



MARKETING COMMUNICATION STRATEGY PLANNING TO INCREASE BRAND AWARENESS OF THE TRADITIONAL BEVERAGE BRAND “LOLOH”

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ABSTRACT

Throughout the history of mankind, human beings are prone to suffering by the emergence of diseases and illnesses. To keep human civilization intact and functioning, people from different cultural backgrounds have discovered methods to heal and treat themselves to prevent upcoming diseases bestowed on the human race by utilizing medicinal plants, also known as herbal medicine. The demand for herbal medicine skyrocketed during the COVID-19 pandemic, as public awareness of the significance of improving immunity grew. Loloh being a brand in the F&B industry that sells traditional herbal beverages popularly known in Indonesia as jamu had encountered difficulties which resulted in its lack of awareness and online presence. Therefore, the aim of this marketing communication planning project is to increase the awareness for the brand by implementing online promotional strategies and content marketing in social medias like Instagram and Facebook. The execution stage of this project will use the SOSTAC method by Smith & Chaffey (2017). The results will be evaluated through analytics and sales results after the strategies has been implemented throughout.

Keywords: Marketing Communication Strategy, Social Media Marketing, Content Marketing, Brand Awareness, SOSTAC

INTRODUCTION

The Emergence of Jamu in Indonesian Culture

Throughout the history of mankind, human beings are prone to suffering by the emergence of diseases and illnesses (Williams et al., 2023). To keep human civilization intact and functioning, people from different cultural backgrounds around the world have discovered methods to heal and treat themselves from illnesses to furthermore prevent upcoming diseases bestowed on the human race by utilizing medicinal plants, also known as herbal medicine. Herbal medicine is described as a practice that involves herbs, herbal materials, herbal preparations, and finished herbal products that include plant parts or combinations of active ingredients. Plant parts such as leaves, stems, flowers, roots, and seeds are used to make these herbs (Chua, 2014).

Herbal medicine comes from all parts of the world and is uniquely different from one continent to the other, depending on the various biodiversity backgrounds that a country has (Bordoloi et al., 2023). When a herbal medicine is unique to that specific country, it is called

traditional medicine. According to the World Health Organization, traditional medicine is defined as “the sum total of the knowledge, skill, and practices based on the theories, beliefs, and experiences indigenous

to different cultures, whether explicable or not, used in the maintenance of health as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness (World Health Organization, n.d).”

The use of traditional medicine and its practitioners are regarded as an important complement for the health of the population in low and middle income countries where the number of practitioners of modern medicine may not be sufficient enough to meet the country's health-care needs. In contrast with modern medicine, traditional medicine is perceived to be more affordable, accessible, and acceptable in communities in which it operates (Oyebode et al., 2016). Up to four billion people or 80 percent of the world's population in developing countries depend on herbal medicinal products as their primary source of healthcare, and conventional medical practice involving the use of herbs is regarded as an integral part of the community in those countries (Ekor et al., 2013).

Eighty percent of the world's medicinal plants can be found in the tropical forests of Indonesia encompassing a total of 143 million hectares. There are about 25,000 to 30,000 plants that have the potential to be used as medicinal plants, according to Rudi Heryanto, MSi, researcher of the Center for Tropical Biopharmaca Studies (TropBRC), Institute for Research and Community Service (LPPM) IPB University in a webinar held by TropBRC, where he additionally listed 1,845 species of herbal plants that can be used as medicine (“As many as 80 percent of the World Medicinal Plants in Indonesia,” 2020). Indonesia, positioned second to the Amazon rainforest in Brazil, has the world's second highest biodiversity, as evidenced by the abundant indigenous medicinal plants that can be found in the country. Therefore, the majority of the Indonesian population, particularly those living in rural areas, rely on traditional herbal medicines known as jamu to treat diseases (Elfahmi & Jatmika, 2019).

Jamu is a popular herbal medicine and a healthy balanced beverage that some Indonesians consider to be an essential part of their everyday lives. The word “Jamu” was derived from two old Javanese words: Djampi, which means healing, and Oesodo, which means health (“History of the Development of Jamu, Indonesian Traditional Medicine,” 2020). Jamu is said to have arisen about 1,300 years ago in the Mataram Kingdom and is strongly influenced by Indian Ayurveda. The jamu culture reached its apex during the reign of the Majapahit Kingdom in East Java (Yulagustinus, 2017). Herbal medicine and traditional health methods, which is considered as a traditional knowledge, currently have an official legal basis that can be defined as Indonesian culture, as stated in the Law on The Promotion of Culture No.5 Year 2017, which has a juridical foundation in declaring it as an Indonesian cultural heritage (“Jamu Jawa Tengah,” 2019).

Indonesian ancestors used to make and drink jamu during the Hinduism and Buddhism period, which lasted from the first to the sixteenth century. Many cultural art objects, such as temple reliefs, inscription stones, neolithic stones, paintings, and manuscripts, showed evidence of the use of herbs for medicines and beauty treatments (Yulagustinus, 2017). Oral practice and regular rituals were used to pass on much of this herbal knowledge from one generation to the next. Court ceremonies in tribal villages and kingdoms reflect this knowledge, as do manuscripts written by ancient sages and herbalists preserved in the libraries of those royal courts, preserving

Indonesian herbal knowledge for future generations (“Indonesian Herbal: The Traditional Therapy,” 2009).

In the present time, the modernization of jamu has made it take form into being sold as capsules, tablets, pills, and liquid form (“Gabungan Pengusaha Jamu dan Obat Indonesia: GP Jamu,” n.d). With the adoption of machineries in manufacturing dating back to the 1950s (Nawiyanto, 2016), Indonesian companies have equipped themselves with modern processing machineries as well (Yulagustinus, 2017). According to the Indonesian Jamu and Traditional Medicine Producers Group (GP-Jamu), national jamu sales generated IDR21.5 trillion (USD1.38 billion) in revenue in 2019, up 13.1 percent from IDR19 trillion in 2018, where there were 1,247 jamu producers in the region, with 129 of them being major factories using modern technology. The remaining 1,118 producers were micro, small, and medium-sized enterprises (MSMEs), with the majority still using conventional jamu production methods (Susanty et al., 2020). By 2050, the demand for jamu could rise at a rate of 15 percent per year, far outpacing that of conventional medicines, which is expected to grow at a rate of just 3 percent per year (“Sido Muncul and The Power of Jamu,” 2020).

The Impact of COVID-19 Pandemic Towards the Consumption of Jamu

COVID-19 patients are multiplying at an alarming rate, prompting many groups to use their influence and resources to find potent medication to terminate the epidemic. People are becoming more conscious of the need to preserve their health and endurance. One of them is by using herbal medication as part of a COVID-19 prevention strategy. The demand for herbal medicine skyrocketed during the COVID-19 epidemic, as public awareness of the significance of improving immunity grew. The rise in demand for herbal medicine presents an opportunity for Indonesian herbal medicines to fulfill safety, quality, branding, and advertising regulations (“Badan Pengawas Obat dan Makanan - Republik Indonesia,” 2020).

Two Indonesians tested positive for the coronavirus on March 2nd of 2020, marking the country's first confirmed cases (Yulisman & Febriani, 2020). On April 9th of 2020, Governor Anies Baswedan enforced a Large-Scale Social Restriction (PSBB) in Jakarta for the first time under the legal protection of Governor Regulation No. 33 of 2020. During the PSBB period, citizens were instructed not to leave the house except for vital and medical necessities (Anggara et al., 2020). Following the news of the country's first coronavirus disease (COVID-19) cases, many Jakartans hurried to convenience stores to stock up on medical supplies, while many residents in other regions reacted by hoarding herbs and medicinal plants that are allegedly helpful at avoiding viral infections (“Panic hoarding of herbs, medicinal plants amid virus scare takes toll on 'jamu' vendors,” 2020).

The phenomenon of the sudden increase in demand for jamu and herbal supplements began when Indonesia's President Joko Widodo fueled speculation that jamu could boost immune systems against the coronavirus infection. Since the virus's spread, he's been drinking jamu three times a day, everyday instead of tea. However, its effectiveness as a preventative against the coronavirus has not been proved. Despite this, he isn't the only one who has resorted to the herb combo in the face of rising virus threats. According to the President of Indonesia, demand for the combination has increased significantly and prices for red ginger, turmeric, and curcuma have increased fivefold. Citizens should take it upon themselves to plant the plants, he even suggested, according to a statement posted on a government website (“Indonesia President Joko stokes speculation herbs can fight coronavirus,” 2020).

Jamu producers are playing a growing role in the Indonesian economy as the COVID-19 pandemic changes the global business landscape. Despite the government's COVID-19 emergency measures, which have taken a toll on the national economy, jamu and herbal supplements contributed more than 68 percent of its IDR730.72 billion sales revenue in the first quarter of 2020, a 2 percent year-on-year increase (Susanty et al., 2020). In the meantime, the Sido Muncul group increased by 10.85 percent year on year, reaching IDR231.53 billion in January-March (“Sido Muncul recorded net profit growth of 10.85% YoY in Q1 2020,” 2020).

PT Industri Jamu Dan Farmasi Sido Muncul, Tbk, the country's largest producer of jamu, or traditional herbs, declared a net income growth of 11 percent year on year to 414 billion rupiah (USD28.1 million) for the first half of 2020, the highest semester number since the firm debuted in 2013. Sales increased by 4 percent to 1.46 trillion rupiah, in the food and beverage segment, which includes herbal drinks, growing by 16 percent. Sido Muncul's finance director, said that despite reduced advertising budgets, herbal products created by Sido sold well. More than 60 percent of Sido's earnings came from herbal remedies. Acknowledging social media on its assistance in teaching people about the importance of drinking herbs through WhatsApp groups and the news (Maulia & Yanto, 2020)

METHOD

Previous Journals

Three previous journals were selected to be the references for this project paper. With no other significant similarities found in the process of making this previous project, presented are the keywords that are in accordance with the entire project. The keywords and theories are jamu, marketing communication, social media marketing communication, digital marketing, brand awareness, and brand engagement. The selected research papers are in the scope of media channels that the jamu industry uses to promote and increase the awareness of their brand and products.

Marketing Mix Effect on Purchase Decision of Traditional Jamu Sabdo Palon

The starting literature to provide the researcher of the insights needed to analyze the data that the subject of the research used as a means to understand the effects of marketing mix has on purchasing decision, is by the literature researched by Risa Afida Nuraini and Heny Kurnianingsih in 2021 with the title “Marketing Mix Effect on Purchase Decision of Traditional Jamu Sabdo Palon.” Herbal medicine companies have seen an upsurge as a result of the Covid-19 pandemic, as herbal medicine is considered to be an alternative to increasing immunity. The goal of this study is to see how the marketing mix, which includes product, location, promotion, price, process, employees, and physical evidence, affects people's decisions to buy Sabdo Palon, a traditional herbal medicine. Purposive sampling was employed to select a sample of 80 respondents for this investigation. Instrument tests, classical assumption tests, and multiple linear regression analysis were employed in the data analysis.

Simultaneously, the factors chosen have a considerable influence on purchasing decisions, but the factors do not impact purchase decisions entirely. Data for this study were gathered by observation, interviews, and questionnaires. A Likert scale was employed in the analytical questionnaire. Purposive sampling is used with a specified criterion of at least two purchases and consumptions of Jamu Sabdo Palon goods within six months. The conclusions derived from the findings and discussion, which aimed to assess the effect of the marketing mix on purchase

decisions for traditional herbal medicine, were that purchase decisions were impacted both partially and completely by the factors considered. Variables may or may not rise by one unit in both positive and negative influences. The study recommended that Sabdo Palon promote more of its products on social media and conduct online promotions to ensure that existing competitors are not left behind.

The Role of Customer Satisfaction at Jamu Café

The second literature selected is by Usep Suhud and Sheila Maryam Bajunaid in 2018 with the title "The Role of Customer Satisfaction at Jamu Café." The aim of this study is to determine customers' intentions to repurchase jamu from Jamu Café. The indicator variables were service quality, customer satisfaction, and word-of-mouth (WOM). There were 200 participants in total who bought jamu at the café that was conveniently chosen. Exploratory and confirmatory factor analyses, as well as the Structural Equation Model, were used to analyze the data.

The results prove that service quality has a huge impact on customer satisfaction. Customers who are pleased will spread the message and repurchase. WOM, on the other hand, has a negligible effect on repurchase intention. The researchers concluded that service efficiency is critical in the service sector. Second, owners have only used WOM as a branding tactic so far, and in nature, company owners have little influence on the words spread by consumers, whether positive or negative. As a result, they should develop a new format in order to maximize the positive effect of promotional resources.

Digital Marketing Utilization for Micro, Small, and Medium Enterprises (SME)

Lastly, the literature that is selected is written by Faulina Diani Safira, Yudi Garnida, and Vikry Abdullah Rahiem in 2020 on "Digital Marketing Utilization for Micro, Small, and Medium Enterprises (SME)." The goal of this study is to develop knowledge and abilities in digital marketing, particularly social media, in order to help small and medium-sized businesses (SME) increase sales and profitability. The strategy employed in this case is to share and conduct discussions using slide powerpoints and LCD projectors, as well as to directly practice utilizing social media (Facebook and Instagram) and how to make it interesting to customers in the form of posts, captions, and stories.

The final result reveals that only a small percentage of participants are actively utilizing social media as promotional tools and have not separated their online shop account from their personal account, while others use it on occasion. The other participants do not utilize social media marketing because they lack technological capabilities. Primary and secondary data were acquired by direct observation, in-depth interviews with chosen informants, and documentation. Data analysis qualitatively using data supplied in the form of tables, allowing it to be regarded as the conclusion.

Previous Projects

Three previous projects researches were selected to be the references for this project paper. With no other significant similarities found in the process of making this previous project, presented are the keywords that are in accordance with the entire project. The keywords and theories are marketing communication, social media marketing communication, digital marketing, brand awareness, and brand engagement. The selected research papers are in the scope of media channels that the food and beverage industry uses to promote and increase the awareness of their brand and products.

Marketing Communication Strategy for Robins Bakery Through Instagram

The starting literature to provide the researcher of the insights needed to analyze the data that the subject of the research used as a means to market and spread awareness by using the social media platform Instagram, is by the literature researched by Maggie Singli Laura in 2020 with the title “Marketing Communication Strategy for Robins Bakery Through Instagram,” where it presented trend findings on the different channels that are most prominent and useful in the bakery industry. The bakery industry in Indonesia is rising in tandem with the evolving lifestyles of Indonesians, as well as the advancement of income and urbanization. Another emerging theme in Indonesia is the growing popularity of healthy food. Robins Bakery is a bakery that sells sweet potato-based anti-diabetic bread that is low in sugar. Despite being founded in 2014, according to the researcher, Robins Bakery still lacked brand awareness and engagement, which Loloh can relate to. Therefore, the researcher decided to develop a project strategy that focuses on raising awareness about diabetes as a public health issue in Indonesia, with Robins Bakery as a solution. The theories that were used are Zero Based Planning and Content Marketing.

A Digital Marketing Communication Plan for The Beef Bang Promotion Activities to Increase Awareness

Secondly, the researcher discovered the impact that globalization has made towards people’s consumption habits in Jakarta through the literature researched by Charmila Nurbintoro in 2019 with the title “A Digital Marketing Communication Plan for The Beef Bang Promotion Activities to Increase Awareness.” This research paper presented the marketing techniques used to maximize the use of different social media channels as a digital communication medium. This study aims to develop campaign techniques using digital communication as a tool for The Beef Bang to carry out promotional activities. This study includes several phases, beginning with a review of The Beef Bang, followed by a market analysis and recommendations on how to choose and implement the best marketing strategy. The strategic planning is focused on SOSTAC analysis in order to provide strategies that will aid in increasing product awareness.

Marketing Communications Strategy Of Coffee Tuli In Building Awareness

Lastly, the literature that is selected is written by Khansa Safira Khairunnisa in 2020 on “Marketing Communications Strategy Of Coffee Tuli In Building Awareness.” Its purpose is to further acknowledge, describe, and obtain information about the activities that Coffee Tuli uses in its marketing strategy to build brand awareness. Kopi Tuli’s communication and marketing media include Word of Mouth, Publicity, and Social Media, based on the findings of research from various communication and marketing media that the researcher found, communication is still a huge barrier for Kopi Tuli. Although the communication and marketing media utilized to raise awareness were beneficial, Kopi Tuli will be more effective for the target market if other communication and marketing medias are employed.

Marketing Communication

According to Phillip Kotler and Gary Armstrong (2018), “marketing is engaging customers and managing profitable customer relationships (p. 26).” In addition, “the two-fold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering value and satisfaction (p. 28, para. 2).” The outdated understanding of what marketing means has always focused on selling but the updated understanding of marketing is to satisfy customer needs. It is mentioned that, “if the marketer engages consumers effectively, understands their needs, develops products that provide superior customer value, and prices, distributes, and promotes them well, these products will sell easily (p. 29, para. 5).”

In the broader sense, they defined marketing as “a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (p. 29, para. 6).” Although, in the narrower business sense, marketing involves the creation of profitable and value-centric exchanges with customers involved. Therefore, they define marketing as the process in which businesses or organizations captivate customers to engage with them, to assemble profound relationships, and to construct customer value in exchange for values emitted by customers back (Kotler & Armstrong, 2018, p. 28-29).

However, assembling profound relationships need more than just the development of a product, attractive prices, and to make it accessible to target customers. Businesses need to engage with their consumers and to effectively communicate their value propositions clearly so that nothing is left to chance. The communications delivered should all be planned and implemented beforehand in the form of integrated programs (Kotler & Armstrong, 2018, p. 424).

Those integrated programs come in the form of promotion mix or marketing communications mix. According to Kotler and Armstrong (2018, p. 425), a company’s total marketing communications mix includes the five mixtures of advertising, public relations, personal selling, sales promotion, and direct marketing tools to be used as the communication channel to engage with customers. However, marketing communication transcends over those promotion tools listed, for greater impact, the marketing mix which are product, price, place, and promotion must be coordinated to effectively entice customers.

RESULTS AND DISCUSSION

SOSTAC

To execute the digital media marketing campaign for Loloh, the SOSTAC model from the book “Digital Marketing Excellence: Planning, Optimizing and Integrating Online” in 2017 will be used as a means to put action on the project plan concept. According to (2022), there are six steps to develop a digital marketing strategy which are explained as follows:

1. Situational analysis

Analyze the position of Loloh in its location where it sells its products and the market scene for traditional beverages.

2. Objectives

Determine the position that Loloh wants to achieve by regulating the objectives that are made to increase brand awareness through a digital media marketing campaign.

3. Strategy

Determine the marketing strategies that will be used to achieve the objectives that are set for this project.

4. Tactics

Establish the tactics in order to achieve the strategies that are going to be implemented on this project.

5. Actions

Determine the actions that are needed to execute the marketing strategies selected.

6. Control

Evaluate the procedure in controlling the results gathered from the strategy plan.

A. Situational Analysis

1. SWOT Analysis

According to (2010), all marketing practices include details and assessments, which a situational analysis can provide. The first step in managing the marketing role is to conduct a thorough assessment of the company's current state. A SWOT analysis should be performed and is an overall assessment of the company's strengths (S), weaknesses (W), opportunities (O), and threats (T). The aim of a SWOT analysis is to match a company's strengths to attractive opportunities in the world, while removing or overcoming weaknesses and mitigating threats, as explained below:

2. Strengths

Strengths are the internal skills that can assist an organization in achieving its goals.

3. Weakness

Weaknesses are the internal constraints that can hinder a company's ability to achieve its goals.

4. Opportunities

Opportunities are the external considerations that the enterprise will be able to take advantage of.

5. Threats

Threats are the external forces that are posing a threat to the company's success now and in the future.

B. Competitor Analysis

Additionally, Chaffey and Smith (2017, p. 563-566) said that a situational analysis should also include a comprehensive competitor analysis to indicate that a company must be aware of its competitors' offerings and be able to distinguish between them.

1. Objectives

According to (2014), every target that is to be accomplished effectively must include an adequate policy or clear course of action in order to ensure that efforts are properly guided toward the end goal. This policy should be checked on a regular basis to ensure that the company is on track to meet its goals. The following 'SMART' conditions are generally met by the most important business objectives:

2. Specific

The company's objectives should be focused on what it does, and they should refer specifically to the business.

3. Measurable

Objectives with a quantitative meaning are more likely to be effective goals for directors and workers to work toward.

4. Achievable

Setting goals that are almost impossible to achieve in the time period available is futile. As a result, goals must be attainable.

5. Realistic and Relevant

Objectives should be practical and articulated in terms that are understandable to the people who will be responsible for achieving them.

6. Time Specific

When a goal is defined, a time limit should be set. It would be difficult to determine if the target has been set without a time limit.

7. Strategy

Entering the third step of the plan, which specifies the approach that will be employed for the project to achieve its goals. (Ligaraba et al., 2023) stated that, to ensure that marketing strategies are effective, efficient, and capable of developing the proper relationships with the right customers, following the primary steps is crucial in establishing a customer-driven marketing strategy, which include segmentation, targeting, positioning, and differentiation, as explained below:

8. Segmentation

The practice of dividing a market segment based on similar needs, characteristics, or behaviors that may require a different marketing approach is known as segmentation. There are four main categories that includes geographic, demographic, psychographic, and behavioral, which will further be explained as follows:

9. Geographic

Geographic segmentation allows a company to identify market categories based on geographical entities such as countries, regions, states, cities, or even neighborhoods.

10. Demographic

Segmenting the market by age, life stage, gender, income, occupation, education, religion, ethnicity, and generation.

11. Psychographic

Social class, lifestyle, and personality characteristics may all be used to segment the market in a psychographic manner.

12. Behavioral

Segmenting a market based on consumer knowledge, attitudes, product usage, or responses to a product.

13. Targeting

Following an evaluation of several segments, the company must select which and how many segments it will target. A target market is a group of consumers who have similar wants or qualities that a company chooses to serve. Market targeting may be done at numerous levels, including undifferentiated marketing, micromarketing, and concentrated marketing.

14. Positioning

Positioning refers to how consumers describe the business in terms of key features, as well as the position the brand holds in their minds in comparison to competitors.

15. Differentiation

Differentiation is the process through which a company differentiates its market offering in order to provide higher consumer value than its rivals.

16. Tactics

Tactics comes next in planning, as Smith & Chaffey (2017) says, "How exactly do we get there?" According to Kotler and Armstrong (2018, p. 77-78), the marketing mix is the combination of tactics used by a company to get the desired reaction from its target market. Anything a company can do to engage customers and provide value to them is included in

the marketing mix. The numerous options can be categorized into four classes of variables known as the four Ps (Product, Price, Location, and Promotion), which will be outlined as follows:

a. Product

The goods, services, or experiences that are offered to the target market.

b. Price

The total cost the customers must pay to acquire the product.

c. Place

The location of where the company makes its products available to its target consumers to acquire.

d. Promotion

The communication activity that showcases the value of the product and persuades the target consumer to purchase.

17. Actions

One of the acts is to upload Loloh’s material at a predetermined period. The actions that are going to be taken will be in the timeframe of twelve weeks or three months, encompassing the planning of the contents that will be distributed in Week 1. Posting contents on the selected social media platforms will be on a weekly basis from Week 1 to Week 11. The promotion to drive sales on Loloh’s social media accounts will be on Week 1 to Week 3, and Week 5 to Week 7, and Week 9 to Week 11, alongside the posting of contents the researcher will act on. Lastly, the control or evaluation will be conducted from Week 4, Week 8, and Week 12.

Table 1. Timeline

Activity	Week											
	1	2	3	4	5	6	7	8	9	10	11	12
Planning												
Posting												
Promotion												
Control												

Source: Data processed by researcher, 2021

18. Control

Control is the last phase in the planning process. Control describes how the project is carried out, starting with tracking and evaluating the performance of all social media marketing communication activities and continuing through the entire project phase, as

(2022) questions, "How do we control performance?" Many surprises arise during the implementation of the campaign, according to Kotler and Armstrong (2018, p. 82-83), so marketers must exercise continuous marketing control. To ensure that the goals are fulfilled, it is important to review outcomes and take corrective measures.

In this project, the monitoring of interactions will be conducted by analytics data from Facebook where it owns Instagram as well, it provides analytics called Instagram analytics and Facebook analytics. The control timeframe that is selected for covering and carrying the tasks out will start from the month of January 2022 until March 2022, while the evaluation report will be done only in March 2022.

Table 2. Control

Activity	Month		
	January 2022	February 2022	March 2022
Instagram Analytics			
Facebook Analytics			
Evaluation Report			

Source: Data processed by researcher, 2021

19. Project Limitations

The limitation of the execution of this project lies in the limitation of available primary data, due to the subject's own lack of publicity which then accumulates to not having enough insights from its social media platforms. The second, is by the limited budget which then translates to only utilizing two social media platforms which are Instagram and Facebook. However, maximizing the effectiveness of the contents will ensure that the project is well executed.

CONCLUSION

Based on the findings of the project planned for this specific brand of traditional beverage brand "Loloh," the conclusion concluded that there is a need for understanding marketing communication theories to assist a business in remaining consistent in their message that needs to be conveyed to its audience. The significance of using the SOSTAC model proves to be a favorable aspect in carrying out what is required for the project plan to proceed. A variety of improved strategies were implemented to assist Loloh in increasing brand awareness by utilizing more digital channels and content marketing on a consistent basis for the researcher and the business to grow as well to maintain its current brand awareness.

Beginning with background research that provided the researcher with the insights needed to understand the product of the brand that is offered and why it is vital for the country, the rise

in demand for it caused by the COVID-19 pandemic, and the story of the brand itself. Furthermore, an examination and observation of the brand's present performance on its digital channels, as well as an interview with the informant, assisted the researcher in determining what they require and what they lack. The objectives were established and aided by the researcher's literature reviews. Theories that were thought early on to be important for the project were later discovered to be useful in defining terms that is used all through the project.

The planning process outlines the SOSTAC method, which is the project's planning system. The execution of the SOSTAC planning system was rather extensive. Fortunately, the researcher has access to the brand's social media account, so insights from the current scenario were acquired to carry out the study. However, because this project will be carried out until March 2022, all aspects will very certainly be updated, requiring the executor to assess what needs to be updated and controlled.

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