



Konnichiwa's Advertising Model in an Effort to Reach Consumers (Case Study at Konnichiwa Japanese Restaurant, Bandung City)

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Abstract: Konnichiwa is a Micro, Small and Medium Enterprises company that has a Japanese restaurant concept inspired by an Anime (Japanese cartoon). However, Konnichiwa restaurants are still not optimal in carrying out direct promotions or promotions through social media, so many people do not know about Konnichiwa restaurant stores. This study uses a qualitative descriptive type method, with collection using interviews and documentation techniques. The data analysis used was in the form of data reduction, data presentation, and drawing conclusions. The data validation technique uses triangulation techniques. The result of the research is to find that the advertising that Konnichiwa is currently doing is using social media advertising, advertising through banners, and events, and relying on (WOM) or word of mouth.

Keywords: Advertising, Promotion, Efforts to Reach Consumers

INTRODUCTION

Japanese food restaurants are one of the alternative choices for Indonesian consumption. Japanese food restaurants are divided into two types, namely restaurants that only sell specialty products and restaurants that offer a menu of Japanese food with many variations. In general, Japanese food tends to contain high nutrition and attractive appearance because of the minimal processing that is done. The existence of cultural differences between Indonesia and Japan has made Japanese food in restaurants in Indonesia slightly modified to suit Indonesian culture. Traditional Japanese food, which is generally served fresh and raw, undergoes a slight modification so that the food is cooked but the nutritional content and color are maintained (Nakayama & Wan, 2018).

The increase in the Japanese food restaurant business in Bandung has two main implications for consumers and for restaurant managers or owners. In general, all Japanese restaurants, both restaurants that provide specialty products and restaurants that provide various menu variations, provide the same menu with almost the same taste. The existence of this menu equation makes consumers then consider the quality offered by the restaurant. The

quality of food, service, and the physical environment are important dimensions and aspects considered by consumers in choosing a restaurant. Meanwhile, when viewed from a restaurant's point of view, the consideration of various dimensions of quality by consumers will lead to intense competition in terms of improving the quality of food, service, as well as the physical environment. This is because every restaurant does not want to lose the loyalty of its customers, so restaurants continuously make improvements to be able to maintain their customers and satisfaction (Bunchalio, Ongkunaruk, & Puthpongpirorn, 2018).

Currently Japanese food is increasingly favored by various groups in Indonesia so that there are more and more restaurants serving Japanese cuisine. This can be seen from the many Japanese restaurants in Bandung, both in malls, hotels, and those that have their own buildings, for example Hoka Hoka Bento, Hanamasa, Sushi Tei, Sushi Groove, and others. (Murdowo & Lazaref, 2021).

One of the other companies engaged in the Japanese culinary field is Konichiwa. Konichiwa is a Micro, Small and Medium Enterprises company that has a Japanese restaurant concept inspired by an Anime (Japanese cartoon). Compared to Hoka-hoka bento, Hoka-hoka bento only focuses on heavy food, while Konichiwa is more interesting to study because Konichiwa has succeeded in attracting the attention of consumers, especially in the Japanese lover community. Konichiwa has lower prices than other Japanese restaurants, what's even more interesting is that the owner of Konichiwa has a profession as a YouTuber so that quite a lot of fans are interested in buying food from Konichiwa, besides that Konichiwa has good service for customers in marketing their products through the Maid Café concept. . However, (Sugiono & Tia Siti Aisyah, 2021).

Konichiwa is a Japanese restaurant that was established in 2015 and is quite popular with the people in Bandung, especially people who like Japanese specialties and people who are part of the Japanese cultural community. With Konichiwa introducing a typical Japanese image to the public, Konichiwa has a strategy to attract consumer interest, one of which is by sharing 'experience' by means of direct promotions through events, Konichiwa is a typical Japanese restaurant that provides Japanese specialties at affordable prices so that it is in great demand. the public, especially consumers who like a variety of Japanese specialties such as Takoyaki, Taiyaki, Bento, Gyudon (beef), Japanese Curry, Katsudon (chicken), Toridon and others. In addition, Konichiwa is unique in marketing its products, In general, other Japanese restaurants serve by wearing Japanese clothing called 'Kimono', Konichiwa has a special dressed waitress called 'Maid'. The 'maid' referred to in the Konichiwa restaurant is a costume worn by waiters using accessories such as cat ears and bells. Not only using flashy or attractive clothes but 'maids' provide an experience to the community.

Konichiwa has a target market for the middle class or gen z, millennials, and also weeaboo (people who like food, culture and things related to Japan). Konichiwa has high mobility where they don't have much time to just enjoy food. In addition, Konichiwa is more focused on opening stores in schools and on campuses.

Konichiwa only focuses on direct promotion and word of mouth, even though in today's modern era, people pay more attention to and use social media compared to direct promotion. Konichiwa has social media however, it is not effective in promoting its products through social media so that its promotions do not reach the general public.

Therefore, the author collects consumer data in order to find out how many consumers buy Konichiwa products and to find out the process of promotion being carried out by Konichiwa at this time.

The following is Konichiwa visitor data from 2017-2021:

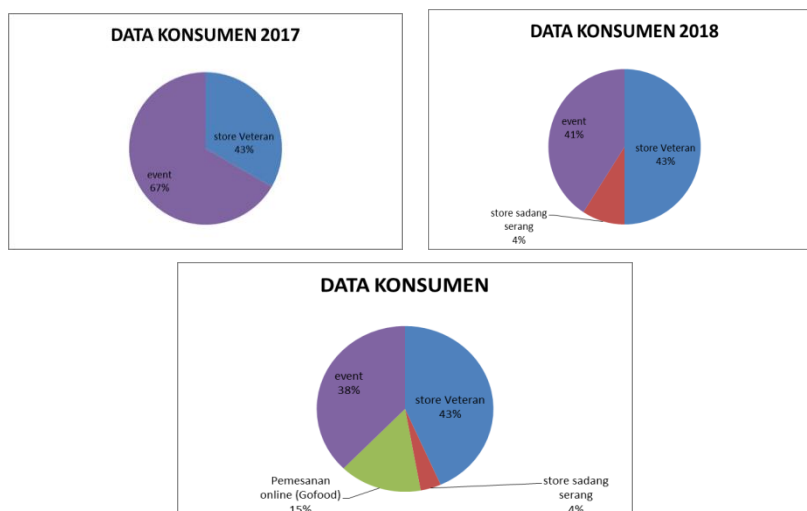


Figure 1. Consumer Data 2017-2021

Based on Figure 1 above in 2017 Konnichiwa only focuses on events and one store, namely the store on Veterans street, namely the Veterans store by 23% and at Events by 67%, then it can be seen that Konnichiwa has experienced an increase in promotions in 2018 in Figure 1.2. In the figure, it can be seen that the consumer data for the Konnichiwa restaurant has two stores located on Jalan Sadang Serang Bandung, as much as 4%, at events 41%, and at the Veterans store as much as 43%. If seen from Figure 2. it can be concluded that Konnichiwa has a decrease in events and has no change in the Veteran store, it's just that the store has increased on Jl.Sadang Serang.

Furthermore, based on Figure 3 above is the entire Konnichiwa restaurant consumer data for 2017 – 2021 the number of customers did not change at the store on Jalan Veteran by 43% and outlets at several events decreased by 38%, the number of customers at the Jalan Sadang Serang store did not change by 4% and online ordering through the Gofood application by 15%.

Based on this, it can be seen that the Konnichiwa restaurant is still not optimal in carrying out promotions directly or through social media, so there are many people who don't know the Konnichiwa restaurant store other than in the event they visited or the company that collaborates with the Konnichiwa restaurant.

LITERATURE REVIEW

Advertising

Advertising is a marketing tool used by companies to promote their products or services to potential users. This includes messages and product images presented by the company to potential consumers and stakeholders. Another definition of advertising is a communication activity carried out by buyers and sellers which is an activity that assists in making decisions in the field of marketing and directs exchanges to be more satisfying by awakening all parties to do better. (Civelek, Červinka, Gajdka, & Nėtek, 2021).

Advertising (Advertising) is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Advertising also performs many functions for consumers. Advertising can tell or can show consumers how and why the product is used, by what kind of people, and where and when. Advertising allows companies to connect their products to people, places, events, brands, experiences, feelings and more. They can contribute to brand equity, by instilling brands in

memory and creating their image, as well as driving sales, and even influencing share value (Köves & Király, 2021).

According to (Duralia, 2018) Advertising in marketing activities is one of the important elements in marketing activities in addition to product, price and distribution activities. Advertising is often referred to as promotional activities. The role of advertising is increasingly important and decisive in the midst of increasingly fierce competition, competitors' offers vary with high intensity, creating the need to increase attention to consumers for the products offered.

Marketing

Marketing is one of the main activities that needs to be carried out by a company, be it a goods or service company, in an effort to maintain the viability of its business. This is because marketing is one of the company's activities, which directly relates to consumers. Then marketing activities can be interpreted as human activities that take place in relation to the market. (P. Kotler & Armstrong, 2018) Put forward a definition of marketing means working with target markets to create potential exchanges with the intention of satisfying human needs and wants. So it can be said that marketing success is the success of a company.

According to (Eckhardt et al., 2019), the definition of marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods or services that satisfy the needs of both existing buyers and potential buyers.

From the definition above, it can be concluded that marketing is an integrated effort to combine strategic plans aimed at satisfying the needs and desires of consumers to obtain the expected benefits through exchange or transaction processes. The company's marketing activities must be able to provide satisfaction to consumers if they want to get a good response from consumers. The company must be fully responsible for the satisfaction of the products offered. Thus, all company activities should be directed to be able to satisfy consumers who ultimately aim to earn profits.

Advertising Mix

Advertising mix (*Advertising mix*) is a concoction as well as the application of five advertising tools (public presentation, high absorption, amplified expression, impersonality) to achieve marketing objectives (Keller, 2013). According to (Philip Kotler & Armstrong, 2018) The advertising mix is an amalgamation of four advertising models, namely: public presentation, high absorption, enlarged expression, impersonal. The elements of the advertising mix are as follows: Public Presentation; High Absorbency; Magnified Expression; Not Private.

Consumer

A consumer is any user of goods and/or services available in society for the benefit of himself, his family, other people or other living things and not for trading. Efforts to satisfy the needs and desires of consumers, maintain and enhance the welfare of society. The consumers can be divided based on needs, wants, demands and purchasing power (Sugiono & Tia Siti Aisyah, 2021):

1) Needs

Maslow stated that there is a hierarchy of needs (needs) consisting of five levels, starting from the most important needs, namely physical needs such as eating, drinking, clothing, and shelter as needs that must be met immediately, and advanced needs consisting of needs for self-esteem, love to the need for self-actualization. Needs are divided into two:

- a) The main need is a recognized need that really exists and must be obtained immediately, indicated by symptoms.

- b) Continuation needs, after the main needs are met, then other needs are considered.
- 2) Desire
Desire is a need that is used as a reference for consumers. Strong will for specific satisfiers of deep needs.
- 3) Request
Demand is the reason an item is produced in a certain amount. As previously mentioned, when a product enters a market, it is necessary to carry out market identification to find out in more detail about market characteristics, a need arises and is felt to be fulfilled immediately and sometimes this demand has not been fulfilled by the number of products on the market. Demand is a desire for a specific product that is supported by the ability and willingness to buy it. Wants become demands if they are supported by purchasing power.
- 4) Purchasing power
Purchasing power turns out to be the last part of the marketing strategy. It is possible that the desire to obtain a product (demand) is very strong. But if it is not supported by purchasing power, the product is like floating.

Framework of thinking

Konnichiwa is a typical Japanese restaurant in Bandung that serves a variety of foods, starting from heavy food, snacks, and drinks that are popular with consumers today at quite affordable prices and different from Japanese restaurants in general. Maid cafes are one of the uniqueness of the Konnichiwa restaurant, maid cafes work as sales or promote products through face-to-face contact with consumers, they offer the foods that are in the Konnichiwa restaurant and attract the attention of consumers to buy. In addition, the promotional activities carried out by Konnichiwa in reaching today's consumers are by using direct promotions such as collaborating with events, using discounts on the Gojek application through Gofood, and using cashback in restaurants. However, in fact Konnichiwa has the problem that it is still unable to reach better consumers compared to other culinary restaurants, especially Konnichiwa is still not good at using social media such as Instagram, Facebook, Twitter, and others. Even though in this modern era, social media is needed or used by the community.

Advertising activities that have been carried out by Konnichiwa are social media, banners, and events. However, with these advertising activities, consumers still cannot be reached optimally. Therefore it needs proper advertising efforts. Theoretically advertising activity, namely using the theory of the advertising model of the advertising mix namely public presentation, high absorption, amplified expression, impersonal, Kotler (2005:249). So it is hoped that by making these efforts, consumers can be reached optimally.

The paradigm used in this study is the constructivism paradigm. The constructivism paradigm considers the subject as a central factor in communication activities and social relations. Constructivism actually considers the subject as a central factor in communication activities and social relations. (Fadli, 2021) reveals that individuals are always trying to understand the world in which they live and work, they develop meanings that are directed at certain objects or things. They also construct their own understanding of the knowledge learned.

The constructivist paradigm is used by the writer because in this study the writer is trying to get the results of the interactions between the writer and the company under study. The author tries to dig up information about the experiences and knowledge of informants while carrying out promotions or advertising strategies at the Konnichiwa company. Therefore, the author is very interested in studying the promotions or advertising strategies that exist at the Konnichiwa restaurant. In view of the Konnichiwa restaurant's special

promotional style. So this research is entitled "Konnichiwa's Advertising Model in Reaching Consumers"

So based on the explanation above the framework can be described as follows:

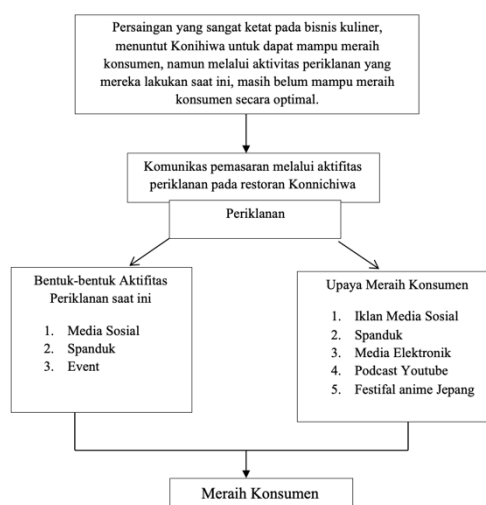


Figure 2 Research Approach

Proposition

Based on this framework, the research proposition is as follows:

- 1) Advertising currently carried out by Konnichiwa restaurant is social media, banners, and events.
- 2) Konnichiwa's efforts to reach consumers are by social media advertisements, advertisements through banners, advertisements through electronic media, advertisements through YouTube podcasts, and advertisements through Japanese anime festivals/coplay.

METHODS

The object of the research to be discussed is to examine advertising in an effort to reach consumers at the Japanese restaurant Konnichiwa Bandung. The research location is at the Konichiwa restaurant Jl.veteran no 17 c Bandung, covering the search for materials, preparation, up to mini research. The research method used is qualitative research with a case study approach, namely finding or exploring problems from one case to get a comprehensive and in-depth picture of the advertising carried out by the Konnichiwa restaurant in an effort to reach consumers. Researchers interviewed key informants to obtain information about how Konnichiwa's advertising is in an effort to reach consumers.

There are two types of data to be collected in this study, namely primary data and secondary data. Primary data is data obtained directly from research subjects, while secondary data is supporting data obtained from other relevant sources. The data collection techniques that will be carried out by researchers are: Observation, Interview, and Documentation. The steps of data analysis used in this study are: data reduction, data presentation, and conclusion. The data validity technique that will be used in this study is source triangulation.

RESULTS AND DISCUSSION

Results

Advertising Konichiwa at this point

There are several advertising tools in general, namely social media, electronic media, print media, advertising messages, and events (Peterson, Crittenden, & Albaum, 2019). All of these advertising tools are carried out by several companies in order to reach their consumers.

But there may be companies that effectively use only a few advertising tools. Konichiwa Restaurant also uses its advertising tools to introduce, communicate, and attract consumers to buy. The author conducted an interview with Fikri, as the owner of the Konichiwa Restaurant regarding:

- (a) Advertising that has been done by Konichiwa. He gave the answer that so far the Konichiwa Restaurant (1) has just taken advantage of its Social Media (Facebook and Instagram), (2) Utilizing Word of Mouth, satisfied consumers will tell their friends to eat at Konichiwa, (3) Selling at Events and Festivals, (4) Selling on online delivery applications GoFood, Grabfood, (5) posting on restaurant review websites (Zomato, tripAdvisor, Google Reviews), Personal websites.
- (b) What is Konichiwa's positioning like? Fikri explained that “Konichiwa's position is a ghost kitchen that serves Japanese specialties and other foods that focus on selling through online applications such as GoFood and Grabfood”.
- (c) What products are offered by Konichiwa. Fikri said many menus have been presented by Konichiwa, many menus are also presented in the Gofood application. Here is a simple overview of the Konichiwa menu:



Figure 3. Konichiwa Restaurant Food Menu

- (d) How do customers find Konichiwa products. Fikri said that customers can find out about Konichiwa's food menu through *Dine in*, by DM social media, WA or through other online applications.
- (e) How is the distribution of Konichiwa products. Fikri said briefly that Konichiwa's product distribution was through *Offline stores* or online applications such as Gofood by Gojek and Grabfood by Grab.
- (f) What about the enactment of price discounts, can attract consumers to buy. Fikri explained that discounted prices strongly encourage consumers to buy the product. Because in 2020 and 2021 consumers are increasingly price sensitive, everyone wants cheap prices with good quality at this time, especially because you can get information and can compare merchants very easily via the internet. When it comes to food, consumers now want 3 things, they want a lot of cheap, delicious cheap, or cheap delicious and lots of it.

Besides that, the author also conducted interviews with Roni as an Advertising staff at Konichiwa, namely:

- (a) What kind of event did Konichiwa attend. Roni replied that events with high traffic or ratings and it is certain that there will be many visitors based on data from previous events. Examples of events are Japanese Festivals, Culinary Festivals, Toy Festivals. Apart from that, Konichiwa also opened a stall at weddings and birthdays. Whether at Japanese events or at Konichiwa weddings, they always become Best Sellers.

The following are the events that Konichiwa has attended in the last three years starting from 2019-2021:

Table 1. Events Attended by Konnichiwa

No	Event Name	Month and Year
1.	Konban Wa Festival	October 2020
2.	Toys	August 2020
3.	Jakarta Games and Toys	July 2020
4.	Lollipop Festival	February 2020
5.	WJM	March 2020
6.	Comifuro	March 2020
7.	Comifuro	August 2020
8.	Comifuro	March 2021
9.	Comufuro	August 2021
10.	Bandung Wonderland	February 2021
11.	Sashimi Festival	April 2021

Source: 2022 Interview Results

(b)How advertising is done konnichiwa in the event. Roni explained that the standard was to display a menu in the form of posters and x-banners, but the advertisements that visitors at the event really glanced at were banners with quirky copywriting that could go viral. As well as using SPG cosplayers or maids to promote products with costumes that attract customers.

Based on the results of interviews withKonichiwa restaurant owners and advertising staff, then some information is obtained about the advertising that Konichiwa is currently doing, as shown in table 2.

Table 2. Advertising by Konichiwa

Konichiwa Advertising	Konichiwa's Advertising Activities
Advertising tool	Start leveragingSocial Media (Facebook and Instagram), Post on restaurant review websites (Zomato, Google Reviews), Personal websites, banners with weird copywriting that can go viral
Marketing Events	Selling at Events and Festivals, Japanese Festivals, Culinary Festivals, Toy Festivals. Apart from that, Konnichiwa also opened a stall at weddings and birthdays
Word of Mouth	Utilize Word of Mouth
Commercial star	Using SPG cosplayers or maids to promote products with costumes that attract customers

Source: Interview Results (2022)

Advertising by Konichiwa as shown in table 4.3 above, is actually in accordance with previous studies, as according to(Wibowo, 2021)emphasized that word of mouth communication is the best advertising element for Brownis Amanda. As well(Putra Nuryadin et al., 2018)argues that advertising through promotional events fosters consumer interest in buying Browcyl. As well(Yasa, Ketut Giantari, Setini, & Rahmayanti, 2020)see that sales promotion through price discounts is able to foster consumer buying interest. Meanwhile Dita(Hasyim & Ohoiwutun, 2018)found that Twitter social media is an effective promotional tool.

Discussion

Konichiwa's Efforts in Building Advertising That Can Attract Consumer Attention

Based on the results of an interview with Yoga, the manager of the Konichiwa restaurant. Yoga stated that Konichiwa's efforts in advertising to attract consumers to buy are as follows:

(a)The aim is to communicate to consumers that the food served by the Konichiwa restaurant suits their tastes. For this purpose, Yoga explained that Konichiwa designs their

- advertisements through advertisements that explain or give messages to consumers about Konichiwa's various food menus, so that consumers can and easily choose the menu they like.
- (b) The aim is to reach all consumer groups. Konichiwa Restaurant's target market is millennials, so for this purpose, Yoga explained that Konichiwa Restaurant uses events that are attended by many millennials, such as exhibition events at high schools, Japanese cultural events at tourist objects that are mostly visited by Millennials, such as Buildings, Geology, Asia Africa, and Car Free Day (Dago and Buah Batu).
 - (c) The goal is to give confidence to consumers. Yoga explained that including the BPOM and MUI Halal labels was done to give confidence to consumers that the food products are healthy and safe for consumption, and halal for you Muslims.
 - (d) The goal is to provide satisfaction to consumers. Yoga explained that price discounts are advertising to provide satisfaction to consumers besides the taste of Konichiwa's food itself. He explained in detail that buy one get one, discounted prices for consumers who buy a certain amount or at certain times, such as major holidays and the New Year.
 - (e) Destination provide good information to consumers. Yoga explained that advertisements through brochures, social media (FB) were carried out to provide information to consumers when there were new products, events, price discounts, so that consumers were interested in visiting the restaurant.
 - (f) Destination determine and execute a good strategy. In achieving this goal, Yoga outlines several strategies in Konichiwa restaurant advertising, namely (1) Registering the Konichiwa platform on restaurant disbursement, (2) Utilizing SEO (Search Engine Optimization) to reach customers, (3) Hit good reviews, (4) Use effective social media, (5) Advertise on Facebook and Google, (6) Collaborate with delivery services, and (7) Send E-mail Newsletters.
 - (g) Destination arouse consumer desire for a product. For this purpose, Yoga explains the steps that Konichiwa Resto will take to arouse consumers to be interested in Konichiwa's food menu, namely: (1) Good communication. He explained about good communication, for example We as sellers or those who deal directly with consumers must have good communication skills. Because this is important so that consumers can understand the explanation of our products. Good communication includes: smooth speech, polite, friendly and good manners. With good communication, consumers will no longer hesitate to buy/consume the food you provide. (2) Know Konichiwa products well. He explained it like this, as a seller we have to know very well about what products we sell. If we don't know our products well, consumers will feel hesitant to buy the products we sell. We also got to know the ins and outs of the Konichiwa restaurant. (3) Good Product Quality, namely check back the products we sell whether they are still good or have expired. Good product quality will make consumers satisfied and it is likely that they will return to buy the products we sell. Not only maintaining product quality, we also have to improve the quality of the products we sell. (4) Doing testimonials. He classifies that testimony is an acknowledgment or opinion from consumers about our products/services. Do testimonials, ask what about the products we sell in order to build trust with consumers. Because if many consumers provide positive and negative testimonials, we can know and build Konichiwa well. (5) Product updates, the intention is to update several old products to the latest products and add several product items so that customers can choose several products and also attract new consumers.
 - (h) The goal is to get a quality product. Yoga explained, we try to find out consumer tastes first, then look at government regulations (such as BPOM, halal certification, etc.), and look for good food raw materials. We are very selective in choosing our food raw material suppliers.

- (i) The goal is to raise consumer awareness. To achieve this goal, the efforts made by Konichiwa according to Yoga are (1) Good communication, as explained above, (2) Making food products that exceed consumer expectations, (3) Asking for criticism and suggestions from consumers, (4) Conduct two-way communication with consumers, and (5) Show appreciation to consumers. With these five things, said Yoga, it is hoped that consumers will become more aware that Konichiwa restaurants can be trusted, and become their restaurant of choice.
- (j) The goal is to maintain good relations with consumers. Yoga when asked this question, he was very enthusiastic about answering it, he answered that (1) Increase customer satisfaction. He explained in more detail, that Customer satisfaction is very important to maintain a good relationship with them. When a customer buys a product they want, of course they want the good quality of the products we offer. If the results are disappointing, of course the customer will feel tired of the products we offer. Indeed, every entrepreneur must require profit. However, if the results make customers feel disappointed, wouldn't that potentially reduce the amount of income? What is the relation? The relationship is, when customers feel disappointed, of course they will talk to their colleagues not to buy the products we offer. Who is the person who wants to spend money on an unsatisfactory product? (2) Serving customers well. Everyone knows that when serving customers, have to be nice to them. It should be a routine for us. Maybe we as owners, very rarely serve customers directly. But it is highly recommended to take the time to serve active customers. The point, so that they feel honored to be served by the owner of the company directly. By active customers, I mean, customers who come and often eat at Konichiwa. (3) Responding to customer complaints, No matter how good the product we make, it still has flaws. Even though we thought about it carefully, there were bound to be drawbacks. This deficiency, of course, only customers know. Because they are the ones who eat in our restaurant. For that, if there are complaints from customers, respond to their comments wisely. Consider us sorry to have disappointed them, and promise to fix it. We should never take their complaints as a passing wind. If you don't fix it soon, the opportunity to build good relationships with customers will be wasted. (4) Asking employees about customer problems. Because the closest to customers are employees, ask what customers complain about in terms of service, food quality, and so on. We can accommodate this as a reference as a basis for building better Konichiwa performance in establishing good relationships with customers. Accommodate all complaints from customers, and start thinking about fixing it. Whether it's service, quality, food, or something else. Because all of this will make Konichiwa's relationship with customers even closer. (5) Create an account on Social Media. Another way to maintain good relations with customers is to create a social media account for Konichiwa. Currently social media is often used by large companies to get closer to their customers.
- (k) The aim is to educate consumers. Yoga explained that later an event would be held to introduce our food and how to cook it to consumers, even if possible, consumers would be invited to cook together. I used to go to a Takoyaki restaurant in Osaka, and they were invited to make Takoyaki, so consumers or guests know more about Takoyaki and how it's made, I think that was a very good idea for us.

Based on the results of the interviews above, it can be seen that there have been efforts by the Konichiwa restaurant to design advertisements that are able to attract consumers, as can be summarized in table 3 below.

Table 3. Konichiwa's Efforts to Design Advertising to Attract Consumers

Konichiwa Advertising Plan	Konichiwa Advertising Activity Plan
Advertising Tool	Konichiwa designs their advertisements through advertisements that explain or give

	<p>messages to consumers about Konichiwa's various food menus, so that consumers can and easily choose the menu they like.</p> <p>Including the BPOM and MUI Halal labels is done to give consumers confidence that their food products are healthy and safe for consumption, and halal for Muslims.</p> <p>advertisements through brochures, social media (FB) are carried out to provide information to consumers when there are new products.</p> <p>Advertising Strategy :</p> <p>(1) Register the Konichiwa platform on restaurant disbursement, (2) Utilize SEO (Search Engine Optimization) to reach customers, (3) Hit good reviews, (4) Use effective social media, (5) Advertise on Facebook and Google , (6) Collaborating with delivery service, and (7) sending e-mail newsletters.</p>
Advertising Events	<p>Konichiwa Restaurant uses events that are attended by many millennials, such as exhibition events at high schools, Japanese cultural events at tourist objects that are mostly visited by Millennials, such as the Geology Building, Asia Africa, and Car Free Day (Dago and Buah Batu). .</p> <p>Strategies arouse consumer desires: Good communication; Know the Product well; Good Product Quality; Doing testimonials; Product updates</p> <p>Strategies to raise consumer awareness: Good communication Products exceed consumer expectations Ask for criticism and suggestions to consumers Perform two-way communication Show appreciation to consumers</p> <p>Maintain good relations with consumers: Increase consumer satisfaction Serving consumers well Responding to consumer complaints Asking consumer problems dapa employees Create an Account on Social Media</p>

Source: Interview Results (2022)

Based on Table 3 above, Konichiwa's efforts to attract consumers through advertising are in accordance with the results of previous studies such as(Wibowo, 2021)emphasized that word of mouth communication is the best advertising element for Brownis Amanda. As well(Putra Nuryadin et al., 2018)argues that advertising through promotional events fosters consumer interest in buying Browcyl. As well(Yasa et al., 2020)see that sales promotion

through price discounts is able to foster consumer buying interest. Whereas (Hasyim & Ohoiwutun, 2018) found that Twitter social media is an effective promotional tool. (Garaika & Feriyan, 2019) see that a promotional tool by utilizing the media that is already available at the company is an effective promotional tool. In this case, utilizing Japanese specialties which are still quite foreign to Indonesians can be used as a promotional tool that can be carried out, for example through cooking events for Japanese dishes with consumers, introducing the process of making Japanese dishes. (Kusniadji, 2018) illustrates that meaning or brand is very important in advertising. In this case, Konichiwa including the BPOM label and the MUI Halal label is a good step so that consumers believe that Japanese food in Indonesia is in accordance with the tastes and beliefs of most Indonesians.

CONCLUSION

It turns out that the advertising that Konichiwa is currently doing is (a) an advertising tool by making use of Social Media (Facebook and Instagram), Post on restaurant review websites (Zomato, tripAdvisor, Google Reviews), Personal websites, banners with weird copywriting that can go viral. (d) Marketing Events through selling at Events and Festivals, Japanese Festivals, Culinary Festivals, Toy Festivals. Apart from that, Konichiwa also opened a stall at weddings and birthdays. (e) Word of Mouth with make use of Word of Mouth.

It turns out that Konichiwa's efforts to attract consumers through advertising are as follows: (a) Designing their advertisements through advertisements that explain or give messages to consumers about Konichiwa's varied food menus, so that consumers can and easily choose the menu they like. Including the BPOM and MUI Halal labels is done to give confidence to consumers that the food products are healthy and safe for consumption, and halal for you Muslims. Advertisements through brochures, social media (FB) are carried out to provide information to consumers when there are new products. do Advertising Strategy: (1) Register the Konichiwa platform on restaurant disbursement, (2) Utilize SEO (Search Engine Optimization) to reach customers, (3) Hit good reviews, (4) Use effective social media, (5) Advertise on Facebook and Google, (6) Collaborating with delivery service, and (7) sending e-mail newsletters. (8) Utilizing electronic media, (9) Japanese anime festival (Cosplay).

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