

Increasing the Brand Awareness of Sosis Solo Nyonya Veronica by Finding a New Market Segment and Creating the Packaging of the Frozen Food

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ABSTRACT

The writer selected Sosis Solo Nyonya Veronica for this article. Sosis Solo Nyonya Veronica is a small business in the food sector. The brand was founded in 2022, and the main product is Sosis Solo. The problem of this business is low brand awareness. Its market is limited to *warung soto* customers in Solo because their ready-to-eat products go bad easily. To increase the brand awareness and sales, this business must sell the frozen food variant to customers from other cities. This is where good packaging matters. In the research, the writer collected the data from the customers and the target market to know the level of the brand awareness and their opinions regarding frozen food and packaging. From the 50 respondents, the writer found out that the brand awareness level is low, belonging only to level 1 or No Recognition (46%) and level 2 or Brand Recognition (54%). The respondents confirmed that packaging for the frozen food is Very Important (54%) and Important (42%). They also said the packaging should contain the logo, brand name, and WhatsApp number. By selling the frozen food variants to another market (food stores), the brand awareness Sosis Solo Nyonya Veronica will expand to other cities and the sales will in turn increase.

Keywords: branding, brand awareness, frozen food, market segment, packaging

INTRODUCTION

The writer chose the Sosis Solo Nyonya Veronica project for this article. The company is located on Jl. Gn. Slamet no. 66, Mojosongo, Kec. Jebres, Kota Surakarta, Jawa Tengah, 57127. Sosis Solo Nyonya Veronica is a small business in the food sector. Sosis Solo Nyonya Veronica brand was founded in 2022. Sosis Solo Nyonya Veronica has various types of products that are focused on snacks. However, their main product is *Sosis Solo*. The price range is Rp 3,500-Rp 8,000. The products include *Sosis Solo* (Rp 5,000), *Nogosari* (Rp 3,500), *Arem-Arem* (Rp 8,000), *Tahu Goreng* (Rp 5,000), and *Lumpia* (Rp 5,000). However, their main product is *Sosis Solo*. *Sosis solo* is a common meal from the province of Central Java, the city of Solo, consisting of ground chicken or beef wrapped in an omelet. Sosis Solo Nyonya Veronica's sosis solo uses beef as the stuffing.

The products of Sosis Solo Nyonya Veronica are homemade. Sosis Solo Nyonya Veronica has four employees. The distribution of the product is done by using a Mitsubishi L300 that is provided by the owner of Sosis Solo Nyonya Veronica. The driver will distribute to restaurants and stores that order Sosis Solo Nyonya Veronica products. Sosis Solo Nyonya Veronica used to do door-to-door selling. Sosis Solo Nyonya Veronica offered products to restaurants and stores personally. Now, the promotion of Sosis Solo Nyonya Veronica is also done by creating content on Instagram. The owner's grandson made it and uploaded the content. Sosis Solo Nyonya Veronica's Instagram is "sosisveronica". People can see a lot of videos and pictures in the content of Instagram.

One competitor of Sosis Solo Nyonya Veronica is Warung Kita. It also sells *Sosis Solo*. Warung Kita does not have any other variations (snacks), unlike Sosis Solo Nyonya Veronica. The price of their *sosis solo* is Rp 4,500 per piece. Warung Kita is located at Jl. Honggowongso 107C Sriwedari, Solo. The location for the production of Sosis Solo Nyonya Veronica and Warung Kita are 4.8 km away from each other. Warung Kita can be categorized as Sosis Solo Nyonya Veronica's competitor because Warung Kita uses the same stuffing for their *Sosis Solo* which is beef. However, the size of the *Sosis Solo* from Sosis Solo Nyonya Veronica is bigger than Warung Kita. Also, Sosis Solo Nyonya Veronica's *Sosis Solo* has more meat than Warung Kita. Warung Kita and Sosis Solo Nyonya Veronica have different customers. People cannot find Warung Kita and Sosis Solo Nyonya Veronica products in the same restaurants or stores.

Sosis Solo Nyonya Veronica has another product besides the ready-to-eat *Sosis Solo*. They are developing frozen Sosis Solo. However, they have not sold any yet. They do not have packaging for the frozen Sosis Solo.

METHOD

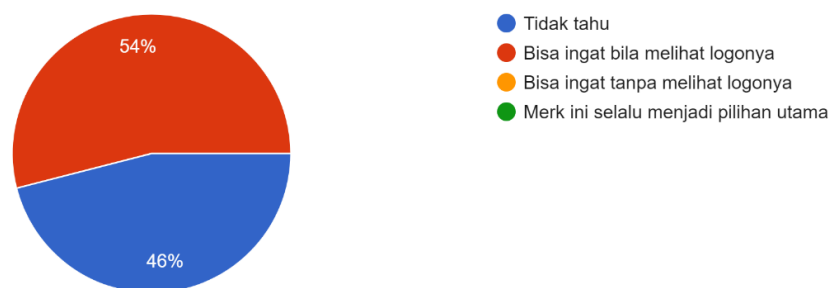
The data gathered from 50 Google Form respondents, representing the target market and customers, revealed low brand awareness for Sosis Solo Nyonya Veronica. Customers provided valuable feedback on the company's products, aiding in potential improvements. Different social backgrounds were represented to ensure validity. The questionnaire format was effective, particularly for geographically dispersed respondents, and automatically generated data charts. Google Form instrument facilitated efficient data collection and analysis for the frozen *Sosis Solo* packaging design project.

FINDINGS AND DISCUSSION

Figure 4. 1 Respondent Answer about level of brand awareness

9. Seberapa tahu Anda tentang Sosis Solo dengan merk Nyonya Veronica?

50 jawaban



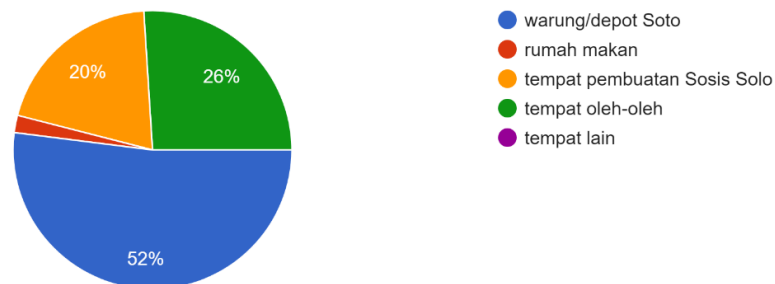
From the chart above, the level of brand awareness is very low: 46% belongs to *No Recognition* (unaware of the brand) and 54% belongs to *Brand Recognition* (They remember the brand only if they see the logo). These two levels are the lowest of the four stages of brand awareness: No recognition, brand recognition, brand recall, top of mind. These levels are part of the level of brand awareness theory (Keller & Swaminathan, 2020). This finding is not very surprising since Sosis Solo Nyonya Veronica was established only in 2022. This low brand awareness may have been one of the causes of the low sales volume.

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Figure 4. 2 Respondent answer about where they buy Sosis Solo

4. Dimanakah Anda biasa membeli Sosis Solo?

50 jawaban

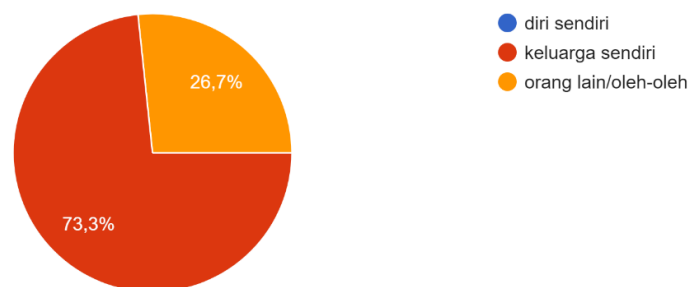


This chart indicates that a lot of customers (more than 50 percent of the respondents) buy Sosis Solo from *warung soto*. It means that Sosis Solo Nyonya Veronica's market is still limited. Sosis Solo, although it carries the big name of Solo, the consumption is mainly limited to *warung soto*. This is because this food is mostly eaten with *soto*. Solo people very seldom eat *Sosis Solo* as an independent food. In addition, this food, which is served as ready-to-eat food in the *warung*, cannot last long. It goes bad in less than 12 hours. The fact that most *warung soto* in Solo open at 07.00-12.00, also prevent people from accessing its availability.

Figure 4. 3 Respondent Answer about the Purpose of Buying Sosis Solo

14. Untuk siapakah anda membeli Sosis Solo frozen ini?

15 jawaban

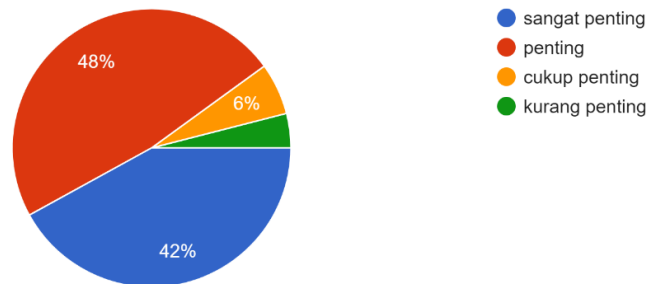


Since the writer's project is about packaging, this chart is important to help the writer know about the customer's behavior when buying *Sosis Solo* frozen. If this frozen food is sold in the food stores, this food must be wrapped in an appropriate packaging. The role of packaging for frozen food is very important. This packaging can serve not only to maintain the freshness of the food but also to introduce the brand name, logo, and the USP of Sosis Solo Nyonya Veronica, thus increasing the brand awareness of the product not only to Solo people but also to people from other cities

Figure 4. 4 Respondent Answer about the Importance of Frozen Food Packaging

18. Seberapa penting kemasan frozen food bagi Anda?

50 jawaban

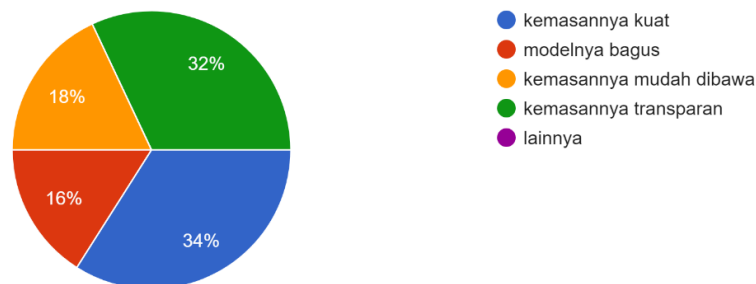


This chart is inline with the theory of the importance of packaging. The significance of packaging comes from its diverse functions in safeguarding goods, enhancing their marketability, and enabling smooth delivery. Packaging is a useful tool for branding, marketing, and informing customers about products in addition to protecting them from harm and contamination (Soroka, 2017). The chart shows that the customers agreed that the packaging is important. The packaging can protect the product from harm.

Figure 4. 5 Respondent Answer about the Most Important Criteria of Frozen Food Packaging

19. Aspek apa yang Anda anggap paling penting untuk sebuah kemasan frozen food?

50 jawaban



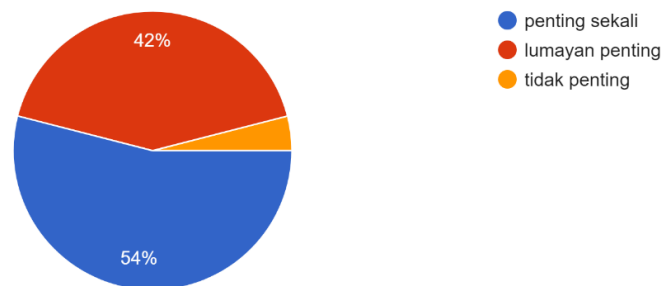
From the findings above, the packaging should be strong, transparent, easy to carry, and the design should be good. The writer used a theory to make the frozen food packaging (Han, 2017). There are 6 steps. The steps are conceptualization and design, material selection, development of prototypes, testing and validation, regulatory compliance, production & scale-up. However, the writer only used the steps of conceptualization of design and material selection.

Santoso; Ibrahim: Increasing the Brand Awareness of Sosis Solo Nyonya Veronica by Finding a New Market Segment and Creating the Packaging of the Frozen Food

Figure 4. 6 Respondent Answer about the Importance of Logo, Brand Name, and WhatsApp Number in a Packaging

20. Seberapa penting adanya logo, nama merk, dan nomor WhatsApp yang bisa dihubungi pada sebuah kemasan frozen food?

50 jawaban



From the finding above the packaging should contain the logo, the brand-name, and WhatsApp number. The logo, brand name, and WhatsApp number in the packaging will hopefully help Sosis Solo Nyonya Veronica to increase their brand awareness.

CONCLUSION

In conclusion, Sosis Solo Nyonya Veronica problem is low brand awareness. A lot of people still do not know about the brand. It is caused by the lack of a new market. The company has small distribution channels for the product. They cannot reach customers in other cities. The theories that the writer used are definition of brand, definition of branding, definition of brand awareness, definition of level of brand awareness, definition and the importance of packaging, the importance of frozen food packaging, the steps of making frozen food packaging, and information in the frozen food packaging. The data collection that the writer used is Google Form questionnaires. The writer used this method because it is the quickest and easiest way to get data from respondents outside of Solo. Also, it helps the writer to gather the data because it automatically creates diagrams from the data that the writer gets from the respondents. The solution for Sosis Solo Nyonya Veronica is creating packaging for the frozen *Sosis Solo*. This solution will help the company to expand its market. They do not have to rely only on *warung soto*. The company will be able to get customers from other cities. The benefits that the company gets from the writer project are a new packaging for the frozen Sosis Solo and potential increase in the level of brand awareness.

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