



## **BAB II BACKGROUND**

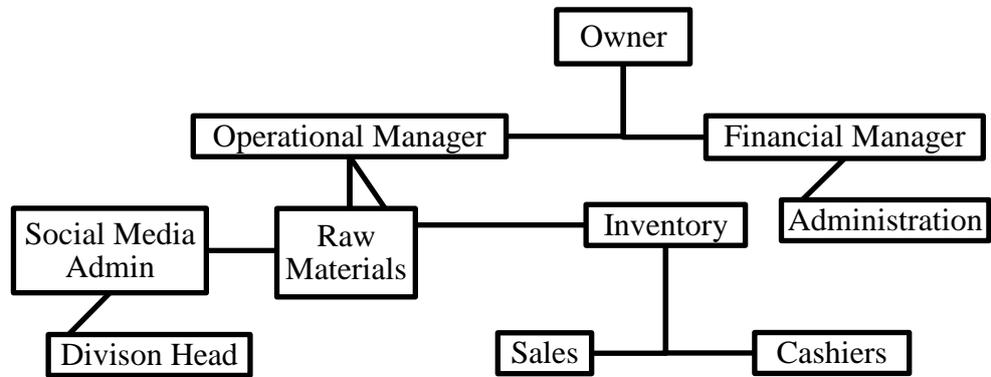
### **2.1 History of Soto Bangkong Pakubuwono**

Soto Bangkong Pakubuwono is one of Indonesia's culinary icons, originating from South Jakarta. The name Soto Bangkong is derived from the location of its first food stall near the Bangkong intersection. This dish is renowned for being a signature Semarang-style soup, characterized by its clear broth, savory flavor, and simple ingredients such as shredded chicken, vermicelli, bean sprouts, and a sprinkle of fried shallots.

Soto Bangkong boasts a long history, beginning as a small culinary venture started by a street vendor in the early 20th century. Over time, the original recipe has been passed down through generations, preserving its authentic taste and tradition.

The addition of Pakubuwono to the brand name coincided with the expansion of Soto Bangkong to major cities, including Jakarta. The name Pakubuwono evokes a sense of uniqueness and a strong connection to Javanese cultural values, enhancing the brand's appeal to a broader audience.

## 2.3 Organization Structure



**Figure 2.1** Organisational Structure of Soto Bangkok Pakubuwono, 2024

## 2.4 Main Location

1. Address: Jalan Hang Lekiu II No. 74, South Jakarta

This location serves as the central hub for the Soto Bangkok brand, often regarded as the original site where this iconic dish began its journey.

2. Contact Information Phone: 0817816010 / 081380051953 (Primary numbers for orders or inquiries).

3. Social Media

Instagram: @SOTOBANGKONGPAKUBUWONO

Facebook: Soto Bangkok Pakubuwono

4. Operating Hours

Monday–Sunday: 08:00 AM – 09:00 PM (WIB)

## 5. Services

Dine-In: Offers a cozy dining area with a traditional ambiance.

Takeaway: Customers can place orders to go.

Delivery: Available through food delivery apps like GoFood or GrabFood.

## **2.5 Cultures Value @SOTOBANGKONGPAKUBUWONO**

### **2.5.1 Authenticity**

Sotobangkong Pakubuwono brings authentic flavors inspired by traditional recipes passed down through generations. Through Instagram, the restaurant builds a sense of authenticity b

y showcasing fresh local ingredients and traditional cooking processes. Posts featuring open-kitchen videos or stories behind each dish highlight honesty and the genuine character of the brand.

### **2.5.2 Hospitality**

Hospitality lies at the heart of the Sotobangkong Pakubuwono dining experience. On Instagram, the restaurant can showcase warm interactions between staff and customers, such as sharing customer testimonials or photos of smiling staff delivering excellent service. This narrative strengthens the restaurant's image as a place that offers not just food but also a joyful and caring experience.

### **2.5.3 Togetherness**

Sotobangkong Pakubuwono aspires to be known as an ideal venue for creating moments of togetherness. Instagram posts featuring families enjoying a bowl of soto, friends gathering for meals, or community events hosted at the restaurant convey a message that it's more than a place to eat – it's a place to share stories and memories.

### **2.5.4 Heritage**

The restaurant proudly embraces Indonesian cultural heritage, particularly the tradition of soto cuisine. On Instagram, Sotobangkong Pakubuwono can narrate the history of soto, its origins, and the Javanese cultural influence behind each dish. These educational posts not only engage audiences but also foster greater appreciation for local traditions.

### **2.5.5 Sustainability**

Sotobangkong Pakubuwono demonstrates its commitment to sustainability by sourcing local ingredients, minimizing waste, and supporting local farmers. Through Instagram, the restaurant can share stories about how each ingredient is carefully chosen or steps taken to ensure environmental conservation. Such content strengthens emotional connections with customers who value sustainability.

### **2.5.6 Modern Tradition**

Sotobangkong Pakubuwono bridges tradition and modernity with a creative approach. For instance, introducing innovative offerings like soto on-the-go or

stylish food packaging. Instagram serves as a platform to showcase how traditional elements can remain relevant in a contemporary lifestyle, especially for younger generations seeking to stay connected to their cultural roots.

### **2.5.7 Local Pride**

The restaurant inspires audiences to take pride in Indonesian cuisine. Instagram is used to blend the artful visuals of food with compelling stories about soto as a symbol of local culture. Posts that highlight soto against iconic Indonesian landmarks or collaborations with local communities enhance the narrative of pride in Indonesian culinary heritage.

## **2.6 Profil Media Sosial @SOTOBANGKONGPAKUBUWONO**

Instagram @SOTOBANGKONGPAKUBUWONO serves as a digital platform introducing the traditional delights of Soto Bangkong to a modern audience. This account not only showcases delicious dishes but also shares stories, cultural values, and experiences that create an emotional connection with its followers. Here's a detailed narrative of the key aspects of this Instagram account:

### **2.6.1. Content Posted**

The @SOTOBANGKONGPAKUBUWONO account features diverse content designed to capture the audience's attention and build personal connections. In its photo posts, every bowl of Soto Bangkong is presented in detailed, mouthwatering imagery. Imagine a steaming bowl of clear broth, shredded chicken, vermicelli, and fried shallots arranged perfectly to entice the viewer.

In addition to photos, the account leverages videos to provide a deeper experience. Short clips showcase the process of making Soto Bangkong, from slicing onions and simmering the broth to serving it at the table. Daily moments are shared through Instagram Stories, offering a more casual glimpse, such as daily promotions or direct interaction with followers via polls and Q&A features. Meanwhile, Reels add a dynamic touch by highlighting the uniqueness of Soto Bangkong with engaging music, presenting its flavors and traditions in a lively manner. This content successfully draws in audiences, leaving them intrigued and eager to engage.



**Figure 2.2** Content Posted @SOTOBANGKONGPAKUBUWONO Instagram account

### 2.6.2. Visual Focus and Narrative

One of the account's greatest strengths is its consistent and recognizable visual style. The design employs warm tones like brown, yellow, and cream, evoking a traditional atmosphere. Food photos are staged against simple yet traditional

backdrops, such as wooden tables, batik fabrics, or classic dining utensils, to accentuate the heritage of the dish.

The accompanying captions add a layer of charm. Each post often carries a story, such as nostalgic childhood memories of enjoying Soto Bangkok with family or the unchanged taste of the dish through the years. Signature hashtags like #RasaTakBerubah (#UnchangingTaste) or #SotoBanget (#TrulySoto) reinforce the brand identity and make it easier for followers to find relevant content.

### **2.6.3. Posting Frequency**

Consistency in posting is a key factor in the account's success. With a frequency of 3 to 5 posts per week, the account maintains a regular presence in its audience's feed, keeping the brand fresh in their minds. Posts are strategically scheduled to coincide with peak activity times, such as mornings before breakfast or evenings near dinner time.

Additionally, the account leverages special occasions to boost engagement. For example, during Ramadan, posts themed around breaking the fast with Soto Bangkok become a highlight. On the brand's anniversary, special content such as historical stories or exclusive promotions adds unique value for customers. Posting 3 to 5 times per week is a balanced strategy to maintain consistency without overwhelming the audience or causing fatigue. Here are the reasons why this frequency is chosen:

#### **1. Avoiding Overposting**

Posting too often, such as every day, can lead to audience burnout or even cause them to unfollow the account. With 3–5 posts per week, Soto Bangkok can stay visible in the feed without being overly intrusive.

## 2. Maximizing Content Quality

This frequency allows the team enough time to plan, create, and edit high-quality content. Engaging, relevant content with added value tends to generate higher engagement compared to content made hastily.

## 3. Aligning with Instagram's Algorithm

Instagram's algorithm prioritizes relevant content that generates good interaction. Posting too frequently may lead to some posts competing with each other for attention, reducing overall performance.

## 4. Matching Team Capacity

If the account is managed by a small team or has limited resources, this frequency allows the team to focus on other strategies like audience engagement, performance analysis, and additional promotions.

## 5. Considering Audience Activity

Studies show that audiences are generally more active on social media during weekdays or certain times of the day. Posting 3–5 times a week allows Soto Bangkok to time their posts to reach the audience when they are most active.

## 6. Focusing on Key Moments

A lower posting frequency ensures that each post has a clear purpose, such as special promotions, product education, or relevant events like Ramadan and the brand's anniversary. This way, each post has more impact compared to simply filling the feed.

### 2.6.4. Followers dan Interaksi

Over time, the account has cultivated a loyal and growing community of followers. With a substantial following—perhaps over 5,000—the account holds immense potential to expand its brand reach.

Engagement levels are notably high, with each post receiving hundreds to thousands of likes and comments. Followers often share positive stories, such as recounting how Soto Bangkong has been a family favorite since childhood.

To maintain strong relationships with its audience, the account actively responds to comments and direct messages. Posts that feature user-generated content, such as reposted photos of customers enjoying Soto Bangkong, add a sense of appreciation and personal connection, further strengthening the bond between the brand and its followers.

## 2.7 Engagement Rate (ER)

To calculate the **Engagement Rate (ER)** on Instagram, we use the following formula:

$$\text{Engagement Rate (ER)} = (\text{Total Engagements} / \text{Total Followers}) * 100$$

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Where:

- Total Engagements refers to the sum of likes, comments, shares, and saves on a post.
- Total Followers refers to the number of followers on the account at the time of the post.
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In Soto Bangkok Pakubuwono has the following data:

- Total Followers = 5,000
- Total Engagements on a post (likes + comments + shares + saves) = 400

The Engagement Rate would be calculated as:

$$\text{Engagement Rate (ER)} = (400 / 5000) * 100$$

$$\text{Engagement Rate (ER)} = 8\%$$

This means that 8% of Soto Bangkok Pakubuwono's followers engage with the content on average. An engagement rate of **8%** is relatively high compared to the typical engagement rates on Instagram, which often range from 1% to 3% for many accounts. This high level of engagement indicates that the content shared by Soto Bangkok is well-received by its followers, suggesting a strong emotional connection with the brand and a good level of customer interest.

The 8% engagement rate also reflects the effectiveness of Soto Bangkok Pakubuwono's content strategy, which includes a consistent mix of visual appeal,

emotional storytelling, and relevant culinary content that resonates with its audience. However, this also presents an opportunity for the brand to further analyze the engagement patterns of different content types (such as posts related to promotions, behind-the-scenes stories, or customer testimonials) to optimize future posts for even higher engagement.

## **2.8 Brand Communication Strategy**

### **2.8.1 Logo Soto Bangkok Pakuwono**

The Soto Bangkok Pakuwono logo could integrate elements that reflect the rich Javanese tradition and the essence of the dish. The design could incorporate:



**Figure 2.3** Logo Soto Bangkok Pakuwono

*Source: Soto Bangkok Pakuwono, 2024*

A batik pattern, often associated with Javanese culture, could be subtly woven into the logo as a background or border. This would convey the deep cultural roots of the brand. Warm colors like brown, cream, and yellow could be used to represent the warmth and authenticity of Soto Bangkok. These colors are often seen in traditional Javanese designs and also evoke a sense of comfort and home-

cooked food. The logo should maintain a simple, clean design that is easily recognizable. The font could be elegant yet straightforward, reflecting the timeless nature of Soto Bangkok. A modern touch can be added to the typography to balance tradition and contemporary appeal.

The logo might include a simple, stylized illustration of a bowl of Soto to represent the dish directly. This could be a line drawing or a more abstract symbol that represents the essence of the dish without being overly complex. Since the name "Pakubuwono" carries historical significance tied to Javanese royalty, incorporating a royal symbol, such as a crown or a motif that signifies royalty or nobility, could enhance the authenticity and heritage of the brand.

Instagram @SOTOBANGKONGPAKUBUWONO is a reflection of a communication strategy designed to build an emotional connection between the brand and its customers. This account integrates the authenticity of tradition with a modern touch to create a strong, relevant brand image that resonates with its audience.

Behind every post, there is a core message that is consistently emphasized: the authenticity of taste and the richness of history. Soto Bangkok is more than just a dish; it is a culinary heritage that has passed through generations. The narrative used on Instagram often highlights the story of the "unchanging" flavor, inviting customers to reminisce, imagining the warmth of a bowl of Soto that brings childhood memories, or describing the consistent taste that feels like their first visit to Soto Bangkok.

The brand's visual identity further reinforces this message. The logo and color palette used on the account reflect traditional values. Warm colors like brown, cream, and yellow dominate the posts, creating a sense of comfort, authenticity, and a deep connection to Javanese culture. Design elements such as batik, traditional eating utensils, and classic Indonesian kitchen backgrounds frequently appear, adding an authentic local touch. All of this is executed consistently, allowing the audience to recognize the brand just by its visual cues.

However, this account doesn't stop at simply showcasing photos and videos. The narrative about history and culture is a key component of its communication strategy. Each post is often accompanied by stories, such as how Soto Bangkong first began on Jalan Bangkong in Semarang, how the recipe has been passed down unchanged, and how the brand has become a part of significant moments in customers' lives. These stories create an emotional bond, making Soto Bangkong more than just food—it's a symbol of living tradition.

Interaction with the audience is another strength of the account's communication strategy. In every comment or direct message (DM), the account team actively responds in a friendly and personal manner. When customers tag the account in their posts, Soto Bangkong often reposts the content as a form of appreciation. This action creates a sense of value among customers, strengthening the two-way relationship between the brand and its followers.

## **2.9 Marketing Activities and Campaigns**

To build and reinforce its brand presence, Soto Bangkong Pakubuwono can implement a range of marketing activities and campaigns that align with its brand

identity and target audience. These activities aim to increase visibility, engage existing customers, attract new ones, and create a strong emotional connection with the brand. Below are some tailored marketing activities and campaigns for Soto Bangkong Pakubuwono:

### **2.9.1 Social Media Campaigns**

1. Objective (To engage with the audience and create buzz around the brand).

a Instagram Posting and Stories

Soto Bangkong Pakubuwono should continue to post high-quality images of their dishes, share behind-the-scenes content of the cooking process, and feature customer testimonials. Stories can be used for limited-time promotions, daily specials, or highlighting special events like anniversaries or holidays.

b Hashtag Campaigns

Encourage customers to share their experiences on Instagram by using hashtags like #SotoBangkongPakubuwono, #JuaranyaSoto, #SotoEnak, and #SotoBangkongFoodies. Offering a reward for the most creative post or the post with the most engagement can motivate customers to participate.

c User-Generated Content (UGC)

Reposting content shared by customers, such as photos of their meals or reviews, will increase engagement and build community trust. This type of content acts as social proof and helps strengthen brand loyalty.

## 2. Campaign Example

**#SotoBangkongChallenge:** Launch a social media challenge where customers are invited to post their most creative photos or videos of enjoying Soto Bangkok with friends or family. Offer discounts or freebies to winners who get the most likes or shares.

### 2.9.2 Local Events and Collaborations

1. Objective (To build relationships with the community and strengthen brand presence in the local market).

a Pop-up Events

Organize pop-up events or food stands in popular local markets or festivals. Offering free samples of Soto Bangkok can create interest and encourage new customers to try the food.

b Collaborations with Local Businesses

Partner with local businesses or food bloggers to cross-promote the brand. For example, a collaboration with a coffee shop to offer Soto Bangkok as a lunchtime special can attract new customers.

c Culinary Events

Sponsor or participate in local food festivals or culinary competitions. This allows the brand to showcase its products to a larger audience and position itself as a leader in the local food scene.

2. Campaign Example:

**"Soto Bangkok Meets Jakarta"**: Organize an event where Soto Bangkok Pakubuwono offers a special menu for a limited time. Partner with local influencers or chefs to create buzz and attract a crowd.

### **2.9.3 Promotional Offers**

1. Objective (To increase sales and incentivize repeat customers)

**a** Discount Offers

**b** Offer limited-time discounts on certain menu items, such as a “Buy One Get One Free” deal for Soto Bangkok during special occasions like national holidays or local festivals.

**c** Loyalty Program: Implement a loyalty program where customers can earn points for every purchase, which can be redeemed for free meals or discounts. This encourages repeat visits and enhances customer retention.

**d** Bundle Deals

Create meal bundles for groups or families at a special price, promoting Soto Bangkok Pakubuwono as the go-to option for social gatherings.

2. Campaign Example:

**“Happy Hour Soto”**: Introduce a weekly “Happy Hour” where Soto Bangkok Pakubuwono offers discounts or exclusive combos during off-peak hours. Promote it on social media to increase foot traffic during slower times.

## **2.9.4 Influencer and Blogger Partnerships**

1. Objective (To expand brand reach and build credibility among a larger audience.)

a Influencer Reviews

Partner with local influencers or food bloggers to review Soto Bangkok Pakubuwono's dishes. Influencers can create content (e.g., Instagram posts, YouTube videos, or blog reviews) that promotes the brand to their followers.

b Food Critic Visits

Invite respected food critics from local media or publications to experience Soto Bangkok Pakubuwono and share their reviews. Positive reviews from credible sources can build trust and attract new customers.

2. Campaign Example:

**"Taste Test Challenge"**: Partner with local influencers to challenge them to try different Soto Bangkok menu items and rate them. Encourage their followers to comment on their favorite dish, boosting engagement.

## **2.9.5 Seasonal and Themed Campaigns**

1. Objective (To create excitement and drive sales during specific times of the year)

a Ramadan Specials

Offer special promotions or limited-edition menu items during Ramadan, such as an exclusive Soto Bangkok meal bundle designed for breaking fast.

b Anniversary Celebrations

Celebrate the brand's anniversary with a special promotion, such as a discount on all menu items or a "free Soto for the first 100 customers." This

could also include a look back at the history and milestones of Soto Bangkong Pakubuwono.

## 2. Campaign Example:

**"Soto Bangkong Festival"**: Host a week-long celebration at Soto Bangkong Pakubuwono, where each day offers a special deal or event, such as discounts, live music, or cooking demonstrations.

### **2.10 Personal Selling: Approaching Catering Services**

To expand its market reach and establish strategic partnerships, Soto Bangkong Pakubuwono implements a personal selling approach by directly engaging with catering service providers. This initiative focuses on presenting Soto Bangkong as a prime addition to their event menus, highlighting its versatility for both formal and informal gatherings.

The process begins with targeted research to identify catering businesses that align with Soto Bangkong's values and target audience. Once identified, representatives from Soto Bangkong visit these providers, bringing along sample dishes in catering-ready packaging. This allows potential partners to experience the authentic flavors and high-quality ingredients firsthand.

During these visits, Soto Bangkong emphasizes its unique selling points, such as its authentic Indonesian taste, hygienic packaging, and customizable menu options to meet diverse event needs. A partnership proposal is then offered, which includes special pricing structures for bulk orders or long-term collaborations, making it a mutually beneficial arrangement.

This personalized approach not only builds trust and rapport but also positions Soto Bangkong as a reliable partner for catering services. It ensures that the brand stands out by delivering value through direct engagement and tailored solutions for their partners' event needs.

### 2.11 Key Informants Profile

The respondent identity is described to analyze the respondent's profile as a research sample, which will then be presented through data grouping based on roles in the study, organization, year, and experience.

**Tabel 2.1 Specifically Information**

No	Name	Role in Research	Organization	Year of Experience	Special Expertise
1	Tri Salela Gumelar	Owner	Soto Bangkong Pakubuwono	20 Years	Business strategy and leadership
2	Irma Laras Widya	Social Media Admin	Soto Bangkong Pakubuwono	10years	Operational efficiency and innovation
3	Dewi Kartika	Employee	Soto Bangkong Pakubuwono	10 years	Customer service and point-of-sale
4	Lina Kusumawati	Employee	Soto Bangkong Pakubuwono	14 years	Customer service and point-of-sale
8	Fitri Susanti	Employee	Soto Bangkong Pakubuwono	7 years	Customer service and point-of-sale

**Tabel 2.2 Consumers Information**

No	Name	Role in Research	Organization
1	Kartika Barkahani	Consumer of Soto Bangkong Pakubuwono	Local Community
2	Anggi Kusumawati	Consumer of Soto Bangkong Pakubuwono	Local Community

3	Alifa Nur Kamaliya	Consumer of Soto Bangkong Pakubuwono	Local Community
4	Titin Kartini	Consumer of Soto Bangkong Pakubuwono	Local Community

