

APPENDIX

Appendix 1. Minutes Of Meeting (MoM)



ETTO DESSERT

Recorded by:

Alexandra Feodora L. S.

Chiara Dyani Hatti

Denisa Clarinta Arvanti

Nadia Ramadhani Soesmono

Raissa Putri Shakyra

Abstract

Meeting, 2nd May 2025

1. Attendance List

Name	Title/Functional	
Alexandra Feodora L. S.	Media Planner	V
Chiara Dyani Hatti	Account Executive	V
Denisa Clarinta Arvanti	Strategist	V
Nadia Ramadhani Soesmono	Digital Analyst	V
Raissa Putri Shakyra	Copywriter	V

2. Meeting Location

Building : Virtual

Conference Room : Zoom meeting

Conference Line :-

Web Address :

<https://us06web.zoom.us/j/89870163784?pwd=OVZldDZqbMxOFhPNFZkSjBjXWw1pZz09>

3. Meeting Countdown

Thursday, 2nd May 2025

Meeting Schedule Start : 09.30 WIB

Meeting Schedule End : 11.30 WIB

4. Meeting Process

No.	Discussion	Details
1	Opening	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti • Points: <ul style="list-style-type: none"> - Introductions from the <i>Karya Bidang</i> team - Explanation of the purpose of the meeting
2	Background Etto Dessert	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti and Kak Gito • Points: <ul style="list-style-type: none"> - Etto was established to meet the market demand in Semarang for a Japanese-style dessert house - Offer a taste and experience that closely resembles authentic Japanese desserts - Focuses on young people as the primary target audience - Brings a fun and fresh concept that is still unique in Semarang

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3	Business Goal	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti and Kak Gito • Points: <ul style="list-style-type: none"> - Etto started because Semarang didn't have a Japanese-style dessert place - Tries to give a taste and experience similar to Japan - Focuses on young people as the main customers - Brings a fun and fresh concept that's new in Semarang
4	Market Insights & Strategy	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti, Alexandra Feodora, Denisa Clarinta, and Kak Gito • Points: <ul style="list-style-type: none"> - After 5 months, Etto's performance is doing quite well - Etto is using Premium and High Quality Ingredients, and partners with Oma Elly for their Ice Cream - Visitor traffic increased in January, dropped during Ramadan, and started to recover in April - The location is not in the city center but gets support from nearby partners (Izakaya & Billiard) - Direct competitor: Jaja Ice Shop - Indirect competitor: <u>K3mart</u> - Main challenge: the location and the local habit—many people don't like walking far - Target market: Gen Z, Gen Alpha, and young millennials who love Japanese culture and aesthetic places - Marketing focuses on organic and collaborative efforts, not paid ads - Prefers long-term partnerships (with schools, communities, creators) - Doesn't offer sponsorship money, but gives other benefits like treats or discounts

5	KPI & Growth Plan	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti, Denisa Clarinta Arvanti, and Kak Gito • Points: <ul style="list-style-type: none"> - KPI and supporting data will be sent separately - The current focus is on improving performance in May and June after Ramadan
6	Closing	<ul style="list-style-type: none"> • Speaker: Chiara Dyani Hatti • Points: <ul style="list-style-type: none"> - Both parties express their thanks to each other

5. Meeting Result

The meeting has a conclusion and meets the resolution, which consists of,

1. **Meeting with Etto Dessert**
2. **Etto shared their background and goals: Focus on Japanese-style desserts with a fun, fresh concept for young people in Semarang**
3. **Market approach is mostly organic with long-term collaborations**
4. **KPI and detailed data will be sent separately**

We, the signature bearers, proclaim that the Etto Dessert and *Karya Bidang* team Meeting has happened on Thursday, 2nd May 2025, in a Zoom Meeting

Gito Sabata
Chief Marketing Officer of Etto Dessert

Daniel
Marketing of Etto Dessert



Appendix 2. Event Documentation









Appendix 3. Google Form Survey

With the existence of this Standard Operating Procedure, the survey process can be carried out in a more structured manner, producing more accurate data and assisting in the formulation of more effective marketing strategies. The following are the results of the audience survey:

Umur (Hanya Angka)

105 responses

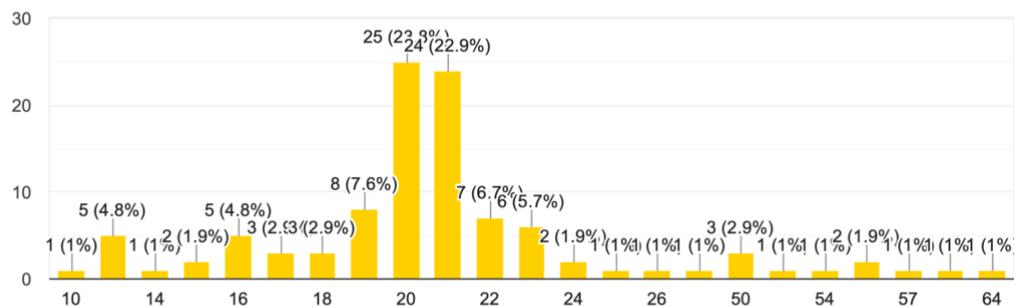


Figure A.1 Result Age Diagram

This survey's respondents are Semarang citizens with the range of ages 10–64, pretty accurate to our target audience in the Millennial generation & Z generation. Those ages are students starting from junior high school until workers.

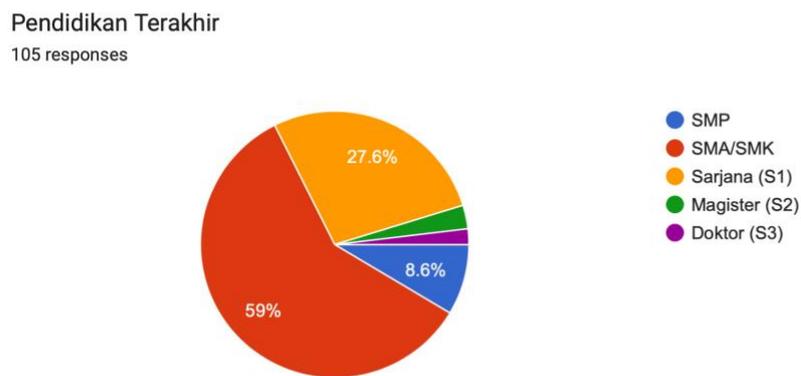


Figure A.2 Respondents' last academic degree

To make the age range more clarified, we can see from the last academic degree respondents are in. We can see that the lowest is in Junior High School, where the highest are in Doctorate degree in total of 1 person. The majority are on High school graduates, followed by bachelor's graduates and then junior high school graduates.

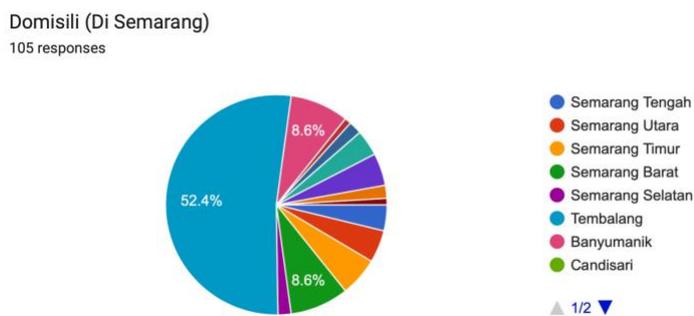


Figure A.3 Respondents' Domicile

To strengthen the respondents' spread of domicile in Semarang, we need to know their geographic location to make the event. We can see that the majority is in Tembalang, followed by Banyumanik and West Semarang.

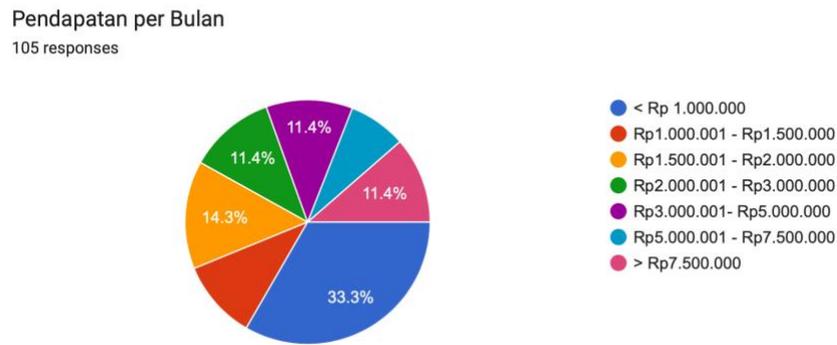


Figure A.4 Respondents' Income in One Month

With a total of 105 respondents, the majority, with a total of 33.3% of respondents, have an income of less than Rp 1,000,000 per month. The next majority is Rp 1.500.001 - Rp 2.000.000. And followed by the third majority in 11.4% in the range of income in Rp 2,000,001 - Rp 3,000,000, Rp 3,000,001 - Rp 5,000,000, and then > Rp 7,500,000.



Figure A.5 Respondents' preferred price for a dessert

Out of a total of 105 respondents, 64.8% reported that they are willing to spend between Rp. 20.000 and Rp. 40.000 for a single dessert

purchase. The findings from this research help provide insights into respondents' average spending on desserts in Semarang.

Dimana anda biasanya datang untuk membeli dessert (hidangan pencuci mulut) ?

105 responses

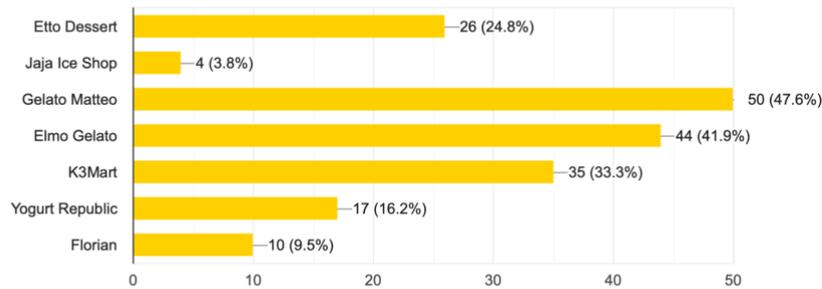


Figure A.6 Respondents' knowledge about dessert brand

Dari mana kamu biasanya mendapatkan info tentang tempat makan dessert? (bisa pilih lebih dari satu)

105 responses

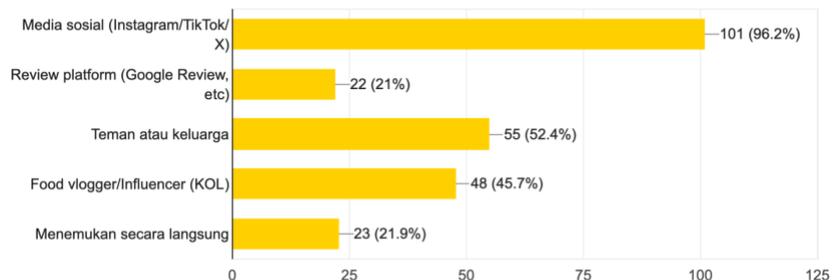


Figure A.7 spondents' information of getting dessert place recommendation

In this question, we also include the logo of the brand so they could recognize the brand better. Based on the answer, most of the respondents choose gelato brands as their commonly eaten dessert, with Gelato Matteo at 47.6% and Elmo Gelato at 4. From this answer, we can see that there are some respondents that go to Etto Dessert but it is still categorized as a minority.

Almost all of the respondents, with a percentage of 96.2%, usually get dessert place recommendations through social media. This is legitimate proof of how to raise Etto Dessert awareness in the most effective way through social media.

Media Sosial apa yang sering kamu gunakan?
105 responses

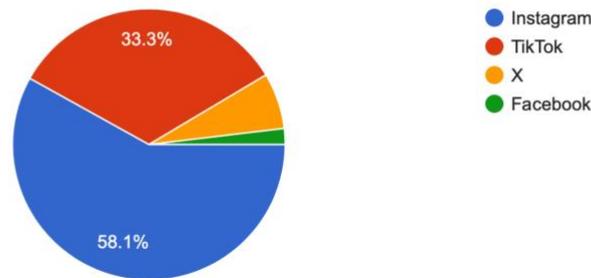


Figure A.8 Respondents' social media preference

Based on our survey, most of the respondents, with a total percentage of 58.1%, prefer social media on Instagram. After that, TikTok is 33.3%.

Format konten seperti apa yang paling kamu sukai? (bisa pilih lebih dari satu)
105 responses

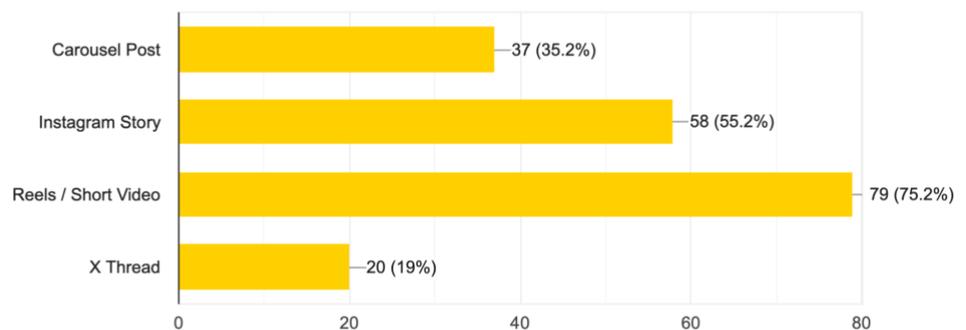


Figure A.9 Respondents' favorite content format

Based on the survey, there's significant liking for content format, with the majority of 75.2% liking the reels/short video content, which is in

line with the preferred social media, which is instagram and TikTok, platforms that provide reels and short video content.

Menurut anda, Jika Etto Dessert akan mengadakan sebuah acara, Jenis Acara apa yang anda minati?

105 responses

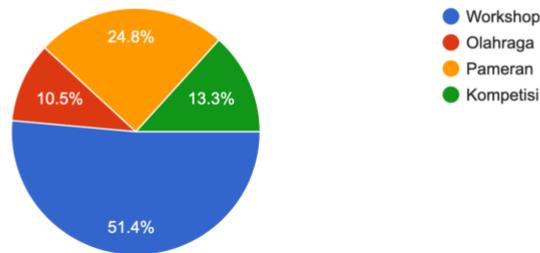


Figure A. 10 Respondents' preference of preferred brand activation

Menurut anda berapa range harga pendaftaran yang ideal untuk mengikuti suatu Workshop?

105 responses

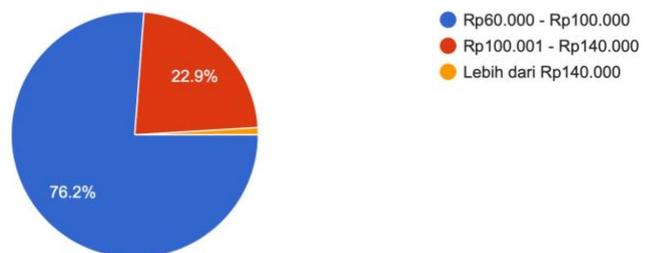


Figure A.11 Respondent preferred range of price to join a workshop

From the 105 respondents, more than half of the total respondents, with a total of 51.4%, choose workshop as their preferred activity.

From this response, we can see that most of the respondents choose the lowest range of prices to join a workshop, which is Rp 60,000 - Rp 100,000.

As what respondents pay needs to be aligned with what output they want, most of the respondents, with a total of 60%, want the fun experience with their loved one.

Apa yang anda harapkan bila mengikuti suatu event bersama orang terdekat?

105 responses

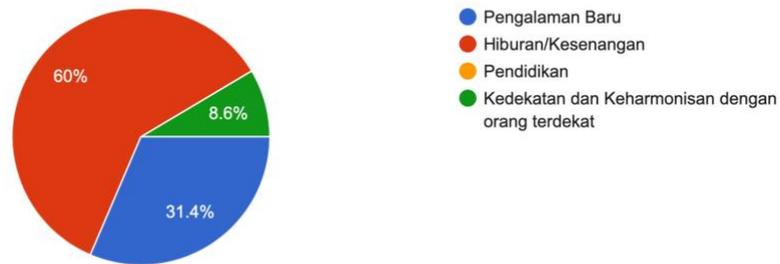


Figure A.12 Respondents' preferred output of joining an event with the closest ones