make the sales volumes still very low. From the customers' survey, I found out that the shop lacks brand awareness among its target market. The target market is still unaware of Kang's Kitchen Unique Selling Points, premium quality and hygienic processing. The solution is, therefore, highlighting the USPs in a video, and upload it in Instagram. By projecting the company's strengths in Instagram, Kang's Kitchen followers are expected to increase, and those followers are expected to be loyal customers.

Keywords: brand awareness; Instagram; promotion; promotional video; USP

INTRODUCTION

The name of the company that I will do for the creative thesis is Kang's Kitchen. Kang's Kitchen is running in the food sector, selling homemade cake and homemade food. In 2019, Kang's kitchen first opened in Surabaya. Currently, Kang's kitchen is located in West Jakarta and it only has an online shop. Most of the customers come to Instagram for ordering food because on Instagram there are many pictures so people can see the product before ordering because the menu is posted on Kang's Kitchen Instagram. Kang's Kitchen sold only Ote-Ote snacks during the year 2019. Then, when Kang's Kitchen moved to Jakarta the focus was on baking and home cooking. The most popular products in Kang's Kitchen are Spikoe and Fruit pie. The customers of Kang's Kitchen are usually people that have been married. There is no range of age for the target customers because many of the customers are Instagram users that usually order cakes from Instagram.

In my opinion, Kang's Kitchen has two competitors, @Dels_kitchen_ and @Gaawa.cake because both of the competitors have more products than Kang's Kitchen and their product price is also premium. Gaawa.cake is focusing on Spikoe, they usually have orders from Malaysia and Singapore so they will send the Spikoe to the customers. Dels_kitchen_ has so many variables of cake and the price is more premium than Kang's Kitchen product price.

At the company, my job in digital marketing is that I helped the owner handle @Kangkitchen68 Instagram feeds and Instagram stories. Using Instagram as a marketing tool is a good choice nowadays because there are a lot of people who use Instagram for their business and daily activities. I helped the owner to post more products because the owner rarely posts the product, and I was also able to manage the content so there will be many new followers.

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The main problem of Kang's Kitchen is a lack of brand awareness. They lack brand awareness because only a few people know about Kang's Kitchen. I did a small survey by sharing google form to Kang's kitchen Instagram and WhatsApp stories, and the respondents still do not know about Kang's Kitchen, and the respondents lived in Jakarta. Based on the survey I made, 37 people filled out the form, and 14 people did not know about Kang's Kitchen.

There are possible causes why only a few people know about Kang's Kitchen. It is because they lack a promotion. Kang's Kitchen never does any promotion for their product. Also, many people do not know about Kang's Kitchen USP and the strength of Kang's Kitchen products.

According to my observation, analysis, and a questionnaire about Kang's Kitchen, the shop's main problem is low brand awareness. I know that Kang's Kitchen lacks promotion so there are not many people who know about Kang's Kitchen and its products.

In this part, the first purpose is to help Kang's Kitchen to increase brand awareness, from level brand non-recognition to brand loyalty. The second purpose is to help Kang's Kitchen to show Kang's Kitchen USP or strength and information related to Kang's Kitchen to its target market.

The solution for this problem is to create a promotional video with USP inside it and highlight the USP in the promotional video, after that the promotional video will be posted on Social media. Nowadays people are using social media for doing things, so by uploading a promotional video with Kang's Kitchen USP to Instagram ads, it will appear in other people's stories randomly and it can cause people to come to Kang's Kitchen. As a result, people who do not know Kang's Kitchen will get interested and recognize Kang's Kitchen.

The first advantage for the company is that the company can get new customers and reach the target audience of all ages to increase customer brand awareness in Jakarta by sharing promotional videos. The second advantage is Kang's Kitchen will have a new portfolio that they never had before, and can attract an audience from the promotional video.

Brand

Based on Tanya Sammut-Bonnici (2015), a brand can be defined as a set of direct and indirect aspects used to make people aware and recognize a brand, services, people, location, or group, as well as to improve its reputation. As a long-term strategy, branding entails a wide range of activities, from product creation to brand communication. A marketing strategy's purpose is to create businesses that improve the quality of service, reducing the number of substitutes on the market. When one company builds high brand equity through differentiation, the price elasticity of demand falls, allowing the company to raise pricing and improve predictability. In branding strategy, competitive brand equity, supply chain expansion, and brand image control are all linked.

Brand Awareness

Based on Carol M. Kopp (2021), brand awareness is a branding term that relates to how well customers recall the name of a product. When it comes to promoting a new product or revitalizing an old one, establishing brand recognition is critical. In a perfect world, brand awareness would include features that distinguish the product from its competitors.

Level of Brand Awareness

According to Aaker (1998), brand recognition is known by presenting interviewees with a set of brands that determine the category and asking them to recognize those brands if they know. However, there are levels that can be measured by asking a question that involves the spontaneous awareness of the brand within a category of products without knowing the brand names. There are 5 levels of brand awareness, these are the 5 levels:

Brand rejection: If someone associates a brand with something negative, they will purposely avoid the product. In that case, create a logo and slogan that is filled with great benefits to the customer and put that on everything, because public opinion is important to the product.

Brand non-recognition: The customer simply does not recognize the brand, probably because it is not clearly differentiated from the competitors. Make sure to create the brand names for the products or services, also find the differences in value between the product and competitors' products then highlight the difference.

Brand recognition: This is a better stage to aim for a brand if it does not have any recognition at all. Brand recognition will help people lean toward the product when given the choice between one product to another other product that they never heard of before.

Brand preference: This is where the customer is given a choice between two brands, where the customer will choose the brand that they preferred. It often happens when the customer will choose the product that they know. The company needs to be sure that it added any value to the products or the services which could let the customer choose it over the competitor's product.

Brand loyalty: This is where the customers will choose the same brand over and over again, even if the customer experiences the occasional poor service or another product comes along that seems to be better suited to the customer's needs. To get brand loyalty, companies need to provide a product that is highly differentiated, with plenty of value-added, but also needs to offer the customer a remarkable service level that they will not get anywhere.

Instagram

According to Ben Stegner (2021), Instagram is a free social networking website that focuses on picture and video sharing. It originally became available on the iPhone in October 2010, and then on Android in April 2012. Facebook bought the business in April 2012 and has been the only owner since. Instagram, like most social networking programs, allows people to follow a person who is interested in other people. This adds a feed to the homepage that displays the most current postings from everyone that follows the person. Posts may be liked, commented on, and shared with others.

Characteristics of Instagram:

- Video recording up to 15 seconds
- Image story additions
- Direct messaging within stories
- Swipe down on the camera screen to unlock photos and videos from the personal camera roll
- It can track the total number of views and which users have viewed the content

These are the reason why Instagram is different from other social media platforms:

- Better target market penetrations: When it comes to purchasing, young men and women are impulsive customers who may be easily influenced. Instagram is used by about 60% of

- internet users between the ages of 18 and 29. Today's kids make a lot of money and are eager to spend it if they can persuade them that they have a wonderful product. What better location to upload a high-resolution image or a short video of the goods and direct buyers to the website than Instagram. Furthermore, about 70% of all Instagram users are female, and they like shopping!
- Better content display: Instagram helps to establish the business image considerably more successfully using photographs and videos than Facebook, Twitter, or any other social media network. Instagram is unique because of its user interface. When someone accesses Facebook from a PC, he sees images, links, sidebars, the chat screen, and a variety of other things. Instagram, on the other hand, although having a website, is primarily visited by 700 million users worldwide via the official mobile app. They just see visuals and movies.

Promotion

Based on Will Kenton (2021), promotion in marketing refers to a different type of advancement. A sales promotion emphasizes the benefits of a certain product or service through advertising or a reduced price. Product promotions are often known as "sales" or "specials."

Promotional Video

Based on Jacinda Santora (2021), a promotional video is a marketing video that is used to promote the company's products, services, events, and sales to potential customers. Because businesses are really aiming to engage the target audience and persuade them to commit to the company, almost all video material is promotional in nature. So don't have to tell the viewers to "purchase, buy, buy" at every step in the finest promo videos. That can actually be a turn-off for them. It is more crucial to establish a personal connection with the target audience. This could include discussing major news, events, and milestones, as well as telling uplifting anecdotes of consumers who have benefited from the company's services. Because buyers are humans, and humans are generally influenced by emotion, promotional videos are effective. Sure, we prefer to assume that our decisions are founded on rationality, but in truth, our emotions come before. They hook a customer if users can connect with them on an emotional level. That is exactly what commercial videos are good for: tugging at the emotions. So can seal the deal with science once they've been picked (the benefits and features). Users must first establish an emotional connection with them. There is no better marketing channel than video to accomplish this.

Unique Selling Point

According to Samantha V (2021) "define USP: A trait or characteristic of a product that sets it apart from competitors". It provides a competitive edge to a company and distinguishes the brand from others. Because it is not a product that can be purchased anywhere, it allows businesses to charge a premium price. Customer loyalty is rewarded, and repeat purchases are possible. Repeat purchases can lead to a rise in revenue, which in turn can lead to a profit gain. Profits can be used to fund research and development, which can then be utilized to further differentiate the product to meet the needs of the company's customers.

METHOD

This part will explain what data I need to work on for this project and the reason for data collecting. First, to find out the problem that Kang's Kitchen is really lacking brand awareness or not as the main problem. Second, find out Kang's Kitchen's level of brand awareness. Third, find out who is the competitor of Kang's Kitchen. Fourth, find out whether the customer knows about Kang's Kitchen USP or not. Fifth, finds out Kang's Kitchen weakness and strength. Sixth, make sure if

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Instagram is the perfect tool to put the promotional video. Therefore, I needed background information on the respondents because it can help me to collect the respondents' data about their age and where they live. Next, I will collect data about the respondents' awareness of Kang's Kitchen, and ask about competitors and about Kang's Kitchen USP. Lastly, I will ask the respondents about the tool that can help Kang's Kitchen increase awareness to gain more customers.

There would be fifty people filling out the Google Forms. The respondents will have twenty people who know about Kang's Kitchen and have tried Kang's Kitchen food. The other thirty will be people that never tried Kang's Kitchen. The criteria of the respondents are supposed to be Instagram users that like to explore Instagram to buy cakes, I identify the respondents with a direct interview after they filled the Google Forms. I choose Instagram users because Kang's Kitchen mostly focuses on Instagram as their main social media.

I will use Google Form to get my data from the respondents. I will share the questionnaire with Kang's Kitchen followers on Instagram and I will share it with other people that have not known about Kang's Kitchen. I need the background information of the respondents because it can help me to collect the respondents' data about their age and where they live. Section 2 I will ask the respondents about their awareness of Kang's Kitchen if they know about Kang's Kitchen and what they like from Kang's Kitchen menu. Section 3 information for the promotional tool might help Kang's Kitchen to improve its awareness. Section 4 is for the people who have never bought from Kang's Kitchen ask them if they wanted to try and get feedback from them.

FINDING AND DISCUSSION

Currently, Kang's Kitchen is lack of brand awareness (Carol M. Kopp, 2021) because the owner moved to Jakarta a few months ago, the brand awareness of Kang's Kitchen is still low in Jakarta many people did not know about Kang's Kitchen existence, according to the data that I get from the respondent there are still 30 people that did not know Kang's Kitchen. The level of Brand Awareness that Kang's Kitchen currently has is Brand non-recognition (Aaker, 1998). Brand non-recognition here is showing that many people do not recognize the brand, probably because Kang's kitchen is not clearly differentiated from the competitors. Kang's Kitchen's future needs to build the company awareness to let many people know about Kang's Kitchen so there will be many customers. The problem that I believe the company is having right now is a lack of brand awareness, they are new in Jakarta and their awareness is still low compared to other competitors that have good awareness around Jakarta.

During my internship, I found out that Kang's Kitchen has low brand awareness in Jakarta. Therefore, I decided to help Kang's Kitchen to increase its brand (Tanya Sammut-Bonnici, 2015) to make it stronger in Jakarta. By building strong brand awareness in Jakarta, I also hope that the sales rate of the shop will also be increased. The owner of the store is aware of this problem, but the owner of the shop does not know the way to promote the shop in the market.

CONCLUSION

Kang's Kitchen is a small shop that is new in Jakarta that sells homemade cake and homemade food, it was established in 2019. When it first opened Kang's Kitchen is selling homemade Ote-Ote, and after moving to Jakarta it started to sell homemade cake. The shop is still new in Jakarta and there are also a lot of competitors that are already well known than Kang's Kitchen there are many

people who do not know about Kang's Kitchen and about what is their product. In other words, Kang's Kitchen is lack brand awareness because not many people know about the shop. I decided to make a questionnaire to collect data from the target market and from the customers of Kang's Kitchen, I used Google Forms to gather information from them and also ask some of them directly. After collecting the data, I decided to make a promotional video for Kang's Kitchen as the solution to their problem. By uploading the promotional video to Instagram which is Kang's Kitchen target market, Kang's Kitchen will get some benefit from the video where there will be more people who know about Kang's Kitchen and they will have more customers too.

My suggestion for EBC students is, that when they are looking for a company to have an internship in they must find the company that is attractive to them so that they can be more creative because they found the right place. While doing the internship the students need to do their job seriously because it can impact their final project and their creative thesis because they will not know many things from the company it is because they not serious enough. They need to make a lot of friends and make a good relationship in the company because it also can help to easily negotiate the solution for the company which is the student's final project. Negotiating will help at the end when you meet with the videographer or the owner of the company so there will be a negotiation about the price of the contract and the price of the video that will cost a lot of money. I wish there are no laziness when you are doing your project and thesis because time will not stop for you and you need to keep going with what you have and face the truth of the world. I hope EBC students can prove to the world that English Business Communication is not something that is easy to learn. Last but not least make sure you give all to your project because it can help you in getting a job after graduating from University.

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