

CHAPTER I

INTRODUCTION

1.1 Research 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 behavior, 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 behavior, 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 (BPS, 2024). In this case, dessert brands in Semarang that had implemented these strategies appeared to be highly successful, particularly within the rapidly growing dessert industry. The examples were competitors that would be mentioned in the Competitor Analysis part. Within this competitive landscape, Etto Dessert stood out as one of the brands with strong potential to compete effectively.

Etto Dessert was a local dessert house that was 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 came from a common phrase frequently used in the Japanese language, “Etto” or “えっと”. While it didn’t have a direct definition, this phrase was often used when someone was pausing to think. Like the English expressions of “let me think...” or “hmm...” This expression conveyed a moment of contemplation or indecision, a subtle yet meaningful nuance. This idea was then carried out for the brand’s purpose of creating an experience where customers felt pleasantly overwhelmed by the delightful dessert options offered at Etto Dessert. In a sense, Etto Dessert did not aim to simplify its choices; instead, it embraced the feeling of joyful confusion when a person was faced with an array of delicious possibilities. It also encouraged 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 tried to integrate their product with Japanese cultural identity, as mentioned by Puspitasari, Suryadi, and Widodo (2020). Etto Dessert served a range of Japanese-inspired desserts that had been developed to reflect authenticity yet were still appealing to modern taste preferences. Fruit *sando* (Japanese-style fruit sandwiches), *Dorayaki* (red bean pancakes), and mochi donuts, a chewy textured dessert that had gained popularity recently but were still relatively uncommon in the Indonesian market. Among the menus offered, Etto Dessert’s Chief Marketing Officer mentioned that the brand claimed mochi donuts and their signature ice cream with Japanese flavors as its unique selling point. Etto also brought the Japanese-inspired interiors marked by bright colors, minimalistic and clean layouts.

Based on Humaidi and Rahman (2024), store atmosphere and visual merchandising could strongly influence how customers felt and what they decided to buy, by creating an experience that went 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 agreed that ice cream was the most popular dessert. Following ice cream, cake (51.4%) and pastry (44.8%) were the next most popular desserts. This suggested that ice cream dominated Indonesian consumers' dessert tastes, especially those of young individuals. This is strengthened by a study, which revealed that ice cream was 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), Indonesia ranked third in the world for favoring snacks over meals. Dessert companies like Etto Dessert could 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

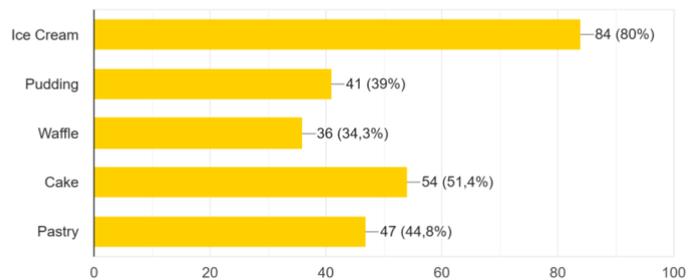


Figure 1.1 Result of Dessert Preferences

With the visual presentation of the dessert when ice cream meets mochi donuts, it was an approach to attract the younger audience, who were always looking for some new mix of dessert and an aesthetic pleasuring dessert. Thus, Etto Dessert targeted a broad yet specific demographic with Gen Z as the main target of consumers in the age range of 18-25 years old. They offered a sweet and playful menu that appealed to 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 positioned itself as a vibrant, youthful dessert brand that encouraged exploration and consumers creativity. Etto Dessert embraced 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 served not only as storytelling tools but also as brand icons that could be integrated into visual campaigns, merchandise, and digital content, strengthening Etto Dessert’s emotional connection with its audience online.

Aiko and Yuki, both icons of Etto Dessert, welcomed all netizens (internet-citizens) that came through Etto Dessert’s social media platform. Bringing joy and cheerfulness, Aiko and Yuki were the biggest ‘drivers’ for Etto Dessert social media, as their post was linked around the story of Aiko and Yuki. However, there was no enhanced campaign that fully captured their journey together, as one of the keys of Etto Dessert’s branding. Thus, we wanted to complete Aiko and Yuki's story in online and offline media.

In this era, social media had 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 mentioned that there were 5 components in social media marketing activities: entertainment, interaction, trendiness, advertisement, and customization that might influence people's brand awareness. His study suggested that customization and entertainment were the two components that play an important role in brand awareness through social media marketing. This indicated that for a brand to maintain successful communication in social media, they would need to prioritize content that valued personalization and emphasized entertainment. His study also told us that social media marketing activities had a significant effect on consumers' brand awareness, brand image, and brand loyalty. This was 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 had a positive effect on brand awareness and brand image. Chun et al, 2020, also supported 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) had gained their presence on social media. KOL itself was defined to be individuals or groups that a community perceived to have expertise in one field (Patria et al., 2023). These influencers, with their skills, specific knowledge, or personalities, could exert significant influence on consumers through their points of view and recommendations (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 adopted a content strategy that was more relatable to consumers; with this approach, it resonated with users and arouses their curiosity. While official accounts emphasized more formal and commercial-driven content, which resulted in creating a sense of distance from consumers. According to the study, KOLs were 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 created 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 was also evident in Etto Dessert. Etto Dessert appeared to understand the important role of social media as a tool to increase brand awareness. Etto Dessert participated 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 highlighted KOL-driven content tended to be more relatable and engaging.

Etto Dessert had also actively carried out various collaborative efforts to increase brand awareness and engaged 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 brought joy and shared experiences to the community. Etto Dessert also recently partnered

with the beauty brand “OMG” to launch a bundling promotion that combined selected dessert products with cosmetics. This initiative aimed to attract young, trend-conscious consumers by blending lifestyle, beauty, and food creatively. These collaborations reflected that Etto Dessert continuously sought new ways to build strong emotional connections and expand its presence in the market.

However, in social media, Etto Dessert was not active. There was no interaction with followers—as their future consumer and no further promotion for the collaboration. With the followers that were stuck at 335 proving that their campaign and effort to build and expand the market were not enough. This was 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 were the primary sources of information for Generation Z. While these platforms were often used for entertainment, Gen Z also actively sought non-entertainment content such as educational and professional information. Etto Dessert’s lack of presence and interaction on Instagram therefore indicated 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 were aged 18 to 25 years old, which showed that Etto Dessert was mainly known by young adults or college students, especially Gen Z. When asked about what kind of dessert was sold at Etto Dessert, 52.4% or 55 respondents, answered "Fruit *Sando*," making it the most recognized product. This strong recognition was 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 showed that ice cream was the most popular dessert with a preference percentage of 80%, and Gen Z dominated dessert consumers (Etto Dessert Marketing Team, 2025), the level of awareness of Etto Dessert was still relatively low. Based on the survey results, only 24.8% of respondents were aware of Etto Dessert (Etto Dessert Marketing Team, 2025), even though products such as fruit sando and mochi donuts had unique features that were not yet offered by many competitors. This indicated 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 had 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.

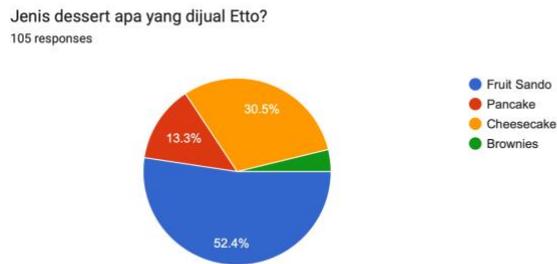


Figure 1.2 Dessert Types Recognized by Respondents as Sold at Etto Dessert

1.2 Situation Analysis

1.2.1 Competitor Analysis

Competitor analysis was the process of identifying individuals or companies that sold or offered 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 was a form of effort so that Etto Dessert could compete better or stand out in the market.

1.2.1.1 Jaja Ice Shop

Jaja Ice Shop was 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 had 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 created workshop and engaging events
- d. Their social media (Instagram) was 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

To conclude, we can know that Etto Dessert has a direct competitor, namely, Jaja Ice Shop. Jaja Ice Shop has the same scale of Business with Etto Dessert, in which is small sized business with only one physical outlet. Other than that, 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 was a concept-based establishment. The public perceived Etto Dessert as a cute and cozy place to enjoy dessert. This analysis would be done by 1) Public perception online and, 2) Our survey that would be 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

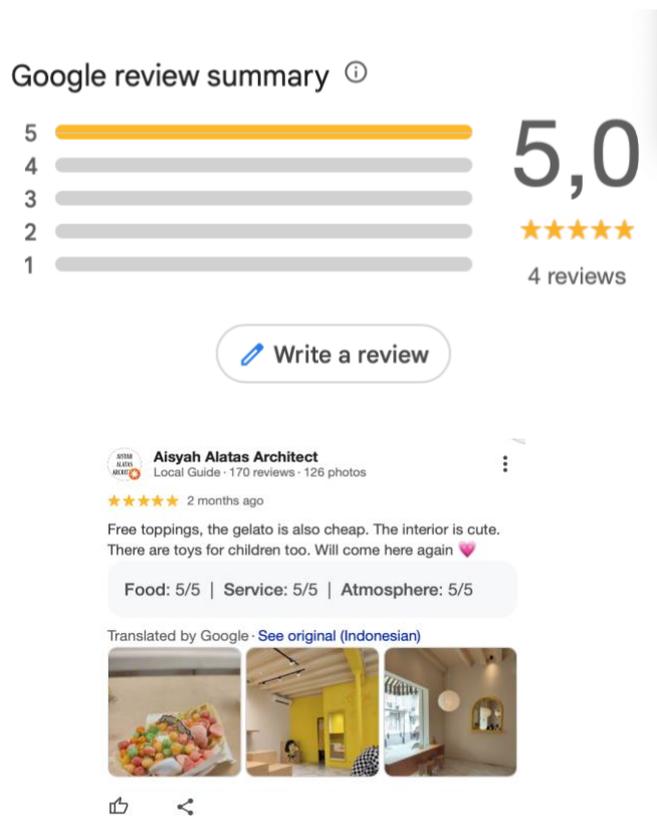


Figure 1.4 Customer Review on Google Review

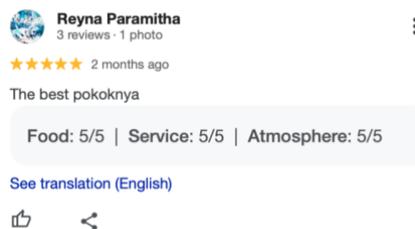


Figure 1.5 Customer Review on Google Review

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 highlighted how aesthetically pleasing its place and interior design are. Several comments also mentioned the service and the taste of their dessert that Etto Dessert offered, which were high quality with great-tasting food. In addition to that, there were also comments that mentioned the activities that could 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 perceived Etto Dessert as a dessert house that had 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 using

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 daily life, and the activities they liked to do with their loved ones so we could identify their preferences for the brand activation we planned for Etto Dessert. To ensure that the audience survey was conducted systematically and produced 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 required a comprehensive understanding from various perspectives. By applying the PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal), we could gain insight into the current situation and identify opportunities to strengthen the brand's presence in the market. This analysis served 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 1.1 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 could 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 signaled a stable and improving regional economy (4.93%) (Badan Pusat Statistik Jawa Tengah, 2024). In urban centers like Semarang, this growth often translated to higher consumer spending, particularly in lifestyle and food sectors.
Social	Etto Dessert adopted an aesthetically pleasing Japanese-style dessert house concept, in line with the pop culture trends popular among young people who were fond of all things Japanese.

	<p>Facilities such as a photo box and aesthetic interior design encouraged social interaction and sharing experiences on social media, boosting brand exposure.</p> <p>Households in the Java-Bali region allocated a higher share of their food expenditure to sugar-sweetened food and beverages compared to other regions in Indonesia (Sanjaya & Sadono, 2022)).</p> <p>High sugar consumption in the Java-Bali region reflected strong market demand for sweet foods and drinks. Over half of local adolescents were consuming excessive sugar, Etto Dessert Semarang was well-positioned to meet these preferences, indicating strong market potential.</p>
Technology	<p>The self-service topping concept allowed customers to customize their desserts according to their preferences, offering an interactive experience supported by simple technology.</p> <p>Instagram (74.0%) and TikTok (70.4%) remained the top platforms for global user engagement in 2025 (Sultan et al., 2025). Gen Z used 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 had a strong opportunity to grow brand presence and customer loyalty by aligning with their digital habits.</p>
Environment	<p>Although not explicitly stated, Etto Dessert could consider using eco-friendly packaging such as paper packaging and paper-based utensils, along with sustainable practices, to attract environmentally conscious consumers.</p>
Legal	<p>As an FnB business, Etto Dessert was required to comply with local tax regulations, including restaurant taxes, by Semarang City Regional Regulation (Perda) No. 10 of 2023.</p>

1.2.3.2 SWOT

Table 1.2 SWOT Analysis of Etto Dessert House

Strength	<p>1. Etto Dessert offered visually appealing and high-quality Japanese-style desserts, with 84.8% of survey respondents indicating a preference for taste and quality.</p>
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	<ol style="list-style-type: none"> 2. Located in a strategic area (Kota Lama Semarang), enhancing accessibility and tourist appeal. 3. Provided 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. Incorporated diverse features beyond food, such as a photobox and merchandise, contributing to a unique customer experience and organic social media engagement.
Weakness	<ol style="list-style-type: none"> 1. Etto Dessert had not fully leveraged digital marketing channels, partly due to the lack of a comprehensive IMC Mix. The survey showed that 58.1% of respondents primarily used Instagram and 33.3% used tiktok. However, the brand's presence on the platforms remained underutilized.
Opportunity	<ol style="list-style-type: none"> 1. There was a potential in increasing the interest in Etto Dessert since 86.7% of respondents were interested in aesthetic desserts, followed by 53.3% who were interested in Culinary activities. 2. Semarang's strong economic growth supported higher consumer spending for Dessert Place. 3. Consumer Preferences in Aesthetic ambiance and Holistic experience rather than only core product.
Threats	<ol style="list-style-type: none"> 1. High competition from other dessert brands with strong unique selling points and an established market presence created challenges for Etto Dessert. Based on our survey, only 24.8% of respondents usually purchased 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 research in Semarang, only 24.8% of the 105 respondents were aware of Etto Dessert, indicating low brand awareness

compared to other dessert places in the city. This was also supported by the statement of Etto Dessert's Chief Marketing Officer during the interview in 22nd April 2025, 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 remained low, with its Instagram account having only 335 followers, and average monthly sales reaching just 404 products. Therefore, Etto Dessert required 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 was to serve as a guide for designing and implementing a communication strategy that was both effective and measurable. This section outlined the objectives to be achieved in executing the communication and promotional strategy for Etto Dessert. Here were the objectives and goals:

1.4.1 Objective

1.4.1.1 Increase Etto Dessert's brand 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 objective of this campaign is to increase Etto Dessert's brand attribute awareness from 24.8% to 70%, based on a post-campaign survey, with a focus on Gen Z aging and domiciled in Semarang. The brand attribute that we wanted to

highlight is : Japanese, Cute, and Youthful. Other than brand awareness, this campaign 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. Based on the Capstone Project Pre survey, 82.06% of the respondent 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. In order to achieve this objective the writer varies effort are needed.

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. An integrated approach that combined experienced offline events with social media engagement was used to close this gap. The 50.2% percentage point target increase was chosen to represent the brand's growth potential as well as industry standards established by comparable dessert and food and beverage brands that had effectively implemented digital-first awareness campaigns.

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

1.4.2 Goals (Social Media Campaign)

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 had 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 testimonial contents and partnerships with Key Opinion Leaders (KOLs). Active audience engagement with features like live streaming, polls, and narrative material could significantly boost the number of followers, according to research by Azizan et al. (2023). Additionally, Instagram's algorithm favored accounts that actively communicated 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.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 indicated 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 highlighted that Instagram's algorithm prioritized short-form video content, especially Reels, which significantly enhanced organic distribution. Assuming each Reel could 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 was 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.

1.4.2.4 Reached a total of 10,000 views on Etto Dessert's TikTok posts within 10 weeks

Video-based platforms typically had higher engagement rates than text or image-based social media, according to Chaffey and Chadwick (2020), who also highlighted the significance of content consistency and TikTok's algorithmic potential. Nubli Adzhani and Widodo (2023) claimed that TikTok's algorithm automatically promoted videos that use viral noises and compelling narration, which could boost view counts by five to ten times when compared to regular videos. Additionally, interaction-based social media tactics like challenges, duets, and collaborations could greatly increase the possibility that material will become viral, according to Sheak and Abdulrazak (2023). As a result, the goal of 10,000 views in 10 weeks is predicated on a strategic knowledge of TikTok's algorithm, which prioritized captivating narratives, popular music, and interactive content formats like challenges.

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 was a paid communication strategy used to introduce, promote, or remind audiences about products, services, or ideas. (Kotler & Armstrong, 2018) defined it as “*any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.*” While this definition remained widely used, advertising today grew beyond traditional media. With the rise of digital platforms, some forms of advertising were now more personalized and interactive, making the lines between personal and non-personal communication less clear. This shift showed how advertising continued to adapt to changing media and audience behavior.

2. Public Relations

Public relations was a strategic function within marketing communication that focused on managing the organization’s image and fostering positive relationships with its various stakeholders. (Kotler & Armstrong, 2018) defined 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 highlighted the role of public relations not only in generating positive exposure but also in mitigating potential reputational risks. In practice, public relations activities encompassed media relations, corporate communications,

community engagement, and crisis management, all of which contributed to maintaining organizational credibility and public trust (Setiadi et al., 2025).

3. Content Marketing

Content marketing was a promotional approach that focused on producing and sharing meaningful and relevant content that aligned with the interests of a potential target audience. The goal was to establish long-term engagement and encourage desired responses, such as making purchases or igniting conversions. According to (Abd Al Rahman, 2024; Pulizzi, 2014), content marketing was 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). This highlighted that content marketing involved 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 was one of the strategic communication approaches where an organization or brand planned and executed an event that could attract their target audience and enhanced the brand message through activities at the event. The format of the event could be a community program, workshops, or thematic brand

experiences. Each event had its own purpose that could deliver value to the audience and created interaction between them. As stated by (Kotler & Armstrong, 2018), “*Events are staged occurrences that communicate messages to target audiences.*” It explained the nature of event marketing and its role as a tool to raise awareness, created interaction, and shaped 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 was how traditional marketing principles could be applied to the digital world with the latest technology available. According to (Nuseir et al., 2023), digital marketing strategies significantly influenced customer experience, with social media platforms playing a key role in enhancing user engagement and brand loyalty. This highlighted the importance of the Digital Marketing role in business execution. By leveraging these platforms effectively, businesses could create more meaningful connections with their audience, ultimately driving growth and long-term success.

6. Sales Promotion

Sales promotion was a tactical approach within marketing communication aimed at generating a quick consumer response by offering time-limited incentives. According to (Kotler & Armstrong, 2018), it consisted of “*short-term incentives to encourage the purchase or sale of a product or service.*” This definition underscored the promotional intent to drive immediate action, whether through attracting new buyers, encouraging repeat purchases, or accelerating product turnover. Typical methods included price reductions, coupons, free samples, contests, and bundling offers. Although sales promotions were effective in increasing short-term sales volume, their application required 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 was the ability of consumers to remember brands or products that arose in the minds of consumers when considering various specific products and were easily associated with the brand or product. Before consumers could form an opinion or attitude towards a brand, they had to first recognize or be aware of it. Brand awareness also referred 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

A. Demographic

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

B. Geographic

Domiciled in Semarang City

C. Psychographic

1. Lifestyle and Interests: Socially active Gen Z (students) who loved exploring trendy new spots they found on Instagram or TikTok, enjoyed dessert as part of their hangout routine, and were 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.

D. 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

A. Demographic

1. Gender : Male and Female
2. Age : 29 - 45 years old
3. Job : Students
4. Economic status : SES A - B

B. Geographic

Domiciled in Semarang City

C. 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

D. Behavioral

1. Huge spending 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 had a monthly expenditure ranging from Rp2,040,262 to Rp9,909,844
2. Men and women who liked 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 was a Japanese-inspired dessert house that brought Japan to Kota Lama. Taking the Japanese phrase "Etto Dessert," which expressed a moment of thoughtful pause, Etto Dessert emphasized 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:* Serving artisanal Japanese sweets crafted with high-quality ingredients, offering a sense of premium desserts and experience.

4. *Youthful*: Serving trendy desserts with an up-to-date store concept that attracted 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 increasing 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. Patch your Memories is a Japanese Keychain Workshop and a Cosplay Event, where participants would create a customizable Press Patch

keychain. Lastly was the Print Advertisement for promoting our offline events such as Poster, Brochure, and Banner.

1.7 Tactics

Tactics were concrete actions designed to implement strategies and achieve specific objectives. According to (Kotler & Armstrong, 2018), 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 1.3 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, 31st 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, 31 August 2025

Table 1.4 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 (Friends)

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 (Alamyar & Kurniawati, 2025; 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 1.5 Content Plan

No	Date of Upload	Title	Platform	Content Category	Description	Mirror on Tiktok
1	31 st 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	1 st of August	#TheEtto DessertWay Path	Instagram Feeds	Entertainment	This content will introducing our campaign for 10 weeks, #TheEttoWay. We will introduce our journey and our key messages that we wanted to bring.	No
3	3 rd of August	Share your Tomodachi	Instagram Story	Entertainment	This content is UGC based content that will be done in Instagram story. "Tomodachi" itself has a meaning of "friends", so it is a	No

					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.	
4	5 th 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	7 th of August	Explore Etto Dessert with Us!	Instagram reels	Educational	This content is a content where we bring people to see Etto Dessert's interior and exterior. This will arouse people's curiousness about Etto Dessert when they see Etto Dessert in life.	Yes

6	9 th of August	Who you eat you Etto Dessert with?	Instagram Feeds	Entertainment	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	11 th of August	Poster Open Registration Patch Your Memories	Instagram Story	Entertainment	This content is an open registration content for our Patch your Memories Offline Event.	No
8	11 th 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	13 th 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. It will also be related to Etto Dessert's menu.	No

10	15 th of August	Date Activity Ideas with Etto Dessert	Instagram Reels	Entertainment	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	17 th 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	19 th of August	Dessert Based on people's MBTI	Instagram Feeds	Entertainment	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	21 st of August	A day in Aiko's life	Instagram Feeds	Entertainment	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	23 rd of August	Fun Fact about Cosplay with @hocer.cosplay	Instagram Reels	Entertainment	This content will include some fun facts about Japanese cosplay event	Yes
15	25 th of August	Save Yuki!	Instagram Reels	Entertainment	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	27 th of August	How did you know I love to attend cosplay?	Instagram feeds	Entertainment	This is the content to drive the interest to the cosplay that will be done in 4 days after this content aired.	No
17	30 th 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	31 st of August	D-day Patch Your Memories	Instagram Story	Educational	This content is a reminder for the D-day of our offline	No

					event, Patch Your Memories	
19	5 th of September	Recap Patch Your Memories	Feeds Post	Entertainment	This content is Recap Patch Your Memories content	No
20	8 th of September	After Movie	Video Reels	Entertainment	This content is a recap of Patch Your Memories as a Press Release also.	No
21	10 th of September	Our top 5 Order Reccomendation	Feeds Post	Educational	This content give recommendation to audience as the favorite menu order	No
22	13 th 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	14 th 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	16 th 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	18 th of September	Hidden Gem Kota Lama	Instagram Reels	Educational	This content is a content that highlight Kota Lama that could engage customer to go to Etto	Yes
26	21 st of September	Summer must haves	Instagram Reels	Entertainment	This content will highlight how Etto Dessert ice cream is suitable for hot days	Yes
27	21 st 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	23 rd of September	Semarang Dessert FOMO button	Feeds Post	Entertainment	This is a prommotional content for ads that highlight the FOMO-ness of people to come to Etto Dessert	No
29	24 th 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	26 th of September	Kota Lama Date Out	Instagram Reels	Entertainment	This content will showcasing Etto's	Yes

					dessert surrounding = Kota Lama	
31	28 th of September	Weekend Polls	Instagram Story	Entertainment	This will be the interactive content on our Instagram Story that include factual information about Etto or Japanese thing.	No
32	29 th 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	30 th of September	Who's dessert are you?	Instagram Post	Entertainment	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 1.6 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																	
7	#FindingYuki																	
9	Monev Event																	
10	SocMed Evaluation																	
11	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 1.7 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 1.8 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

1.9 Members Job Description

Table 1.9 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 Memories event preparations and the execution	30	
Alexandra Feodora Lintang Senoaji	Media Planner	Responsible for developing and executing media strategies to ensure the campaign reached the right audience through the most effective channels. This included 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 flowed cohesively throughout the campaign timeline.	67	

1.10 Control and 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.

1.10.1 Key Performance Indicators

Table 1.10 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 collaborated with 1 community
		Successfully collaborated 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.
		Started creating a TikTok account and increased 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

1.10.2 Work Hours

Table 1.11 Work Hours

Name	Student Number	Time Allocation	Job Description
Denisa Clarinta Arvanti	14040122190060	135 Hours	<ul style="list-style-type: none"> ● Strategist ● Program Manager ● Project Officer
Alexandra Feodora Lintang S.	14040122190061	135 Hours	<ul style="list-style-type: none"> ● Media Planner ● Social Media Officer