

CHAPTER II

PROLOGUE

2.1 About Blue Plate Sushi Rolls Bintaro

Blue Plate Sushi Rolls Bintaro is a Small Business opened in 8 January 2025 by online known as “Hawa”. Hawa it’s a small Business owner that has interest in Japanese cuisine. Before opening Blue Plate Sushi Rolls Bintaro, Hawa claimed has opened an Online Japanese cuisine before called “Biei” that specialized in Selling Bento Box. In 8th January 2025, Hawa channel her love for Sushi through opening Sushi place located in Fresh Market Bintaro, called Blue Plate Sushi Rolls.

Hawa First Opened her store in January 2025, posting it through @/Blueplate.id social media, by that it announce that “doors starting today Jan 8th 2025!” also “Experience a fusion of high quality sushi rolls crafted to perfection just for you”. In the beginning of their Opening, Blue Plate focusing on their Instagram and rely on Word-of-Mouth Marketing. In May 2025, the Owner of Blue Plate, known as Hawa @/oatmilkiey via TikTok promote the Business with her personal account, creating “a day in my life as a small Business owner” content.

Until now, Blue Plate can be purchased Walk-in-in store and can be purchased in Online platform such as Go-Food. However, through the owner’s TikTok’s per 8 January 2026, as it’s Blue Plate first anniversary Hawa announce that Blue Plate Sushi would open their new branch in Jakarta Selatan. Through

it's TikTok as well, Hawa currently looking for an employee for their new branch. Therefore, Blue Plate still continuing developing their brand awareness through their social media post, relying on Food Blogger Reviews, and Personal social media of the Blue Plate owner Promoting the brand and the Product.

In addition, the aspect that makes Blue Plate Sushi Rolls Bintaro interesting is small business that newly opened has a great brand awareness by creating me Too Advertisement but gained Positive Impact towards the business outcome.

2.2 The Advertisement of Blue Plate Sushi Rolls Bintaro

In the World of Food and Beverages, an owner has to create a uniqueness of the product or brand in order to compete in Globalisation era. Blue Plate Sushi did not create a new Innovation regarding Philadelphia Rolls, The trend setter of Philadelphia rolls in Indonesia was created by Philadelphia Bali in 2024 and has becoming a new sushi trend in Indonesia ever since. However, Blue Plate successfully gained awareness from their Advertisement promoting Blue Plate Brand and their product.

Their advertisement goes beyond what “creative” and “Unique” explained, it drives people to questions and involve more in their product activity nor the brand activity. The Advertisement using “Philadelphia in Bintaro” as a main sentence to promote their brand drives people to wonder, is it branch of Philadelphia In Bali or just Free Riding from the Popularity of Philadelphia in Bali.

The Use of Me too Marketing is Clearly seen in the advertisement of the Blue plate. From the Logo that is used by Blue Plate, a fish. The Two tone of the colour of the advertisement and Picture used in the advertisement. The advertisement was used during the beginning of the opening of Blue Plate until it finally causes consumer to wonder, then Blue Plate Officially changing the poster advertisement in June 2025. The Tagline of the new poster are “Philadelphia Roll by Blue Plate” instead of “Philadelphia in Bintaro”

“Philadelphia in Bintaro” it’s more than just an Advertisement, it’s a unique phenomenon whereas in advertising a product or a brand, could get a great brand awareness by using source that is already been known to the society. This Uniqueness of the situation serves more than just an great brand awareness to the brand, but also a hope for small Business owner to continue growing and be outside the Box.

2.3 The Marketing Activities by Blue Plate Sushi Rolls

a. Instagram

Blue Plate’s advertisement is posted through their Social media, it shows the effective of Social media to promote a product or a brand in Food and Beverages Industry. The poster of the advertisement itself often posted in their Stories, every opening day. Other than social media, they also put the poster in front of the Kiosk.

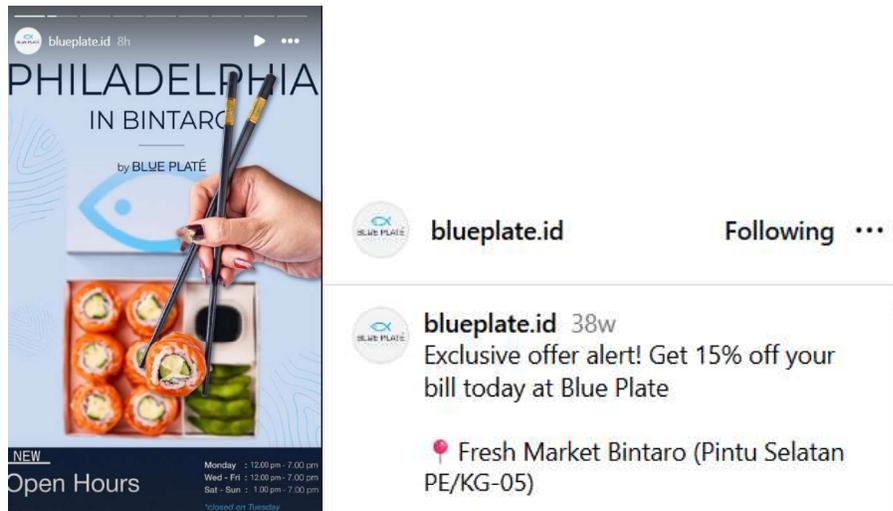


Figure 8 The use of Instagram to promote the poster

As being shown on pictures above, Blue Plate Maximalized the uses of Instagram account, they promote the Poster, Giving information regarding store opening hour, Location and availability of the Products.

b. Food Blogger

Blue Plate Realize the Importance of gaining trust from the consumer, could affect the sales and brand perception of Blue Plate itself. Making the audience know the existence of the Blue Plate it's the first step of gaining trust and popularity from the consumer.



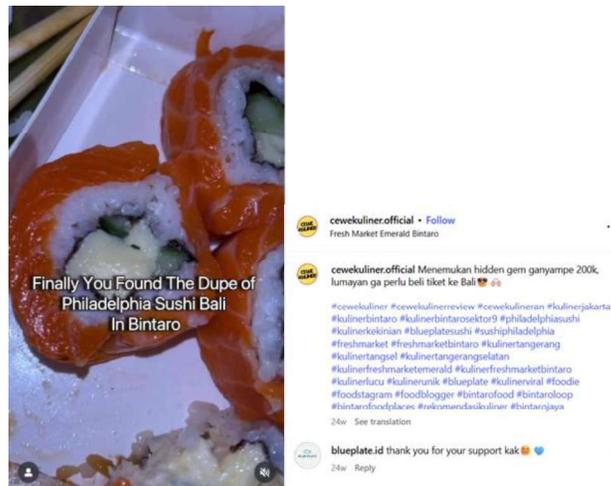


Figure 9 Screenshot of food blogger reviews about Blue Plate Sushi

Food Blogger uses Instagram Reels short-form video to deliver what they think and Tips and Trick to solve a desired state of wanting to try Philadelphia Sushi without having to Travel far away from the city. Along with the caption of “*Cobain sushi Viral Ga perlu Jauh Jauh*” and commented by Blue Plate itself saying “Thank you for the support”. Furthermore, by using Food Blogger can create a credibility and trust for the Blue Plate brand itself.

c. Personal TikTok Account of the owner

The Last Marketing activity that is used by Blue Plate to increase their Brand awareness can also be seen through the personal TikTok Account of the Blue Plate owner. The Owner created a content about “A day in My life as a Small Business owner”. The video duration is 1 minutes, showing her activity such; Opening the store, helping the kitchen to create the sushi, helping creating video content for social media, as well as engage with consumer while ordering Blue Plate products. Through the videos, the brand recognition is also

increasing through the comment section from the video asking “what brand is this?” and “Where is the exact location of the Kiosk?”.

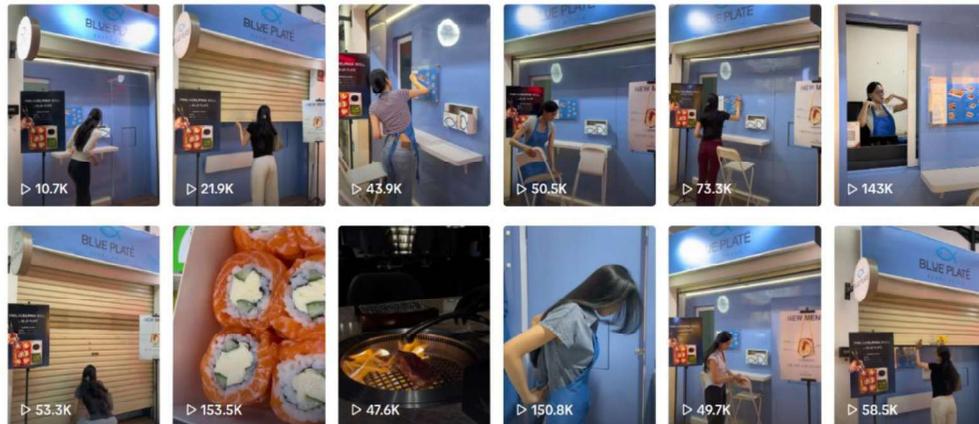


Figure 10 videos of a day in my life in TikTok Blue Plate's owner

The powerful 60 seconds of “A day in My life as a small business owner” video create an impact on the popularity of Blue Plate itself. Through the videos as well the Owner shares about Opening hours, Public Holidays closing, how to order at Blue Plate and even addressing how they are not the same as Philadelphia in Bali Brand.