

THE UTILIZATION OF BRAND AWARENESS IN SOVIA KITCHEN'S BUSINESS TO INCREASE SALES

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Abstract

This research aims to understand the utilization of brand awareness in the Sovia Kitchen business to increase sales. The research method used is qualitative descriptive research with data collection methods through observation, interviews, and documentation of a research object, which will then be analyzed using data analysis techniques, namely data reduction, data presentation, and conclusion drawing. Research results show that the utilization of brand awareness can be an important strategy for Sovia Kitchen in increasing sales. High brand awareness will make more consumers recognize and remember Sovia Kitchen, which in turn can influence their purchasing decisions. By building a strong brand image and increasing consumer awareness of the products and services offered, Sovia Kitchen can attract more new customers and retain existing ones, thereby directly contributing to increased sales. The strategies that may be implemented include the use of social media, consistent promotions, collaboration with influencers, and the improvement of product and service quality. All of this aims to enhance brand recognition and customer loyalty towards the Sovia Kitchen brand.

Keywords: Brand Awareness, Sovia Kitchen Business, Increasing Sales.

INTRODUCTION

The increasingly fierce competition in the business world, especially in the culinary industry, demands entrepreneurs to continuously innovate in order to enhance their competitiveness and sustain their business continuity. Changes in consumer behavior influenced by technological advancements, food trends, and increasingly easy access to information force small and medium enterprises (SMEs) to compete not only in terms of product quality but also in building emotional relationships with consumers. In this context, brand awareness becomes one of the crucial factors that can influence business success, especially in terms of increasing sales and creating consumer loyalty. Brand awareness is the recognition or ability to identify a brand or product possessed

by consumers, allowing them to easily remember certain product categories. Through the awareness that consumers have towards a brand, consumers can recall and recognize the brand, and then they can make a purchase decision for that product. That's why brand awareness cultivation is very necessary as one of the marketing strategies that must be implemented. (Sevtiana, 2023).

Sovia Kitchen, as a local culinary business that provides home-cooked meals with distinctive and authentic flavors, is facing increasingly complex challenges in dealing with competition. In recent years, the emergence of various new culinary ventures in the operational area of Sovia Kitchen, both in the form of physical restaurants and online-based culinary businesses, has increased competition in this sector. Not only competing in terms of taste and price, but also in terms of marketing innovation and the ability to attract consumer attention. Amid the increasingly competitive market dynamics, Sovia Kitchen needs to devise the right marketing strategy to maintain and even increase its market share. One of the strategies considered effective is to increase brand awareness as an effort to attract new consumers and maintain the loyalty of existing customers. In a small business like Sovia Kitchen, the utilization of brand awareness is very important given the limited resources to compete with larger businesses. Brand awareness not only includes consumer recognition of the logo, name, or products from Sovia Kitchen, but also the positive perception created from consumer experiences using those products or services. With strong brand awareness, Sovia Kitchen can differentiate itself from competitors and create an emotional connection with consumers, which will ultimately drive repeat purchase decisions. Furthermore, high brand awareness also has the potential to increase the chances of Sovia Kitchen being recommended by consumers through word-of-mouth, which is one of the most effective forms of marketing.

However, to achieve a significant level of brand awareness, Sovia Kitchen faces various challenges. One of them is the limitation in terms of the marketing budget. Compared to large companies that can allocate substantial budgets for advertising and promotional campaigns, small businesses like Sovia Kitchen must utilize more creative and efficient marketing channels. One of the strategies that Sovia Kitchen can rely on is the use of social media and digital marketing. In today's digital era, social media platforms like Instagram, Facebook, and others can be used as effective tools to build brand awareness. With engaging and relevant content, Sovia Kitchen can reach more consumers and build closer relationships with its audience.

Additionally, Sovia Kitchen can also leverage influencer marketing, where influencers or social media users with a significant number of followers can help introduce Sovia Kitchen products to a wider audience. Collaboration with food delivery

platforms such as GoFood, GrabFood, or ShopeeFood can also be an effective means to increase brand exposure and reach new consumers. In addition, it is important for Sovia Kitchen to maintain consistency in product quality and service. This is because high brand awareness will not have a positive impact if consumers experience dissatisfaction when interacting with the offered products or services.

Nevertheless, studies on the utilization of brand awareness in small businesses like Sovia Kitchen are still relatively limited, especially regarding its direct impact on sales increase. Most research on brand awareness tends to focus on large companies that have access to greater marketing resources. Therefore, more in-depth and specific research is needed on how small businesses like Sovia Kitchen can build and effectively utilize brand awareness to increase sales.

Sovia Kitchen, despite offering high-quality food products, faces challenges in introducing itself to a wider market. In addition to the limited frequency of promotions, the digital platforms used to market their products are also not optimal. To expand their reach and increase visibility, Sovia Kitchen needs to strengthen its presence on digital platforms and implement more aggressive marketing strategies. With this approach, they can reach a larger audience and optimize their market potential.

RESEARCH METHOD

The type of research used in this study is qualitative research with a descriptive approach. Qualitative research emphasizes the aspect of data in-depth to obtain the quality of the research results. In other words, the qualitative approach is research that utilizes descriptive descriptions of words or sentences, systematically arranged from data collection, data presentation, to research conclusions. (Ibrahim, 2018).

Operational definition or research focus in this study includes indicators of brand awareness utilization in Sovia Kitchen's efforts to increase sales with the following description.

1. Recall

Recall is how far consumers can remember when asked which brands they recall. A brand name that is simple, easy to remember, easy to pronounce, and has a clear meaning makes a brand easy to recall in consumers' minds.

2. Recognition

Recognition refers to the extent to which consumers can recognize the brand, including its inclusion in a specific product category.

3. Purchase

Purchase refers to the extent to which consumers can recognize the brand, including it as an option when deciding to buy a product.

4. Consumption

Consumption refers to the extent to which consumers can recognize a brand when using a competitor's brand.

According to Sugiyono, as quoted by Firmansyah (2019), data collection techniques are a strategic stage for obtaining data in a research study. The data collection techniques in this study are as follows.

1. Observation

Participant observation is an effort to collect data and information from primary data sources by optimizing the researcher's observations. The observation technique involves the activity of all five senses. Observation is also defined as the observation of situations and conditions that impact human life. In this study, the researcher conducted observations of the situation and conditions at Sovia Kitchen.

2. Interview

An interview is a conversational process aimed at constructing information about a person, activity, organization, and so on, conducted between two parties, namely the interviewer who asks questions and the interviewee. Interviews in a research study aim to collect data that can explain the research problem. This research uses structured interview techniques that begin with creating an interview guide, after which the researcher schedules interviews with the informants. The interview will be conducted face-to-face or depending on the agreement reached. In this study, the researcher conducted interviews with consumers at Usaha Sovia Kitchen to obtain information on the utilization of brand awareness in increasing sales.

Research instruments according to Suharsimi Arikunto (2006) are aids for researchers in collecting data. Meanwhile, according to Suharsimi Arikunto in the previous edition, they are tools or facilities used by researchers in collecting data to make their work easier and the results better, in the sense of being more precise, complete, and systematic, thus easy to process. The instruments used by the researcher in this case are the main instruments and supporting instruments. The main instrument is the human being themselves, while the supporting instruments are the observation guidelines and interview guidelines.

RESULT AND DISCUSSION

Based on research results on brand awareness using the indicators of Recall, Recognition, Purchase, and Consumption, brand awareness is a concept used to measure the extent to which consumers recognize and remember a brand. This concept consists of four main elements: Recall, Recognition, Purchase, and Consumption, each of which plays a role in shaping consumer perception and decision-making towards a brand. Brand awareness can be applied in various contexts, ranging from the development of marketing strategies to the enhancement of consumer loyalty.

a. Recall

Brand Recall is the ability of consumers to remember a brand when presented with a category of products or services. The ability of consumers to recall a brand from memory using the category of a product as a cue. Brand recall is very beneficial when consumers make purchasing decisions long before they arrive at the place to buy the product (Keller, 2013:73).

Recall refers to the consumer's ability to remember a brand when presented with a specific product category or relevant situation. In measuring brand awareness, recall is often used to determine whether the brand is top-of-mind for consumers when they think of the relevant product category. Consumers with high recall can remember the brand without any direct stimulus (unaided recall), whereas low recall means consumers can only remember the brand with a specific stimulus. (aided recall).

Sovia Kitchen has an advantage in terms of simplicity and ease of pronunciation. A short and simple name makes it easier for consumers to remember and identify the brand. In the context of marketing, a simple and easy-to-pronounce name contributes to the effectiveness of brand communication, as consumers are more likely to remember a brand that does not require extra effort to pronounce or memorize. This is important in creating a strong and consistent impression in the minds of consumers. The name Sovia Kitchen also reflects a clear meaning, directly related to the type of products offered. "Sovia" as a brand name adds a personal touch or special characteristic, while "Kitchen" explicitly indicates that the brand focuses on kitchen-related products or services. The clear meaning of this name reduces consumer confusion regarding the product category, allowing them to quickly understand and associate the brand with the product's function or purpose.

b. Recognition

Brand Recognition is the ability of consumers to recognize a brand in its entirety when they see that brand. The consumer's ability to identify or confirm their experience with a particular brand if the cue used is the brand itself. Brand

recognition is very useful when consumers make purchasing decisions at the point of purchase (Keller 2013:73).

Recognition is the ability of consumers to identify a brand when they see the logo, slogan, or other visual elements associated with that brand. Unlike recall, which requires active memory, recognition only requires consumers to identify the brand when they see it. Recognition is important because it makes it easier for consumers to make purchasing decisions when they are faced with various similar product options.

The Sovia Kitchen logo has an attractive design. The logo design is a crucial element in branding because it serves as a visual representation of the brand. An attractive logo not only helps create a positive first impression but also facilitates brand identification in various marketing materials. An attractive design tends to be easier for consumers to remember, enhances visual appeal, and strengthens brand image in a competitive market, and the products offered by Sovia Kitchen meet consumer needs. Product suitability reflects a deep understanding of the preferences and needs of the target market. In this case, Sovia Kitchen has successfully identified and met consumer expectations by offering products that are relevant and aligned with their demands. This is an important factor in business success, as products that meet consumer needs tend to have higher levels of satisfaction and loyalty.

c. Purchase

Purchase or buying decision is one of the stages in the consumer decision-making process, which includes need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. According to them, purchasing decisions are influenced by cultural, social, personal, and psychological factors (Kotler and Keller). (2009).

Purchase or purchase intention is a concrete step taken by consumers after experiencing brand recall or recognition. After consumers are aware of a brand's existence and recognize its benefits, they are more likely to purchase products or services from that brand. High brand awareness can encourage consumers to choose that brand over its competitors, especially if they have positive experiences or confidence in the product's quality. Purchase decisions are influenced by various factors, including psychological factors (motivation, attitude, perception), social factors (reference groups, family), and external factors such as stimuli from the environment or brand communication. All of this shapes consumers' attitudes and intentions to purchase products or services.

Sovia Kitchen has a flagship product that is a favorite choice among customers without needing to look at the menu. This flagship product serves as the main attraction that encourages customers to make a purchase. In marketing strategy, having a popular flagship product is a valuable asset because it can enhance brand loyalty and attract new customers. Products that become consumer favorites often

reflect high quality or uniqueness that distinguishes the brand from competitors. This shows that Sovia Kitchen has successfully created products that meet or even exceed customer expectations, increasing the likelihood of customers returning and recommending the brand to others. Attractive promotions make customers interested in trying new products at Sovia Kitchen. Effective promotions, such as discounts, special offers, or bundling packages, can stimulate customer interest in trying products they might not have considered before. Engaging promotions not only help in introducing new products but also serve as a tool to enhance brand visibility and attract customer attention. By creating enticing offers, Sovia Kitchen is able to leverage promotions as a strategy to expand market share and increase the penetration of new products.

d. Consumption

Postmodern Consumption Theory – Zygmunt Bauman (2007) consumption becomes the center of social life, where consumers are considered the main subjects in modern capitalism. People no longer just consume to meet their needs, but also to shape their identity and lifestyle. Consumption in this era has become a tool for self-definition among the various choices offered by the market.

Consumption refers to the frequency and intensity of consumers in consuming products or services from a brand. Consumers who have high awareness of a brand tend to have greater loyalty, thus using or consuming products from that brand more frequently. In addition, strong brand awareness can increase the desire to repeat consumption, especially if the experience generated is positive.

The unique flavor of Sovia Kitchen products plays an important role in distinguishing them from competitors. A unique and distinct flavor not only makes the product more recognizable to customers but also enhances consumer loyalty. In the context of food and beverage marketing, taste is one of the main factors influencing purchasing decisions. Products with distinctive flavors can create significant competitive advantages, as customers tend to prefer products that provide a satisfying and unique taste experience. Sovia Kitchen products are also an important factor influencing consumer decisions. The interview results show that Sovia Kitchen products are easily accessible, both in terms of outlet location and distribution. Ease of access is a crucial element in marketing strategy because it influences consumers' decisions to choose a particular product. Strategically located and easily accessible outlets ensure that products are available to consumers whenever they need them, which increases the likelihood of repeat purchases and strengthens the consumer's relationship with the brand.

CONCLUSION

The utilization of brand awareness can be an important strategy for Sovia Kitchen in increasing sales. High brand awareness will make more consumers recognize and remember Sovia Kitchen, which in turn can influence their purchasing decisions. By building a strong brand image and increasing consumer awareness of the products and services offered, Sovia Kitchen can attract more new customers and retain existing ones, thereby directly contributing to increased sales.

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