

ORDER-BASED MARKETING STRATEGIES IN THE BENTO CAKE HOME INDUSTRY



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Abstract

The culinary industry in Indonesia has seen significant growth, driven by evolving consumer preferences and innovations in food presentation. Bento cakes, originating from South Korea, have emerged as a popular product with high demand, resulting in a rapid expansion of bento cake home industries. Despite this promising market, the growing competition poses challenges for business owners, particularly in developing effective marketing strategies. This study investigates marketing strategies by adopting an order-based marketing strategy and examines the operational challenges faced by bento cake home businesses. Utilizing a qualitative approach and phenomenological methodology, data were collected through in-depth interviews, observations, and documentation with business owners and customers. Findings indicate that an order-based marketing strategy enhances customer satisfaction by offering personalized services and improves production efficiency and transaction convenience. However, operational constraints include human error and limited customer understanding of the ordering process, often leading to dissatisfaction. Furthermore, while social media marketing contributes positively to business reach and engagement, issues remain in effectively communicating order procedures and managing operations efficiently. The study highlights the need for continuous production and order management improvement to mitigate errors and enhance customer comprehension. Recommendations include regular training for staff to minimize errors, refining information dissemination strategies on social media, and enhancing operational processes to optimize customer experience. These findings underscore the importance of adapting marketing strategies to maintain competitiveness in Indonesia's dynamic culinary landscape.

Keywords: Order-Based Marketing Strategies, Home Industry, Bento Cake

INTRODUCTION

The rapid expansion of Indonesia's culinary industry has spurred home-based businesses to continually innovate, creating unique and visually appealing food products to meet diverse consumer demands. One notable innovation is the bento cake—a personalized cake style that combines intricate, creative designs with a customizable approach, originally popularized in South Korea. The popularity of bento cakes not only showcases the creative potential within Indonesian communities but also highlights the crucial role of home industries in driving culinary innovation and contributing to the local economy. As demand grows, home-based bento cake businesses face increased competition, necessitating effective marketing strategies, such as order-based marketing strategies, to optimize customer satisfaction and operational efficiency.

The popularity of bento cakes has surged due to their unique appeal. Originally popularized in South Korea as "cakes on the go," these charming, portable cakes have successfully captivated Indonesian consumers. Bento cakes have a small size, attractive designs, diverse colors, and unique characteristics (Kurniawan et al., 2023). These distinctive features have made bento cakes highly popular among the public, establishing them as one of the most sought-after culinary innovations today.

The promising market potential has fueled the growth of the bento cake home industry, as rising public interest presents a significant business opportunity. However, the intensifying competition in this sector poses a challenge for these businesses to capture and sustain market share. The rapid advancement of digital technology further drives industry players to innovate continuously, refining their products and marketing approaches to stay competitive and meet evolving consumer demands (Sholihah et al., 2022).

To navigate the competition, bento cake home industries must develop effective marketing strategies. A well-crafted marketing strategy serves as a fundamental tool for businesses, enabling them to enhance their competitive advantage and meet consumer needs while working toward their growth objectives (Hermawan & 'Inayah, 2022). A marketing strategy provides the foundational framework for developing a comprehensive business plan (Rohmah et al., 2022). An order-based marketing strategy is a widely applied marketing strategy among bento cake home industries. This system enables customers to place orders

and make payments in advance, allowing production to commence only after confirmation, with delivery scheduled at a mutually agreed-upon time (Rizky & Wiyono, 2023).

In the bento cake home industry, information on the order-based marketing strategy is predominantly shared through social media platforms, which serve as effective promotional channels. Social media not only expands marketing reach but also supports business growth by enhancing revenue, creating job opportunities, fostering innovation, and strengthening competitiveness (Suranto et al., 2022). Additionally, leveraging social media in the bento cake home industry boosts brand awareness, expands market reach, increases sales volume, and enhances customer loyalty (Sirodjudin & Sudarmiatin, 2023).

In Karanganyar Regency, two bento cake home industries utilize an order-based marketing strategy for sales. This transaction system operates without ready-made inventory, meaning products are not out of stock but are made-to-order based on customer demand. Through this system, buyers place orders and make payments via social media, facilitating direct communication between the seller and buyer (Hanifah et al., 2023).

Although the order-based marketing strategy is commonly adopted in bento cake home industries, limited research has specifically examined effective marketing strategies tailored for this sector. This study addresses this gap by investigating the implementation of the order-based marketing strategy as a means to enhance marketing effectiveness, as well as identifying constraints encountered in its application within bento cake home industries in Karanganyar Regency.

REVIEW OF LITERATURE

Marketing Strategy

Numerous studies have demonstrated that marketing strategies effectively drive increases in sales volume. Ekowati & Herliani (2023) found that the implementation of marketing strategies, which leverage internal strengths to capitalize on external opportunities, can increase the sales volume of cakes in home industries. A study by Cay & Irnawati, (2020) also supports this finding, showing that e-commerce is one of the effective marketing strategies for small-scale businesses like home industries. Meanwhile Wasik et al., (2023),,

highlight the importance of digital marketing and the company's organizational orientation in enhancing business success.

Lukmanasari & Habib, (2023) provide more detailed insights on the implementation of the 7P marketing strategy (Product, price, place, promotion, people, process, physical evidence). Their research shows that by improving product quality, adjusting prices, conducting intensive promotions, and enhancing the store's appearance, they were able to significantly increase sales volume. This finding is in line with the research by Sholihah et al., (2022), which emphasizes the importance of marketing strategies for the survival of a business. Meanwhile, Wajdi et al., (2019) highlight the aspect of marketing training, concluding that the development of marketing competence through training is a key factor in the success of a business.

Home Industry

Alfiady et al., (2023), emphasize the importance of training in improving the skills and product quality of home industries. Saleh (2023), underlines the challenges faced by home industries, particularly related to income and market expansion. Kanto (2023), adds another important dimension, namely the role of the government in supporting the sustainability of home industries and addressing the challenges they face. These three studies indicate that while home industries make a significant contribution to the economy, they also face several constraints.

Rijanto (2021), the studies highlight the potential of home industries in absorbing labor and as a business option that does not require a large capital. Diana & Laila (2020), further emphasize the role of home industries in economically empowering the community, while Syarifiyanti & Aji Isnaini (2023) add the perspective of individual capability development. These three studies indicate that home industries not only serve as a source of income but also contribute to reducing unemployment and improving the welfare of the community.

Order-Based Marketing Strategy

Order-based marketing strategy is a sales model where consumers place orders for products before they are produced. Al Rizky & Wiyono (2023), note that platforms such as marketplaces and social media are often used as channels to receive orders through the order-

based marketing strategy. Al-Mumtaza & Rustamaji (2022), further explain that this strategy involves upfront payment and an agreed-upon delivery time, while Hanifah et al. (2023) highlight that although the product is not available at the time of ordering, this does not mean the product will not be produced.

Although various studies have discussed the effectiveness of marketing strategies in increasing sales volume and supporting business sustainability (Lu & Abergel, 2018; Yawson, 2020; Yun et al., 2014), particularly in home-based industries, there is a gap in research regarding order-based marketing strategies in the bento cake home industry. Most existing studies tend to focus on the use of e-commerce, digital marketing, or the 7P strategy as tools for sales enhancement, without specifically exploring how order-based marketing models can be effectively applied in the bento-cake home industry. Additionally, the challenges faced by this industry, such as limited capital and resources, as well as dependence on social media as the primary marketing channel, underscore the urgency of this research to provide new insights. Therefore, this study is crucial for understanding the implementation of order-based marketing strategies to enhance competitiveness and marketing efficiency in the bento cake home industry, particularly in Karanganyar Regency.

RESEARCH METHOD

This research uses a qualitative approach with a phenomenological method. The qualitative approach was chosen to deeply understand the experiences of home industry owners in developing bento cakes through an order-based marketing strategy. Phenomenology allows researchers to reveal the meaning and essence of these experiences. The validity technique of this research uses technique triangulation, which involves comparing information from different sources (Fauzi, 2019).

Data collection in this study was carried out through various methods. First, in-depth interviews were conducted with various parties involved, ranging from home industry owners, production employees, marketing employees, and customers. These interviews aimed to explore in-depth the implementation of the order-based marketing strategy. Second, observations were made on how the order-based marketing strategy was implemented

directly. The final method was documentation in the form of promotional media used by the home industry as supporting data.

Data analysis was performed using the Miles and Huberman model, which was then supported by NVivo 15 software. This model involves several stages, including data reduction, data presentation, and drawing conclusions (Safarudin et al., 2023).

RESULTS AND DISCUSSION

This research interviewed two bento cake home industries in Karanganyar Regency, involving the owners, production employees, marketing employees, and five customers for each home industry. In addition to the interviews, observations were also made during the implementation of the order-based marketing strategy. This research was supported by documentation of the promotional media used. This method provides an overview of the marketing strategy through the implementation of the order-based marketing strategy and the constraints that occur in implementing this system.

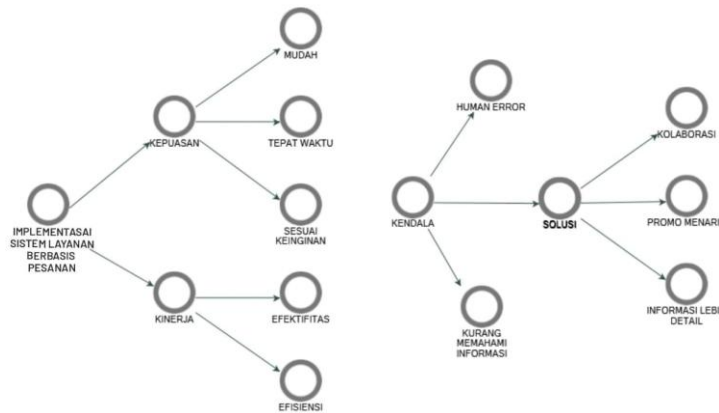


Figure 1.

Project Map of the Implementation and Constraints of the Order-based Marketing Strategy

Figure 1 illustrates the project map generated from the analysis of the marketing strategy employed through an order-based marketing approach in the bento cake home industry, utilizing NVivo 15 software. This analysis yielded several key findings related to the implementation of the order-based marketing strategy, as well as identified various constraints encountered during its execution.

Implementation of the Order-based Marketing Strategy

In this study, data gathered from interviews and observations regarding the implementation of the order-based marketing strategy revealed several important findings. The results from these interviews and observations are summarized in the table below, which utilizes a triangulation technique for a comprehensive analysis which can be seen in Table 1.

Table 1.
Comparative Analysis of Data Sources Using Triangulation Techniques

No	Aspect	Interview	Observation	Interpretation
1.	Implementation of the Order-based marketing strategy	The order-based marketing strategy is able to increase customer satisfaction through the ease of placing orders, the accuracy of the orders received, and the timeliness of order fulfillment. Additionally, from an internal perspective, this system also optimizes production performance. The production planning process becomes more effective, and time and raw materials can be used more efficiently.	The order-based marketing strategy is implemented by providing order forms and order information in the bento cake home industries in Karanganyar Regency.	The implementation of the order-based marketing strategy in the bento cake home industries in Karanganyar Regency has had a positive impact, both from the customer's perspective and the internal perspective of the home industry. This system not only increases customer satisfaction but also enhances the efficiency and effectiveness of the production process. The order-based marketing strategy has great potential to be implemented in home industries. Through this system, they can

No	Aspect	Interview	Observation	Interpretation
				increase competitiveness, expand their market reach, and improve profitability.

The data analysis from the previous project map with triangulation techniques has resulted in mutually reinforcing findings, providing a more comprehensive picture of the implementation of the order-based marketing strategy. The order-based marketing strategy in the two bento cake home industries has been well-implemented. This system facilitates the production process, and order management, and provides satisfaction to customers because it aligns with their desires. Customers also feel more satisfied with the system as they can customize their preferences in terms of design, size, and pick-up time.

The service system has been proven to increase customer satisfaction. Customers are satisfied because their orders can be fulfilled on time and according to their preferences. The study by Yum & Yoo (2023) reveals that good service quality can increase customer satisfaction. This is in line with the research by Sholikhah & Hadita (2023), which shows that service quality has a positive influence on customer satisfaction. However, Hafidz & Muslimah (2023) have a different view, where their findings indicate that service does not affect customer satisfaction, but service is more effective by being aware of consumer behavior.

This system also contributes to improved performance in terms of production effectiveness and efficiency. By implementing this system, producers can better plan their production, reducing the risk of over or under-stocking. Additionally, the implementation of this system allows home industries to adapt more quickly to consumer demand, ensuring smooth production planning. Other research also supports these findings, as Ratih et al., (2022) revealed that production planning has lower cost-effectiveness and sufficient production time efficiency. This system also makes it easier for customers to place orders, facilitating smooth transactions.

Constraints of the Order-Based Marketing Strategy Implementation

The results of interviews and observations on the constraints in implementing the order-based marketing strategy show that there are still several aspects that need to be improved. The results are presented in Table 2.

Table 2.
Comparative Analysis of Data Sources Using Triangulation Techniques

No	Aspect	Interview	Observation	Interpretation
1.	Constraints in Implementing the Order-based marketing strategy	One of the main constraints in implementing the order-based marketing strategy is human error, particularly in mistakes when inputting order data, such as the order pickup date. Another constraint is the lack of understanding of the information provided to customers regarding the ordering process.	The constraints encountered, such as human error and lack of information understanding in the bento cake home industries, are addressed by providing a clearer understanding and improving the order management system.	The order-based marketing strategy in the bento cake home industries in Karanganyar Regency has successfully identified the main constraints related to its implementation, namely human error and lack of information understanding. In addressing these constraints, the bento cake home industries have taken steps to focus on improving communication, both internally and externally, as well as enhancing the order management system.

Based on the project map and triangulation technique, there are several findings on the constraints in implementing the order-based marketing strategy. In general, this system

has successfully increased customer satisfaction. Additionally, the system has also demonstrated a certain level of effectiveness and efficiency. However, there are still some constraints that need to be addressed in certain cases, primarily caused by human error and lack of understanding of the information provided.

The first constraint is human error. According to Khilbran & Sakti (2019), human error is a mistake resulting from performance that disrupts operations. Furthermore, Ncubukezit (2022) concluded that human error occurs due to unexpected and unavoidable behaviors and actions, which can pose a threat to the sustainability of a business.

The second constraint is the lack of understanding of the information conveyed. Quality and clear information can be easily understood by buyers and can increase consumer buying interest (Rohmah, 2021). Furthermore, Jamal et al. (2021) also explained that in developing marketing strategies, information credibility is essential.

Facing the challenges that occurred, the bento cake home industry took strategic steps. The strategic steps are by providing complete product information and order forms and thorough data verification, to ensure that each order is well-produced. Additionally, collaboration with other home industries and offering attractive promotions such as bundling packages, it helps the home industry to improve its marketing strategy in reaching the market.

The marketing strategies implemented by the two home industries have also influenced the success of the order-based marketing strategy. However, there is still room for improvement in the delivery of product information and the sales system. Additionally, some customers have a limited understanding of the ordering procedures. This indicates the importance of providing more comprehensive information to customers to build trust. Dinata (2020) revealed that information quality affects customer trust, and trust influences purchase intention.

The implementation of the order-based marketing strategy in the bento cake home industries of Karanganyar Regency demonstrates high effectiveness and efficiency, significantly enhancing customer satisfaction. A study by Rizky & Wiyono (2023) suggests that the implementation of digital marketing strategies using an order-based marketing strategy plays an important role in increasing sales volume, which supports the findings of this study. However, Hanifah et al., (2023) show that the positive and negative impacts of

the order-based marketing strategy still require improved management, especially in serving consumers.

CONCLUSION

In conclusion, the implementation of an order-based marketing strategy within the bento cake home industries of Karanganyar Regency has demonstrated a significant positive impact on various business dimensions. This system effectively enhances customer satisfaction, improves production efficiency, and streamlines transaction processes. By adopting this approach, producers are better equipped to respond to consumer demands, thereby elevating overall business performance. These findings align with existing literature emphasizing the crucial role of service quality, production planning, and comprehensive information availability in fostering operational effectiveness.

Based on this research, there are suggestions that can be made to improve the effectiveness of implementing the order-based marketing strategy in the bento cake home industry. There is a need for continuous efforts to enhance the effectiveness and efficiency of the production process and order management. It is also important to provide guidance and understanding in maintaining good communication with customers. Additionally, home industries should consider developing a more integrated information system to facilitate order management.

Nevertheless, the research identified several challenges, including human error and a lack of customer comprehension regarding ordering procedures. Addressing these issues necessitates sustained efforts to enhance human resource quality and strengthen supporting information systems. Ultimately, while the order-based marketing strategy represents a strategic advancement for the bento cake home industries, its success hinges on management's commitment to continuous improvement in response to the dynamic needs and preferences of consumers.

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