

CONSUMER JOURNEY AND SOCIAL MEDIA: THE CONTENT MANAGEMENT OF E-CATERING MARKETPLACE PROMOTION MEDIA FOR SME CATERING SERVICES BUSINESS INDUSTRY

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Abstract

The research aims to analyse the content management in the e-catering marketplace promotion media for the SME Catering Services Business Industry in Greater Jakarta. The fast advancement of communication technology provides changes in the social order. The focus of economy has changed from the conventional development of small and middle enterprises (SMEs) to what it is now called the Digital Start Up. The small and middle range enterprises play a central role in the economic sector of developing countries such as Indonesia. In this country, the source of life definitely depends on the sector of Small and Middle Range Enterprises. It is definitely relevant and in line with the new paradigm in the era of globalization, i.e. Innovation and Technology-Based Economy in the Making Indonesia 4.0 program that the Government wants to develop. The theoretical background of the research refers to the use of concepts such as: socialization, marketing mix and content marketing. The research used the constructivist paradigm with the case study research method. The data collection was conducted through in-depth interviews. The research results show that the socialization process and the E-Catering Marketplace promotion media conducted by Redkendi for the SME catering services business industry is able to provide the increase of market coverage areas and better administrative management for this particular industry. The research carried out the identification of innovative products from the aspects of relative advantages, compatibility, complexity, trialability and observability. Using an efficient communication channel, it benefits from some social systems in order to achieve common goals.

Keywords: *e-catering, digital start-up, technology, promotion media.*

1. INTRODUCTION

The rapid advancement of communication technology in the last decade has brought great change in the fourth-generation industry or the industry 4.0. In the industry 4.0, various traditional activities slowly changed to the virtual direction (KOTLER, KARTAJAYA & SETIAWAN, 2016).

The uses have developed so far in all sectors ranging from education, transportation, insurance, stocks to employment information as well as finance including ones in the sector of marketing in relation to transaction and trade that has recently been integrated into new media (ZAPHIRIS & ANG, 2009).

It is definitely not surprising if we look at the total number of Internet users in Indonesia. Based on the data of the Indonesian Internet Service Providers Association (APJII) regarding Internet users and penetration in Indonesia on February 19, 2018, there were 143.26 million Internet users in Indonesia or 54.68% of the total 262 million people.

The public has recently witnessed the transition from companies with industrial platform to the ones with a digital one. Technology has penetrated each business practice and has created more sophisticated communication ability and superiority (RUIZ-MOLINA, GIL-SAURA, & BERENGUER-CONTRÍ, 2014). Technological and communication innovation have become an inseparable part of national development, and in turn it can bring a very significant contribution to the economy (KOTLER, KARTAJAYA & SETIAWAN, 2016).

For developing countries like Indonesia, the source of livelihood mostly depends on the small and middle enterprises (SMEs). The SMEs play a great role in the national development. Based on the data provided by Indonesian Central Bureau of Statistics (BPS), the percentage of total SMEs amounted to 98.5% if compared to the total number of companies, in 2018. In the same year, the number of workers having been absorbed in

the sector amounted to 97% of the total national workforce.

Referring to the contribution to the national economy, it provides jobs and produces output. The government has the vision of turning Indonesia in the Digital Energy of Asia in 2020, with a total target of 8 million SMEs in Indonesia, and therefore, it can carry out online trade activities in 2019. Particularly, the sector of the catering service industry represents the focus and the main priority that the government wants to develop.

The Ministry of Industry also records that the contribution of food and beverage industry to the GDP in the sector of non-oil and gas industry amounted to 34.95% in the third quarter of 2017. The results turn the food and beverage sector into the biggest GDP contributor if compared to other subsectors. Therefore, the SME Catering Services Business Industry (Food and Beverage) becomes the main sector, the focus of attention (MASON & PAGGIARO, 2012).

The SMEs in the sector are urged to be more innovative in marketing their business products. The innovations definitely have to adapt to the current era. In this era, the majority consumers are the Millennial generation and information technology literate. Therefore, in an era of trade and economic development, it is impossible for Indonesia to depend only on conventional industries and classical marketing strategies.

Go Online becomes a way to marketing products, increasing services for current customers and expand the coverage in order to gain new customers. In the middle of tight digital market competition, whether they want it or not, the SME Catering Services Business Industry has to start participating in the flow of electronic commerce.

However, in fact the SMEs still have many problems and so, the SMEs' ability to participate in the national economy is not optimal and it should get fast handling among others (1) The limited access of capital resources, (2) Weakness in organization or management particularly (3) technological mastery, (4) Marketing, i.e. the weakness of market penetration and lack of broad marketing coverage (PRAMIYANTI, 2008).

Customers who are more trained and educated with the Internet uses become a potential market for many businesses. Many business people

consider that the Internet is a tool to develop businesses in the future. The focus of the economy has changed from the conventional development of the SMEs to what it is now called the Digital Start-up as a form of application in carrying out business activities.

A Digital start-up actor in developing the priority sector of the Making Indonesia 4.0 is the SME Catering Services Business Industry. Redkendi is a start-up company that takes benefits from the digital technology in order to create solutions for the national problems particularly encountered in the SME Catering Services Business Industry.

According to the Decree of Minister of Health of the Republic of Indonesia (Number 715/Menkes/SK/V/2003), the Catering Services Business Industry is made out of companies or individuals who carry out food management activities served out of the business location on the basis of orders.

The catering business is a business in the sector of food and beverage processing industry which has greatly developed in the society (SIDALI, KASTENHOLZ, & BIANCHI, 2015). The catering becomes a promising culinary business to be developed (KIM, 2017). The opportunities of the catering business are considered very bright with the continuously developing business prospect as it is well-known that food represents a basic need for every human being (ALFARIZI, MULYAWAN, & BASRI-UBSI, 2018).

The research will focus on a catering company in Greater Jakarta, i.e. Redkendi. The justification for selecting the company is that Redkendi has two caterings and one buyer with a total of 85 portions per day. Moreover, there were 69 customers and 114 caterers in 2017. Right now, Redkendi is able to have more than 190 Caterers and 198 Customers with a total of 60,000 portions per day in 2018. Therefore, it has networks in various areas in Greater Jakarta and its surroundings Jabodetabek, Karawang and Purwakarta. The Content Management of Redkendi for the SME catering services business industry has to be carried out effectively and accurately when it can invite other SME catering services business to start following the flow of electronic commerce with Redkendi.

Based on the above background, the research aims to analyse the content management in the promotion media of Redkendi as the company in the e-catering marketplace for the SME Catering Services Business Industry in Greater Jakarta.

2. LITERATURE REVIEW

Marketing Communication

Through communication, company's directors, co-workers, professionals, customers and distributors as well as supplier can try to foster, keep and maintain their relationship with one another (MCQUAIL, 2010).

Marketing represents a set of activities within a company that are directed towards fulfilling the needs and willingness of the society through a product expected to provide benefits for customers (SCHULTZ, TANNENBAUM, & LAUTERBORN, 1994). Moreover, marketing is intended to increase the company's profits. The marketing concepts have many definitions.

According to Kotler, Keller, Brady, Goodman, & Hansen (KOTLER, KELLER, BRADY, GOODMAN & HANSEN, 2016), marketing is "to identify and meet human and social needs". Based on its scope, marketing is defined as a set of activities used to create, promote and deliver goods or services to customers. Based on the social definition, marketing is a social process where individuals get what they need and require through the creation, offering and free exchange of the product values and services with the other parties (KOTLER, KELLER, BRADY, GOODMAN & HANSEN, 2016).

From the definition above, it can be concluded that marketing aims at reaching targets by fulfilling the needs and willingness of customers in various ways, i.e. by designing products, determining prices, conducting promotion, building relationship with customers, providing satisfaction for customers and profits for the organizations (BRIANDANA, DOKTORALINA, & SUKMAJATI, 2018).

Schultz, Tannenbaum, & Lauterborn (SCHULTZ, TANNENBAUM, & LAUTERBORN, 1994) state that in an information society, marketing is communication and communication is marketing, where both cannot be separated from

one another. Marketing communication appears as a form of more complex and different communication.

Marketing communication represents the process of perceiving, understanding, stimulating and fulfilling the selected target market particularly by distributing the resources of an organization to meet various needs (SUTONO, BRIANDANA, DOKTORALINA, REKARTI, & DWITYAS, 2018). Moreover, marketing communication is also defined as something that companies use in their efforts to inform, persuade and remind customers about products and brands they sell (KOTLER, KELLER, BRADY, GOODMAN & HANSEN, 2016).

According to Manser Payne, Peltier, & Barger, the functions of marketing communication are comprised of 3 key components:

1. Market Strength. It is an external opportunity and threat, at the interaction of the marketing operations of an organization.
2. Alignment Process. It is a strategic and managerial process used to ensure that the marketing mix of services and policies has been feasible in order to encounter market strength
3. Marketing Mix. It is an important internal element that establishes the marketing programs of an organization (MANSER PAYNE, PELTIER, & BARGER, 2017).

The marketing mix is one of the marketing functions which is an important internal element used to establish the marketing program of an organization. Kotler, Keller, et al. (KOTLER, KELLER, BRADY, GOODMAN & HANSEN, 2016) state that the definition of marketing mix as follows: "Marketing Mix is a set of marketing tools that the firm uses in order to pursue its marketing objective in the target market". Therefore, it means that the marketing mix of services is the organizational element of a company that can be controlled by the company in conducting customer and satisfaction.

Based on the definition at above it can be concluded that the marketing mix represents an interrelated, mixed, organized marketing element and therefore the companies can effectively achieve the marketing goals as well as satisfy the needs and willingness of customers.

Tjiptono (2011) divides the marketing mix of services into 8 P: Product, Price, Promotion, Place, People, Process, Physical Evidence and Customer Service.

SME Business

The role of small and middle enterprises (SMEs) in Indonesia's economy has definitely been great since the beginning. Considering that contribution to Indonesia's economy is more important, the SMEs should get greater attention from policy makers.

The Community For Economic Development (CED) states that the criteria of small business relate to the management that stands independently, managers are capital owners provided by the owners or a small group, the operation area is local; overall size is relatively small (SURYANA, 2016).

According to Mandala & Raharja (MANDALA & RAHARJA 2012), the criteria of small and middle business are as follows:

1. There is no clear distribution of tasks between administration and operations. Most small industries are managed by individuals who also become the owners and managers of the companies and utilize workers from their families and close relatives.
2. Small industries have low access to formal credit institutions, and therefore they tend to rely on business financing to their own capital or other resources such as relatives, intermediary traders as well as moneylenders.
3. Most small businesses do not have a legal entity status.
4. Almost one third of all small industries have a group of businesses related to the food and beverage industry, as well as the tobacco industry and other groups of industries, such as textiles, wood, bamboo, rattan, household furniture, paper and chemical products.

3. RESEARCH METHODS

The research used qualitative a qualitative study case research method. In general, the case study method is the most suitable research if the research questions has little opportunities to control the research events and if the research

focuses on current phenomenon in the context of real life (SUGIYONO, 2012).

The approach allows a researcher to understand what is hidden behind a phenomenon that is sometimes difficult to know and understand. Therefore, the researchers can find individual experiences when defining a problem and audience as the free informants in revealing the definition.

The data obtained in the research is divided into two categories: primary and secondary data. The primary data that the researchers collect directly are the interview results with the representatives of the Business Development and Caterer Development from Redkendi Jakarta. Moreover, the secondary data obtained from observation through the interaction through the uses of the digital media and from documentation in a kind of information or articles concerning the company and its products or the existing report data.

In the research, the data collection was carried out through:

1. The unstructured interview (open interview), i.e. interview conducted freely in which the researchers did not use the interview guidance having been designed systematically but only the outline of the problems to be asked (SUGIYONO, 2012).
2. Non-participant observation. The non-participant observation is an observation method in which the researchers only act to observe without any involvements in activities such as those of the groups or people who are being studied (KRIYANTONO, 2014). In the non-participant observation, the researchers will only observe the social realities that happen as in the process of content management, in the E-Catering Marketplace promotion media of Redkendi, in inviting the SME Caterer with the goals directed to the fulfilment of needs and willingness of Catering by creating, developing and marketing product and services or media that are electronically innovative in the Digital Era.

4. FINDINGS AND DISCUSSIONS

Implementation of the Concepts in The Content Management of Redkendi's Promotion Media for The SME Catering Services Business Industry in Greater Jakarta

The presence of Redkendi as the Digital Start-up of the E-Catering Marketplace in developing the priority sector of the Making Indonesia 4.0 of the SME Catering Services Business Industry tailors it to the government's programs. The use of the digital technology to create solution of national problems aims to direct the fulfilment of market needs. It creates products, services or media that is electronically innovative.

The Redkendi's vision is to become the best Marketplace Catering platform in Indonesia. In order to achieve this vision, Redkendi has the mission of focusing on such a synergy. It synergizes with the SME Catering Services Business Industry, and therefore, it creates better added value and supports catering services business in building their continuously developing businesses.

In achieving the mission, Redkendi's content management for the SME catering services business should be correctly conducted in order to persuade other catering business people to start following the flow of electronic commerce together with Redkendi. However, the SME catering services business has several problems and these have hampered their capability of taking part in the national economy.

In this research, the researchers used the marketing communication perspective. Marketing is present when it starts meeting human needs. However, humans do not only want to meet their needs but they also want to meet their willingness. In this research, the additional order is a need required for the continuity of catering business services. However, the willingness to provide better services, carry out marketing in appropriate to the digital era, give capital assistance and the supply of good raw material as well as the ease and practicality of tools required to make the catering management effective and efficient are definitely in great demand.

Human willingness (catering services business) for goods and or services products attracts the attention of marketers (Redkendi), and therefore, Redkendi uses its efforts of the content management promotion media to remind, inform, communicate and most importantly, persuade the catering services business to join as a Seller and follow the process of electronic commerce by providing the best services for Redkendi's customers.

According to, marketing is a social process in which individuals or a group of people in the research, the SME catering services business industry, get what they need and want through the creation, offering and free exchange of product and service values with another party (Redkendi). It aims to make public, i.e. the SME catering services business in this research, aware of their social function. Moreover, they can be active in the social life in the digitalization era. In the era, they will actively participate in the activities of electronic commerce flow to maintain their business by joining Redkendi's E-Catering Marketplace.

The marketing that a company carries out has several objectives to be achieved either in the long-term or on the short-term. Concerning the short-term goals, Redkendi wants to support the marketing of the SME catering services business to several customers of Redkendi's business partners who need catering services. Moreover, for the long-term goals, Redkendi has to work in synergy with the SME catering services business in order that it can carry out their business effectively and efficiently through technology media and innovation that Redkendi provides. Therefore, the SME catering services business is able to compete in the flow of electronic commerce and can expand with greater number of portions.

The researchers used the marketing mix perspective as an important internal element that creates the marketing program of Redkendi's Digital Star-Up company to achieve its marketing objectives in the content management. The goals are directed to the target market of the Caterers as a Seller (Seller, Catering Services Providers) in Redkendi's E-Catering Marketplace.

Tjiptono (2011) formulates the marketing mix of services into 8P: Product, Price, Promotion, Place, People, Price and Physical Evidence, Customer Services. It can become the foundation of the SME catering services business in making purchasing decisions. In this research, the researchers try to identify contents with the basis of marketing mix used in Redkendi's content management promotion media. It aims to meet the needs and willingness of catering in creating, developing and marketing products and services or media that are electronically innovative in the Digital Era.

The content marketing element is used in the research as an analysis knife to assist how innovation (promotion media content) conveyed, (communicated) to a group of the SME Catering Services Business members. Therefore, the innovation becomes commonplace and the SME Catering Services Business will accept as a part of productive activities in participating in the electronic commerce flow.

The marketing content is a marketing strategic approach with the focus on creating and distributing valuable, relevant and consistent content. According to Pulizzi (2009), the marketing content is a marketing technique used to create and distribute relevant and valuable content to attract, obtain and involve the target audiences who are intelligible and understandable with the goals of stimulating customers' profitable actions.

Content marketing is created to produce qualified, unique, significant, valuable, dynamic and relevant content if compared to its competitors. The Content Marketing Element is the foundation of understanding content and as the extent to which new products, services, or ideas can have a certain quality and attract consumer behaviour.

Therefore, the innovation or content becomes commonplace and the SME Catering Services Business accepts as part of productive activities in following the flow of electronic commerce.

As the E-Catering Marketplace, Redkendi is a new form of the promotion media for the SME Catering Services Business Industry. In the promotion media, there are contents for creating solutions to national problems with the aims of directing to meet market needs. In this matter, the promotion media creates, develops and market products, catering services or media that are electronically innovative in the Digital Age. Therefore, it is more likely that the SME Catering Services Business Industry to be able to take part in the national economy optimally.

According to Rekart & Doktoralina (REKARTI & DOKTORALINA, 2017), content Marketing describes as to what extent new products, services, or ideas can have a certain quality and attract consumer behaviour with five elements as a unit of the content management analysis in Redkendi's promotion media for the SME Caterers based on the identification of Marketing Mix as the research results (Table I).

Table 1. Implementation of Marketing Content in Redkendi

No	Marketing Content Elements	Analysis
1.	a. Relative Advantages. The public can accept an innovation if it is economically profitable, better, cheaper or more able to increase comfort, satisfaction and trustworthiness if compared to other products.	1) Redkendi sets the 3% profit sharing of total per invoice caterings having been marketed and built successfully. 2). Greenkendi sets the 3.5%-5% profit sharing of total funding capital assistance having been allocated (including the 1% fee of using Online Catering Services if the customers get from Redkendi). 3). Yellowkendi raises the raw material prices of 4-5% if obtained directly from farmers.
2.	b. Compatibility. Innovations have to be consistent with the appropriateness of lifestyle, social system and needs of those who make the adoption.	As the E-Catering Marketplace, innovations that Redkendi has for the SME caterers are tailored to problems the caterers encounter, and so, the innovations provided are appropriate to the needs of the caterers, such as: 1) Human Resources that have an impact on the management of the organization and catering 2) The manual recordings and technology mastery. These result in that they forget the information order and it has an impact on their service quality. 3) Capital 4) Raw Material

3.	b. Compatibility. Innovations have to be consistent with the appropriateness of lifestyle, social system and needs of those who make the adoption.	<p>As the E-Catering Marketplace, innovations that Redkendi has for the SME caterers are tailored to problems the caterers encounter, and so, the innovations provided are appropriate to the needs of the caterers, such as:</p> <ol style="list-style-type: none"> 1) Human Resources that have an impact on the management of the organization and catering 2) The manual recordings and technology mastery. These result in that they forget the information order and it has an impact on their service quality. 3) Capital 4) Raw Material 5) Catering Business Education <p>Therefore, Redkendi with its technology does not only assist the marketing process, but also has its synergy to the SME catering to create value added through the reference of Redkendi's Short- and Long-Term Goals.</p> <p>The Short-Term Goal of Redkendi is to help marketing the SME catering to some customers of Redkendi's partners who need the catering services. The Long-Term Goal of Redkendi is to make synergy with the SME catering in order for them to carry out their business effectively and efficiently through the technology media and innovation that Redkendi provides, and therefore, they are able to compete in the flow of electronic commerce and can expand their business with greater amount of portions.</p>
4.	c. Complexity. In general, less complexity of a product produces faster adoption process and bigger opportunity of success.	<p>Complexity in Redkendi's innovation gets help from the presence of the Division or People who have the SME Caterers after making partnership with Redkendi:</p> <p>The Caterer Development that helps managing, socializing and educating innovation and technology products to the SME caterers (sellers). And it ensures that these have been implemented.</p>
5.	d. Trialability. The easier the consumers get the products and take benefits, the bigger the opportunities of the products to be developed successfully.	<ol style="list-style-type: none"> 1. The Web and Mobile Application of Redkendi: <ul style="list-style-type: none"> • It helps marketing the catering. Redkendi gives the service order. • It easily accepts, reads and recaps the orders. • It makes and recap all invoices of the services • It becomes reference to variations in food menu presentation 2. Education Video and Standard Training Modul of Catering Business Services <ul style="list-style-type: none"> • The uses of APD • Training for waitress • Standard service (time, presentation, cleanliness) • The uses of Redkendi's application • Redkendi's Company profile
6.	e. Observabilities. If customers see other people using the products successfully, the adoption will be faster and there will be a greater opportunity for success.	<p>Reflected in the Video Media of Redkendi's Company Profile which will explain what Redkendi is and its success in marketing catering services to some markets. In addition, the testimonials of the SME Caterers who have obtained Redkendi's assistance with its technology as well as those from the customers.</p>

In this research, the content management of Redkendi's E-Catering Marketplace promotion media for the SME catering will be carried out with the organizational elements of the company (Redkendi) that can be controlled by the company in communicating with customers (the SME catering) and will be used to meet their needs and willingness. The elements the researchers have been identified through the marketing mix, result in Redkendi's contents.

Redkendi's content will be analysed through the content marketing elements as a technique for creating and distributing the relevant and valuable contents to attract, get and involve the target audience clearly and comprehensively. It aims at stimulating the profitable actions of the customers, and finally it will support the content management process.

Concerning the research results, a content will be able to meet customers' need particularly the SME businesspeople if the contents have the aspects of Relative Advantages, Compatibility, Complexity, Trialability and Observability. Redkendi's content has fulfilled the aspects such as its technology and ecosystem.

5. CONCLUSIONS

Based on the research results and discussion that the researchers have carried out, the conclusion can be made that the content management in the promotion media of Redkendi as the start-up company of B2B E-Catering Marketplace for the SME Catering Services Business Industry has been conducted by identifying products and services that are tailored to the needs and willingness of the SME catering as follows:

Redkendi has products of Web and Mobile Application, Educational Videos, Yellowkendi Ecosystems (raw material assistance) and Greenkendi (funding capital assistance) as well as Human Resources Partnership and documents as a form of innovation. The innovations definitely have the characteristics that are tailored to the demands and willingness of the SME Catering in order for them to be acceptable and adoptable on the basis of:

Relative Advantages. The SME catering can accept innovations if deciding the exchange value with the proofing sharing of 3% and particularly for events, i.e. 5% of total invoices. Totalling 3.5%-5% if following Greenkendi and Catering can purchase all culinary needs of Yellowkendi at an affordable price which only increases 4-% of total raw material prices obtained directly from farmers. Therefore, it is economically beneficial, it increases comfort, satisfaction and trust worthy if compared to other products.

Compatibility. Redkendi's innovations are adapted to the problems that the caterers encounter, and so, the innovations provided are suitable to the demands of the caterers, such as the difficulties of human resources, manual system that does not utilize technological benefits, capital, raw materials and marketing.

Complexity. The complexity in Redkendi's innovations gets support from the presence of Division or People Caterer Development as customer services that help build catering services.

Trialability. The innovations of Redkendi have facilities and ways to overcome difficulties, and so, the SME catering gets many benefits. For example: Web and Mobile Application of Redkendi help market, accept and read and recap orders as well as invoices and reference of menus.

Observability. Innovations in Redkendi get support from the success of Redkendi's ability so far to marketing its caterer and reflected in the Company Profile Video Media equipped with a variety of testimonials.

Redkendi has various channels of communication as "Tools" to convey innovative messages from the sources to the receivers through: Interpersonal Communication Approach, Seminars or Workshops, and Video Media (YouTube and Social Media) by considering the objectives and the characteristics of the receivers.

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