

EDUCATION-BASED MARKETING COMMUNICATION STRATEGY (STUDY ON GREEN SMOOTHIE FACTORY PEKANBARU)

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ABSTRACT. This study discusses the diffusion of innovation in the field of marketing, where the strategy used is an education-based marketing communication strategy. The education-based marketing communication strategy carried out by Green Smoothies in educating consumers regarding healthy food also has the ultimate goal of selling products and creating awareness of the importance of healthy food for the community. The purpose of this study was to determine the diffusion of Green Smoothie Factory's marketing innovations by using educational strategies in attracting buying interest and educating consumers about healthy food. This study uses the theory of diffusion of innovation from Everret Rogers. The method used is descriptive qualitative. The data collection technique that the author uses in this research is observation, interviews and documentation. While the data analysis technique that the author uses is the Miles and Huberman Results model, and data analysis activities, namely data reduction, display data, and conclusion drawing/verification. This study explains that the education-based marketing communication strategy carried out by Green Smoothies Pekanbaru in educating the public, among others, with electronic word of mouth (e-WOM), personal selling, and social media marketing is able to attract consumer buying interest in Pekanbaru City. Of course, in the messages conveyed in the marketing communication activities, persuasive educative messages are conveyed in the hope that it will create awareness for the public to apply healthy food patterns and maintain consumer loyalty to Green Smoothies Factory Pekanbaru.

KEYWORDS: Marketing Communication, Education, Innovation Diffusion, Healthy Food

1. INTRODUCTION

Obesity is one of the problems for the Ministry of Health of the Republic of Indonesia. Obesity is a disease that needs to be taken seriously because it can cause other diseases, such as heart disease, diabetes, and depression due to the stigma that arises from society. Obesity occurs as a result of people's eating patterns that are not healthy and do not meet the value of nutritional needs. This is also supported by people's eating habits, especially urban residents today who tend to prefer fast food, and processed products that are high in salt and sugar which are far from healthy nutritional values, such as KFC and McDonald's fast food restaurants.

This makes business people in the culinary field to compete in serving healthy food. Healthy food is food that should contain a variety of nutrients needed by the body. The body needs a variety of nutrients to stay healthy and growth can run optimally. Healthy food requirements are clean, have good nutrition and are balanced. Healthy food balance is food that contains carbohydrates, protein, fat, fiber, minerals and vitamins (halodoc.com, accessed on November 12, 2020 at 12.12 WIB). Healthy food is currently not widely liked by the public, because people tend to like unhealthy foods such as fast food that lacks nutritional value (junk food).

Green Smoothies Factory is a restaurant that focuses on providing healthy food in Pekanbaru City. Green Smoothie Factory has been established in Pekanbaru City for six years and has had many customers with sales of 250-300 products per day. Green Smoothie Factory was born as a business starting from the healthy habits of the CEO when he was still working at the bank, he used to bring fruit and vegetable juice to work. This restaurant sells a variety of food, drinks, and food ingredients by carrying the concept of healthy and environmentally friendly food. The indicator value of healthy food from the products sold by Green Smoothie

Factory is the use of raw materials and the way the food is processed organically without a mixture of synthetic ingredients such as monosodium glutamate (MSG). Green Smoothie Factory is also the first restaurant to introduce the concept of plant based food in Pekanbaru City. Plant-based foods are foods whose overall nutritional intake comes from plants.

The segmentation of the Green Smoothies Factory restaurant includes all levels of society, both male and female and of various ages. And the target of this restaurant is women of productive age from the age of 25 years. This is because women are considered to have a higher level of concern for health but are hindered by work, as it is the case for career women and those who are married. The presence of Green Smoothie Factory has become an innovative place to eat in the midst of the many restaurants that already exist in Pekanbaru City for people who want to start a healthy life. From a business perspective, healthy food can be considered to have a great opportunity at this time for business people in the food and beverage sector in the current situation.

Currently, Green Smoothie Factory has 4,000 customers who have become members, 3,000 people are in Pekanbaru and 1,000 members at the Medan branch. However, apart from that, Green Smoothie also has many other customers who have not registered as members. In selling its current products, Green Smoothie Factory can sell 200-250 bottles of healthy drink products every day and 70-90 healthy catering packages. In addition to food and beverage products, Green Smoothie Factory also sells various healthy food ingredients, such as multigrain rice, grains, Himalayan salt, healthy chocolate, shredded vegetables, and healthy food products from other Micro, Small and Medium Enterprises (MSMEs). in accordance with the business values owned by the Green Smoothie Factory (Green Smoothie Factory Management, 2020).

Marketing communication in introducing and marketing products with new innovation values can be done through an innovation diffusion approach. Diffusion of innovation basically describes the process of how an innovation is communicated through certain channels over time to a group of members of the society. One of the diffusion processes of a new innovation can be done by means of education. In marketing its products, Green Smoothie Factory provides education intended to build awareness, knowledge, and consumer buying interest in healthy food products. So this is also the unique value of Green Smoothie Factory when compared to other competing restaurants in Pekanbaru City. The education carried out by the Green Smoothie Factory in marketing is referred to as a soft selling marketing technique.

The educational strategy used by Green Smoothie Factory is applied in 3 elements of its marketing communication, namely electronic word of mouth (e-WOM), personal selling, and social media marketing. In electronic word of mouth (e-WOM), Green Smoothie Factory utilizes consumer reviews, public figures, and collaboration with influencers and communities in Pekanbaru City. Then personal selling activities are carried out by Green Smoothie Factory through a special program, such as sharing session plant based classes, Yoga every Sunday morning, field trips for school children, and product demos at an event. In marketing products through personal selling, it will really help the seller to influence consumer buying interest. Personal selling is the most effective tool at certain stages in the buying process, specifically shaping buyer preferences, beliefs, and actions (Kotler & Keller, 2012, p. 129)

In addition to educating directly at the restaurant, Green Smoothie Factory is also an active speaker at seminars or community events regarding nutrition, health, and a healthy lifestyle. Then the products sold have the concept of healthy and environmentally friendly food. Not only providing education about health, Green Smoothie Factory also provides education about a healthy environment to its consumers in accordance with the concept and vision and mission of the business run by the restaurant. The education provided by Green Smoothie Factory is a form of marketing communication objective aspect that aims to achieve three stages of change that are shown to consumers, namely: a) Knowledge change stage, in this change consumers know the existence of a healthy food product, b) Stages of attitude change in consumer behavior, c) Stages of behavior change. The education provided by Green Smoothie Factory as a message communicator is not only carried out directly as a form of personal selling, but also by utilizing social media.

Marketing communication plays a very important and needed role in a business. This can be seen as the spearhead of business actors in attracting buying interest and purchasing decisions of the public as potential

consumers to be aware, know, and interested in the products or services offered. According to researchers, consumer buying interest can be born from a given stimulus, one of which comes from marketing communications provided by marketers to the public. Therefore, the stimulus provided in the form of information and the selling value of attractive products for consumers who were not previously interested in buying may decide to buy even if it is only for the first try. This is in line with the communication function in decision making. According to Rudolph F. Verderber, decision making is deciding to do or not to do something at a certain time. Some decisions are made by themselves, and others are made after consulting with others (Yasir, 2009, p. 53).

Based on the explanation above, the authors are interested in researching related to education-based marketing activities, which are a form of innovation diffusion in the marketing field of Green Smoothie Factory in attracting buying interest and educating consumers about healthy food in Pekanbaru City. In carrying out this research, the author uses the theory of diffusion of innovation, where Diffusion is a process of delivering innovation through certain channels, during a certain time to a social system. Innovation is an idea, practice, or object that is considered new by an individual or a group of people. So it can be concluded that the diffusion of innovation is a process of delivering an idea that is considered new to a group of people within a certain period of time (Rogers, 1983: 10). This is a special type of communication, because the messages conveyed relate to new ideas. The diffusion of innovation usually involves a variety of different sources of communication (mass media, advertisements, or promotions, outreach, or informal social contacts), and the effectiveness of these sources will differ at each stage, as well as different functions.

Adoption is one of the stages in the innovation diffusion process. A person is said to adopt an innovation if the process of changing behavior, both knowledge, attitudes, and skills after the innovation is delivered. Rogers (1983:163) states that there are 5 stages in the process of accepting innovation, namely: the knowledge stage, the persuasion stage, the decision stage, the implementation stage, and the confirmation stage.

In carrying out this research, the researcher will use qualitative research methods. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc. holistically, and by means of descriptions in the form of words and language, in a special natural context. and by utilizing various natural methods (Moleong, 2017, p. 6). In this study, researchers can explain in depth about education-based Marketing Communications carried out by Green Smoothie Factory in Attracting Purchase Interest with data found in the field.

The data collection technique that the author uses in this research is to use the technique of observation, interviews and documentation. While the data analysis technique that the author uses is the Miles and Huberman model which suggests that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. Data analysis activities, namely data reduction, data display, and conclusion drawing/verification.

2. RESULTS AND DISCUSSION

The results of the research that the researchers did show that the marketing communications carried out by the Green Smoothie Factory are the same as those in general, such as personal selling, sales promotion, advertising, internet marketing, e-WOM. However, one thing that distinguishes the form of marketing communication carried out by Green Smoothie Factory is by using educational strategies to support and strengthen the marketing communications that have been carried out. Because the products sold by Green Smoothie Factory are food and drinks with healthy concepts, such as vegan food and plant based. food which is generally not liked by the public, especially in Pekanbaru. As a restaurant that sells food with the concept of healthy food, the target consumers of Green Smoothie Factory are women with an age range of 25-35 years.

The education carried out by Green Smoothie Factory in attracting consumer buying interest aims to build consumer awareness about health and the benefits of healthy food, so that the stimulus can generate public interest. In addition, education can aim to provide awareness to consumers about the existence of the product. In recent times, the idea of customer education has turned into a more positive one that helps buyers build trust

in the brand. Delivering educational messages to prospects helps increase marketers' opportunities to sell products or services (Affde, 2021).

As is known, the diffusion of innovation is the process of conveying an idea or a new idea as an innovation to the community as a system of social order within a certain period of time. In the theory of diffusion of innovation there are three things that are discussed by Rogers, namely innovation, diffusion, and adoption. Although in general this theory is widely discussed for the study of community empowerment development communication or counseling communication, this theory can also discuss marketing topics. The theory of diffusion of this innovation can explain the phenomenon of marketing and consumer behavior. In the context of marketing communications, the diffusion of innovations carried out by Green Smoothie Factory for healthy food products is an innovation or new idea introduced to the public. Then educational activities become a supporting strategy for marketing communications as a diffusion process. Furthermore, the interest and purchasing decisions of consumers and the public who follow social media from Green Smoothie Factory are the result of the innovation diffusion process, namely the adoption of innovations.

From the results of interviews conducted with informants, education-based marketing communication strategies are applied to all elements of marketing communications carried out by Green Smoothie Factory, namely electronic word of mouth marketing (e-WOM), personal selling, and social media marketing. In electronic word of mouth marketing (e-WOM), it is known that there are a lot of Green Smoothie Factory social media, namely (@greensmoothiefactory). Electronic word of mouth marketing (e-WOM) activities originate from promotions and reviews from previous consumers who have purchased Green Smoothie Factory products. In order to be increasingly known to the public, especially in Pekanbaru City, Green Smoothie Factory collaborates with influencers who have relatively large capabilities and followers as well as through communities that have the same values, vision and mission, such as Pekanbaru Peduli Sampah and Runner Pekanbaru. In addition, Green Smoothie Factory also displays documentation and reviews from dr. Zaidul Akbar, who is known for his education on healthy food on the *Jurus Sehat Rasulullah "JSR"*, who has visited the Green Smoothie Factory on Instagram.

The next form of marketing communication carried out is personal selling activities, Green Smoothie Factory can be more effective in providing knowledge related to health and healthy food because there are face-to-face meetings and direct interactions. This is the advantage of personal selling compared to other marketing communications. Education provided about health, healthy eating and healthy style through plant based sharing session classes, field trips, and healthy living rooms. The class was often held every week before the Covid-19 pandemic, which was filled by the owner and CEO of the Green Smoothie Factory himself, who had an education about plant-based in the United States. The plant-based sharing session class activity consisted of providing material and questions and answers between the Green Smoothie Factory and consumers, then ended with eating together with products from the Green Smoothie Factory. So indirectly Green Smoothie Factory has succeeded in marketing or introducing its products to consumers more closely.

Personal selling is still applied as a form of marketing communication, although currently marketing through internet marketing has developed. This is because personal selling is able to provide detailed explanations to consumers of the products or services being marketed. Although in educational activities as a diffusion process, Green Smoothie Factory becomes a communicator, consumers are also involved in exchanging ideas. As described in the research results, Green Smoothie Factory also does not feel that the knowledge it has is completely correct, due to differences in viewpoints and knowledge about health that are owned or embraced by consumers. Based on the results of the research that has been done, it can be explained that personal selling is effective in building consumer awareness regarding innovation so that they accept and are interested in trying to buy products from Green Smoothie Factory and apply these innovations to their daily lives.

For communication media channels, according to the theory of diffusion of innovation, there are 3 things that become the most influential communication channel for Green Smoothie Factory in the process of diffusion of innovation to the community related to healthy food, namely plant-based sharing session classes, communities, and through social media which also functions as social marketing communication. marketing media. In attracting buying interest and educating consumers on healthy food in Pekanbaru City with social media marketing, Green Smoothie Factory maximizes and optimizes strategies through the use of social media,

especially Instagram. This is based on the high interest of the community and indeed this one many people use social media.

The use of social media by Green Smoothie Factory has been good in reaching consumers more broadly by describing their business identity through their Instagram profiles by writing, such as healthy bars & halal restaurants, addresses, contact details, and operating hours. The next point is the time period, which is a dimension of a process starting from someone knowing an innovation to making a decision on the innovation. The period of time in the process of diffusion of innovation of course takes a long time. From the results of the study, it can be said that Green Smoothie Factory does not have a time limit in educating consumers regarding healthy foods that play a role in supporting consumer or community health. This is because it is a marketing strategy for every element of marketing communication carried out by Green Smoothie Factory and is continuous in nature.

Furthermore, according to the theory of diffusion by Roger is a system of social order. A social system is a group of people who are functionally different, but are bound together to solve problems in order to achieve a common goal. The social system, apart from being an adopter, can also act as an innovator. This can be seen from the information submitted by Green Smoothie Factory as an innovator to consumers. Then consumers who adopt the innovation then spread it back to the people around them which is called electronic word of mouth marketing (e-WOM).

Furthermore, in the adoption of innovation by the adopter, namely the community, there are 5 stages. The first is the knowledge stage where in this stage Green Smoothie Factory spreads innovation through educational activities, sharing plant-based sessions, field trips, and healthy living rooms. As the results of the interviews that the authors did, the findings of the consumer consumers in the process were explained about the definition of healthy food, healthier food processing, selection of healthier food components, and so on based on health and nutrition research studies.

The second stage is persuasion, consumers have a desire to find out more about the innovations that they get regarding the advantages and benefits of it for them. In this case there is feedback, where consumers also take turns giving their knowledge to the Green Smoothie Factory, so that there is a continuous dialogue and creates a close relationship between the Green Smoothie Factory company and consumers. Next, the decision stage where consumers begin to determine whether to accept or reject the innovation. In this case, consumers who adopt the innovation provided by the Green Smoothie Factory can be assumed to become consumers who begin to realize health, one of which is because of the food factor. So he began to feel that the Green Smoothie factory was the solution to eating healthy food during his busy time. And the last stage is the implementation stage where consumers take action to buy products or subscribe to products to recommend Green Smoothie Factory products to their closest relatives either by word of mouth (WOM) or electronic word of mouth (e-WOM).

The success of the innovation diffusion carried out by the Green Smoothie Factory in spreading new innovations, namely healthy food by educating the public, of course there are supporting and inhibiting factors in the process for seven years. Based on the research results, the supporting factor for the successful diffusion of Green Smoothie Factory's marketing communication innovation is the existence of supporting infrastructure, such as office facilities to support marketing activities in order to reach the community. In addition, support from consumers who promote and review Green Smoothie Factory products on social media.

From the form of education-based marketing communication activities carried out by Grend, the educational activities carried out were shown to all people in the city of Pekanbaru from various backgrounds and backgrounds. In addition, Green Smoothie Factory also does not question the people who receive the education and innovations conveyed do not buy their products, because they are aware of the relatively high prices of products that can only be reached by the middle to upper economic class. This is also because it is the vision and mission of the Green Smoothie Factory which wants to educate the public in health or healthy food so that awareness arises about it.

3. CONCLUSION

An education-based marketing communication strategy applied to all elements of marketing communications carried out by Green Smoothie Factory, namely electronic word of mouth marketing (e-WOM), personal selling, and social media marketing. The e-WOM carried out included consumer reviews and public figures who were satisfied with Green Smoothie Factory's products. In addition, Green Smoothie Factory also collaborates with influencers with paid and unpaid endorsement systems as communicators and innovators in the innovation diffusion process. In adopting innovation in terms of innovation diffusion studies, e-WOM communication is part of the knowledge stage to the community and can also be a confirmation stage. The educational strategy in attracting buying interest and educating the public through personal selling communication is carried out with a special program, such as plant-based sharing session classes, field trips for school children, yoga classes every Sunday morning, and customer service at restaurants and events attended by Green Smoothie Factory. In adopting innovation in terms of the diffusion of innovation studies, personal selling communication is part of the stages of knowledge, persuasion, implementation, decision, to public confirmation as consumers or potential consumers of Green Smoothie Factory products. The educational strategy in attracting buying interest and educating the public through social media marketing communication is carried out with marketing and educational content through captions by Green Smoothie Factory. In adopting innovation in terms of the diffusion of innovation studies, social media marketing communication becomes part of the stages of knowledge, persuasion, implementation and community decisions on Green Smoothie Factory products. However, in the context of overall marketing in consumer behavior, consumers are able to adopt the values of innovation, but are not always able to become loyal consumers of Green Smoothie Factory due to price.

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