

The Product, Promotion, and Place @BreadTalkIndo

Arissetyanto Nugroho, Janfry Sihite*

Faculty Economics & Business
Universitas Mercu Buana
Jakarta, Indonesia

*Janfry.sihite@mercubuana.ac.id

Abstract—The business sector is expanding and increasing the competition in the consumption sector such as the food and the beverage industry. Bread store is one of the growing and competitive industry. There are Holland Bakery, Breadtalk, Breadlife and much other bread stores in Indonesia. Johnny Andrean open a franchise of Bread Talk in Indonesia in 2003, the first store is in Mall Kelapa Gading Jakarta and since then, there are 73 stores distributed all over Indonesia. Nevertheless, there is a lack of research that analyzes the Breadtalk marketing communication, especially via social media. Therefore, the research aimed to explore the proposition of Breadtalk in Indonesia from @BreadTalkIndo. The findings show that the attributes or services delivered by @BreadTalkIndo consist of the basic elements of the marketing mix which are the promotion, product, and place. Furthermore @BreadTalkIndo also answering a complaint from the customer, delivering a procedure to order the bread, the payment instruction, and inputs for the products, services, and the place to sell the brand, the cleanliness and also the delivery services.

Keywords: @BreadTalkIndo, marketing communication, unstructured datasets

I. INTRODUCTION

The Indonesian economy growing, this growth contributed by the consumption sectors, which account 35% for household expenditure [1]. This phenomenon influences the aspect of business competition in Indonesia, especially between the company within the consumption sector. The business sector is trying to expand and develop the consumption sector such as the food and the beverage industry.

25% of the food sales contributed from the bread, rice, and cereals. Nowadays, Indonesian start to buy branded food included bread [1]. Nevertheless, the research on bread store attribute is scarce. Therefore, it is necessary to explore the bread store attribute delivered to the target market

The consumption of a product and services influenced by the personality, reference, the character, the needs and the wants that are different for each consumer. Therefore, each individual also has a different attitude when they decide to buy or consuming a product for the selected brand. Every consumer must have factors that are a different one and each other towards the intention to buy a product of our services [2].

BreadTalk selected as the case study since BreadTalk founded in 2000 in Singapore. BreadTalk ranked third in a competitive position in Singapore for consumer foodservice

[3]. Dr. George Quek is the founder of the bread Talk that succeeding the company that employs 6000 employees. This success followed with Johnny Andrean decision to open a franchise of Bread Talk in Indonesia in 2003. The first store is in Mall Kelapa Gading Jakarta and since then, there are 73 stores distributed all over Indonesia. Therefore, the research aimed to explore the @BreadTalkIndo proposition toward the targeted market.

II. LITERATURE REVIEW

There are varieties of consumer perspective to choose a product and the services. There are many factors that influence the customer to decide to consume a certain brand. The factor will be different between one customer to the other since the needs and wants of each customer are also different [2].

It is also interesting to look for the factors that motivate a different action between one consumer and the other. In Indonesia, the consumer usually consuming bread as the substitution for rice and noodle.

The bread demand is also increasing because there are a changing characteristic and lifestyle of the people in urban cities. The community demand for more simplified and practical food to consume [4]. The population needs a variety of food to consume regards to the fatigue on regular food consumption [5].

BreadTalk is following this bakery lifestyle that is popular in Indonesia. BreadTalk lifestyle is adopted from the international franchise. The franchise of modern bakery, following the standard franchise for international food. The store concept is an open kitchen and open display, the concept aims to engage the potential consumer to see the baking process, displaying a piece of high tech machinery [3]. The smell of the bread and also the flavor from the open display make the targeted consumer convince to choose the product that they want [6].

III. METHODOLOGY

This is an exploratory factor analysis to look for relationship within the dataset [7]. The research looking for specific relationship within the data [8]. Exploratory factor analysis conducted since there is still a lack of theory related to the bread store proposition. Therefore, the twitter data set are relevant to explore the bread store attribute. The method had been conducted in the airline [9], hospitality [10,11], kitchen

appliances [12], National Tourism Organization [13-15], online transportation [16], political marketing [17], University [18] [19], Syariah Bank [20], and coffee shop [21].

The cluster analysis technique for textual dataset process the unstructured tweet dataset. The cluster analysis will reduce the unstructured dataset into selected themes. Reduce the data complexity into few dimension [22]. The Provalis Research Software selected for the cluster analysis, to identify the keywords and also the relationship between keywords with the co-occurrence method [23].

IV. RESULTS

The research exposed information about a bread store brand that is popular in Indonesia which is BreadTalk. There are many input, critics, a suggestion, promotion and also question delivered from the customer to the twitter @BreadTalkIndo. They are asking about the quality, services and the taste of the BreadTalk.

The findings show that the attributes or services delivered by @BreadTalkIndo consist of the basic elements of the marketing mix which are the promotion, product, and place. Furthermore @BreadTalkIndo also answering a complaint from the customer, delivering a procedure to order the bread, the payment instruction, and inputs for the products, services, and the place to sell the brand, the cleanliness and also the delivery services.

@BreadTalkIndo using the online marketing communication channel to promote the products, given a communication channel to the consumers, therefore the consumers could give feedback or complaint about every service.

@BreadTalkIndo also helping the customer to do real-time transaction by transfer without cash. The social media also improve the customer process to delivering and sending an appreciation from the satisfaction of the consumer that is consuming the BreadTalk. Furthermore, this appreciation also will influence the other customer that see the tweet, and then bring a good value for the quality of the BreadTalk and services. All of this is a part of the BreadTalk promotion.

There is also an important matter that is delivered from the social media. @BreadTalkIndo could explain how the products that are sold are halal, the ingredients of the product is halal. BreadTalk also delivers information related to the delivery information for the birthday cake order, instructions to order a cake, therefore the consumer will not confuse related to the procedure to order a cake. By using the channel of communication, the customer will get satisfied because they're not going to confuse and they will be able to execute the purchased presentation.

The findings also show the promotion is important for BreadTalk to engage with the customer. And there is a piece of information related to the event that is promoting the BreadTalk. There is an anniversary of BreadTalk collaborating with the other products that are delivered in the channel of communication. There is also a promotion for a new store in

the mall, that is delivering a discounted BreadTalk only in the newly open store.

V. CONCLUSION

Most of the element of the marketing mix delivered is the product of the BreadTalk, the promotion of the BreadTalk, and also information related to the place to buy the BreadTalk. There is also some information related to the process, which is how they called to order via call Center. Therefore, most of the marketing communication attribute deliver consist of the product, promotion and the place element of the marketing mix.

REFERENCES

- [1] B.M. International, Indonesia_Food_& Drink Report, 2019.
- [2] A. Singh and L.M. Kathuria, "Understanding drivers of branded food choice among low-income consumers," *Food quality and preference*, vol. 52, p. 52-61, 2016..
- [3] Euromonitor, BreadTalk_Pte_Ltd_in_Consumer_Foodservice_(Singapore), 2017.
- [4] F. Ali and K. Ryu, "Bringing them back to spend more: student foodservice experiences to satisfy their taste buds," *Young Consumers*, vol. 16, no. 2, pp. 235-248, 2015.
- [5] P. Rahmawaty, "Pengaruh Variasi Produk, Harga, dan Customer Experience Terhadap Keputusan Pembelian Ulang Roti BreadTalk Yogyakarta," *Jurnal Ilmu Manajemen*, vol. 12, no. 1, pp. 89-98, 2015.
- [6] A. Suyanto and F. Yurdasila, "Pengaruh Experiential Marketing Terhadap Kepuasan Dan Loyalitas Pelanggan Breadtalk Mall Kelapa Gading 3, Jakarta," *Jurnal Ilmu Manajemen dan Bisnis*, vol. 4, no. 2, 2013..
- [7] S.H. Wijanto, Structural equation modeling dengan Lisrel 8.8: konsep dan tutorial. Yogyakarta: Graha Ilmu, vol. 3, no. 1, pp. 40-45, 2008.
- [8] J.F. Hair, W.C. Black, B.J. Babin, R.E. Anderson and R.L. Tatham, *Multivariate data analysis (Vol. 5, No. 3, pp. 207-219)*. Upper Saddle River, NJ: Prentice hall, 1998.
- [9] J. Sihite and A. Nugroho, "Brand Extension In The Marketspace," *Journal of Economic & Management Perspectives*, vol. 11, no. 3, 2017.
- [10] A. Nugroho, "The Hospitality Marketing Communication Attribute. A Case Study @hrhbalı (Hard Rock Hotel Bali)," *Journal of Marketing and Consumer Research*, vol. 50, 2018.
- [11] A. Nugroho, J. Sihite and Y. Harwani, "The Promotion, Product and the People of Luxurious Hotel: A Case Study @hrhbalı 2018," *Journal of Tourism, Hospitality and Sports*, vol. 41, pp. 73-78, 2019.
- [12] J. Sihite, "The Promotion and Process Attribute for the Kitchen Appliance. A Case Study @KitchenAid_Indo," *European Journal of Business and Management*, vol. 11, no. 18, pp. 164-168, 2019.
- [13] A. Nugroho and J. Sihite, "ASEAN Tourism Destination: A Strategic Plan," *European Research Studies Journal*, vol. 21, no. 3, pp. 293-298, 2018.
- [14] J. Sihite and A. Nugroho, "Exploring the Indonesian Tourism Destination via Indonesia," *Travel@ indtravel*. In 2nd International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD 2018). Atlantis Press, 2018.
- [15] A. Nugroho, "ASEAN Tourism Marketing Communication Attribute: An Exploratory Research at Goaseantv," *European Research Studies Journal*, vol. XX, no. 3, 2017.
- [16] J. Sihite, "The Online Transportation Marketing Mix CoCreation: A Case Study @gojekindonesia," *Journal of Marketing and Consumer Research*, vol. 57, pp. 44-50, 2019.
- [17] J. Sihite, S. Assauri and R.E. Halim, "Brand Promise and Reputation Against the Campaign of a Political Party," *European Research Studies*, vol. 21, pp. 227-240, 2018.

- [18] A. Nugroho and J. Sihite, "Is It A Relational Marketing Strategy? Cluster Analysis @Universitasmercubuanajakarta Facebook Post and Comment," *Manajemen MIX*, vol. V, no. 2, 2015.
- [19] A. Nugroho and J. Sihite, "Is It Traditional or Contemporary Marketing Strategy? A Textual Cluster Analysis @MercuBuana_Reg," *Mediterranean Journal of Social Sciences*, vol. VI, no. 5, 2015.
- [20] A. Nugroho and J. Sihite, "Exploratory Factor Analysis Syariahmandiri and Bankmandiri Service Attributes 2015," *The Social Sciences*, vol. 11, pp. 4896-4901, 2016.
- [21] Y. Harwani and J. Sihite, "The Marketing Mix Element of the Coffee Shop. A Case Study @CoffeeBeanIndo," *European Journal of Business and Management*, vol. 11, no. 18, pp. 169-174, 2019.
- [22] C. Campbell, L.F. Pitt, M. Parent and P. Berthon, "Tracking back-talk in consumer-generated advertising: an analysis of two interpretative approaches," *Journal of advertising research*, vol. 51, no. 1, pp. 224-238, 2011.
- [23] C. Silver and A. Lewins, *Using software in qualitative research: a step-by-step guide*, 2014.