

# MARKETING COMMUNICATION STRATEGY THROUGH THE TIKTOK ACCOUNT @MADUNOSENGOSENG IN PROMOTING AUTHENTIC BETAWI CULINARY

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## ABSTRACT

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Indonesian culinary is the result of multicultural culture spread across 38 provinces. One of the interesting Indonesian culinary delights is typical Betawi culinary delights, namely Warung Madun Oseng Nyak Kopsah, a food stall that serves typical Betawi menus and other home-cooked dishes. The stall, which was started in 1997, is now innovating by using TikTok social media as its promotional medium. This research aims to analyze the Marketing Communication Strategy through the Tiktok Account @madunosengoseng in Promoting Authentic Betawi Culinary. This research uses Integrated Marketing Communication theory. The research method used is a qualitative descriptive method with data collection carried out by means of observation, interviews, documentation and online search. The results of this research show that the marketing communication strategy carried out through the tiktok account @madunosengoseng, with content whose theme contains eight elements of integrated marketing communication, provides information about the food menu, and also presents content that is entertaining in nature. One of the entertaining content is the appearance of the "viral" figure of Nyak Kopsah. The promotional strategy carried out through the TikTok account @madunosengoseng has succeeded in making Betawi culinary specialties known and popular with the wider community

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## 1. Introduction

The presence of the internet as a new technology changes the way of communicating which is no longer limited by space and time. The internet provides convenience, including a way to meet information and entertainment needs, as well as providing opportunities for business actors to carry out marketing activities through digital media, the implementation of which requires appropriate strategies to achieve the vision, mission, goals, and ultimately achieve the expected level of success.

Anwar Arifin in Suryadi (2018: 5-6) states that strategy is a total of conditional decisions about actions that will be carried out to achieve goals. Likewise, communication strategy, Middleton in Cangara (2014: 64), provides a definition which states that communication strategy involves an optimal combination of all communication elements, namely the communicator, message, channel, recipient, and expected effects, which are designed to achieve communication goals. the optimal one.

Kotler and Keller (2008: 172) state that marketing is a social process that occurs within individuals and groups to get what they need and want. So, marketing communications is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell.

Marketing communication strategy grows as a communication strategy whose marketing techniques do not only seek profits obtained from a sale, but rather focus on what consumers need and want from something produced by the producer. Marketing strategic plans help companies allocate their resources optimally to achieve good marketing, so that the success of a marketing plan will have a positive effect on the company's acceptance and profits (Silviani and Darus, 2021: 34-35).

The food and beverage industry is one of the industries in Indonesia that is experiencing an increase. Data from the Ministry of Industry of the Republic of Indonesia in the third quarter of 2022 shows that the results were 3.57% higher than the previous year's period, namely 3.49%. Even though there is a Covid-19 pandemic.

As time goes by, the most widely used promotional tool is online media, as recorded in the Central Statistics Agency (BPS), the majority of food and beverage provider businesses utilize online sales, namely 85.55%, with details of 61.69% via ordering services carried out by third parties, followed by social media at 49.69%, and via websites at 17.62%.

Social media is an integral part of new media which offers digitalization, convergence, interactivity and network development as the main concepts of new media proposed by Flew (2008). According to Kotler and Keller (2016), social media is a means used by consumers to share information in various forms such as text, images, video, sound, both with individuals and organizations.

Indonesia is one of the countries with the most internet and social media users in the world, according to the results of a survey conducted We Are Social.net and Hootsuite (Databoks," 2023) data on internet and social media users in Indonesia, namely 212.9 million internet users (77% of the total population) and 167 million active social media users (60.4% of the total population).

Tiktok is the newest social media which has a characteristic, namely an algorithm on its main page called "For You" or abbreviated as FYP(For Your Page), Tiktok allows its users to create interesting short videos so that it manages to attract the attention of social media users so that in a short time it becomes one of the most popular applications throughout the world. Results of the survey conducted WeAreSocial.net and Hootsuite (Databoks," 2023) stated that in Indonesia, Tiktok ranks 4th in the percentage of social media platform users with a total of 70.8% of the population. The TikTok application has become a new and popular trend in Indonesia because it has a significant impact in this digital era, especially as it can have a positive impact as a marketing medium (Azhari and Ardiansah, 2022).

Etymologically, culinary is a translation of the word in English 'culinary'. This word comes from Latin "cook" which is obtained from the word kitchen which means kitchen, a place to cook food (Utami, 2018). Culinary is one of the distinctive characteristics of a human group and is an inseparable part of culture and reflects the diversity of traditional foods and the regional identity of certain ethnic groups (Koentjaraningrat, 1996).

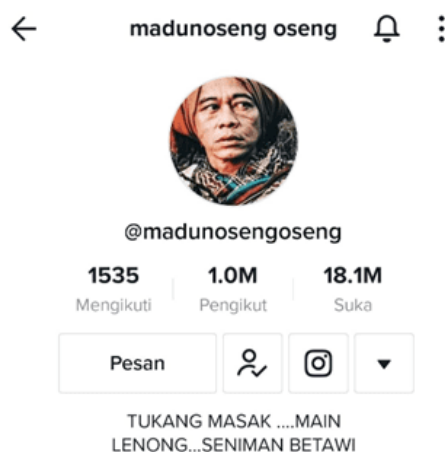
Indonesian culinary is a multicultural cultural identity spread across 38 provinces. Cultural diversity in Indonesia is an influencing factor in creating a variety of distinctive culinary delights. Among the many types of traditional culinary delights, Betawi culinary specialties are one of the culinary delights that is very interesting to examine in more depth, considering that Betawi culture has quite high historical and social value both in the

development of cultural sociology and in the great history of the development of Indonesia (Untari, 2019).

Betawi traditional culinary is the result of a cultural combination of several ethnic groups such as Balinese, Sumatran, Chinese, Arabic and Portuguese (Jakarta.go.id). The Betawi people recognize the existence of a cycle of life where all of these cycles are related to the existence of culinary delights, both as a complement and as a symbol at these events. Not only in the cycle of life, but culinary is also always part of religious activities, such as during "Eid" celebrations (Saidi: 1997: 153-161).

Avenzora et al (2014) in their research found that there are approximately 86 typical Betawi culinary delights, but it is very unfortunate that the existence of traditional Betawi culinary delights as a reflection of Betawi culture is currently starting to be marginalized. The concept of modernization has brought traditional Betawi culinary delights to the brink of extinction. Real action is needed to develop the existence and preserve elements of local culture, especially Betawi culinary delights, namely by utilizing social media. Lucia et al (2022) stated that social media can be a means that can be used to search for information. Social media can also be an effective promotional medium in the world of tourism, including in promoting traditional food.

One of the food and beverage businesses that has attracted the attention of researchers is the Madun Oseng Nyak Kopsah food stall which has the characteristic of serving typical Betawi culinary menus such as pecak gurami, jengkol balado, vegetable tamarind and several other home-cooked menus. The development of social media was realized by Bang Madun as the owner, so that in December 2020 the Madun Oseng Nyak Kopsah food stall carried out promotions via the tiktok account @madunosengoseng. The content theme raised by Bang Madun is thick with typical Betawi culture and character. Apart from promoting typical Betawi culinary delights which are the mainstay of his food stall, Bang Madun created the character Nyak Kopsah who is talkative, fierce but funny and kind. In a period of 2 years, the TikTok account @madunoseng had 1.0M followers and 18.1M likes.



**Figure 1. Home page of tiktok account @madunosengoseng**

Source. Tiktok account @madunosengoseng

Based on the explanation described above, the aim of this research is to determine and analyze Marketing Communication Strategy through the Tiktok Account @madunosengoseng in Promoting Authentic Betawi Culinary.

## 2. Method

This research uses a qualitative research method with a qualitative descriptive approach. Qualitative research is a research approach that addresses certain social situations by describing reality in real terms, described through words based on data collection techniques and analysis of relevant data obtained from the situations experienced (Satori & Komariah, 2011: 25). The data collection techniques used in this research are observation, interviews, documentation and online search. Meanwhile, the data analysis technique used by researchers uses the Miles and Huberman model in Sugiyono (2022: 321) with activities in data analysis, namely: data collection, data reduction, data presentation, drawing conclusions and verification.

Research subjects as explained by Arikunto (2006: 145) are sources of information that are explored to reveal facts in the field. Sources of information in qualitative research are informants who are related to research problems and are considered by researchers to be able to provide information and data (Sugiyono, 2007:62). The subjects or informants in this research are: 1. The main informant is Bang Madun; 2. Additional informants, namely two employees, five visitors to the Madun Oseng Nyak Kopsah food stall and five people followers TikTok account @madunosengoseng. Meanwhile, the object of research according to Husein Umar (2005: 303) is to explain what and/or who is the object of research. The object of the research carried out by the researcher is the TikTok social media account @madunosengoseng, where the researcher will observe the content in it and then analyze it using theory. Integrated Marketing Communication (Kotler dan Keller, 2009: 174).

## 3. Results and Discussion

Based on the research that has been carried out, the results obtained are that the Madun Oseng Nyak Kopsah food stall is implementing a marketing communication strategy to promote authentic Betawi culinary through the tiktok account @madunosengoseng using content that has elements of integrated marketing communication, namely:

### a. Advertising

In carrying out promotions on social media, the Madun Oseng Nyak Kopsah food stall only uses privately owned social media by optimizing content marketing, namely a strategic marketing approach that focuses on creating and distributing valuable, relevant and consistent content to attract and retain audience that is clearly defined and, ultimately, results in action client which is profitable for business (Content Marketing Institute, 2015).

The content on the TikTok account @madunosengoseng, apart from promoting authentic Betawi culinary also aims to entertain his audience. Based on the results of the researcher's interviews with five informants who came to the Madun Oseng Nyak Kopsah food stall and five informants who were followers tiktok account @madunosengoseng, nine informants stated that they liked funny and entertaining content, while one informant liked cooking content.

This is in accordance with the function of internal content Inbound Marketing namely to connect with potential customers through materials and experiences they find useful. By using media such as blog and social networks, marketers hope to entertain and inform audience with content they are looking for themselves" (Marketing-Schools.org, 2016).



**Figure 2. Content that promotes Betawi culinary delights and entertains the audience**  
Source: TikTok account @madunosengoseng

## b. Direct Marketing

In the direct marketing element, there is content that displays explanations of various typical Betawi culinary delights and other menus at the Madun Oseng Nyak Kopsah food stall, accompanied by address information and a description of the atmosphere with an invitation to come. Content with other themes is also the attraction of the tiktok account @madunosengoseng, one of which is content featuring the persona Nyak Kopsah which is considered to be entertaining audience with his chatter and advice.

Based on random observations made by researchers on four pieces of content with different themes, it is known that from the first hundred comments, the maximum number of account owners who are male is ten comments, and the rest are female account owners. From these results, it can be seen that Bang Madun, as the manager of the TikTok account @madunosengoseng, identified the target audience so that the content created and uploaded is in accordance with interests and needs.



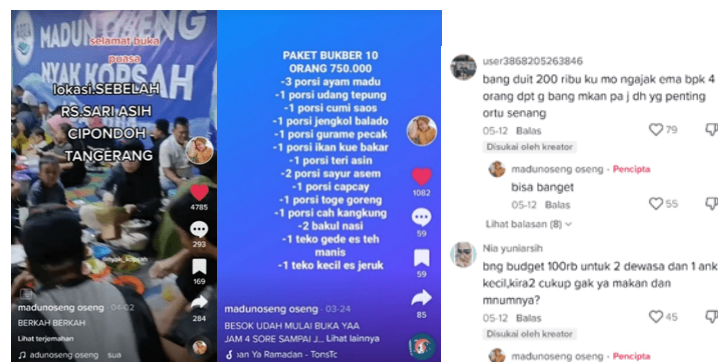
**Figure 3. Content information about the location and menu at the Madun Oseng Nyak Kopsah food stall**

Source: TikTok account @madunosengoseng

### c. Sales Promotion

From the results of interviews conducted by researchers with Bang Madun, it is known that in promoting sales, Bang Madun only created a package system, which is usually in great demand for breaking the fast together during the month of Ramadan. Information regarding this package program has been uploaded several times to the content of the TikTok account @madunosengoseng.

Even though it does not use sales promotion tools as in general, this package program can attract potential consumers, especially those who want to have the experience of eating typical Betawi culinary delights with family or relatives, where this package system provides price certainty, so they can adjust budget that potential consumers have.



**Figure 4. Package program information content at the Madun Oseng Nyak Kopsah food stall**

Source: TikTok account @madunosengoseng

### d. Personal Selling

Bang Madun and Nyak Kopsah are two icon the main person who represents the Madun Oseng Nyak Kopsah food stall in making sales personal. When promoting typical Betawi menus on the tiktok account @madunosengoseng, Bang Madun creates content that shows his capacity as an owner and chef. In this content, it shows Bang Madun cooking while explaining in detail all the dishes at the Madun Oseng Nyak Kopsah food stall. and closed with an invitation to come to the Madun Oseng Nyak Kopsah food stall, this created a sense of trust among the people his audience.

As a result of observations made by researchers at the Madun Oseng Nyak Kopsah food stall, it is known that the task of sales personal in this case, serving visitors who come is carried out by employees who serve as waiters. Bang Madun also makes sales personal directly, when he is on cooking duty, Bang Madun allows visitors to look into the kitchen. After finishing cooking, Bang Madun immediately interacted with the visitors by approaching and greeting the visitors' tables one by one and then serving the visitors' requests to take photos or make videos together to build closeness and create a sense of joy in the customers for the direct interaction and hospitality carried out. by Bang Madun.



**Figure 5. Bang Madun is serving the requests of consumers who come to the Madun Oseng Nyak Kopsah food stall to take photos or videos together.**

Source: Researcher. 2023

#### e. Publicity and Public Relations.

Bang Madun's success in growing the Madun Oseng Nyak Kopsah food stall and promoting it through the tiktok account @madunosengoseng has made his food stall increasingly known to the wider community and has attracted many artists and celebrities. vloggers including Mulan Jameela, comedian Adul and Ucok Baba who came to create food review content at the Madun Oseng Nyak Kopsah food stall.

From the results of interviews conducted by researchers with Bang Madun, it is known that since 2019 Madun's Oseng Nyak Kopsah food stall was covered for the first time by one of the national TVs, namely SCTV, and currently more and more national TVs are covering it, one of which is the CUAN BOSS program, Trans 7 which was broadcast on June 24 2023 on Trans 7 TV station and on TRANS7 OFFICIAL Youtube. Bang Madun as the owner of the Madun Oseng Nyak Kopsah food stall also carries out the role of Public Relations by establishing relationships with several agencies, organizations, communities, and of course with the public both in real life and Tiktok social media users.

All information regarding the arrival of artists, vloggers, TV stations and descriptions of relationships with various agencies, organizations, communities and so on are uploaded to the TikTok account @madunosengoseng and can be a way for Bang Madun to carry out publications and public relations with various parties who can provide a good image and participate. help promote the Madun Oseng Nyak Kopsah food stall.



**Figure 6. Content that informs publicity and public relations activities**

Source: TikTok account @madunosengoseng

## f. Word of Mouth (WOM)

Madun Oseng Nyak Kopsah food stall was previously known to the public, especially Tangerang residents, through traditional WOM promotions. Currently, by using the TikTok account @madunosengoseng as a promotional medium, the Madun Oseng Nyak Kopsah food stall is becoming increasingly well known to the wider public.

From the results of interviews conducted by researchers with five informants who ate at the Madun Oseng Nyak Kopsah food stall, it was found that three informants knew about the Madun Oseng Nyak Kopsah food stall from social media Tiktok, and two informants knew about the food stall from testimonials from their relatives. Visitors who come to the Madun Oseng Nyak Kopsah food stall are not only residents from around Tangerang, but many come from outside the city, they are willing to come from far away to taste the Betawi specialties made by Bang Madun as well as meet the figure of Nyak Kopsah.

The increasing number of consumers who come can be seen from the many testimonials in the comments column of the Tiktok account @madunosengoseng. In addition, in content featuring the arrival of artists, vlogger and mass media coverage, Bang Madun often asks them to give honest testimonials about the taste of the food at the Madun Oseng Nyak Kopsah food stall, this is a form of digital WOM and can have quite a big impact because the testimonials are given from people who Having visited the Madun Oseng Nyak Kopsah food stall can create a sense of trust.



**Figure 7. Screen shoot of the WOM promotion carried out in the comments column of the tiktok account @madunosengoseng**

Source: TikTok account @madunosengoseng

## g. Events and Experiences

As a culinary entrepreneur, Bang Madun is often invited to various event in his capacity as a resource person or influencer. One of them was the Tangerang Regency UMKM event, on this occasion Bang Madun was asked to accompany the Regent of Tangerang, Mr. Ahmed Zaki Iskandar to promote Tangerang Regency UMKM. On other occasions, as a Betawi artist, Bang Madun is often asked to participate in various events related to Betawi culture. From the results of the interview, it is known that Bang Madun's presence was in his capacity as entrepreneur and artists at various events while also promoting his Madun Oseng Nyak Kopsah food stall.

Bang Madun's involvement in various events, then uploaded to the tiktok account @madunosengoseng, shows that as a entrepreneur as well as an artist, Bang Madun has good credibility, thus providing a positive image for the Madun Oseng Nyak Kopsah food stall. This is of course a means to increase success in promotional activities for the Madun Oseng Nyak Kopsah food stall.



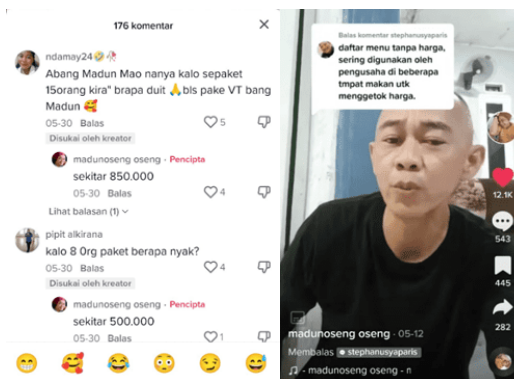
**Figure 8. Informational content about Bang Madun's presence at the Tangerang Regency UMKM event and the orphanage event**  
 Source: TikTok account @madunosengoseng

**h. Interactive/Internet Marketing**

Bang Madun does interactive marketing by providing reactions and answers to some of his top comments. Apart from that, Bang Madun has also created content several times that answers several questions in the comments column. For example, Bang Madun creates content to meet demand viewers Cook a menu complete with information on ingredients and cooking stages.

Based on the results of observations made by researchers, for every ten pieces of content uploaded, an average of eight pieces of content had more than one hundred comments, two of which even had more than five hundred comments. This can be interpreted as saying that the content uploaded by Bang Madun on the TikTok account @madunosengoseng has succeeded in creating interaction.audience and responded by giving like reactions and answers, although limited, only to the top comments.

The findings obtained in this research are in line with previous research with the title "Angkringan Khulo Marketing Communication Strategy Through Instagram Social Media" compiled by Haikan Ibnu Hakim, Noviawan Rasyid Ohorella and Edy Prihantoro, where the results obtained from this research state that the communication strategy marketing carried out via social media Instagram Angkringan Khulo in order to develop food and beverage products by sharing products from Angkringan Khulo so that they can be known by many people and so that there is a high level of buying interest and according to what they want.



**Figure 9. Bang Madun does Interactive Marketing by replying to questions in the comments column and also by creating VTs**  
 Source: TikTok account @madunosengoseng

#### 4. Conclusion

Based on the research results that researchers have analyzed and described above, it can be concluded that the marketing communication strategy for the Madun Oseng Nyak Kopsah food stall via the TikTok social media account @madunosengoseng in promoting authentic Betawi culinary delights, uses content whose themes and messages contain eight elements of integrated Marketing Communication.

The interesting content uploaded not only promotes Betawi menus which are the hallmark of the Madun Oseng Nyak Kopsah food stall but also provides entertainment for audience. This, plus the intensity of the frequent uploads, made TikTok social media users aware and interested in the existence of the TikTok account @madunosengoseng, which ultimately succeeded in promoting authentic Betawi culinary delights, until they became known and popular with the wider community.

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