

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is famous for its diversity. Not only cultural diversity, but also ethnicity, language, and even culinary. One of culinary food from Indonesia is satay, satay is a typical food that can be easily found in almost all regions in Indonesia (Rohmitriasih, 2018). Satay is made by marinated meat grilled on thin bamboo skewers, then grilled over charcoal, and served with a delicious sauce (Indonesia.travel, 2022). According to Cnnindonesia.com, satay is one of the most popular foods in Indonesia (Cnnindonesia.com, 2014).

Indonesia also has a variety of satays, such as madura chicken satay, lilit chicken satay, and various other satays, such as ambal satay. Ambal satay is one of featured typical food from Kebumen, central Java. The “Ambal” word comes from its origin, namely Ambal District, Kebumen Regency (Masakapahariini.com, 2022). Ambal satay is made from chicken meat with *tempe* seasoning which is steamed and mashed (Kompas.com, 2021). According to Travel.tempo.co, ambal satay has been around since the time of the Mataram Kingdom. Ambal satay was first sold by a soldier of Prince Diponegoro named Sabar Wiryo Taruno around 1983. The sale of ambal satay was then passed on from generation to generation (Tempo.co, 2022).

In Kebumen, it is very easy to find ambal satay sellers. Unfortunately, although satay is one of the most popular foods in Indonesia, satay has a low shelf life (Triyannanto et al., 2020). This is due to contamination from bacteria that cause spoilage, so packaging is needed to reduce bacterial contamination and extend the shelf life of satay (Arizona et al., 2019).

One of the satays that have a low shelf life is ambal satay which is a typical food from Ambal area, Kebumen Central Java (Arizona et al., 2019). Ambal Satay cannot last less than 24 hours without a freezer, even though, Ambal Satay has the potential to be developed as a market commodity. However, currently there are

packaged ambal satay products that can last up to 6 months using retorted packaging. The ambal satay product is Allisha Ambal Satay (Bisnis.com, 2020).

Allisha Ambal Satay is an innovative product from Allisha Foods which was launched in 2015. Allisha Foods is a small and medium-sized enterprises (SME) based on Kebumen, Central Java which produces various packaged foods, one of which is Allisha Ambal Satay where ambal satay is a special food originating from Kebumen. According to Bisnis.com, Allisha Ambal Satay is the first packaged ambal satay in Indonesia that can last at room temperature for up to 6 months (Bisnis.com, 2020). The researcher then conducted a pre-research, to get more complete information on how Allisha Ambal Satay was formed. Based on a statement from the Owner of Allisha Food, Titin Agustinah, based on the results of the pre research that the researchers conducted on Wednesday, May 11, 2022, Allisha Ambal Satay was formed from the idea of Titin Agustinah and her husband, Nurrokhman Jauhari. She saw that the famous Kebumen food was generally lanting. Besides the relatively cheap price, Lanting is a food that has a longer storage period than other Kebumen typical foods, so it can be used as souvenirs by tourists from outside Kebumen. In fact, there is another typical Kebumen food, namely ambal satay (Pre research interview result, 2022).

Unfortunately, this typical Kebumen food, ambal satay, does not have a long shelf life. From there, Titin Agustinah wants to provide value from other Kebumen typical foods (Pre-research interview, 2022). The owners of Allisha Foods, Nurrokhman Jauhari and Titin Agustinah then started doing research. A packaging method for satay was found to make it last longer, namely using can packaging. But unfortunately, the satay cannot be packaged with the skewers, only pieces of meat. This makes Nurrokhman Jauhari and Titin Agustinah look for other innovations because according to Titin Agustinah, skewers are the hallmark of satay. If the satay packaged without the skewer, it will eliminate the characteristics of the satay. Until finally she and her husband found packaging with retorted technology (Pre-research interview, 2022).



Figure 1. 1 Allisha Ambal Satay's Product

Source: [Instagram.com/@bysateambalkemasan](https://www.instagram.com/bysateambalkemasan/), 2022

Retorted technology is a cooking technology using superhead water to destroy spores of pathogenic bacteria in food. Interestingly, this makes ambal satay, which usually cannot last up to 24 hours, to be able to last up to 6 months at room temperature without refrigeration and freezing (Bisnis.com, 2020). With this packaging method, ambal satay has a wider potential as a market commodity as souvenirs because it is more durable.

According to official account Twitter of National Research and Innovation Agency (@brin_indonesia), due to the product innovation of Allisha Ambal Satay, Allisha Foods has won several awards. The following are some of the awards received by Allisha Foods (National Research and Innovation Agency, 2020):

1. National Food *UKM* Award for the category of superior regional and advanced products representing Indonesia at the ASEAN level
2. Top 15 *Bangga Buatan Indonesia* from the Ministry of Tourism and Creative Economy

3. Top 25 Food Startup Indonesia from the Ministry of Tourism and Creative Economy
4. Top 30 Excellent Stratups from the Ministry of Research and Technology /BRIN
5. Top 30 *UKM* Award from Ministry of Cooperatives and Small Medium Enterprises
6. Top 30 Indonesia Food Innovation from the Ministry of Industry



Figure 1. 2 Allisha Ambal Satay's Achievement

Source: Twitter.com/@brin_indonesia, 2022

According to Viva.co.id, and based on Titin Agustinah's statement, Allisha Ambal Satay is the first packaged ambal satay in Indonesia that already has BPOM and MUI Halal certifications so the hygiene is guaranteed (Viva.co.id, 2018). This becomes unique selling point preposition of Allisha Ambal Satay products. Where

the product Allisha Sate Ambal is the first packaged ambal satay in Indonesia that can last up to 6 months without freezer which is packaged with a skewer.

Until now, according to the owner, Titin Agustinah, Allisha Ambal Satay has no competitors in terms of shelf life because Allisha Ambal Satay is the only packaged ambal satay product that can last up to 6 months without freezer (Pre-research interview, 2022).

Based on pre-research conducted by researchers in the form of interviews with the Owner, Titin Agustinah, on Wednesday, May 11, 2022, Allisha Foods has determined the segmentation and target market of Allisha Ambal Satay product. Market segmentation according to Kotler and Armstrong (2012) in (Priansa, 2017) is dividing a market into distinct groups of buyers based on basic needs, characteristics or behaviors that may require different products or marketing mixes. There are four product segments, namely geographic, demographic, psychographic, and behavioral (Priansa, 2017:42-43). The target market or targeting is the activity of choosing the market that will be used as an offering for the company's products (Priansa, 2017:44).

According to pre-research that was conducted by researcher on Wednesday, May 11, 2022, the segmentation of the Allisha Ambal Satay product itself are:

1. From a geographical point of view is Indonesia people, especially those living in Jabodetabek, Kebumen area and its surroundings, Kalimantan, Papua, and the rest are people from abroad.
2. In terms of demographics, it is middle-upper class, especially women, around 18-60 years old.
3. From a psychographic point of view, people who have a psychological bond to Kebumen and know or have tried ambal satay.
4. In terms of behavior, tourists who want to buy souvenirs from Kebumen or Kebumen people who want to buy souvenirs from their relatives outside Kebumen.

Meanwhile, the target market for Allisha Ambal Satay products are local and national markets, such as gift shops, supermarkets in the Kebumen area and its surroundings, gift shops at the national airport.

For SME or bussiness actor such as Allisha Foods that produces Allisha Ambal Satay as the first packaged ambal satay in Indonesia, it's important to have marketing communication strategy. The importance of marketing communication strategies for business actors was stated by Sholikhah in his research entitled "Analysis of Social Media-Based Marketing Communication Strategy for Ternakmart Business Lines at Ternaknesia Startups During the Covid-19 Pandemic". She wrote that marketing communication strategy plays an important role in a business because a business can't exist without a marketing communication strategy. The stronger the marketing communication strategy applied, the more consumers will know the product or service information from the company (Sholikhah, 2021).

The novelty of this research lies in the research object. Previously, there was a study with the same subject entitled "Effect of Retorted Packaging and Storage in Room Temperature on Physical and Microbiology of Chicken Meat Satay" by (Triyannanto et al., 2020) which examined the effect of retorted packaging on spore development in Allisha Ambal Satay, but there is no research on how marketing communication strategy done. The existence of different object will give different results. Therefore, the researcher is interested in knowing the marketing communication strategy carried out by Allisha Ambal Satay, the first packaged ambal satay in Indonesia as featured souvenir of Kebumen and conducts a study entitled "Allisha Ambal Satay's Marketing Communication Strategy As Featured Souvenir Of Kebumen".

1.2 Research Focus

Based on the background, the research focus is about marketing communication strategy in form of message strategy and media strategy by Allisha Ambal Satay.

1.3 Problem Identification

Based on the background and research focus, the researcher formulates the problems how is marketing communication strategy of Allisha Ambal Satay?

1.4 Research Purpose

Based on the background and research focus, the research purpose is to find out about Allisha Ambal Satay's marketing communication strategy.

1.5 Research Benefit

The research benefits from this research are:

a. **Academical Benefits**

- 1) This research is expected to be material for learning and knowledge in Marketing Communication, especially marketing communication strategy.
- 2) This research can be used to reference those who will conduct further research.

b. **Practical Benefits**

- 1) For researchers, this research is expected to provide benefits to the process of learning and researching scientific works of qualitative methods related to marketing communication strategies.
- 2) For academics, this research is expected to be an example of a form of marketing communication strategy for Small Medium Enterprises (SME) or business actor.
- 3) For Allisha Ambal Satay, it is hoped that it can become input and reference for marketing communication strategies that can be carried out in the future.
- 4) For Small Medium Enterprise (SME) or business actor, it hoped can be a reference for designing marketing communication strategies.

1.6 Time and Period of Research

Table 1. 1 Time and Research Period

No	Research Stages	2021		2022							August
		Nov	Dec	Jan	Feb	March	Apr	May	June	July	
1	Pre-Research										
2	Preparation of chapter 1 and 2										
3	Preparation of chapter 3										
4	Collection of Desk Evaluation										
5	Revision of Desk Evaluation										
6	Preparation of chapters 4 and 5										
7	Thesis Defence										

Source: Pre research result, November 2021