



# Integrated Marketing Communication for Tong Tji Tea House Semarang Indonesia

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**Abstract.** The Food and Beverage (FnB) business in Indonesia experienced a great shock during the COVID-19 pandemic. This was mainly due to the Large-Scale Social Restrictions which required food and beverage businesses to close their businesses and not accept guests to dine-in. After the COVID-19 transmission rate decreased, the FnB business must try to bounce back to face global challenges and changes in the use of communication technology. Therefore, this study aims to describe the application of Integrated Marketing Communication (IMC) in the FnB business, with a case study on Tong Tji Tea House Semarang. Tong Tji Tea House Semarang was chosen as a case study because it has implemented IMC's strategy in dealing with global changes and communication technology. The research method used is descriptive qualitative, with data collection through interviews and documentation studies. Data were analyzed by data reduction, data presentation, conclusion drawing, and data verification. The results of this study indicate that in facing global challenges and the development of communication technology, IMC becomes important to be developed. The segmentation and targeting of the FnB business must be expanded, not only to include people who come to the place but must be able to make deliveries to the surrounding area. Then the product must be developed so that it can be delivered. Place must be adjusted not only to physical places, but also to online distribution. Prices must be adjusted especially if distributed through food delivery applications, because there will be costs from the application as well as shipping costs. Promotion still has to use traditional tools such as print advertising and mass media, sales promotion, personal selling, events, and publicity. But it must also be supported by digital marketing.

**Keywords:** Integrated Marketing Communication · FnB Business · Tong Tji Tea House Semarang

## 1 Introduction

The pandemic period is quite a dark time for the world. In addition to the health sector, the impact on other sectors also changes the pattern of human life. One of the sectors that was hit hard was the economic sector. Due to the nature of the pandemic, which prevents people from interacting directly, many businesses cannot operate normally. This has caused various industrial sectors to experience various disturbances such as

supply of raw materials, demand for products, reduction of labor, and unclear business continuity. This condition has led to economic problems in countries in the world, where in the April version of the WEO, the IMF projects global growth in 2020 to fall to -3 percent. Developed countries experienced a recession, including developing countries. In Southeast Asia, Singapore was the first to experience a recession. In the first quarter of 2020, Singapore's economic growth was recorded at minus 0.7 percent. The contraction continued in the second quarter of 2020, the economic growth in Singapore was minus 12.6 percent. Meanwhile, the Philippines, according to the Philippine Statistical Authority, stated that the gross domestic product (GDP) in the second quarter of 2020 was minus 16.5 percent. Previously, the Philippines in the first quarter of 2020 had announced that economic growth was minus 0.7 percent. Indonesia also experienced no less shocks. Based on data from Bank Indonesia, on January 1–19 2020, capital inflows were recorded at Rp. 22.9 trillion. However, since the Covid-19 virus, there has been no capital inflow and capital outflow of IDR 171.6 trillion in the period 20 January–1 April 2020. On the economic growth side, the Minister of Finance Sri Mulyani Indrawati has calculated that the GDP rate in 2020 could be in the range of 2.5% to 0%. Even with the worse scenario, it is not impossible to be at -0.4% [1].

This economic problem in Indonesia is felt very heavy, especially by the FnB business. The culinary sector experienced a 37% decline in daily income. Many culinary businessmen are forced to close their businesses temporarily or even go bankrupt [2]. The results of the Central Statistics Agency survey also noted that of 82.5% of businesses in Indonesia who claimed to be affected by the pandemic, 92.47% of these entrepreneurs were FnB entrepreneurs. This makes the accommodation and FnB business sector rank 1 as the business sector with the largest decline in revenue. The decline in income from the FnB sector, which was quite large, was caused by several factors such as uncertain economic conditions, the infodemic phenomenon, and the regulation of Large-Scale Social Restrictions, which made people reconsider their choice of buying and eating out of the home [3]. As business continues to be disrupted and customer consumption patterns change, FnB business owners are encouraged to not only adapt, but also innovate to ensure their business continuity by looking at new possibilities, new business models and instilling a “new normal” way for the sustainability and resilience of the FnB business into their community. front. This, in particular, must also be supported in terms of IMC which encourages businesses to enter a market that has undergone changes due to global shifts and communication technology.

One of the FnB businesses that has implemented IMC changes to adapt to the post-pandemic period is the Tong Tji Tea House located in the Semarang area, Central Java. Tea House Tong Tji itself is a business development of Tong Tji tea products. Tong Tji is a traditional Indonesian tea product that was first made by Tan See Giam. Initially this product was a home-based business, which later developed into an industry. This industry is named PT Dua Burung and has been established since 1938. PT Dua Burung has a vision to become the first tea of choice representing Indonesia, and they have the motto “start from tea” with the meaning that PT Dua Burung will always try to provide the best for its customers and Indonesian tea lovers. Tong Tji has been widely known by the public and received various awards. These awards include Superbrands Indonesia in 2010–2011, Satria Brand Award in 2012 in the category of Central of Java Brand Choice,

Social Media Award in 2012, Satria Brand Award in 2014 in the category of Central of Java Brand Choice, Tea Bag Indonesia WOW Brand in 2014, Satria Brand Award in 2014 in the category of Central of Java Brand Choice in Teh Tubruk, Satria Brand Award in 2014 in the category of Central of Java Brand Choice in Tea Cafe, Indonesia Living Legend Brand in 2015, Indonesia WOW Brand 2018 in the Tea Bag category, Social Security Award 2018 in the category of Large/Medium Enterprises Central Java Province Suara Merdeka Satria Brand Award in the Central of Java Brand Choice category, and Top 250 Indonesia Original Brand.

The success in developing the tea product made PT Dua Burung spread its wings by diversifying its business in the FnB field, which is under the auspices of PT Cahaya Tirta Rasa which operates in Semarang, Central Java. PT Cahaya Tirta Rasa is the originator of the establishment of the Tea Bar in 2008 or which is currently better known as the Tea House. At first the Tea Bar only offered Indonesian snacks such as; Mendoan and Tahu Pong, but the management continues to strive to provide the best by innovating the Tea Bar, until now it has become a Tea House with a family restaurant concept that offers a variety of Indonesian specialties with Tong Tji's distinctive taste. Until now, there are five Tea House outlets spread across the Semarang area, namely DP mall, Paragon Mall, Java Mall, Kariadi Hospital and Citraland Mall.

After various difficulties during the pandemic, Tong Tji Tea House located in the Semarang area revived its business through the IMC strategy which has proven successful in making them maintain their existence so far. Tong Tji Area Semarang was chosen as the subject in this study because they are the center of PT Cahaya Tirta Rasa's operations, so the strategy they developed will be adapted by branches in other regions in Indonesia. It is hoped that the IMC strategy by Tong Tji Tea House Semarang area described in this study can be a reference for similar FnB businesses to redevelop their businesses after the pandemic. It is also hoped that the results of this research can enrich integrated marketing communication studies, especially those applied to the FnB business.

## **2 Conceptual Framework**

In this study, several concepts will be used to discuss the phenomena described. The phenomenon described is regarding the IMC strategy for the FnB business that has been carried out at the Tong Tji Tea House area of Semarang. Meanwhile, the concepts that will be discussed include IMC and its components, including Segmenting, Targeting, and Positioning (STP), Marketing Mix, and IMC Mix.

### **2.1 Integrated Marketing Communication (IMC)**

The concept of IMC is part of strategic communication. Therefore, it is not possible to describe IMC without first understanding the concept of communication itself. The concept of IMC is part of strategic communication. Therefore, it is not possible to describe IMC without first understanding the concept of communication itself. Communication is a process that involves the sender of the message, the message, the media, the recipient of the message, and the effects that occur from the process. Messages will be effective if the sender of the message manages to anticipate well the needs and preferences of

the recipient. So when the communicator wants to encode the message, he must ensure that the process will correspond to how the communicant decodes the message. This understanding of communication forms the basis for the formation of the IMC. The function of IMC is to synergize marketing strategies and communication methods, so that companies can provide a consistent message. With the use of IMC, it is hoped that the company can feel the maximum impact from the merging of communication and marketing disciplines [4].

In marketing communications, there are several marketing concepts that need to be designed, implemented, and then communicated in an integrated manner. Planning and implementing complex marketing communications must involve some managerial work, such as situation analysis and opportunity identification [5]. The IMC program must also be implemented by paying attention to message consistency, so that the company's goals can be achieved, whether it's increasing brand awareness, purchasing products, or up to consumer loyalty. The components of IMC that must be considered are the determination of segmentation, target market, and the position of the company or product which is often referred to as STP, then the marketing mix, and the promotion mix [6].

IMC is crucial for a company because it is able to take the aspirations of the community, clients, customers, and partners, to be the basis for making company decisions. IMC also functions to foster good relationships with customers through various marketing communication programs. Furthermore, IMC is now seen as a process that utilizes promotional elements as a whole to create a synergistic communication effect. There are steps that can be taken so that IMC runs effectively, namely identifying the target market, determining IMC goals, compiling messages, determining channels, setting budgets, and designing promotional mix or also known as IMC mix [7].

## **2.2 Segmenting, Targeting, and Positioning (STP) and Marketing Mix**

One of the initial activities that need to be done in determining the IMC strategy is to determine the STP of the product or company. Segmenting has a meaning as an attempt to divide the market into groups that can be distinguished from each other in terms of needs, characteristics, or behaviors that may require certain products and marketing strategies to reach them. Basically, market segmentation is a strategy based on a consumer-oriented marketing management philosophy. By implementing market segmentation, marketing activities can be carried out more directed and company resources in the marketing sector can be used more effectively and efficiently. While targeting is the process of evaluating segmentation and focusing marketing strategies on a group of people who have the potential to provide a response. The target market can also be interpreted as an activity that contains and assesses and selects one or more market segments to be entered by a company. Furthermore, positioning includes activities to formulate product placement in competition and to determine a detailed marketing mix. In essence, product positioning is the act of designing products and marketing mixes in order to create a certain impression in the minds of consumers [8].

After setting the STP, the next step in the IMC strategy is the determination of the Marketing Mix. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. In the marketing mix there is a set of marketing

tools known as the 4Ps, namely product, price, place and promotion [9]. Product in the marketing mix refers to how the product is processed in such a way that it fits the needs and wants of the market. Products can be customized from various aspects such as size, variant, to packaging to attract consumers to want to make a purchase. While the price is an attempt to match the cost of production, the desired profit of the company, the purchasing power of the market, and the prices of competitors. Prices must be set carefully according to product specifications and positioning, so that consumers feel the product they are buying is worth the money they spend. In addition to these two components, place is also a crucial component. Place refers to how a product can be obtained, so inevitably it will involve the distribution line. Companies must think about whether they need to open their own outlets, leave products in other stores, sell them online, and so on so that the products are easily obtained by consumers. The final component in the marketing mix is promotion. Promotion includes all activities to introduce products to consumers, followed by efforts to persuade consumers to make a purchase. This promotional activity will be further explained in a separate sub-chapter which is part of the IMC Mix.

## **2.3 IMC Mix**

IMC Mix is a series of promotional processes carried out by the company so that its products are known, remembered, and desired by consumers. There are various types of IMC mix that can be made into programs according to the characteristics and needs of the company [7]. In this article, we will discuss 5 types of IMC Mix used by Tong Tji Tea House in carrying out its IMC strategy, as follows:

### **2.3.1 Advertising**

Advertising is any form of non-personal presentation and promotion of ideas, goods or services that is paid for by a particular sponsor. The purpose of advertising activities is to make the communicant aware of a product, grow the communicant's affection for a product, and convince the communicant to use the product. Advertising has several benefits, including being able to cover a wider range of consumers and the message can be repeated [10]. Advertising is a company's effort to communicate about a product or service, organization or company, and an idea that is non-personal so that there is no direct reciprocal response. Advertising is a paid form of communication carried out by individuals or companies with the aim of influencing people to think or act in certain ways or to share information with others. Advertising is a form of presentation of a product or service to the public, besides that advertising is a form of promotion in the form of messages conveyed with the aim of educating or offering so that the product can be known and known by many people. The forms of advertisements are now very diverse, ranging from print advertisements such as brochures, banners and leaflets, audio advertisements such as jingles and songs, audio visual advertisements such as video and music videos, to interactive advertisements such as augmented reality, virtual reality, to games.

In general, advertising has value because it provides several functions of communication. The first function of advertising is informing, where advertising increases consumer

awareness of the new brand. Advertising serves to provide information and education about the benefits, advantages and features of the brand to consumers. The next function of advertising is persuading, to influence consumers to buy and try the brand offered by using the effect of consumers' positive emotions. Another advertising function is reminding, to influence brand switching by reminding consumers of a particular brand. Then the last function of advertising is adding value which aims to change consumer perceptions of the value of a product.

### **2.3.2 Sales Promotion**

Sales promotion is an activity that consists of short-term incentives to increase the purchase or sale of a product and service. Sales promotion is a tool for promotion, referring to any incentives used by producers in a short period of time to encourage distributors such as wholesalers, retailers or encourage consumers to buy the company's products or services. Apart from being short term, sales promotion can be used to create long term loyalty and brand preference. The company's sales promotion activities can include peddling products that are marketed in such a way that consumers will find it easy to see even with certain placements and arrangements so that the product will attract the attention of consumers. Another way is to put the product in the storefront or the main place of the store, give free products to potential customers, hold demonstrations, give discounts, and give bonuses [11].

### **2.3.3 Personal Selling**

Personal selling is a company activity to make direct contact with potential customers. With this direct contact, it is hoped that there will be a positive relationship or interaction between the entrepreneur and the prospective customer. This direct contact will be able to influence consumers more intensively because in this case entrepreneurs can find out the desires and tastes of their consumers as well as their lifestyles and thus entrepreneurs can adjust their approach or communication with consumers more precisely according to the consumers concerned. Personal selling is a way of promotion by relying on a salesperson. The main advantage of this type of promotion is the opportunity for salespersons to interact directly with consumers, so that messages can be improvised according to conditions during person-to-person communication. In personal selling activities, it is also possible to have two-way communication, so that companies can get feedback directly from consumers through the salesperson on duty [12].

In personal selling process, the purchaser and company representative must interact directly in order to obtain accurate information about the product. Face-to-face sales are designed to convince consumers to buy the products offered. Important aspects that must be owned by a company representative in carrying out personal selling include communication skills, product knowledge, and empathy [13]. This needs to be well prepared through thorough training, so that the representation is not only able to sell a product, but can still maintain the image of the company.

### 2.3.4 Public Relations and Publicity

Public relations is an effort to build good relations with various parties outside the company by obtaining good publicity, building a good corporate image, and handling or avoiding news, stories, and events that are not profitable for the company. In public relations, there is a division of work that focuses on the company's relationship with consumers called Marketing Public Relations (MPR). Public relations has several functions. The first function is press relations, which creates and places newsworthy and interesting news for the media to attract attention to consumers, products and services. The next function is product publicity to publish more specific products. In addition, PR also functions as a public affair to establish good relations with local and international communities. PR also functions in terms of lobbying to establish good relations with the government to influence regulations or rules. Investor relations is also a PR function to establish good relations with shareholders and financial communities related to the company. PR is also needed to do development, where PR works with members of non-profit organizations to increase support or volunteer assistance. PR also includes the function of sponsorship, which is one of the important aspects of marketing communications because of its role in investing and funding an organization's activities. Sponsorship activities are useful for increasing brand awareness, improving brand image, and increasing sales volume. Basically, sponsorship has two main activities, namely exchange or barter between sponsors (companies) and sponsored parties (organizational activities), as well as marketing associations by sponsors [7].

Publicity itself is one manifestation of crucial public relations activities. Publicity is a method commonly used by entrepreneurs to form an indirect influence on consumers so that they become aware of and enjoy the products they market. This method is done by making news about the product or company that produces the product in the mass media. What distinguishes this publicity from advertising is that this publicity is non-commercial news while the advertisement must pay for this purpose [11].

### 2.3.5 Digital Marketing

Digital marketing is an activity to promote goods or services through internet networks. Digital marketing is an alternative communication platform to implement IMC in this digital era. Digital marketing is carried out by focusing on the pattern of using digital platforms that are often used by the public today. Examples of its activities include marketing through websites, marketing through social media, search engine optimization, marketing on mobile applications, and so on. There are several main advantages of this promotional activity, namely a wide scope or reach, not limited by time and geographical location, and being able to directly target potential customers [14].

Digital marketing is the development of online marketing through the web, game devices and mobile phones. The goal is to offer new access to promotional methods that have a big impact on attracting the attention of others, in this case potential customers. Digital marketing media that is currently widely used and is quite effective is the use of social media, wide reach and speed in interacting, making it easier for a company to convey messages to customers. Placing ads on social media is also very effective considering that there are so many social media users and almost all ages [15].

### 3 Method

In this study, to obtain results that are in accordance with the research objectives, descriptive qualitative methods are used. This method allows researchers to explore a phenomenon in depth, so that the researchers can understand what is happening and explain them clearly. This is the strength of the method chosen. This is because this method does not generalize the idea of the phenomenon, but it investigates the phenomenon in detail [16]. The data collection method in this research is mainly through interviews, which are supported by document studies. Interview is a communication process that is carried out to several people so as to produce information in accordance with the questions given through interviews. This interview process is useful for obtaining more in-depth information on matters relating to the informant [17]. There were four resource persons who became informants in this study. The first is the Business Development Manager from Tong Tji Tea House Semarang area, who designs and executes the IMC strategy there. Then two loyal consumers who have experienced the IMC strategy carried out at Tong Tji Tea House Semarang area. Consumers need to be asked their opinion about the implementation of the strategy that they feel and the impact. Finally, one lecturer who understands the IMC strategy was also interviewed, as an observer as well as providing input for the strategies that have been implemented so far. These four sources are sufficient to provide comprehensive data for this study. They have the appropriate knowledge and experience to answer research questions, as well as explain phenomena in detail. From the answers given, it already shows data saturation. So that no additional sources are needed in this study. As for they have different perspectives based on their roles for the subjects studied, the triangulation of sources can be used as validity in this study.

The process of data analysis is carried out through several stages. The first stage is data reduction. Data reduction is a process in analyzing data such as; classifying, sharpening, directing and removing unnecessary data, and organizing data in such a way that conclusions can be drawn or verified. Data reduction will be carried out continuously until the end of the research, so that the raw data obtained will be processed so as to get more focused and clear results. Next is the data presentation stage. Data presentation is the stage where the researcher provides data regarding the results of interviews with sources or data that can support research. Presentation of data can be conveyed using brief descriptions, charts, relationships between categories and flowcharts. Finally, the conclusion and verification stages are carried out. The conclusion drawn is the essence of the findings in the study, and is the last stage of the research. The conclusion must be relevant to the research objectives, so that it can answer the formulation of the problem in the research [18].

## 4 Result and Discussion

### 4.1 IMC Strategy of Tea House Tong Tji Semarang Area

Based on the results of data analysis that has been carried out, it was found that in carrying out the IMC Tea House Tong Tji strategy the Semarang area had several main foundations. First, food grade, which prioritizes the quality of food, ingredients and cleanliness. Second, service, which includes the friendliness of employees when serving



to the convenience of consumers when they are at the outlet. Third, quality, in this aspect ensures that all aspects such as ingredients quality, taste and service are always in the right corridor. This foundations are the basis for determining the overall IMC strategy of Tea House Tong Tji.

From this foundation, the management of Tea House Tong Tji in the Semarang area makes a monthly plan regarding what promotional activities will be carried out by each outlet. Monthly planning is considered important to get a more detailed plan to be implemented. In addition, monthly plans are also more flexible to be made according to the situation. In addition to planning activities, in determining the IMC strategy, a monthly budget is also determined. The formation of this monthly budget goes hand in hand with the monthly activity plan. So it can be adjusted between the budget you have with the activities carried out. Or vice versa, if there are certain activities in that month that need to be done, then the budget can be readjusted. In addition to planning activities and budgets, in determining the initial strategy of IMC, it is also necessary to pay attention to cooperation with external parties such as banks, financial technology, and online ordering services. The cooperation that is established will also determine the activities and monthly budget. It could be that there are several events from outside parties that can be combined with the IMC strategy of the Tong Tji Tea House. The management can also propose to these outside parties if there are Tong Tji Tea House activities that they can support.

## **4.2 STP and Marketing Mix of Tea House Tong Tji Semarang Area**

The management of the Tea House Tong Tji in the Semarang area said that choosing the right STP was one of the things that greatly impacted sales traffic. Therefore, they have set an STP that is adjusted to the new normal period. The target segmentation is Family, where all Tong Tji Tea House products can be enjoyed by all family members, both young and old. This segment was chosen because the existence of the family as a unit became a promising market for Tong Tji Tea House. Rather than just limiting it to youth or office workers, for example, the family segment is felt to be wider and able to reach more consumers. Followed by targeting, where Tong Tji Tea House targets families who want to enjoy traditional flavors at affordable prices. Tong Tji does carry a distinctive traditional taste because it already has long roots for the development of dry tea. This makes Tong Tji Tea House develop food and beverage products that are rooted in Tong Tji's experience in developing its tea products. In terms of price, Tong Tji does set an affordable price so that it is suitable for the whole family. Even children with their pocket money can still buy drinks and snacks at Tong Tji Tea House. In line with its segment and target, Tong Tji Tea House's positioning is family restaurant. With positioning as a family restaurant, Tong Tji Tea House guarantees that its products are safe and healthy for the whole family to consume, assured cleanliness, friendly service for the whole family, affordable prices, with flavors that Indonesian families love.

The predetermined STP then underlies the marketing mix of the Tea House Tong Tji Semarang area. Starting from products, Tong Tji provides a variety of heavy meals, drinks, and snacks that the whole family can enjoy. For heavy meals, the available menus include various fried rice, various noodles and vermicelli, various rice with chicken, as well as Indonesian soup specialties such as meatballs, rawon, and soto. The snack menu

consists of savoury and sweet snacks such as chicken wings, tofu, mendoan, cassava, and bananas. Then what is uniquely provided by Tong Tji Tea House is also the drink. Tong Tji's mainstay jasmine tea has become one of the popular menus, as well as green tea jasmine, frussion tea, and kaffir lime tea. In addition, a contemporary drink menu is also served, such as milk tea, cappuccino tea, choco tea, matcha, and mixture of tea with various fruits. The various menus are served to meet the various tastes of family members who can be different. For example, parents may prefer the taste of traditional drinks, but children prefer contemporary drinks. Therefore, various menus are served, but still carry the uniqueness of Tong Tji.

In terms of price, Tong Tji Tea House sets an affordable price. The drink menu starts from IDR 9,000 where consumers can get Tong Tji's special jasmine tea for 16 Oz. While the price of the most expensive drink is only IDR 21,000 for contemporary drinks such as taro milk tea, oreo milk tea, and nattaberry. For snacks the price ranges from IDR 17,000–27,000. While the main food costs between IDR 26,000–40,000. The price comes with a fairly large portion, allowing family members to share considering that one of Indonesian culture when eating is sharing. For place strategy, Tong Tji Tea House chose to open outlets in places where families gather. Among them are malls, shopping places, and hospitals. In addition to choosing a location where the family gathers, Tong Tji Tea House also designs its outlets to fit the concept of a family restaurant. The outlets are made spacious with enough tables and chairs for the family to sit and eat. The design of the outlets is made comfortable for families with ornaments that support a cozy atmosphere. In the face of the new normal era and technological developments, all Tong Tji Tea House outlets also serve online orders through food ordering service applications, so that Tong Tji Tea House products can also be enjoyed by families at home. Promotions are carried out regularly by Tong Tji Tea House with various types of activities which will be explained in the IMC mix sub-chapter.

### **4.3 IMC Mix of Tea House Tong Tji Semarang Area**

The IMC Mix run by Tea House Tong Tji in the Semarang area includes several types of activities, including advertising, sales promotion, personal selling, public relations and publicity, as well as digital marketing. All of these activities are carried out periodically and are integrated according to the monthly plan that has been prepared. The following is a description of each of the IMC mixes:

#### **4.3.1 Advertising**

In advertising activities, Tong Tji Tea House uses several types of advertisements, namely print advertisements, audio advertisements and social media advertisements. Audio advertisements are distributed over the radio, print advertisements are in the form of banners placed around and in front of outlets, while social media advertisements were done via Instagram Ads. These types of advertising was chosen because the cost is quite affordable and in accordance with the budget, but the results are quite impactful as a medium of introduction, reminder, and persuasion. In particular, advertisements on radio are used when they launch new products or outlets. As for banner ads, they tend to be placed in front of the Tea House outlets and at several promotional points provided by

related institutions to show sales promotion or things that management wants to highlight that month. Instagram Ads are done occasionally to reach a wider market, but not too often because ordinary uploads are enough to have an impact.

The message content of the advertisement has the purpose of providing information regarding: opening of new outlets, menu information, and product prices. Meanwhile, the main focus of Tea House Tong Tji in the Semarang area is in making advertisements: First, being honest, with the meaning of giving consumers according to what is advertised. Second, advertisements are easily understood by consumers. Consumers feel that the advertisements presented by Tong Tji Tea House in the Semarang area are clear and attractive. Specifically for banners, apart from the message, the layout and design of the banner itself is quite attractive. As for the content of the advertising message, it is also felt to be consistent with the reality at the outlets, not just an inducement that ends up disappointing.

#### **4.3.2 Sales Promotion**

Tea House Tong Tji Semarang area carries out several sales promotion activities, including: Promotion of savings packages (food and beverage bundling), free food or beverage vouchers, discount vouchers as well as, cooperation with third parties such as; Grab-food, Gofood, certain banks, and Shopee Pay. The process carried out by Tea House in conveying sales promotions, among others; first, conveying promotional activities such as bundling, price discounts through the official Instagram account from @tehtongtji. Second, cooperate with related parties to help carry out promotions, such as the mall helping convey promotional activities that are being carried out at the Tong Tji Tea House at the mall. Third, using Whatsapp broadcasts carried out by management and employees, so that the information shared can be spread through word of mouth. Fourth, using foodblogger, this is done when launching a new menu or opening an outlet. Figure 1 shows the examples of sales promotion activities carried out by Tea House Tong Tji.

This sales promotion is considered attractive by consumers. They often see various sales promotions that change from time to time. For example, the products that are given a discount this month and next month are different. This makes them want to try various products that are currently on sales promotion. Sales promotions also make consumers feel benefited because they can get products at lower prices as well as additional products. This is considered quite pleasant because the prices of products from Tong Tji Tea House are actually affordable, but with sales promotions, consumers want to buy more. This also helps the management to continuously increase the sales of Tong Tji Tea House.

#### **4.3.3 Personal Selling**

The management of the Tong Tji Tea House Semarang area revealed that personal selling activities are very important things to do. In addition to increasing sales, personal selling activities are also useful for building consumer awareness of the products sold at Tong Tji Tea House. This activity is carried out by employees at Tong Tji outlets in the Semarang area, especially the waiters who directly serve consumers. The waiters have received prior training regarding the products sold by Tong Tji Tea House along with the details of their customization. For example, ice cubes in drinks can be reduced, and certain



**Fig. 1.** Examples of sales promotion activities

foods can be requested not to be spicy. Here the waiters are tasked with explaining if consumers ask questions, recording special orders according to consumer requests, recommending products, and also persuading consumers to try or add certain products. Figure 2 is a picture when a waiter performs personal selling activities.

In the face of the new normal, all waiters who serve consumers directly are required to carry out health protocols. Among them are wearing masks and face shields, and maintaining a safe distance while serving consumers. Consumers of Tea House Tong Tji revealed that personal selling activities really helped them to know more about new menus or products so that they became interested in trying other menus. In addition, they also said that the employees of Tea House Tong Tji carried out personal sales activities in a friendly manner so that they felt happy.

#### 4.3.4 Public Relations and Publicity

Publicity and public relations are important to do to maintain reputation and gain exposure from the activities that have been carried out by Tong Tji Tea House. Tong Tji's public relations activities still revolve around social activities. One of them during the pandemic is to provide consumption to doctors and nurses who are on duty as the front-line of Covid-19 in a hospital. The activity has also been covered by local journalists and uploaded to social media. Photos from the activity are shown in Fig. 3.

Apart from having an impact on reputation building, this PR and publicity activity for Tong Tji Tea House was also able to encourage direct sales. One of them happened when a customer found out that Tong Tji Tea House could deliver consumption for



**Fig. 2.** Waiter who is doing personal selling



**Fig. 3.** Tong Tji Tea House PR and Publicity Activities

donations to hospitals. The consumer also wanted to do similar charity activities and finally ordered at the Ting Tji Tea House.

### 4.3.5 Digital Marketing

In order to reach a wider market and respond to the development of communication technology, Tea House Tong Tji Semarang area also carries out digital marketing activities. Management chooses to use various platforms such as Instagram, website, Facebook and Whatsapp broadcast. In addition, they also collaborate with food ordering applications to market their products. Of all the media used by Tea House Tong Tji in the Semarang area, Instagram social media is one of the most effective digital marketing media so far. This effectiveness can be seen from the many responses received by the management from the content uploaded on Instagram. Not infrequently uploads on Instagram also have an impact on purchases by consumers. The Instagram page used by Tong Tji Tea House is shown in Fig. 4.

One of the conveniences that management feels in using digital marketing is its wide reach, affordable costs, and content that can be arranged by them. In particular, the contents of the Tea House Tong Tji social media are made with several things in mind. First, making the menu according to the standard of the presentation, as well as taste, second, taking product photos, third, editing, compiling what captions will be conveyed, fourth, uploading it to social media. Consumers of Tea House Tong Tji said that the content presented by Tea House Tong Tji in the Semarang area was interesting, simple,

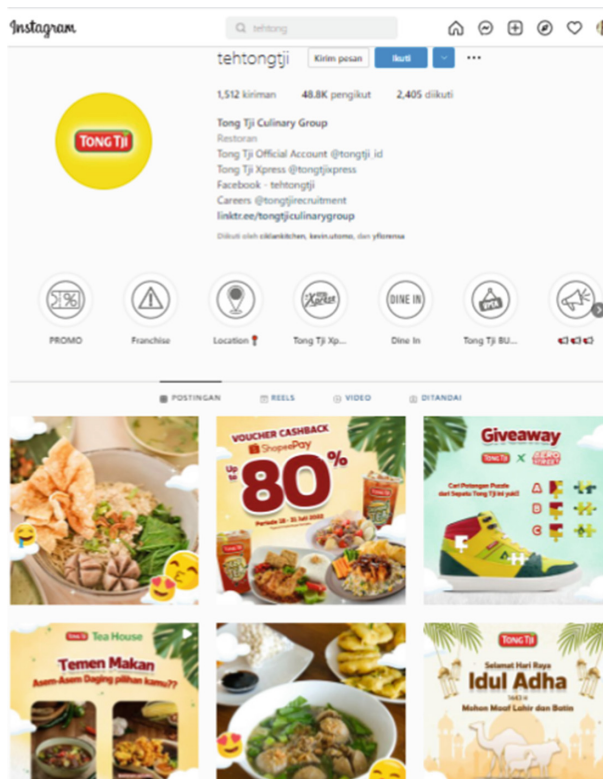


Fig. 4. Instagram Page of Tong Tji Tea House

clear and looked elite. In addition, consumers also like a variety of interactive content and invites them to be involved, such as giveaway events.

## 5 Conclusion

Based on the results of the research conducted, it can be seen that the Tea House Tong Tji in the Semarang area has implemented an IMC strategy which includes the determination of STP, the use of the marketing mix, and the implementation of the IMC Mix. This IMC strategy begins with monthly budget and activity planning, which is also influenced by the collaborations that exist between Tong Tji Tea House and external parties such as banks, financial technology, online food ordering applications, and others. In designing the IMC strategy, there are several main foundations held by the management of Tea House Tong Tji. First, product quality that prioritizes FnB quality, ingredients, and cleanliness. Second, services that include employee kindness when serving for the benefit of branch consumers. Third, the quality, this aspect ensures that all aspects of ingredients quality, taste, service, etc. are always in the correct corridor.

The segment of Tong Tji Tea House is Family. With the target being families who want to enjoy traditional flavors at affordable prices. In line with that, the chosen positioning is Family Restaurant. Marketing Mix design is done on product, price, place, and promotion. For its products, Tong Tji provides a variety of heavy meals, drinks, and snacks that the whole family can enjoy. For the price, Tong Tji Tea House sets an affordable price. Starting from IDR 9,000 for drinks and the most expensive food is IDR 40,000. In terms of place, Tong Tji chooses locations where families gather, such as malls, shopping malls, and hospitals, and sells products through online food ordering applications. Meanwhile, the promotion is carried out through IMC Mix.

The IMC Mix implemented includes advertising, sales promotion, personal selling, PR and publicity, as well as digital marketing. Advertising is done through print advertisements in the form of banners, audio advertisements distributed via radio, and advertisements on social media through Instagram Ads. Sales promotion is done by bundling, discounts, vouchers, and freebies. Sales promotion activities often collaborate with third parties such as banks and financial technology. Personal selling is done by the waiters at the outlets. PR and publicity is carried out through social events that are covered by the mass media and uploaded to social media. Then digital marketing is done through Instagram, website, Facebook and Whatsapp broadcasts.

All of these IMC strategies have succeeded in helping Tong Tji Tea House to bounce back after the pandemic. Adjustments made to deal with changes in technological developments include collaborating with financial technology and online food ordering applications. In addition, the use of digital marketing has also proven effective to help sales at an affordable cost. It is hoped that the success of the IMC strategy carried out by Tong Tji Tea House can be a reference for similar businesses to bounce back and develop their business in the midst of challenges and changes in the future. Apart from that, in terms of body of knowledge, this study suggests that the 5 IMC mix found in this study are the main components that can be used in developing the FnB business in the post-pandemic period. The five promotion mixes have proven successful in lifting business after experiencing shocks during the pandemic. So that in the literature for the development of



IMC for business FnB, the components of the IMC mix must be considered. While other components can be used as an additional if there are more funds.

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