CHAPTER I
INTRODUCTION

1.1 Background

The Food & Beverage (F&B) industry in Semarang presented a highly competitive landscape, driven by the city's status as a major economic hub and consistently strong regional economic growth (Crifasia,2025). The market structure in Semarang demonstrated a high degree of diversity, comprising large-scale manufacturing operations alongside a substantial volume of culinary Micro, Small, and Medium Enterprises (MSMEs) (InCorp,2023). While the sector served as a vital component of the local economy, the operational environment was complicated by factors such as rising production costs and volatile input prices. Which resulted in businesses having to withstand external pressures and stabilize their operations (Christina Dimitrantzou, Evangelos Psomas, Fotios Vouzas, 2024). Furthermore, consumer behavior in Semarang was undergoing rapid evolution.

This constraint was particularly critical given the major shift in consumer behaviour, where purchasing decisions were heavily influenced by digital content, unique in store experiences and access to product information (O Yuldasheva,2023). The increasing competition within Semarang's F&B sector, particularly in coffee shops and modern casual dining, had fundamentally shifted consumer behaviour, where purchasing was driven by the desire for a holistic experience rather than just the core product. This shift placed high importance on the physical and visual environment as a critical marketing instrument. Key

consumer preferences included a strong demand for Aesthetic Ambiance, specifically noted by a preference for a semi-outdoor café design and visually appealing menu items which naturally incentivized customers to generate User-Generated Content (UGC) for social media, thus extending the brand's organic reach. This trend aligned with Semarang's rapid digital transformation, as the city that served as an economic indicator for Central Java experienced accelerated growth in digital platforms supported by an internet penetration rate exceeding the national average (Thompson & Rodriguez, 2023). Complementing the ambiance, Digitalized Amenities like essential and reliable Wi-Fi had become a necessity, transforming F&B outlets into "third spaces" where students and young professionals engaged in work, socializing, and content creation (Consumer Preference Analysis, 2021).

Therefore, the success of F&B businesses in Semarang hinged on implementing strategic marketing communication, especially through effective utilization of visual platforms like Instagram and TikTok, to enhance brand awareness and establish a strong competitive presence against both local rivals and national chains (Kučanda & Previšić, 2017). In this case, dessert brands in Semarang that had implemented these strategies appear to be highly successful, particularly within the rapidly growing dessert industry. The examples are competitors that will be mentioned in the Competitor Analysis part. Within this competitive landscape, Etto Dessert stands out as one of the brands with strong potential to compete effectively

Etto Dessert is a local dessert house that is heavily influenced by Japanese culture, particularly in its presentation of traditional Japanese desserts. Located at the heart of Semarang, Kota Lama. Etto Dessert established its brand in early January 2025. The name "Etto Dessert" itself comes from a common phrase frequently used in the Japanese language, "Etto" or "えっと". While it doesn't have a direct definition, this phrase is often used when someone is pausing to think. Like the English expressions of "let me think…" or "hmm…." This expression conveys a moment of contemplation or indecision, a subtle yet meaningful nuance. This idea is then carried out for the brand's purpose of creating an experience where customers feel pleasantly overwhelmed by the delightful dessert options offered at Etto Dessert. In a sense, Etto Dessert does not aim to simplify its choices; instead, it embraces the feeling of joyful confusion when a person is faced with an array of delicious possibilities. Encouraging customers to pause and enjoy the moment of choosing, embracing the brand's name and playfulness.

The use of the Japanese writing system in Etto Dessert's Logo, Etto Dessert try to integrate their product with Japanese cultural identity, as mentioned by Puspitasari et al. (2022). Etto Dessert serves a range of Japanese-inspired desserts that have been developed to reflect authenticity yet are still appealing to modern taste preferences. Fruit *sando* (Japanese-style fruit sandwiches), *Dorayaki* (red bean pancakes), and mochi donuts, a chewy textured dessert that has gained popularity recently but is still relatively uncommon in the Indonesian market. Among the menus offered, Etto Dessert's Chief Marketing Officer mentions that the brand claims mochi donuts and their signature ice cream with Japanese flavors as its

unique selling point. Etto also bringing the Japanese-inspired interiors marked by bright colors, minimalistic and clean layouts. Based on Humaidi and Rahman (2024), store atmosphere and visual merchandising can strongly influence how customers feel and what they decide to buy, by creating an experience that goes beyond just the product itself.

From our conducted survey with 105 participants aging from 13-64 years old domiciled in Semarang, 80% of the response agrees that ice cream is the most popular dessert. Following ice cream, cake (51.4%) and pastry (44.8%) are the next most popular desserts. This suggests that ice cream dominates Indonesian consumers' dessert tastes, especially those of young individuals. This is strengthen by a study, which revealed that ice cream is becoming increasingly popular among teens and young adults, pointing to a larger trend towards more indulgent and easily accessible dessert options. Furthermore, according to Mondelez International (2022) in Alen (2019), Indonesia ranks third in the world for favoring snacks over meals. Dessert companies like Etto Dessert can thrive in this snacking culture by innovating and satisfying the trend-driven tastes of younger consumers.

Apa dessert yang kamu sering makan? (bisa pilih lebih dari satu)
105 jawaban

Dessert	Value
Ice Cream	84 (80%)
Pudding	41 (39%)
Waffle	36 (34,3%)
Cake	54 (51,4%)
Pastry	47 (44,8%)
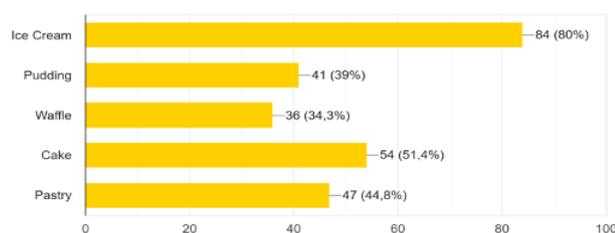
Figure 1.1 Result of Dessert Preferences

With the visual presentation of the dessert when ice cream meets mochi donuts, it is an approach to attracts the younger audience, who are always looking for some new mix of dessert and an aesthetic pleasuring dessert. Thus, Etto Dessert targets a broad yet specific demographic with Gen Z as the main target of consumers in the age range of 18-25 years old. They offer a sweet and playful menu that appeals Gen Z and younger millennials, with its trendy offerings in the process of ordering the menu with a stamp, enhancing the confusion when ordering, the meaning of "Etto.." itself.

With bringing the Japanese culture to life, Etto Dessert positions itself as a vibrant, youthful dessert brand that encourages exploration and consumers creativity. Etto Dessert embraces the playful charms visually by bringing two original mascots: Aiko, a mischievous and energetic girl with a love for sweets, and Yuki, her most loved dog. These mascots serve not only as storytelling tools but also as brand icons that can be integrated into visual campaigns, merchandise, and digital content, strengthening Etto Dessert's emotional connection with its audience online.

Aiko and Yuki, both icon of Etto Dessert welcomes all netizens (internet-citizen) that comes through Etto Dessert's social media platform. Bringing the joy and cheerfulness, Aiko and Yuki are the biggest 'driver' for Etto Dessert social media, as their post is linked around the story of Aiko and Yuki. However, there is no enhanced campaign that fully capture their journey together, as one of the key

of Etto Dessert's branding. Thus, we want to complete Aiko and Yuki story in online and offline media.

In this era, social media has become a major part of daily life, serving as a space to interact with other users and reflect their consumption habits, preferences, opinions, likes, and experiences (Bilgin, 2018). A study conducted by Bilgin in 2018 mentions that there are 5 components in social media marketing activities: entertainment, interaction, trendiness, advertisement, and customization that may influence people's brand awareness. His study suggests that customization and entertainment were the two components that play an important role in brand awareness through social media marketing. This indicates that for a brand to maintain successful communication in social media, they would need to prioritize content that values personalization and emphasizes entertainment. His study also tells us that social media marketing activities have a significant effect on consumers' brand awareness, brand image, and brand loyalty. This is also supported by previous research by Seo & Park (2018) titled *A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry,* saying that social media marketing activities have a positive effect on brand awareness and brand image. Chun et al. (2020) also supports this hypothesis, saying that the higher the consumer's contact with SNS marketing activities, the higher the consumer's perception of the brand.

Following this, Key Opinion Leaders (KOLs) have gained their presence on social media. KOL itself is defined to be individuals or groups that a community perceives to have expertise in one field (Patria et al., 2023). These influencers, with

their skills, specific knowledge, or personalities, can exert significant influence on consumers through their points of view and recommendations (Kong & Wu, 2024). As social media continues to shape how people consume content and create preferences, KOLs serve as trusted figures who can influence public perception through authentic and relatable content. This is supported by a study by Kong & Wu (2024) on *Why is KOL (Key Opinion Leader) Advertising on social media more Effective at Attracting Consumers than Official Brand Accounts?* concluded that KOL accounts adopt a content strategy that is more relatable to consumers; with this approach, it resonates with users and arouses their curiosity. While official accounts emphasize more formal and commercial-driven content, which results in creating a sense of distance from consumers. According to the study, KOLs are perceived to be more attractive and appealing due to the authenticity of content, reflecting genuine reflections of their experiences with the brand's products. This authenticity creates a sense of approachability and relatability among the audience.

This shift from traditional marketing to a modern marketing strategy and the growing influence of KOLs is also evident in Etto Dessert. Etto Dessert appears to understand the important role of social media as a tool to increase brand awareness. Etto Dessert participates in collaborating with local FnB KOLs in Semarang, recognizing the potential of KOLs in reaching wider audiences and building credibility through authentic content, aligning with Kong & Wu (2024) findings that highlight KOL-driven content tends to be more relatable and engaging.

Etto Dessert has also actively carried out various collaborative efforts to increase brand awareness and engage with a wider audience. One of these efforts
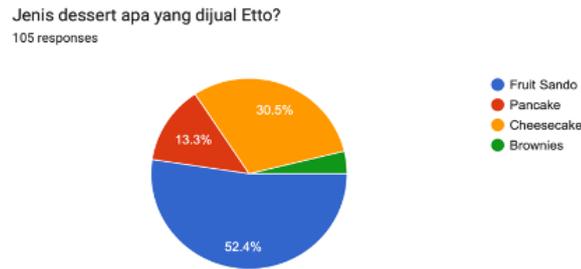
included hosting an event with a kindergarten where Etto Dessert provided fun dessert-decorating activities and interactive games for kids. This allowed the brand to present itself as more than just a dessert provider but also as a brand that brings joy and shared experiences to the community. Etto Dessert also recently partnered with the beauty brand "OMG" to launch a bundling promotion that combines selected dessert products with cosmetics. This initiative aimed to attract young, trend-conscious consumers by blending lifestyle, beauty, and food creatively. These collaborations reflect that Etto Dessert continuously seek new ways to build strong emotional connections and expand its presence in the market.

However, in social media, Etto Dessert is not active. There's no interaction with followers—as their future consumer and no further promotion for the collaboration. With the followers that stuck at 335 proofing that their campaign and effort to build and expand the market is not enough. This is particularly concerning considering findings by Evita et al. (2023), who conducted a survey of 1,177 Indonesian youth aged 15–25 and found that social media and instant messaging platforms are the primary sources of information for Generation Z. While these platforms are often used for entertainment, Gen Z also actively seeks non-entertainment content such as educational and professional information. Etto Dessert's lack of presence and interaction on Instagram therefore indicates a missed opportunity to connect with and engage their target audience through the platforms they use most.

Based on a survey with a total of 105 respondents, most of them are aged 18 to 25 years old, which shows that Etto Dessert is mainly known by young adults

or college students, especially Gen Z. When asked about what kind of dessert is sold at Etto Dessert, 52.4% or 55 respondents, answered "Fruit *Sando*," making it the most recognized product. This strong recognition is likely influenced by social media, which was also the main source of information about Etto Dessert, according to 49.5% or 52 respondents. Meanwhile, 34.3% or 36 people knew about it from friends or family, and the same number of respondents said they had never heard of Etto Dessert before.

Although dessert consumption trends in Semarang show that ice cream is the most popular dessert with a preference percentage of 80%, and Gen Z dominates dessert consumers (Etto Dessert Marketing Team, 2025), the level of awareness of Etto Dessert is still relatively low. Based on the survey results, only 24.8% of respondents are aware of Etto Dessert (Etto Dessert Marketing Team, 2025), even though products such as fruit sando and mochi donuts have unique features that are not yet offered by many competitors. This indicates a gap between the high public interest in desserts and the still limited level of Etto Dessert brand awareness. According to Zhang et al. (2018), marketing activities through social media have a significant influence on brand awareness, brand image, and brand loyalty due to the interaction and entertainment factors provided to consumers. Therefore, an effective marketing communication strategy is needed, especially through social media marketing activities and the use of Key Opinion Leaders (KOLs), to increase Etto Dessert's brand awareness among Gen Z and support the achievement of the company's sales targets.

Jenis dessert apa yang dijual Etto?
105 responses

- Fruit Sando
- Pancake
- Cheesecake
- Brownies

52.4%
13.3%
30.5%

Figure 1.2 Dessert Types Recognized by Respondents as Sold at Etto Dessert

1.2 Situation Analysis

1.2.1 Competitor Analysis

Competitor analysis is the process of identifying individuals or companies that sell or offer the same or similar products as ours, whether in the form of goods or services, based on their shape, benefits, or functions (Friadi, 2022). It focused on understanding competing brands to find out their strengths, weaknesses, strategies, and position in the market. The purpose of conducting a competitor analysis is a form of effort so that Etto Dessert can compete better or stand out in the market.

1.2.1.1 Jaja Ice Shop

Jaja Ice Shop is a home-style dessert cafe with a Japanese-based concept that offers Japanese food, desserts such as kakigori, and some drinks. In addition, Jaja Ice Shop has a unique and cute ambiance, also some activities such as games and workshops, and there are books to read too, etc.

1. Strength

a. Offers various Japanese Dessert (Kakigori, Dango), Beverages, and Dishes.

b. Collaborated with micro-mid communities

c. Routinely create workshop and engaging events

d. Their social media (Instagram) is active and informative

e. Offer Yukata Rental to experience the Japanese costume

f. More affordable pricing than competing brands

2. **Weakness**

a. Hard to find and only available on one location (Kota Lama)

3. **Opportunities**

a. Having partnership collaboration with communities

4. **Threats**

a. The emergence of many dessert cafes in Semarang

Table 1.1 Competitor Analysis

	Elmo Gelato	**Jaja Ice Shop**	**Gelatto Matteo**	**K3Mart**
Product & Services	• Elmo Gelato offers Gelato in cup, cone, pint, and half-liter options. • Specialty products : croissant gelato sandwiches, mochi gelato, gelato-based cakes and Hampers. • Elmo Gelato in Tembalang serve meals by @kanikitchen	• Signature product is kakigori (a fluffy Japanese shaved ice dessert) served in various flavors • Jaja Ice also serves dango, assorted tea based drinks (milk tea & Matcha) and Sweet Drinks • Light savory bites	• Gelato Matteo offers gelato in cups, cones, or waffle bowls with toppings. • Large amount of Gelato : Gelato Cake, Party Size and Hampers • Serves Italian dishes ; lasagna, pizza, quiche,apple pie, etc. along with coffee options. • Available dine-in, takeaway, and pint-sized gelato available	• Korean snacks, instant noodles, frozen foods, ice cream, Ready to eat meals and beverages. • Dine-in facilities, can cook ramyeon on-site • Kpop Merchandise • Indonesian – korean likes products

11

Marketing Strategies	Elmo Gelato	Jaja Ice Shop	Gelatto Matteo	K3Mart
	• Product Offers • Production Process (Gelato Making) • Partnership with Make Over • Collab with Mid KOL	• Product Offers (mostly Kakigori) • Partnership collabority with communities • Soft selling reels video content • Product Knowledge Post • Highlight Japanese Culture	• Soft selling reels video content (tap in Viral) • Highlighting the Togetherness • Product Offers • CRM Related content	• Korean Theme Branding • Idol related Merchandise/Products • Hacks & Recipe • Various Promo offers • Korean Facts • Micro KOL • Partnership with brands (Grabfood, Rukita)

Special Offers	Elmo Gelato	Jaja Ice Shop	Gelatto Matteo	K3Mart
	• Selected locations offer space rental (Birthday/Gatherings) • Makeup class Collaboration with Makeover • Seasonal Hampers (Christmas, Lebaran) • Seasonal Promotion Offers	• Origami workshops and Japanese tea ceremony sessions • Yukata rental • Workshop/Class • Special Ocassion Offers (Kemerdekaan, Ulang Tahun)	• Special Ocassion events : Field trip • Loyalty Members • Special Promotion offers • Seasonal Promotion Offers	• Various of Workshop Activity : Gimbap • K-Pop Related events : Norabeng, • Seasonal gifts and hampers (Christmas, Lebaran) • Special Ocassion Offers

	Elmo Gelato	Jaja Ice Shop	Gelatto Matteo	K3Mart
Price Range	**Gelato** Single Serves : Rp15.000-Rp68.000 For Share : Rp95.000-Rp360.000	**Food & Beverages :** Rp18.000-Rp75.000	**Gelato** Single Serves : Rp21.000-70.000 For Share : Rp170.000-Rp394.000	**Food & Beverages :** RP8.000-Rp40.000
Customer Segment	-Youth -Family (back then)	-Youth -Anime enthusiast -Japanese Experience	-Family	-Youth -Kpop enthusiast -Korean Culture Enthusiast

	Elmo Gelato	Jaja Ice Shop	Gelatto Matteo	K3Mart
Location	📍Uptown Mall BSB City 📍Kozy Cafe and Bistro (Jl. Papandayan No.7, Gajahmungkur) 📍Elmo Gelato Outlet Tembalang	📍Jl. Garuda No.14 Kota Lama Semarang	📍Jl MT Haryono 914, Semarang 📍Jl Letjen Suprapto 46 Kota Lama 📍Jl Singosari Raya No. 8, Semarang	Has Branch all over Indonesia, in Semarang: 📍K3Mart Kota Lama Jl. Letjen Suprapto No.50
Operation Time	10am-10pm	10am-10pm	11am-10pm	24 Hours

| **Conclusions** Based on their execution, etto should :				
	• Collaborate with brands and community • Done more special Event and workshop • Highlight Japanese culture to educate the market		• Create CRM content, to highlight "togetherness" image • Showcase Etto Product USP	

To conclude, we can know that Etto Dessert has a direct competitor, namely, Jaja Ice Shop. Jaja Ice Shop as a direct competitor because it targets the same market: young people who love cute, Instagram-worthy desserts. All brands focus on visual appeal and a fun, sweet experience. This means Etto Dessert needs to keep improving and stay consistent with its branding to stay competitive. Etto Dessert can enhance its marketing strategy by creating more CRM-focused content to strengthen the brand attribute of "Togetherness," organizing special events and workshops to foster deeper customer engagement and highlighting Japanese culture on social media to educate the market about Japanese culture. Etto Dessert should also collaborate with brands and communities to connect with the audience. Additionally, Highlight the unique selling points of their products to showcase their premium quality. This effort will then strengthen the brand presence in the Dessert market and raise more awareness for Etto Dessert.

1.2.2 Consumer Analysis

Etto Dessert House is a concept-based establishment. The public perceives Etto Dessert as a cute and cozy place to enjoy dessert. This analysis would be done by 1) Public perception on online and, 2) Our survey that has been done.

Its unique selling point lied in its Japanese concept dessert house, offering a Japanese atmosphere and serving traditional Japanese desserts such as *Sando, Dorayaki,* and *Mochi* donuts. According to Google Reviews,

Etto Dessert House received four five-star ratings, highlighting its affordable gelato and unique interior design.

Figure 1.3 Google Review Rating
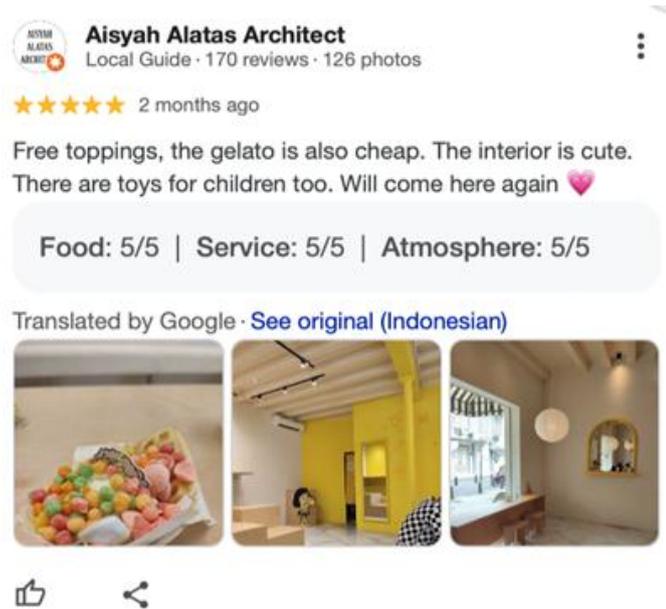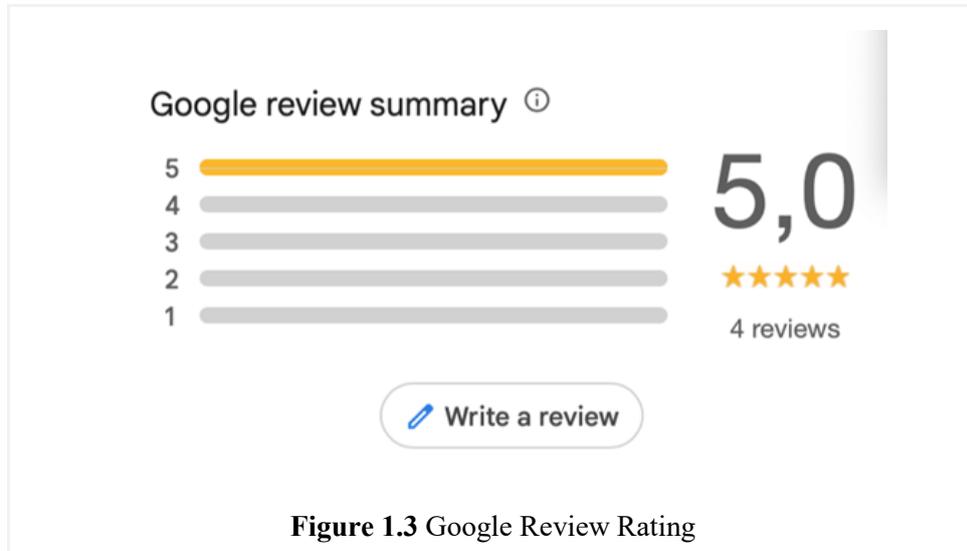
Figure 1.4 Customer Review on Google Review

Figure 1.5 Customer Review on Google Review

Through a social media analysis, Etto Dessert received a number of positive sentiments from the public. On Etto Dessert's Instagram post and collaborative posts, many of the comments highlight how aesthetically pleasing its place and interior design are. Several comments also mention the service and the taste of their dessert that Etto Dessert offers, which are high quality with great-tasting food. In addition to that, there are also comments that mention the activities that can be done in Etto Dessert other than only eating desserts, such as coloring.

Figure 1.6 Audience Comments on @Etto.dessert.dessert Instagram

Overall, the public perceives Etto Dessert as a dessert house that has a unique interior design and concept while also offering delightful desserts with other activities available to do.

In addition to conducting consumer analysis through secondary data on social media and the internet, we also conducted a survey through questionnaires distributed to the people of Semarang. The survey involved 105 respondents and aimed to support the development of marketing strategies. The main focus of the survey was to understand their social media preferences, their dessert-eating habits in their daily lives, and what activities they like to do with their loved ones in order for us to know their preferences for brand activation that we will do in Etto Dessert. To ensure that the audience survey was conducted systematically and yielded valid data, several stages were carried out.

The first stage was the planning phase, in which the team determined the main objective of the survey, namely to understand the level of brand awareness of Etto Dessert as well as the audience's preferences regarding social media and events organized by the brand. The team then developed a questionnaire consisting of questions related to demographics, dessert consumption habits, social media usage, and interest in events. In addition, the number of representative respondents was also determined, amounting to 105 individuals from various backgrounds in the city of Semarang.

Once the planning was completed, the next stage was the distribution of the questionnaire. The survey was conducted online using Google Forms, which were distributed digitally. The next stage was data processing, in which the collected data was automatically categorized through Google Forms. The team used the data presented by Google Forms to conduct an initial analysis. Based on the results of this analysis, the team identified consumption patterns and marketing strategies that were most in line with the characteristics of the audience.

1.2.3 PESTLE & SWOT Analysis

1.2.3.1 PESTLE

The issue of low brand awareness for Etto Dessert in Semarang requires a comprehensive understanding from various perspectives. By applying the PESTLE analysis (Political, Economic, Social, Technological, Environmental, Legal), we can gain insight into the current situation and identify opportunities to strengthen the brand's presence in the market. This analysis can serve as a foundation for strategic initiatives aimed at enhancing visibility, engaging the local community, and positioning Etto Dessert as a leading choice for dessert lovers in Semarang

Table 1.2 PESTLE Analysis of Etto Dessert House

Politics	As an FnB business operator, Etto Dessert must comply with local regulations on food safety, such as Semarang City Regional Regulation (Perda) No. 2 of 2022, to ensure the quality and safety of the products offered.
Economics	With the growing public interest in unique culinary destinations, Etto Dessert can take advantage of the local economic growth to attract customers seeking new experiences and help boost tourism in Kota Lama Semarang. Central Java Province's [1] economic growth in Q3 2024 signals a stable and improving regional economy (4.93%) (Badan Pusat Statistik Jawa Tengah, 2024). In urban centers like Semarang, this growth often translates to higher consumer spending, particularly in lifestyle and food sectors.
Social	Etto Dessert adopts an aesthetically pleasing Japanese-style dessert house concept, in line with the pop culture trends popular among young people who are fond of all things Japanese. Facilities such as a photo box and aesthetic interior design encourage social interaction and sharing experiences on social media, boosting brand exposure. Households[2] in the Java-Bali region allocate a higher share of their food expenditure to sugar-sweetened food and beverages

	compared to other regions in Indonesia (Sanjaya & Sadono, 2022).
	High sugar [3] consumption in the Java-Bali region, reflects strong market demand for sweet foods and drinks. Over half of local adolescents are consuming excessive sugar, Etto Dessert Semarang is well-positioned to meet these preferences, indicating strong market potential.
Technology	The self-service topping concept allows customers to customize their desserts according to their preferences, offering an interactive experience supported by simple technology. Instagram ([4] 74.0%) and TikTok (70.4%) remain the top platforms for global user engagement in 2025 (Sultan et al., 2025). Gen Z uses social media not only for interaction but also as a key source of information (Gandana & Oktaviandy, 2021). With high Gen Z activity on Instagram, Etto Dessert has a strong opportunity to grow brand presence and customer loyalty by aligning with their digital habits.
Environment	Although not explicitly stated, Etto Dessert can consider using eco-friendly packaging such as paper packaging and paper-based utensils, along with sustainable practices, to attract environmentally conscious consumers.

Legal	As an FnB business, Etto Dessert is required to comply with local tax regulations, including restaurant taxes, by Semarang City Regional Regulation (Perda) No. 10 of 2023.

1.2.3.2 SWOT

Table 1.3 SWOT Analysis of Etto Dessert House

Strength	1. Etto Dessert Offers visually appealing and high-quality Japanese-style desserts, with 84.8% of survey respondents indicating a preference for taste and quality.
	2. Located in a strategic area (Kota Lama Semarang), enhancing accessibility and tourist appeal.
	3. Provides a comfortable and engaging cafe environment ideal for families, couples, and social gatherings.
	4. Managed by an experienced team in the Food & Beverage industry, ensuring professional service and product consistency.
	5. Incorporates diverse features beyond food, such as a photobox and merchandise, contributing to a unique customer experience and organic social media engagement.

Weakness	1. Etto Dessert has not fully leveraged digital marketing channels, partly due to the lack of a comprehensive IMC Mix. Survey shows that 58.1% of respondents primarily use Instagram and 33.3% use tiktok. However, the brand's presence on the platforms remains underutilized.
Opportunity	1. There is a potential in increasing the interest in Etto Dessert since 86.7% of respondents are interested in aesthetic desserts, followed by 53.3% who are 19% interested in Culinary activities. 2. Semarang strong economic growth supports higher consumer spending for Dessert Place. 3. Consumer Preferences in Aesthetic ambiance and Holistic experience rather than only core product.
Threats	1. High competition from other dessert brands with strong unique selling points and an established market presence creates challenges for Etto Dessert. Based on our survey, only 24.8% of respondents usually purchase desserts from Etto Dessert. 2. The presence of many viral dessert cafes could overshadow Etto Dessert's visibility.

1.3 Problem

1.3.1 Communication Problem

Based on our non-probability research in Semarang, only 24.8% of 105 respondents were aware of Etto Dessert. This was also supported by the statement of Etto Dessert's Chief Marketing Officer who mentioned that Etto Dessert's national brand awareness in the dessert place category was still less than 3%. This low level of brand awareness had a direct impact on its sales performance. Considering that Etto Dessert was founded in January 2025, its social media presence are still low with current Instagram follower for only 335 followers, and average monthly sales of 404 products. Therefore, Etto Dessert requires consistent and engaging marketing efforts to increase brand awareness and ultimately increase sales.

1.4 Purpose of the Capstone Project

The purpose of this project is to serve as a guide for designing and implementing a communication strategy that is both effective and measurable. This section outlines the objectives to be achieved in executing the communication and promotional strategy for Etto Dessert. Here are the objective and goals:

1.4.1 Objective

Increased Etto Dessert's brand attribute awareness from 24.8% to 70%, based on a post-campaign survey, with a focus on Gen Z aging 18–25 and domiciled in Semarang. The brand attribute that we wanted to highlight is : Japanese, Cute, and Youthful.

Also targeting sales increases to 505 products from 404 in the first month (25%), followed by 35% in the second month, which in total was 602 products. These goals will be achieved through a mix of offline brand activations and digital promotions, running from the end of July to the end of September 2025.

According to a non-probability poll we conducted with 105 respondents who were residents of Semarang and ranged in age from 10 to 64, 82.06% of them said they didn't choose Etto Dessert as a dessert destination. This suggests that previous marketing initiatives haven't been sufficiently engaged the audience with the brand attribute.

Brand awareness campaigns that combine offline and online efforts over a three- to six-month period usually result in an increase of 10–20%, according to Kotler & Keller (2016). Growth exceeding 50% is achievable, though, with persistent, multi-phase campaigns that span a longer period (e.g., 12–18 months), especially for lifestyle-driven firms aiming to reach younger, very active digital consumers. Therefore, if consistent, innovative, and data-driven marketing activities are maintained across platforms, the 70% target is regarded as ambitious but attainable.

1.4.2 Goals (Social Media)

1.4.2.1 Increased Instagram followers of @Etto.dessert from 335 to 700 over 10 weeks of the campaign.

This goal stemmed from the finding that its followers have been largely the same at 335, suggesting that the prior social media

approach was ineffective at gaining new followers. When compared to rivals such as Jaja Ice Shop, follower growth could be considerably increased through testimonials contents and partnerships with Key Opinion Leaders (KOLs). Active audience engagement with features like live streaming, polls, and narrative material can significantly boost the number of followers, according to research by Azizan et al. (2023). Additionally, Instagram's algorithm favors accounts that actively communicate with their followers in both directions, according to Fahimah et al. (2023).

1.4.2.2 Increased @Etto.dessert's Instagram reach from 34,642 to 45,035 in the first month, and from 45,035 to 60,797 in the second month.

The current performance of @Etto.dessert content was relatively low, with a total reach of only 34,642 over a five-month period, or about 6,928 per month. This indicates a lack of compelling, engaging content. According to Izza et al. (2024), combining visual content strategies with influencer marketing could increase reach by up to 300%. Shen (2023) also highlights that Instagram's algorithm prioritizes short-form video content, especially Reels, which significantly enhance organic distribution. Assuming each Reel can generate 2,000–3,000 in weekly reach through strong engagement and strategic hashtag use, achieving a

cumulative reach of 60,797 over 10 weeks is a realistic goal with a focused and consistent content strategy.

1.4.2.3 Created a TikTok account and reach 300 account reach within 10 weeks of the campaign.

Our surveys revealed that 33.3% of respondents used TikTok as their primary platform, indicating that having a presence on the platform was essential for expanding the audience and attracting new clients. According to Felix et al. (2024), the creation of new business accounts could be significantly accelerated by utilizing micro-influencers and keeping up with TikTok trends. Additionally, businesses that employed popular hashtags and viral music on TikTok grew their followings significantly faster than those that posted regular content, according to Githaiga et al. (2024). By publishing trend-driven content over a 10-week period using viral sounds, the target of reaching 300 account reach was both feasible and effective

1.4.3 Event Goals

1.4.3.1 Achieved a total of 50 participants for Patch Your Memories: Creating Japanese Friendship Keychain and Cosplay Event

From the survey we conducted, workshop was the most preferred event type, chosen by 51.4% of respondents (Etto Dessert

Marketing Team, 2025). Based on this insight and the capacity of the venue, we set a target of 50 participants for the event. According to Lemon and Verhoef (2016), customer experience became more meaningful when brands created personal and relevant touchpoints throughout the customer journey. Furthermore, a conducted survey of University Students by Wishnoebroto and Alex John (2017) revealed respondents were highly interested in joining Cosplay activity to alternating themselves by being their aspire characters and personal purposes. To achieve the event target, @Hocer.Cosplaysemarang with the followers of 9.105, will be the collaborating media partner to increase the event exposure, making this event realistically achievable. Hence, the creation of Keychain making and Cosplay events were designed to be the touchpoints that could create a stronger connection with Etto Dessert's target audience.

1.5. Conceptual Framework

1.5.1 Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) referred to a strategic marketing approach that aimed to coordinate and unify all forms of brand communication into one consistent and coherent message, which were, Advertising, Public Relations, Content Marketing, Event Marketing, Digital Marketing, and Sales Promotion. The essence of IMC lay in delivering the same brand message across various communication channels, ensuring that

each element reinforced the others to create a strong and unified brand identity. These channels might have included traditional advertising, such as television commercials, as well as digital platforms like social media, email marketing, and in-store promotional materials.

Philip Kotler, one of the leading figures in marketing, defined IMC as *"a unified program of persuasion."* In line with this, (Kotler & Armstrong, 2018) explained that the primary objective of IMC was to integrate all marketing communication tools in a way that ensured a clear, consistent, and persuasive message was conveyed to the target audience.

In the context of this marketing communication strategy, several types of IMC tools had been identified and utilized, each contributing to the overall communication goals in a complementary manner. The following were the types of IMC used in this marketing communication, namely:

1. Advertising

Advertising is a paid communication strategy used to introduce, promote, or remind audiences about products, services, or ideas. Kotler & Armstrong (2017) define it as *"any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor."* While this definition remains widely used, advertising today has grown beyond traditional media. With the rise of digital platforms, some forms of advertising are now more personalized and interactive, making the lines between personal and non-personal communication less clear. This shift shows how

advertising continues to adapt to changing media and audience behavior.

2. Public Relations

Public relations are a strategic function within marketing communication that focuses on managing the organization's image and fostering positive relationships with its various stakeholders. Kotler & Armstrong (2017) define public relations as *"building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events."* This definition highlights the role of public relations not only in generating positive exposure but also in mitigating potential reputational risks. In practice, public relations activities encompass media relations, corporate communications, community engagement, and crisis management, all of which contribute to maintaining organizational credibility and public trust.

3. Content Marketing

Content marketing is a promotional approach that focuses on producing and sharing meaningful and relevant content that aligns with the interests of a potential target audience. The goal is to establish long-term engagement and encourage desired responses, such as making purchases or igniting conversions. According to (Abd Al Rahman, 2024; Pulizzi, 2013), "Content marketing is a

marketing technique of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action (Kong & Wu, 2024)Click or tap here to enter text.. This highlights that content marketing involves delivering consistent information and maintaining a well-identified audience with the ultimate objective of generating customer value and business profitability.

4. Event Marketing

Event marketing is one of the strategic communication approaches where an organization or brand plans and executes an event that can attract their target audience and enhance the brand message through activities at the event. The format of the event can be a community program. workshops, or thematic brand experiences, each event has its own purpose that can deliver value to the audience and create interaction between them. As stated by Kotler & Armstrong (2017), "Events are staged occurrences that communicate messages to target audiences." It explains the nature of event marketing and its role as a tool to raise awareness, create interaction, and shape consumer perceptions. Event marketing also must be aligned with the overall marketing objective, supported by measurable outcomes of the events.

5. Digital Marketing

Digital marketing refers to the use of digital technology and the internet to promote a product, services, or brand to their targeted audiences. This is how traditional marketing principles can be applied to the digital world with the latest technology available. According to Nuseir et al. (2023), digital marketing strategies significantly influence customer experience, with social media platforms playing a key role in enhancing user engagement and brand loyalty. This highlights the importance of the Digital Marketing role in Business execution. By leveraging these platforms effectively, businesses can create more meaningful connections with their audience, ultimately driving growth and long-term success.

6. Sales Promotion

Sales promotion is a tactical approach within marketing communication aimed at generating a quick consumer response by offering time-limited incentives. According to Kotler & Arsmstrong (2017), it consists of *"short-term incentives to encourage the purchase or sale of a product or service."* This definition underscores the promotional intent to drive immediate action, whether through attracting new buyers, encouraging repeat purchases, or accelerating product turnover. Typical methods include price reductions, coupons, free samples, contests, and bundling offers. Although sales promotions are effective in increasing short-term sales volume, their application requires

strategic consideration to prevent overreliance and to maintain long-term brand equity and customer engagement.

1.5.2 Brand Awareness

According to Shimp Mawardi et al. (2022), brand awareness is the ability of consumers to remember brands or products that arise in the minds of consumers when considering various specific products and are easily associated with the brand or product. Before consumers can form an opinion or attitude towards a brand, they must first recognize or be aware of it. Brand awareness also refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Percy & Rossiter (1992); Perreault (2013)).

1.6 Communication Strategy

1.6.1 Segmentation

1.6.1.1 Segmentation 1

1.6.1.1.1 Demographic

1. Gender   : Male and Female
2. Age   : 13 - 25 years old
3. Job   : Students, Early Workers
4. Economic status   : SES A - B

1.6.1.1.2 Geographic

Domiciled in Semarang City

1.6.1.1.3 Psychographic

1. Lifestyle and Interests: Socially active Gen Z (students) who loved exploring trendy new spots they found on Instagram or TikTok, enjoy dessert as part of their hangout routine, and are willing to spend more if the experience felt worth it.

2. Motivations: Sought new experiences, enjoyed time with friends, and valued content that's fun and helpful.

3. Cultural Interests: Into popular trends, enjoyed exploring food culture, and often followed viral spots through social media.

1.6.1.1.4 Behavioral

1. Frequently made spontaneous dessert purchases based on mood or curiosity

2. Heavily influenced by social media content and friends' recommendations when choosing where to buy

3. Brand loyalty: Opened to new brands and became loyal if the experience was worth it

4. Usage frequency: Quite often, usually on impulse or when hanging out with friends

1.6.1.2 Segmentation 2

1.6.1.2.1 Demographic

1. Gender   : Male and Female

2. Age   : 29 - 45 years old

3. Job   : Students

4. Economic Status : SES A - B

1.6.1.2.2 Geographic

Domiciled in Semarang City

1.6.1.2.3 Psychographic

1. Lifestyle and Interests: Workers who hustled in their daily life, parents who had daily responsibility surrounding their children

2. Motivations: Driven by keeping up with their children and spending quality time with partners

3. Cultural Interests: Knowing Japanese culture from their children

1.6.1.2.4 Behavioral

1. Huge spent on food and beverages, especially for spending time with children and giving their family a 'treat'

2. Usually spent more on weekends

3. Will followed other people, especially family members, in deciding to buy dessert in dessert places

1.6.2 Targeting

1. Gen Z, both men and women in the age of 18-25 who often hung out with their peers and have a monthly expenditure ranging from Rp2,040,262 to Rp9,909,844

2. Men and women who like to share their moments and experiences that they spent together with their peers in media

3. Japanese culture enthusiasts, those who appreciated themed culinary experiences and prioritized quality in foods and also seeing the aesthetics in food & beverages

1.6.3 Positioning

Etto Dessert positioned itself as a youthful brand that resonated with today's dessert-loving generation. Etto Dessert was a dessert place for all generations, offering a fun and welcoming experience for everyone through its delightful treats and the Japanese culture from their product and concept. Etto Dessert focused on high-quality desserts; Etto Dessert ensured that every product meets high standards of taste and satisfaction. This action supported the survey conducted, whereas 59% of respondents chose a dessert place based on taste. More than just a place to eat, Etto Dessert also fostered a sense of togetherness, creating an inviting

space for people to gather, connect, and enjoy shared moments. This aligned with the insight that 53.3% of respondents enjoyed culinary experiences with loved ones, reinforcing Etto Dessert's role as a social and enjoyable dessert destination.

Consumer Persona that we wanted to reach was to Kawaii girl who loved cute things, especially cute dessert and a sucker for cute Japanese themed food; A Japanese Enthusiast who already adapted Japanese culture into their daily routine and lifestyle preferences; Those Opinion Leader Friend in a friend group, the extroverted and fun one who would take their friends anywhere they wanted to be, and the Trend Driven friend who had a huge Fear of Missing Out (FOMO) to current dessert trends.

1.6.4 Branding

Etto Dessert is a Japanese-inspired dessert house that brings Japan to Kota Lama. Taking the Japanese phrase "Etto Dessert," which expresses a moment of thoughtful pause, Etto Dessert emphasizes the joy of choosing from many delightful, sweet options, reflecting its concept of spontaneity and fun.

Fostering a playful tone and pastel visuals, Etto Dessert created a cheerful and inviting atmosphere through its cozy yet trendy interiors, welcoming all ages and bringing a sense of

youthfulness and togetherness in every bite. Adding the two original mascots, Yuki and Aiko, further reinforced the welcoming personality of Etto Dessert, reinforcing the friendly and inclusive identity. To successfully convey the message to the target market, we would focus on brand development within the following brand attributes:

1. *Japanese Inspired:*. As the brand name came from a Japanese phrase and sold curated Japanese desserts.

2. *Togetherness:* Welcoming all ages, with cozy interiors and communal seating areas, Etto Dessert provided a perfect space for hangouts, dates, or casual family visits.

3. *Premium:* Served artisanal Japanese sweets crafted with high-quality ingredients, offering a sense of premium desserts and experience

4. *Youthful:* Served trendy desserts with an up-to-date store concept, that attracts the youth.

1.6.5 Key Messages

Our campaign would bring #TheEtto DessertWay and "where every bite brings us closer" as its key messages in the process of "Finding Yuki" as the storyline of our campaign. Finding Yuki was our campaign that highlights the heartfelt journey of Aiko in her attempt to find Yuki, featuring a series of events held both digitally (on social media) and physically (on-site). #TheEtto

DessertWay would serve as a signature hashtag that encapsulates Etto Dessert's brand experience. Where premium Japanese-inspired desserts, cozy interiors, and meaningful interaction could come together in one comfortable place. It reflected Etto Dessert's commitment to offering high-quality treats and curated moments that brought people closer. From enjoying well-crafted desserts to enjoying meaningful moments with loved ones, #TheEtto DessertWay expressed how a simple dessert could turn into a memorable experience.

The tagline "where every bite brings us closer" resonated with Etto Dessert's brand attribute of togetherness. It reflected how Etto Dessert was more than just a dessert house; it was a space where meaningful moments were created. With its cozy and welcoming interiors, Etto Dessert aimed to become a go-to place where connections are built. Not only selling desserts, Etto Dessert offered various activities available at the store, such as coloring sheets, traditional Japanese toys, and a photobooth, making it a perfect place for quality time with loved ones.

1.6.6 Communication Strategy

1.6.6.1 Digital Communication Media

The increased number of internet users had significantly impacted the world of marketing, particularly through digital communication media, which served as channels for delivering

information, data, or messages electronically. The digital shift had transformed how brands interact with their audiences, allowing for more dynamic, real-time, and personalized communication strategies. Rachmadi, T., & Kom, S. in (Mawardi et al., 2022) stated that digital marketing was an online marketing activity that was useful for reaching a wider market using the internet and media, aiming to connect businesspeople with potential buyers through internet media. This showed that digital communication media not only served as tools for message delivery but also offered strategic value in expanding market reach and building brand-consumer relationships. In line with this, the marketing communication campaign for Etto Dessert utilized digital platforms as the primary medium to enhance brand awareness, especially among the digitally active younger audience. Our digital strategy would be done in the form of public relations including community relation, media partner, and press release; advertising through Instagram ads; content marketing on Instagram and TikTok; and UGC on Instagram. By leveraging the accessibility and interactivity of digital media, Etto Dessert was expected to establish a stronger presence and fostered meaningful engagement with potential customers.

1.6.6.2 Offline Communication Media

Offline Communication Media was carried out using media that was not connected to the internet or accessed via

digital devices (Djayakusumah, 2010, as cited in (Nur Habieb et al., 2024)). These included traditional forms of media such as print advertisements, posters, banners, brochures, event activations, and word-of-mouth marketing. Despite the growing dominance of digital platforms, offline media still played a crucial role in reinforcing brand presence in physical spaces, creating tangible experiences, and reaching audiences who might have limited digital exposure. Therefore, we planned to optimize offline communication media for Etto Dessert by conducting relevant and effective marketing activities, such as organizing events and on-site experiences at Etto Dessert, to attract direct consumer attention and strengthen the brand's presence.

The Offline Communication Media that will be implied for Etto Dessert Marketing Campaign is Offline Events, Direct Marketing of Sales Promotion and Print Advertisement. There would be one offline events, namely, Patch your memories. Patch your Memories is a Japanese Keychain Workshop and a Cosplay Event, where participants would create a customizable Press Patch keychain.

1.7 Tactics

Tactics were concrete actions designed to implement strategies and achieve specific objectives. According to Kotler & Arsmstrong (2017), effective marketing tactics should be measurable, relevant, and capable of creating meaningful experiences for the audience. In this context, Etto Dessert implemented two main tactics: offline events that focused on audience engagement through direct product experiences and a media plan that focused on social media platforms.

Table 1.4 Tactics

Goal	IMC tools	Action		KPI
		Date	**Type**	
Awareness	Advertising	25/09/2025	Instagram Advertising	502 likes
		27/09/2025		20 comments
		30/09/2025		186 shares
		30/09/2025		45,035 reach
	Content Marketing	31/07/2025 - 31/08/2025	First Month - Instagram Content	18 contents
		01/09/2025 - 30/09/2025	Second Month - Instagram Content	18 contents
		31/07/2025 - 29/09/2025	TikTok Content	135 likes
				39 comments
				21 shares
	User Generated Content	03/08/2025	Instagram Add Yours	30 participant
Interest	Public Relation	31/08/2024	Community Collaboration	1 community collaboration
			Media Partner	2 media partner
Desire	Sales Promotion	31/08/2025	Loyalty Card	10 loyalty card users
		31/07/2025 - 31/08/2025	Increase Sales	505 products
		01/09/2025 - 30/09/2025	Increase Sales	602 products
Action	Event Marketing	31/08/2025	Offline Event	50 participants

1.7.1 Event Marketing

An offline event was a marketing strategy initiative aimed at fostering direct interaction between a brand and its consumers, each with their own unique themes. As noted by (Kotler & Armstrong, 2018), event-based marketing offered audiences firsthand experiences, which could help audiences create emotional connections and strengthen brand recall. By actively involving participants, such events not only built brand awareness but also enabled the enhancement of consumer engagement and loyalty.

Etto Dessert utilized offline events to create experiences that aligned with its positioning as a dessert place that brought delightful surprises and endless fun. In this marketing campaign, two main events would be held: the Strawberry Parfait Workshop and Keychain Making. These events were thoughtfully designed to foster a deeper connection between Etto Dessert and its target audience while also providing opportunities for meaningful quality time with loved ones.

1.7.1.1 Patch Your Memories: Creating Japanese Friendship Keychain and Cosplay Event

Patch Your Memories was a fun and creative event where the main highlights were a cosplay competition and a keychain-making activity. The event would be held in Etto Dessert on Saturday, 23rd of August 2025. In this event, participants were able to create their own Japanese friendship keychain using a press on Hiragana letters, Japanese style

decorative patches, and mini image of yuki as a collective effort in finding Yuki. Through this event, participants could experience Japanese culture from the Japanese style patches that could be an enjoyable and creative activity for everyone. The *"Patch your memories"* event targeted 50 participants from the consideration of venue capacity and the insight of audience interest. To participate, participants were required to register by purchasing a special bundling package, available in two tiers: **Upper Rank** Tiers (Rp115,000) and **Hashira** Tier (Rp150,000). Each tier included Etto Dessert's signature dessert product along with a set of exclusive themed merchandise. Regular visitors could also participate in the fun by purchasing a ticket voucher of Rp45.000 (Civillians), which could be exchanged for Etto Dessert products based on the selected price. To further enhance the Japanese experience, the event would also collaborate with a Japanese cosplay community, giving participants the chance to interact with anime characters and Japanese culture.

More than a crafting session, this event aimed to create meaningful interactions that encourage emotional attachment to the brand. As stated by Lemon and Verhoef (2016), customer experience became more effective when brands created

personal and relevant touchpoints. By allowing participants to physically engage with elements that represented Etto Dessert's identity, the workshop served as a strategic touchpoint that enhanced brand familiarity and emotional resonance.

1. Event Location and Date

Location   : Etto Dessert

Date   : Sunday, 23 August 2025

Table 1.5 Timeline Patch Your Memories

Time	Duration	Activities
14.00 - 14.30	30 Minutes	Registration
14.30 - 14.50	20 Minutes	Opening and Welcoming
14.50 - 15.50	60 Minutes	J-Song Contest
15.50 - 16.05	15 Minutes	Judging Session
16.05 - 16.20	15 Minutes	Winner Announcement & Awarding
16.20 - 16.35	15 Minutes	Free mingling time
16.35 - 17.05	30 Minutes	Karaoke Session

17.05 - 17.30	15 Minutes	Closing

1.7.2 Public Relations

Public Relations was a strategic communication process that built mutually beneficial relationships between organizations and their publics. According to Ang (2021), public relations was defined as the management process of engaging productively with all relevant internal and external publics, with the aim of enhancing a firm's relationships with these groups in order to improve its reputation and generate positive publicity. In the context of Etto Dessert, PR played a vital role not only in conveying the brand's values and key updates but also in cultivating strong, lasting relationships with customers, media representatives, and community stakeholders. Through the consistent delivery of meaningful messages and engaging brand experiences, PR efforts contributed significantly to strengthening brand loyalty and positioning Etto Dessert as a trusted and well-regarded dessert destination.

1.7.2.1 Community Relations

This initiative centered around working with social and cultural communities to help spread and strengthen the presence of Japanese culture through branding. By teaming up with groups that were already passionate about Japanese traditions, we were able to connect with a broader audience in a way that felt more genuine. One of our efforts included collaborating with Nihon Matsuri and

Orenji to bring more attention to the charm of Japanese desserts. These partnerships allowed us to not only showcase the unique flavors and styles but also created experiences that made the culture behind them more relatable and enjoyable for everyone.

1.7.2.2 Media Partner

Building good media partnerships was important to help more people know about Etto Dessert. These collaborations were not just for promotion, but also about choosing the right platforms that match our brand and can really connect with our target audience. The media partners that we would be partnering with were media that also portrayed Japanese culture such as Nihongo matsuri and Orenji Undip. Another partnership form such as Sponsorship would be also conducted by targeting Japanese-Styled brands that resembled our target audience such as Nakamura Reflexology, Hanasui, and Miniso. Press Releases would also be done in our owned social media as an after movie collaborating media partner's social media by working closely with these communities, we hoped to create engaging and relevant content that introduced Etto Dessert to new circles, especially among students and young adults who were constantly on the lookout for fun, fresh, and trendy dessert spots.

1.7.2.3 Press Release

Each brand activation carried out by Etto Dessert was documented and showcased in the form of an after movie, which was shared both on Etto Dessert's official Instagram account and through our media partners' Instagram platforms. This approach not only helped to capture the excitement and atmosphere of the event but also allowed us to extend its impact beyond the day it happened. By sharing these after movies, we were able to engage with a broader audience, generate buzz, and keep the momentum going, especially among those who couldn't attend in person. It also reinforced our collaboration with media partners, offering them valuable content while amplifying Etto Dessert's presence across multiple social channels.

1.7.3 Sales Promotion

Sales promotion was a strategic marketing tool aimed at encouraging immediate consumer action and increasing product visibility. It was defined as "short-term incentives to encourage the purchase or sales of a product or service." (Kotler & Armstrong, 2018), typically involving short-term incentives such as discounts, coupons, or special offers. These promotions were designed to stimulate quick purchasing decisions, attract new customers, and boost sales while reinforcing brand awareness in a competitive market. In accordance with the aims, Etto Dessert Semarang could have utilized sales promotions such as Community Discount and

Loyalty Card to drive customer traffic, increase interest in Japanese-style desserts, and strengthen its presence in the local dessert market.

1.7.3.1 Loyalty Card

Etto Dessert Semarang's loyalty card program was designed to encourage repeat visits by offering rewards to loyal customers. Each customer who purchased Etto Dessert became a member by collecting stamps on their loyalty card, and after every five purchases, they became eligible for exclusive offers such as free menu items, special discounts, or members-only treats. This system not only provided a clear incentive for customers to return regularly but also enhanced the overall customer experience by making them feel valued and appreciated. The program was especially effective in fostering a sense of belonging and connection between Etto Dessert and its loyal customers, turning occasional buyers into loyal customers. In addition, it encouraged word-of-mouth marketing, as satisfied members were more likely to recommend the brand to friends and family. By combining reward-driven engagement with personalized service, the loyalty card program strengthened long-term customer relationships, boosted brand loyalty, and contributed to sustained revenue growth for the business.

1.7.3.2 Voucher Discount

The Voucher Discount program at Etto Dessert Semarang was a strategic initiative designed to strengthen partnerships with

cultural and interest-based communities by offering an exclusive 10% discount to participants that came to "Patch Your Memories". This program not only served as a token of appreciation but also aimed to encourage community members to visit Etto Dessert more frequently and enjoy high-quality Japanese-style desserts at a more special price. Through this collaboration, Etto Dessert positioned itself as more than just a dessert shop; it became a cultural hub where community members could bond over their love for Japanese traditions, cuisine, and creativity. Ultimately, the Voucher Discount program enhanced brand visibility, built long-term relationships, and contributed to a vibrant, loyal customer base.

1.7.4 Advertising

Etto Dessert utilized Instagram Feeds and Stories to enhance the interaction between Etto Dessert and consumers and increase impressions. The benefit of this approach was to increase Etto Dessert's brand recognition and connection with followers and non-followers.

By integrating User-Generated Content (testimonials), Short-Form Videos (Reels), and Paid Advertising, Etto Dessert was able to implement a well-rounded promotional strategy that enhanced visibility, boosted engagement, and drove customer acquisition. This strategy aligned with the principles of Integrated Marketing Communications (IMC) by delivering a consistent and targeted brand message across various channels, ultimately resulting in greater conversions and heightened brand awareness,

particularly in promoting professional mental health services. The advertising content included:

1.7.4.1 Instagram Post highlighting Etto Dessert's menu and current promotions

The Instagram posts that were promoted were estimated to reach a certain niche of audience in the total 4 days of the promotion period, with an estimated reach of 5,000–8,000 impressions at the end of the advertisement.

1.7.4.2 Instagram Reels showcasing promotional videos for Etto Dessert

There were 3 Instagram reels that were promoted to reach a certain niche of audience, in the total of 4 days of promotion the estimated reach for each reels were 5.000 - 8.000 impressions at the end of the advertisement.

1.7.5 Content Marketing

The content marketing campaigns for Etto Dessert were published through the brand's owned media, primarily on Instagram (@Etto.dessert.dessert), and soon to be launched TikTok account. The content format strategy was based on an audience preferences survey, which showed that the most engaging formats were reels/short videos (75.2%), followed by Instagram stories (58%) and carousel posts (35.2%).

The direction of the content type was also guided by the survey results, where it showed the most preferred content type was educational content (79%), which included product knowledge or insights into Japanese culture. This was followed by testimonial content (52.4%) and storytelling content (34.3%), all crafted to align with the audience's interest and engagement behavior. To convert the percentage to numbers, based on 18 contents at the first month, it included 9 entertaining contents, 6 educational contents, and 3 storytelling contents each month.

1.7.5.1 Share your Tomodachi (Friend)

Share your *Tomodachi* was an online event made in the form of instagram story's 'Add yours' template. This activation was done to enhance UGC to Etto Dessert's Instagram account. This brought the youth and togetherness brand attribute to life by sharing real life proof of friendship and togetherness of our followers. This activation also enhanced Etto Dessert's Instagram account awareness.

User Generated Contents (UGC) were contents created by non-professional users that usually came in various formats such as texts, photo, audio, and videos. (Roma and Aloini, 2019; Shim and Lee, 2009 as cited in Zhuang, et al, 2025)

In social media marketing, one of the important goals was to attract consumer attention, and popular UGCs, which were typically measured through audience interactions such as likes, shares, and

saves, were able to cater to that, engaging a wider audience. (Zhuang, Zeng, Zhang, Lin, & Fan, 2025).

1.7.5.2 Content Plan

A content plan was a strategy for planning and managing content aimed at ensuring effective communication within a project or initiative. It served as a guideline for developing materials that aligned with the research objectives, target audience, and chosen media platforms. With a content plan in place, the delivery of information became more systematic, structured, and capable of achieving maximum impact.

Table 1.6 Content Plan

No	Date of Upload	Title	Platform	Content Category	Description	Mirror on Tiktok
1	31st of July	Get to Know: Etto Dessert	Instagram Reels	Story Telling	This content will be done in storytelling way and will letting people know more about Etto Dessert. It will include fun facts, what Etto sells, and Etto Dessert's values.	Yes
2	1st of August	#TheEtto Dessert Way Path	Instagram Feeds	Entertaiment	This content will introducing our campaign for 10 weeks, #TheEttoWay. We will introduce our journey and our key messages that we wanted to	No

					bring.	
3	3rd of August	Share your Tomodachi	Instagram Story	Entertaiment	This content is UGC based content that will be done in Instagram story. "Tomodachi" itself has a meaning of "friends", so it is a UGC based contents where our followers could share their moments with their friends—to bring the youth back to life and too see the youth in reality (from people experience). There will be a winner for the funniest moment they share with their friends when they share a dessert together.	No
4	5th of August	Introduction to Aiko & Yuki	Instagram Feeds	Educational	This content will officially introduce our mascots : Aiko & Yuki. This will make people feels closer to Aiko & Yuki.	No
5	7th of August	Explore Etto Dessert with Us!	Instagram reels	Educational	This content is a content where we bring people to see Etto Dessert's	Yes

					interior and exterior. This will arouse people's curiousness about Etto Dessert when they see Etto Dessert in life.	
6	9th of August	Who you eat you Etto Dessert with?	Instagram Feeds	Entertaiment	This content will include the ideas of who people want to share their ice cream with. It brings the warmth idea that will drive people to come to Etto with their loved one.	No
7	11th of August	Poster Open Registration Patch Your Memories	Instagram Story	Entertaiment	This content is an open registration content for our Patch your Memories Offline Event.	No
8	11th of August	Patch Your Memories in collaboration with @hocer.cosplay	Instagram Feeds	Educational	This content will introduce our partner community for Patch Your Memories event which is @hocer.cosplay	No
9	13th of August	Choose your Character	Instagram Feeds	Educational	This content will include the characters from mostly anime, to drive the interest to Patch Your Memories event that will be done.	No

					It will also be related to Etto Dessert's menu.	
10	15th of August	Date Activity Ideas with Etto Dessert	Instagram Reels	Entertaiment	This content will include the date ideas that could be done in Etto Dessert since Etto Dessert brings not only ice cream but also experiences for people to share their moments with their loved one.	Yes
11	17th of August	POV: Lagi quality time tapi bingung mau kemana?	Instagram Reels	Story Telling	This contents will also bring our Independence Day moments. Because there's a lot of free time on this day, we will make 'Etto Dessert' as their top of mind to bring their loved on on the independence day.	Yes
12	19th of August	Dessert Based on people's MBTI	Instagram Feeds	Entertaiment	This content will be relating with people's interest—MBTI and we will also drive it into Etto Dessert' products to drive the interest of people when they relate to something.	No

13	21st of August	A day in Aiko's life	Instagram Feeds	Entertaiment	This content will make people also be closer to our mascot—Aiko. As an active girl, what will Aiko do in a day?	No
14	23rd of August	Fun Fact about Cosplay with @hocer.cosplay	Instagram Reels	Entertaiment	This content will include some fun facts about Japanese cosplay event	Yes
15	25th of August	Save Yuki!	Instagram Reels	Entertaiment	From the previous content (A day in Aiko Life) we will bring the concept that Yuki is missing. Thus, how to save Yuki?!	Yes
16	27th of August	How did you know I love to attend cosplay?	Instagram feeds	Entertaiment	This is the content to drive the interest to the cosplay that will be done in 4 days after this content aired.	No
17	30th of August	D-1 Patch Your Memories Reminder	Instagram Story	Educational	This content is a reminder for D-1 of Patch Your Memories event	No
18	31st of August	D-day Patch Your Memorie	Instagram Story	Educational	This content is a reminder for the D-day of our offline event,	No

		s			Patch Your Memories	
19	5th of September	Recap Patch Your Memories	Feeds Post	Entertainment	This content is Recap Patch Your Memories content	No
20	8th of September	After Movie	Video Reels	Entertainment	This content is a recap of Patch Your Memories as a Press Release also.	No
21	10th of September	Our top 5 Order Reccomendation	Feeds Post	Educational	This content give recommendation to audience as the favorite menu order	No
22	13th of September	Matcha Bait: Matcha Hunt Semarang	Instagram Reels	Story Telling	This content is a story telling content as we ride on the matcha trend	Yes
23	14th of September	Weekend Polls	Instagram Story	Educational	This will be the interactive content on our Instagram Story that include factual information about Etto or Japanese thing.	No
24	16th of September	OMG you like matcha too?	Instagram Reels	Entertainment	This content is a story telling content as we ride on the matcha trend.	Yes
25	18th of	Hidden	Instagram	Education	This content is a	Yes

		Gem Kota Lama	Reels	al	content that highlight Kota Lama that could engage customer to go to Etto	
26	21st of September	Summer must haves	Instagram Reels	Entertainment	This content will highlight how Etto Dessert ice cream is suitable for hot days	Yes
27	21st of September	Weekend Polls	Instagram Story	Educational	This will be the interactive content on our Instagram Story that include factual information about Etto or Japanese thing.	No
28	23rd of September	Semarang Dessert FOMO button	Feeds Post	Entertaiment	This is a prommotional content for ads that highlight the FOMO-ness of people to come to Etto Dessert	No
29	24th of September	When your love language is ice cream	Instagram Reels	Entertainment	This is a short video content that highlight ice cream as love language, date ideas	Yes
30	26th of September	Kota Lama Date Out	Instagram Reels	Entertaiment	This content will showcasing Etto's dessert surrounding = Kota Lama	Yes
31	28th of	Weekend	Instagram	Entertaim	This will be the	No

	September	Polls	Story	ent	interactive content on our Instagram Story that include factual information about Etto or Japanese thing.	
32	29th of September	What can you do at Etto Dessert?	Instagram Reels	Educational	This content will be giving ideas of what to do at Etto Dessert	Yes
33	30th of September	Who's dessert are you?	Instagram Post	Entertaiment	This content give ideas what kind of dessert will suit you based on your personality	Yes

1.8 Action Plan

1.8.1 Timeline

Table 1.7 Timeline

Kegiatan		July				August				September				Oktober			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	**Market Research**	■															

2	**Proposal Approval**	███	███																
3	**Content Execution**			███	███	███	███	███	███	███	███							
4	**Patch Your Memories Open Registration**					███												
5	**Patch Your Memories Event**							███										
6	**Ichigo Ichi Open Registration**								███									
7	**#Finding Yuki**								███									
8	**Ichigo Ichi Event**									███								
9	**Monev Event**										███							
10	**SocMed Evaluation**										███							

1 1	Final Report Making															

1.8.2 Budget Planning

The campaign activation for Etto Desert required the financial planning or budget plan for each execution. The following was the Budget Plan that had been created to carry out the Campaign for Client, Etto Dessert.

1.8.2.1 Income

The total income required for the implementation of the campaign with the client Etto Dessert is Rp5,272,8000. To ensure the success of our campaign, Etto Dessert provided sponsorship for this execution.

1.8.2.2 Campaign Expense

The total expenditure required for the execution of the campaign with the client Etto Dessert required financial planning of Rp5,272,800. This includes the logistical, operational, and other required expenses to execute the campaign.

Table 1.8 Total Expense

Expense				
Name	**PRICE**	**QUANTITY**	**Total**	**Link**
Strap	IDR 9,000	50	IDR 450,000	*here*
Custom Patch	IDR 15,000	100	IDR 1,500,000	*here*
Lem Iron Patch	IDR 10,000	3	IDR 30,000	*here*
Pipe cleaner (small)	IDR 14,800	1	IDR 14,800	*here*
Keychain	IDR 6,000	1	IDR 6,000	*here*
Lem Super	IDR 14,000	2	IDR 28,000	*here*
Prize Merch	IDR 75,000	3	IDR 225,000	*here*
Backdrop (MMT, 3x2m)	IDR 120,000	1	IDR 120,000	*here*
Baloon Pack (30 Pcs)	IDR 15,000	1	IDR 15,000	*here*
Decoration (Tirai Foil)	IDR 8,000	3	IDR 24,000	*here*
Prize J-Pop song	IDR 150,000	2	IDR 300,000	*here*
Banner	IDR 75,000	4	IDR 300,000	*here*
Speaker	IDR 70,000	1	IDR 70,000	*here*
Mic	IDR 40,000	1	IDR 40,000	*here*
Proyektor	IDR 70,000	1	IDR 70,000	*here*
Print Anime	IDR 80,000	1	IDR 80,000	*here*
Karpet	IDR 200,000	1	IDR 200,000	*here*
Judge (costume inc)	IDR 1,000,000	1	IDR 1,000,000	*here*
Karaoke Lead	IDR 500,000	1	IDR 500,000	*here*
Crew Hocer	IDR 300,000	1	IDR 300,000	*here*
TOTAL EXPENSE			**IDR 5,272,800**	

1.8.2.3 Sponsorship Package

Table 1.9 Sponsorship Package

Sponsorship Package		Sponsorship Value
Gold	Rp2.000.000 + Free Products	Rp3.000.000
Silver	Rp1.000.000 + Free Product	Rp2.000.000
Bronze	Rp500.000 + Free Product	Rp1.000.000

1.8.3 Members Job Description

Table 1.10 Member Job Description

Name	Job	Description	Working Hours	Total Working Hours
Denisa Clarinta Arvanti	Strategist	Responsible for strategizing both offline and online campaigns to achieve defined objectives, including analyzing the current situation, reviewing competitors, identifying market segmentation and target audience, developing sales promotion tactics, ensuring effective event marketing activations, and understanding the full scope of campaign needs to ensure cohesive and goal-oriented execution.	75	135
Denisa Clarinta Arvanti	Program Manager	Responsible for creating programs and activities that align with the event topic. Developing and managing detailed aspects of campaign execution, including venue, activities, decorations, logistical needs, and others.	30	
	Project Officer	Coordinating the team for Patch Your	30	

		Memories event preparations and the execution		
Alexandra Feodora Lintang Senoaji	Media Planner	Responsible for developing and executing media strategies to ensure the campaign reaches the right audience through the most effective channels. This includes selecting appropriate platforms (digital and offline) and scheduling ad placements.	68	135
	Social Media Officer	Scheduling of all campaign content across platforms. Responsible for aligning messaging with brand objectives, coordinating with designers and copywriters, and ensuring content flows cohesively throughout the campaign timeline.	67	

1.9 Control an Evaluation

To measure the overall brand awareness of Etto Dessert from our marketing communication activities, we used Post Survey Evaluation. The Evaluation Survey included questions to know respondent knowledge about Etto Dessert's brand message, where the respondents were aware of Etto Dessert presence on Social Media or Event Activation, and also respondents knowledge about Etto Dessert's

menu. The control and evaluation process will also be carried out and measured through Key Performance Indicators (KPIs) for each tactic.

1.9.1 Key Performance Indicators

Table 1.11 KPI

No	Categories	Detail
1	**Advertising**	Successfully increased Etto Dessert's Instagram shares from 143 to 186 in the first month and from 186 to 251 in the second month.
		Successfully increased Etto Dessert's Instagram Reach from 34,642 to 45,035 in the first month and from 45,035 to 60,797 in the second month.
2	**Public Relations**	Successfully collaborate with 1 community
		Successfully collaborate with 2 media partners for event promotional material
		Created and posted Press Release in form of documentation in Instagram
3	**Content Marketing**	Successfully created 18 contents each month. In total of 32 contents.
		Start creating a TikTok account and increase 300 account reach

4	**Sales Promotion**	Successfully created a loyalty card program and reached the target of 10 redeemed loyalty cards by returning customers in the first month
		Successfully achieved sales per month by **25%** from the average of 404 products per month to 505 followed by 35% in the second month, which in total is 602 products.
5	**Event Marketing**	Successfully held "Patch Your Memories" event
		Successfully reached 50 participants

1.9.2 Work Hours

Table 1.12 Work Hours

Name	Student Number	Time Allocation	Job Description
Denisa Clarinta Arvanti	14040122190060	135 Hours	● Strategist ● Program Manager ● Project Officer
Alexandra Feodora Lintang S.	14040122190061	135 Hours	● Media Planner ● Social Media Officer