

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

After analysing the key findings in previous chapter, the result of this research is to find a deeper understanding on how consumer perception to me too marketing approach in advertising that is applied by Blue-Plate Sushi to Philadelphia Sushi Bali. This research uses social constructivism paradigm approach to assumes knowledge and assumptions are created by experience, and historical context, in the case of Blue Plate it's the experience of being exposed and trying me too marketing product. Interviews were conducted to explore the perception of consumer. The result of the interview are being analyse using reception analysis by Stuart Hall. This chapter would summarize the key findings and giving a theoretical, practical, and social recommendations.

5.1 Conclusions

1. The preferred reading of the advertisement is Through minimalist design, blue colour palette, and the phrase "Philadelphia in Bintaro" the advertisement invites the audience to perceive Blue Plate as a branch of Philadelphia Sushi Bali. The way the advertisement were shown and the brand presents, created a perception that the brand is associated with the same level of exclusivity, premium quality, and lifestyle appeal that Philadelphia Sushi Bali represents.
2. From the preferred reading, it was narrowed down to two themes that were still related. The first theme was the perception of Blue Plate's advertisement, in which many informants were in a dominant position. The

informants perceived that the advertisement delivers content that makes it seem as if Blue Plate offers the same quality as Philadelphia Sushi Bali. The statements were formed from the visuals and text in the advertisement. The second theme is the perception of Me Too marketing, which most of informants are negotiated. They recognized Me Too Marketing as an effective strategy to capitalize on viral market trends and expand reach to areas where Philadelphia Sushi Bali was not yet present, but they simultaneously raised concerns regarding originality and ethical boundaries. This indicates that the informants partially accepted the intended meaning of the Me Too Marketing strategy while applying their own critical judgments based on personal values and brand awareness.

3. In addition, this study also reveals additional findings that me too marketing is effective only in capturing initial costumers' attention rather than building a long-term loyalty of the costumers. Although the strategy is success in capturing awareness of the costumers, but the long-term loyalty depends on the costumer experience consuming the product. If it's drawn people to try the product but without strong product performance, the strategy may fail to sustain positive perception and loyalty.

5.2 Recommendations

5.2.1 Theoretic

This study involved a sample with diverse backgrounds in terms of consumption experience and brand knowledge. Therefore, further research is recommended to develop encoding analysis, particularly

by involving the perspective of message producers or brand owners, in order to understand the consciously constructed me too marketing strategies in the F&B industry.

5.2.2 Social

This study recommends that consumers be more critical in assessing and interpreting brand communication strategies, especially in the practice of me too marketing. A limited understanding of the marketing context has the potential to cause misunderstandings, and inappropriate negative comments about a brand. Therefore, consumers are expected to have better literacy in understanding advertising messages so that the process of interpreting brands can be carried out more objectively.

5.2.3 Practical

The findings of this study, proves that Me Too marketing can be considered acceptable as a short-term competitive strategy. However, it is not recommended as a long-term brand-building approach without clear differentiation. Therefore, companies are advised to use Me Too Marketing tactically rather than strategically, while gradually investing in brand identity and authentic value propositions to ensure sustainable competitive advantage. For Blue Plate it is recommended that it begin to gradually build brand identity differentiation, starting with its posters and the way it markets its brand.