

BUSINESS MARKETING MANAGEMENT OF J.CO MEDAN COMPANY

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ABSTRACT

This study aims to analyze the impact of business level strategy on J.CO company that conducts corporate activities to achieve competitive advantage in the market. J.CO is a local company that offers different donut flavors and several types of coffee. The donuts served by J.CO are very soft and fresh, and the various fruit toppings and fillings make their appearance even more appetizing. J.CO was founded on July 26, 2005 in Jakarta. Business level strategy is a decision taken by a company to gain competitive advantage in a particular market. usually done by managers to achieve success when competing with companies that offer similar products.

Keywords: Business Level Strategy, J.CO, Business, Company, Market

I. INTRODUCTION

As time goes by, more and more businesses are developing in the fast food business. This creates competition between companies in offering excellence in their products. In this case, it is proven by the existence of a business similar to the J.CO company such as Dunkin Donut. This is what creates competition between these companies increasingly fierce, both companies always try to provide the latest innovations from the best products and services in order to create customer satisfaction. Therefore, the company must meet the needs of consumers and their products so that their products can compete with their competitors.

J.CO is a local business that provides donuts with various flavors and various kinds of coffee. Donuts served by J.CO are very soft and fresh, the toppings and fillings are varied which makes the appearance even more attractive. J.CO was founded in Jakarta on July 26, 2005. Currently J.CO has spread throughout Indonesia and has many branches including

Business level strategy is a decision made to achieve competitive success in a particular market. usually done by managers to achieve when competing in a company that has a similar product. In business strategy there are 3 levels in strategy, namely in Jakarta, Medan, Batam, Bandung, Makassar, Yogyakarta and other areas.

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1.Comparative Strategy

It is a business unit that has similar branches (business units), like the current J.CO company, J.CO is late in developing its wings abroad, such as in Indonesia, the Philippines, China, Singapore, and Malaysia. This corporate strategy is a high level that is a benchmark for other business levels in determining a strategy.

2.Business Unit Strategy

Business unit strategy At this level there are limitations in choosing a strategy that suits the situation by a business owner who is faced with important goals from the corporate level. Therefore, in the goal of a result or achievement of a strategy in the business unit level itself, there is often confusion that can be faced by the leaders of a company.

3.Functional

Focusing on a specific business, such as a subsidiary within an existing company. Business unit strategy (BUS) that is implementing a corporate strategy, whether related or unrelated diversification will tend to combine various businesses into (BUS).

II. RESEARCH METHODS

The object of research is a variable or object that will be studied and observed by the researcher. In the research process there must be something or an object that will be studied. Research aims to prove, test or develop existing knowledge or information. The object of research that we raise as research material in this article is J.CO Donuts & Coffee. The topic of the study is Business Level Strategy. Therefore, we conducted a study on how J.CO moves and what strategies are used to achieve competitive advantage in the community market. Methodology is one of the references in this analysis. The research method provides an overview of the survey design. This includes the procedures and steps that need to be taken, the research period, data sources, and the stages used to obtain, process, and process data.

This article will explain the objectives and results of the research that has been carried out. This study uses the Descriptive Method. The descriptive method is a research method that draws attention to an ongoing problem and tries to describe what happened during the research. The purpose of this descriptive research work is to create a systematic, factual, and accurate picture, diagram, or explanation of the nature, facts, and relationships of the phenomena being studied. The descriptive method allows for the investigation of normative and comparative questions

phenomena. Research using descriptive methods can provide a perspective that is current, or at least still embedded in the memory of research subjects within a certain period of time.

Data collection in this study was carried out by conducting observations on our research topic, namely the business strategy of J.CO Donuts & Coffee, from there we can take valid data to be used as samples or processed. Then based on the data obtained, how J.CO will implement the company's business strategy and market segmentation, and how J.CO will implement the company's potential competitive advantage in the community market area. achieve a profit. By using the descriptive method, the data obtained is proven to be valid and accurate. We chose this method because it is in line with our research objectives, namely to explain and describe in broad terms the important role of Business Level Strategy in managing a company to achieve competitive advantage among competitors in the community market.

III. RESULTS AND DISCUSSION

J.CO Donuts is a donut brand that is well-known among the public. Indonesia, but most people think that J.CO Donuts is a brand from abroad, namely the European continent and surrounding countries. J.CO uses exactly the same strategy as Starbucks/Dunkin Donuts in choosing the logo, name, logo color, concept, slogan, etc. The founders of J.co donuts began a long analysis and research to form this brand.

In reality, most people prefer foreign brands rather than locally produced goods. Then the CEO or boss of J.CO, Mr. Johnny Andrean, started opening fast food restaurants with open kitchens from the United States to try to win the restaurant market in Indonesia, especially the

donut section. All of that was done so that the brand strategy could penetrate the market and then all of these strategies could be examined from adequate factors, for example, brand identity, targeting, positioning, segmenting and others.

A.Brand Identity

a.J.Co Donuts Logo

The logo design of J.co Donuts is almost the same as Starbucks and Dunkin Donuts. The logo is identical to Starbucks, starting from the size, shape, and circle. Next there is a peacock symbol that is similar to the Starbucks logo, and the background color is mostly orange similar to the Starbucks logo. The color of the Dunkin donut logo. And they chose the Meraj logo to symbolize the softness, beauty, beauty, and eternity of the taste and shape of the donuts they sell. So they chose philosophy as their unique product format, namely Donuts.

b.Name J.Co Donuts

Many say that J.co donuts come from the abbreviation Jenz corner, but it turns out that J.CO is an abbreviation of Johny corporation where all J.CO products start with the letter J, for example J Coffee, J yoghurt, J.Top and others. However, J.CO was able to attract the attention of Indonesian people who like foreign products by adding the word "Donut and coffee" behind its brand name to make it sound English and elegant, but in the end they changed the ending word to "Donut" only to make it simpler and focus on their donut products.

c.Product Attributes

J.CO also uses a strategy to keep their products popular with the public by using the open kitchen concept where customers who come to their store can see the process of making donuts directly from start to finish without having to doubt the cleanliness of the donut product. Then J.CO also uses technology and high-quality raw materials and has a variety of products and toppings to provide satisfaction to their customers.

B.STP (Segmenting, Targeting, Positioning)

a.segmentation

J.CO is now in Asian and Eastern countries, then they also focus on customers aged 17-25 years with incomes ranging from 1 million rupiah to 3 million rupiah and above. Jco targets the middle to upper class

b.Critical and Positioning

J.CO Donuts has determined that their main target audience is children and parents under 55 years old, and the orange logo color shows that they are targeting more middle-class and upper-class teenagers. I understand this. Take advantage of the hangout concept and enjoy this donut product in your cafe. It can be an alternative lifestyle choice and become a favorite of all Indonesian families, from young children to the elderly.

IV. CONCLUSION

The history of J.CO Donuts & Coffee began with the idea of Johnny Andrean, a successful entrepreneur in Indonesia who had previously succeeded in building a salon

business. Despite his success, Johnny was not satisfied and in 2005, he decided to establish J.CO Donuts & Coffee. Initially, Johnny wanted to open a donut franchise from America, but he encountered several obstacles such as raw material problems and quality control.

Johnny did not give up and decided to produce his own donuts based on his experience and taste when visiting America. J.CO Donuts & Coffee prepared all the needs for about 3 years before launching its products in the Indonesian market.

The first J.CO Donuts & Coffee outlet was opened in Supermall Karawaci Tangerang with an American concept that has not been implemented in Indonesia. Consumers can see directly the process of making J.CO Donuts & Coffee donuts from start to finish. The machines and raw materials used are imported from America, Belgium, New Zealand, Italy, and Costa Rica. J.CO Donuts & Coffee is the number 1 premium product in Indonesia and has expanded its wings to various countries such as Malaysia, Singapore, the Philippines, and China.

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