

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research is a modest observation and discussion of above-the-line advertising activities in Bogasari, specially of outdoor and print advertising. As shown in this research, Bogasari has already several forms of advertising tools to promote and positioned their brand and product to their target market. Here are the conclusions of this research:

1. In outdoor advertising Bogasari had already work in the most suitable media for their brand and product. There are shopsign, tinline, billboard, mini billboard, vehicle-branding and also banner. This media of advertising will be taking care by Bogasari from the design, the choosen of store or place they are willingly to be advertise and including how much cost for each media. The tax management from goverment will also be one of concern to place an advertising media.
2. The design of this outdoor advertising always has its pattern and certain elements that should be include. Some important

elements are the Bogasari name, the 'check-point' symbol, wheat illustration and the color gradation of Bogasari thew.

3. This outdoor and print advertising is not only to promote their brand and product but also focus on positioning their brand and product in target market's mind, this is also one of differentiation that Bogasari has done to compete with another flour brand and product. This competitive advantage will be one of Bogasari effort to stand out from their competitor, thus to create a greater chance to make further move. In fact that they already has the biggest market share in this industry but to keep it sustain and grow, they must try to always innovate and following the pace of sophisticated era.
4. The print advertising media that still has a chance for the readers where it usually will need more attention. Because to read the print advertising such as magazines and newspaper will make the readers spare time and put more attention to what they are seeing and interest. The brochure Bogasari has will give the readers such information about their brand, product even the way to contact the company or information about the event or activities Bogasari has.
5. In this research, outdoor and print advertising of Bogasari has a low response from the respondents. The respondents

chosen from their target market, the end-customer who are purposely to notice about their advertising media. There are bakers, housewife, noodle-seller, amateur chef and university students. This result shown the advertising media of Bogasari were still very few and it makes the responden hesitated, even some of them has seen it but they also asking for more attractive and more frequent advertising.

6. All of the respondents stated that they rarely see the advertising of Bogasari in any form. Even so all of them claimed Bogasari has already being the only flour they use to be the main ingredients of their cooking. The quality of the flour and the availability in any store make them easily get the product even sometime in certain area they face difficulty when the festive occasions come. Such as Christmas and Eid Adha, most of the time the flour were run out and they have to use another flour brand.
7. For the design of the advertising, respondents stated it is simple and standardized. They seems familiar with some of the elements in Bogasari advertising, such as the blue color of Bogasari logo, the wheat-illustration, the finished product such as bread and noodle also the product of Bogasari flour. They confess had seen this on shopsign, cooking magazines or newspaper, brochure, television and also in the store. The print advertising has more portion on this research's result.

8. Most of the respondents asserted the advertising did not really affect them to purchase the product. Instead the advertising can create repetition of the brand and product awareness and the guarantee of the quality of Bogasari. It can also make them realize the role of Bogasari in business area. To give information for them of the variant product Bogasari has. As the advertising not affect them to purchase the product it is the time for Bogasari to create a better image and introduction of their differentiation through these media, give the target market more than functional and base information but further to enhance the emotional bonding between Bogasari and the target market, specially their end-customer.

5.2 Suggestion

In the current age consumers may choose what they want to see, hear and buy; a company must make sure to emphasize their appearance through the advertising media. More innovative and creative to get more of viewers and potential customers. Delivering and the sharing of information can be very fast and easy through new media technologies. The marketing strategy they used in promoting their brand and/or product are defined by the stage of their product life cycle which reach the maturity stage and are needed of differentiation and to build a brand loyalty of their customer.

This is makes business must also concern not only the sales but also the way to keep close with the customer through build a good emotional relationship, one of the way of communicating is advertisements. Create a better understanding of the target market about what the company's willing to offered.

Each type of advertising has their own treatment to face of the today's sophisticated technology. As it is related to how we connect to each other. Here are several suggestion to Bogasari through this research:

1. The first suggestion for Bogasari is where they can have feedback of any media they have been placed, especially the shopsign. The feedback will be the comparison between before and after the shopsign being placed. This is to know about the effectiveness of the shopsign, related to the sales of Bogasari product or the foods that use Bogasari flour as its ingredients. Considering the expenses and effort must be worth after they place that advertising media, though not directly impact the company but it can make Bogasari can have a better consideration for the future, whether they will continuing put the advertising there or not.
2. The concept of advertising of Bogasari, the information and messages could be more creative and could touch emotional of the target market's. There is called executional frameworks

where it is the manner of advertising appeal is presented (Kenneth E. Clow, 2007). Using animation with sophisticated graphic, slice of life, dramatization, testimonials, authoritative, demonstration, fantasy, and informative. Those all can be combining used in executing a message through the advertising media.

The overall concept can be more focus on the existence of Bogasari since long time ago, the trustable company of flour industries, the process of the production with sophisticated and high technology equipments, emphasizing in finish product display, additional information of product usage which can be the educational part of advertising advantages, also can create a warm and memorable atmosphere using the slice-of-life theme, kinship relations between the company and distributor or the end-customer's. It will need the whole participations of the marketing department to create and deliver the image of Bogasari as a whole and complete.

3. Advertising can be found in many forms and in everywhere. Social media such as Instagram, Facebook and Youtube are the three major social media to broadcast the advertisement faster and wider. Using social media to create a greater relation with the main target market. Bring the new idea such as encourage them to consume more flour use it as the main

ingredients of the food, also information about their event and their updates about the activity and their product.

4. Bogasari will has a chance to do differentiation from the competitor in social media. Attract the nowadays trend such as the new entrepreneurs in culinary business, Bogasari can build a supportive relationship to make them put the trust and being loyal to Bogasari product. It is not only the compromise about quality but also the integrity of the company. In facts today the competitor is still in low-medium level but this is not only about the sales but to retaining the trust of the customer of the company's brand and to give them more benefit and satisfaction.
5. Still radio is also one of media that can be given exposure, Bogasari can held talkshow about the culinary explored and the event or activities in current time, and the updates about the industry in today's economic condition. Bogasari can choose the well-established radio to broadcast about their information, since the listeners are also still many between the target market's productive time.
6. Bogasari also need more frequent of advertising on billboard and shopsign so the target market can easily recognize and feel familiar with the advertising. Remind them about the existence and quality of Bogasari that becoming the part of Indonesia in

supporting of foodstuffs. The more advertising appearance would help to create a greater awareness of brand and product. Even though the competitor has no such as this effort, but Bogasari also need to push their competitive advantage to compete not only in the same industries but also to win the target market's heart. Probably can change the habit of Indonesia to consume more of wheat-flour as the ingredients on their dishes or the cooking.

7. Also Bogasari can start to expand their target market, as the phenomenons of entrepreneurs of culinary business also increase, it is the challenge for Bogasari to engage more of them which are the fresh graduate from cooking and pastry school and high-school to recognize their product and creatively to make something new. It will both create a benefit for Bogasari and them, as the quality of Bogasari that already established very well and also the new fresh idea from them.
8. The print advertising in the form of brochure can have a variances of new information that can be put on and make it more interesting. Such as tips about business idea nowadays, shortly talking about the marketing or share which related to the culinary business. Even the brochure can be the promotion tools for their social media, it can be given by the distributor to their customer, so the information spread not only by the social media users but all possible readers. Which inside can

be given informative knowledge about the product or event of Bogasari that has many more.

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