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The Role of Entrepreneurship and Business Management in Shaping Collaborative Economy

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LOCAL MARKETING COMMUNICATION OF NOODLE TRADERS IN PETAK SEMBILAN

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Abstract
This research aims at understanding local marketing competition among noodle traders in Petak Sembilan Jakarta Barat. Petak Sembilan is an area like China Town where Chinese people live and open Chinese culinary shops, such as noodles. For Chinese community, noodles are a type of staple food which has special meaning of longevity. It is a favorite food for Chinese people in general. Petak Sembilan has three famous noodle traders who have been trading noodle foods that last tens years. The noodle traders are Bakmie Loncat Elda, Bakmie Amoy, and Bakmie Bok. The location where these three noodle traders open the shops is adjacent. They always compete each other for attracting potential buyers from past to present. Marketing communication basically relates to interaction, idea, and message in marketing activities. With local marketing communication, the noodle traders must be creative and innovative in marketing their products. From the phenomenon, researchers want to know how local marketing communication of the noodle traders in Petak Sembilan. The communication research methods used in this study are qualitative description. The research tries to describe how the marketing communication used by the three noodle shops. The research results are communication mixture, and the word of mouth is the important thing to control, maintain and compete in the local marketing of noodle traders in Petak Sembilan.

Keywords: Marketing Communication, Word of Mouth

Introduction
Petak Sembilan is an area of China Town located in Glodok, Jakarta Barat. The name of Petak Sembilan comes from the shape of nine tenements in Glodok so that people who live near the road frequently call it as Petak Sembilan. When time passes, Chinese people who live in the area grow in the number. Moreover, they mix with local people at that time as majority in number, i.e. Betawi ethnic people. The interaction between Chinese people and Betawi community makes Petak Sembilan as the culinary marketing centre. Favorite culinary marketing in Petak Sembilan is noodle foods. Along Jalan Petak Sembilan we can find tens of noodle traders with vendor carts, stalls and restaurants. Therefore, the researchers are interested to know how local marketing communication of noodle traders in Petak Sembilan, Jakarta Barat.

According to Katz, marketing communication is an exchange of ideas, messages and concepts in relation to the achievement of a series commercial objectives. Moreover, marketing communication is all elements of marketing promotion mix involving inter-organizational communication and target audience in all forms directed to marketing performance (Prisgunanto, 2006:8). The relationship between the two aspects relates each other and cannot be separated one another or stands alone. Marketing without marketing will be difficult to reach the goals. Marketing without marketing will be ineffective and useless because marketed products classified as either goods or services are not clear and there is no profit elements inside the products. There are two important theories in marketing communication, i.e. marketing mix (the 4Ps theory) and promotion mix.

The first of the Four Ps of marketing is Product. The product intended in the theory is all things offered to public to be seen, touched, purchased or consumed. It can consist of product variety, quality, design, feature, brand name, packaging, sizes and services. The second is Price. It is a major factor to determine position and must be decided appropriate to the target market, diverse mix of products, services and competition. The third is Place. It becomes a key determinant of marketing products to customers. Decoration and building condition can become attractive power and give comfortable place for customers. It includes channels, coverage, assortments, locations, inventory and transport. The last of the Four Ps of marketing is Promotion. Promotion is activities that communicate a product offered by producers or marketers with full of attractiveness and persuasion directly or indirectly.
According to Kotler and Gary A. in Alexander Sindoro (2000), moreover, the promotion mix consists of Advertising, Personal Selling, Sales Promotion, Publicity, and Direct Marketing. Advertising is all kinds of non-personal presentation and promotion of ideas, goods and services by compensated sponsor with the media of brochure, poster, billboard and others. Moreover, personal selling is activities of promotion where a salesperson do directly persuasive contact to market. It can be described as well with direct communication between marketers and potential customers when they introduce them a product so that they will try or purchase them. The media are among others sales presentation, sales meeting, night market, exhibition and others. For Sales Promotion, the activities are carried out by providing price discount as hidden activities. For example, if a company is doing promotion and media reports it. For direct marketing, it is an interactive marketing system which utilizes one or more advertising media to give measurable response or transaction in any location. Its marketing media are among others via telephone, Internet, letter, catalogue and others. Another element that definitely influences marketing communication and marketing is the word of mouth. It is a communication type that conveys message where a communicator controls all members as the second communicators and through the second communicator the message is conveyed to the third communicators and so on.

Research Methods

According to Cresswell (2003: 1), revealing that qualitative research is the process to understand the problem through a holistic depiction on the matter formed by the words, reported in detail in accordance viewpoint informant, and arranged in a scientific background. A descriptive term is intended to describe phenomena that exist (either shape, activity, characteristics, changes, relationships, similarities, and differences between one phenomenon with other phenomena). According to Yin (2006: 2) case studies is how to determine the relevant data and determine what should be done in connection with the data that has been collected. Further Yin says (2006: 18) a case study is a qualitative research technique that utilizes data sources as much as possible so that it can systematically investigate individuals, groups, organizations and events.

In this study, the researchers used qualitative research, descriptive study case. It intensively described or observed data as the research object either individuals or groups, such as marketing communication and marketing of noodle traders in Petak Sembilan. The data source of the research is primary data (the noodle traders in Petak Sembilan) and secondary data (books and Internet source). The research subjects are Elda (the son of the business owner of Bakmie Loncat Elda), Sri (the employee of the business owner of Bakmie Amoy), Eddy (the son of the business owner of Bakmie Bok). The research object is marketing communication and marketing conducted by the noodle traders in Petak Sembilan. It includes marketing mix, promotion mix and the word of mouth. The researchers' reasons to choose these three noodle traders were because they were some of the oldest noodle places in Petak Sembilan and the three noodle traders have different business characteristics despite they sold similar business, i.e. taste and price. Moreover, their business location was adjacent to one another. Data collecting techniques in the study were to analyze all findings from the results of observation and interviews and then, to elaborate them with the marketing communication theory.

Results of Findings and Discussion

Bakmie Loncat Elda

As the noodle restaurant, Bakmie Loncat Elda had been established in Petak Sembilan, Jakarta Barat since 1983. In the earlier business activities, it only sold noodle foods. When times went on, Bakmie Loncat Elda also offered other menu, such as fried noodle with meatball, Suikiaw and Siomay. The noodle restaurant opened from Tuesday to Saturday, and the operation hours are between 05.00 and 15.00 West Indonesia Time (WIB). It also opened on Sunday from 03.00-13.00 West Indonesia Time. The original name of Bakmie Loncat Elda occurred in 1996 when the business still used a noodle vendor cart. The business did not have name yet. The customers only knew that Ms. Elda and her husband carried out the business activities. Her husband cooked noodle foods while it was thrown vertically upward where he stood. The habit made the customers called the noodle trader as Bakmie Loncat. Elda is the spouse' name of the business owner. Until right now there were three branches of the business and the branches were under the management of their sons. The branches did not use the name of Elda.

Bakmie Amoy

As the noodle restaurant as well, the business location of Bakmi Amoy was adjacent to the gangway where Bakmie Loncat Elda stood, i.e. Gloria gangway. The location remained in Petak Sembilan. The business had established since 1983. The same as Bakmie Loncat Elda, the early business of Bakmie
Amoy only sold noodle foods. The business had grown and provided other menus, such as fried meatball, dumpling, rice mix and others. The restaurant opened every day from 06.00 to 18.30 WIB. The name of Bakmie Amoy came from the business owner's name, i.e. Amoy. Until right now, Bakmie Amoy had had 2 other branches. It were under the management of their children.

**Bakmie Bok**
Bakmie Bok was also a noodle restaurant located in front of Bakmie Amoy in Gloria gangway, Petak Sembilan. The business had established since 1990s. In the beginning, it only offered noodle menus and sugarcane juice. It had provided other new menus in the last ten years. These menus include Hainan rice, rice mix and others. The restaurant opened from 06.00 to 18.30 WIB. The name of Bakmie Bok came from the owner's name, i.e. Bok. Right now it had been under the management of their son, Edy. However, it did not have branch yet and it was under the management of their children.

Based on the analysis results, there is the mapping of local marketing communication of Noodle Traders in Petak Sembilan from the marketing mixture of 4P (price, product, place, promotion).

- **Price.** The price of a noodle bowl in Bakmi Loncat Elda was Rp 20,000, in Bakmi Amoy Rp22,000, in Bakmi Bok Rp23,000 consecutively.
- **Product.** Bakmi Loncat Elda had two types of products: Main Products (Noodle, Shahe Fen, Vermicelli Noodles, and Locupan), dan Supporting Products (Siomay, Fried Noodles with Meatball, Suikiaw, and Dumplings). In Bakmie Amoy, the Main Products were the same as those in Bakmie Loncat Elda. The difference between the two noodle traders related to the Supporting Products of Bakmie Amoy. Bakmie Amoy sold Rice Mix, Steamed Rice, Fried Meatball and Dumpling. In Bakmie Bok, its Main Products or Supporting Products were the same as those in Bakmie Amoy.
- **Place.** The business location of Bakmie Loncat Elda was inside gangway and it was rather far from public transportation. Despite the restaurant had wide space, it was rather slums and we must walk to reach the restaurant's location for 10 minutes. Bakmie Amoy was also inside the gangway but we should not walk too far if compared to Bakmie Loncat Elda. It was near road and public transportation. The restaurant space could be said wide and cool despite it was rather slums. Moreover, despite the business location was near public transportation, it was rather far from market due to the face-to-face location to the restaurant. Moreover, Bakmie Bok was inside gangway but it was in the front side and near public transportation. Inside the restaurant Bakmie Bok, it was rather hot and slums. The restaurant space was rather small. It was near road but far more the market.
- **Promotion.** Bakmi Loncat Elda had special prices for reseller. It had Go Jek application and it had delivery order services in certain number. Fried dumplings and noodle gravy were free of charge. Bakmi Loncat Elda had friendly services. The taste of its noodle menus was delicious. Flavor and marinade were so pervasive. Moreover, Bakmie Amoy had social media and blog. Noodle gravy was free of charge. However, the services was not too friendly. The taste was rather good. Flavor and marinade were not too pervasive. However, the noodle gravy had chicken taste. Finally, Bakmie Bok offered discount in certain hours. It had social media and Go Jek application. It could provide delivery services in certain number. The noodle gravy was free of charge. However, the services was not too friendly. The noodle taste was not the same as the noodle foods in general.

Based on the promotion mixture, according to Kotler and Gary A., in Alexander Sindoro (2000), it can be seen from the following mapping:
- **Advertising.** For the three noodle traders, they did not use advertising activities.
- **Personal selling.** There was similarity in the marketing of the three noodle traders, i.e. some of their employees stood in front of their restaurant to attract potential buyers.
- **Sales promotion.** Bakmie Loncat Elda did not give any discount for ordinary buyers but it offered special prices for resellers. It could handle delivery order in certain number. It gave any free of charge for fried dumplings and noodle gravy. Moreover, Bakmie Amoy only gave free of charge for noodle gravy. Finally, Bakmie Bok offered discounts in certain hours. It could serve delivery order in some amount and any free of charge for the noodle gravy.
- **Publicity.** The same as the advertising, the three noodle traders did not provide any publicity for their business to other parties.
- **Direct marketing.** Bakmie Loncat Elda provided online order services via Go Jek. Bakmie Amoy only had blog and social media (Instagram) and Bakmie Bok provided online order services via Go Jek and it had social media.
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For Bakmie Loncat Elda, many people knew it from mouth to mouth or the Word of Mouth. It was unique because the buyers uploaded the photo of Bakmie Loncat Elda to social media. Bakmie Amoy was known due to the Word of Mouth but it did not prevail for Bakmie Bok. A few knew Bakmie Bok.

Concerning the sale revenue of the marketing of the three noodle traders, Bakmie Loncat Elda could absorb 10-20 kilograms of noodle. It needed 10 hours in working days. In weekend, the restaurant needed 30 kilograms of noodles. Moreover, Bakmie Amoy needed 8-10 kilograms of noodle. In working days it sold for 11 hours. When there were many customers, it could need almost 25 kilograms of noodle. Finally, Bakmie Bok sold for 11 hours every day and it could need 2-10 kilograms of noodle.

The research results indicate that without any marketing communication, local business will not go on smoothly. Marketing mix has important role for the local business. The word of mouth is an important element for local business because it has marketing communication power which persuade someone to purchase noodle foods where they like. Bakmie Bok had a variety of promotion from social media, delivery order services, discount option, strategic business location (in front of Bakmie Amoy). However, the sale was the lowest among the other noodle traders. It indicated that Bakmie Bok did not use the Word of Mouth Power. Bakmie Amoy had had sale blog and social media and it was not bigger than Bakmie Loncat Elda. However, Bakmie Amoy was able to compete with Bakmie Loncat Elda with the Word of Mouth Power. It was proved that Bakmie Amoy was recently able to compete with Bakmie Loncat Elda.

Bakmie Loncat Elda was not so superior in the aspect of promotion and Internet uses (social media) than in the Word of Mouth. The superiority made its customers to spread the information. They uploaded the photos of Bakmie Loncat Elda on social media and therefore, the sale results was the biggest than the other two noodle traders. Bakmie Loncat Elda was rather known through the Word of Mouth on social media. However, it could make the business loss if the management did not manage it well. The loss could occur if the buyers used the Word of Mouth to spread negative content on the product quality of Bakmie Loncat Elda. Therefore, it should make gatekeeper to monitor and manage the Word of Mouth on social media carefully.

Conclusion
From observation and analysis results in this research, it is shown that the word of mouth still becomes important key in the competition of marketing communication among local noodle traders in Petak Sembilan. The advance of information and communication technology makes noodle traders in Petang Sembilan involved in digital marketing. However, it is not main marketing communication but it only becomes supporting one or it just exists. The main marketing power remains on the word of mouth. The word of mouth has been not conventional again but it develops with the advance of the technology. Buyers of Bakmie Loncat Elda voluntarily discuss and spread information about the noodle shop. However, it may be advantages and disadvantages. In the aspect of advantages, Bakmie Loncat Elda does not think again about how they should do the promotion because their buyers themselves carry out the promotion through the word of mouth. The disadvantages can occur as well if their buyers use the word of mouth to spread negative content about the product quality of Bakmie Loncat Elda. Moreover, it demands the gatekeeper to observe as well as to manage the word of mouth on social media.

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