

Marketing Strategy in Increasing Sales of D'besto Products

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Abstract

Fried chicken is a type of fast food that is popular among Indonesian people. The high public interest in fried chicken creates promising business opportunities for business people. D'Besto is known to the public for its various menu variants and easy-to and affordable prices. This research is based on the company's strategy to increase sales by implementing various methods to generate and increase profits. Companies face various obstacles in maintaining and improving their business by overcoming their shortcomings so that they can continue to innovate in development to maintain their characteristics and increasingly gain advantages over competitors. This research aims to determine the marketing strategy D'Besto uses to market and increase sales of its Fried Chicken products. The research method used is qualitative with a case study approach to the D'Besto business. Data were collected using in-depth interviews with two informants consisting of 1 D'Besto owner and 1 D'Besto Engagement Manager employee. This research aims to determine the advantages and disadvantages of D'Besto's marketing strategy. This research uses a qualitative research approach. The data sources used are primary data and secondary data. Data collection techniques are conducted through interviews, observation, and documentation. As well as using data analysis techniques and checking the validity of the findings. The research results show that marketing strategies to increase sales at D'Besto can be achieved by implementing the Marketing Mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) and SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats).

Keywords: Marketing Strategy, Increasing Sales, D, Besto.

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1. Introduction

Organisations need marketing to achieve their goals and aspirations so the company can develop in an increasingly competitive market. In doing this, each company must implement a different strategy to ensure its survival. According to (Assuari, 2020), a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing which guides the activities that will be carried out to achieve a company's marketing goals. Even though it is relatively new, D'Besto can compete with other large, well-established fried chicken competitors. This shows that D'Besto has implemented an effective and targeted marketing strategy to market its superior products.

(Assuari, 2020) explains that marketing aims to plan the right product, determine an appropriate price, and carry out good distribution and effective promotions so that the product sells well and increases company profits.

Fried chicken or fried chicken is a type of fast food that is popular with Indonesian people. The increasing number of fried chicken culinary lovers means business competition in this field is also becoming increasingly fierce. Every company tries to implement the right marketing strategy to increase sales of their fried chicken products. One of the fried chicken companies in Indonesia is D'Besto. Founded in 2015, D'Besto continues to expand its wings by opening outlets in various big cities in Indonesia. Even though he is still a newcomer, D'Besto is optimistic that he can compete with other competitors. Therefore, the right marketing strategy is necessary so that D'Besto can continue to increase sales of its superior product, fried chicken. Through case studies in this field, the author shows how successful the business strategy implemented by D, Besto is in increasing sales and managing all aspects of production, marketing and human resource management.

Every company aims to be progressive and productive and continue to grow. Marketing strategies are needed to increase the profits and sales of a company further. A marketing strategy will succeed if it meets the marketing effectiveness and efficiency requirements. Effectiveness measures the success of implementing a company's plans, and efficiency is the relative amount of output to the amount used. A marketing strategy is a comprehensive, integrated, and coordinated plan in the marketing field that guides the activities that will be carried out to achieve a company's marketing objectives. According to (Assuari, 2020), a marketing strategy is a comprehensive, integrated and united plan in the field of marketing which guides activities that will be carried out to achieve a company's marketing objectives.

(Assuari, 2020) states that a company can combine controlled tactical marketing tools to produce the response it desires in the target market. The marketing mix is an effective marketing tool in a company without being able to control it to influence the target market's response. The 7P marketing mix consists of product, price, place, promotion, people, process and physical evidence, as follows:

Product. A product can be offered to meet consumer needs and desires.

Price. Price is the amount paid by consumers to enjoy a product. Price is essential in marketing because it determines profits and company survival. Price adjustments significantly impact marketing strategies to influence product sales and demand. If a company is new to market conditions and its product is minimal, it will not be possible for the target market to be willing to pay a high price.

Place. Place is an important part; companies must place and distribute products in places that are easily accessible to consumers. The choice of location for a business is based on an environment that positively influences business development. The choice of location must be decided with various considerations accompanied by authentic and complete facts.

Promotion. Promotion is a collection of incentive tools, mostly short-term, designed to stimulate faster and more significant purchases of specific products or services by consumers. Promotions often attract people who switch brands, especially those looking for low prices, good quality, or gifts. Companies carry out promotions in the form of discounts and direct prizes, which can increase the popularity and image of their products through sponsorship. Also, it will inform people about its products through various media.

People. The person in question is someone who is directly related to the business. To determine whether or not many people in the target market are interested in certain products and services. Employees are essential in marketing activities because they are the ones who provide these services. Therefore, you must employ and train the right people to provide the best service to consumers.

Process. The process combines all activities consisting of procedures, work schedules, and mechanisms, wherever produced and delivered to consumers. The process concerns how the company serves consumer requests, from ordering until the consumer gets what they want. Of course, each company has its way of serving consumers. Do your best as much as possible without vapid consumers. An optimal process, such as increased sales and profits, will benefit the company.

Physical Evidence. Physical evidence relates to how the business and product are perceived in the marketplace. Physical evidence is a way to influence consumers about the product being offered so that they will later be interested in buying the product. Physical evidence of a company is very influential for consumers to buy or use the products and services offered.

According to (Assuari, 2020), SWOT analysis systematically identifies various factors to formulate a company strategy. This analysis is based on logic that can maximise strengths and opportunities while minimising weaknesses and threats.

The strategic decision-making process is always related to developing the company's mission, goals, strategies and policies. Thus, strategic planning (strategic planning) must analyse the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions. SWOT analysis factors include:

Strengths. Strengths are conditions that become strengths in a company. The strength factor is a unique or superior competency in the company. A company recognising its strengths is the start of a high-quality company. Recognising strengths can be a big step in a company's progress, and maintaining and strengthening the advantages are the company's strengths.

Weaknesses. Weaknesses are anything that is a weakness in a company. Weakness or deficiency is a natural thing, but what is important is how the company overcomes or minimises this weakness or even eliminates it.

Opportunities. Opportunities are profitable and can even make a company more advanced. Find out about these opportunities by comparing internal analysis, namely the company's strengths and weaknesses, with other competing companies.

Threats. Threats are the opposite of opportunities. Threats are external conditions that interfere with the smooth running of a company, which can include an unfavourable environment for a company. If it is not handled immediately, it will hinder a company's success.

2. Research Methods

According to (Creswell, 2021), mixed methods are a research approach that combines or associates qualitative and quantitative forms. This method involves collecting data simultaneously or sequentially to understand the research problem. The qualitative method was chosen because this research aimed to analyse and deeply understand D'Besto's marketing strategy. Meanwhile, the case study approach was chosen because this research focuses on one specific case: the marketing strategy of D'Besto fried chicken. Data was collected through in-depth interviews with D'Besto marketing managers, observations at several D'Besto outlets, and reviewing company documents such as annual reports and promotional materials. To strengthen the results, interviews were also conducted with several D'Besto customers. Data analysis is done through data collection, condensation, data presentation, and drawing and verifying conclusions. This method was chosen because it explored D'Besto's marketing strategy in more depth and answered the research question, namely, what marketing strategy D'Besto implemented to increase sales of its fried chicken products. The limitations of this research are the limited number of participants and the fact that the results may not be generalizable.

3. Results and Discussion

The marketing strategy carried out at D'Besto to increase its sales is implementing the 7P Marketing Mix (Product), Price, Place, Promotion, People, Process, Physical Evidence and SWOT Analysis (Strengths), Weaknesses, Opportunities and Threats. The following is an analysis of the implementation of the marketing strategy:

3.1. Analysis of the Implementation of the 7P Marketing Mix (Product), Price, Place, Promotion, People, Process, and Physical Evidence at D'Besto.

Product

D'Besto offers fried chicken products with unique flavours such as original, barbecue cheese and spicy flavours. The product is presented in practical and attractive packaging for easy carrying. D'Besto also regularly launches new menus to attract customer interest. D'Besto offers fried chicken products with exciting innovations, such as a special sauce/seasoning in the form of barbecue cheese and spicy flavours to meet consumer tastes. Products are presented in various menu choices ranging from fried chicken menus only, complete menus with rice and drinks, combos with other products such as burgers, to economical packages for various consumer needs and segments. The product packaging is made attractive, practical and environmentally friendly so that it is easy and comfortable to carry and suits the lifestyle preferences of today's urban consumers. D'Besto also routinely launches new menus and packages monthly to attract and maintain customer interest and enthusiasm for D'Besto products. Standards of taste, quality and product consistency are consistently maintained at each outlet through strict quality control and systems.

Price

D'Besto product prices are pretty affordable and competitive. There are also savings packages and attractive promotions that make the product even more valuable. Prices are also adjusted to the purchasing power of consumers at the outlet location. D'Besto product prices are set with a value orientation (value-oriented pricing) where prices are set competitively and affordably to suit the urban middle consumer segment's product quality and purchasing power. Apart from the regular à la carte price for each product, D'Besto offers many discounts and economical packages to attract customers. For example, a package of 2 chickens is only IDR 50,000. Promotional prices are often set for newly launched products and special packages as part of customer loyalty programs. The pricing policy at each outlet may vary according to purchasing power and competitive conditions in the local area. For example, prices at suburban outlets are lower than in the city centre. Prices are always evaluated periodically to ensure the price remains competitive.

Place

D'Besto continues expanding its outlet network, reaching 125 outlets in 25 big cities. Choosing a strategic location near the centre of the crowd is the key to easy customer access. The choice of outlet location pays attention to accessibility and high visibility in busy centres such as malls, shopping centres, popular cafes or culinary areas. In each city, D'Besto outlets are operated as franchise and company-owned outlets so that expansion can occur quickly following the chicken culinary trend. Besides offline outlets, online distribution channels are also being boosted through partnerships with various aggregator platforms such as GrabFood, GoFood, ShopeeFood, and others. Delivery services are also provided at each outlet via WhatsApp or the D'Besto online ordering application to make it easier for consumers to access.

Promotion

Digital promotion is D'Besto's primary focus. Digital marketing is done through social media (Instagram et al.), Google Ads, YouTube channels, and other digital platforms. Content created to be interactive, informative and entertaining about D'Besto products and services effectively increases brand awareness and engagement with the young target audience. Content created to be interactive, informative and entertaining about D'Besto products and services effectively increases brand awareness and engagement with the young target audience. Carry out buzz marketing by providing attractive promos, which can be accessed through referrals or check-in at D'Besto outlets. Offline promotions such as brochures, posters, billboards and signage are still carried out, especially to attract walk-in traffic around the outlet location.

People

D'Besto recruits young employees who are full of energy and provide unique training to provide the best service to customers. A comprehensive training and development program is provided to every new employee before starting work. Employee recruitment and training standards in each outlet are ensured to be the same and consistent so that service excellence is maintained. Key performance indicators (KPI) for all staff and employees are linked to customer satisfaction, ensuring excellent service focus. A clear reward and punishment system is implemented regularly based on the KPI achievements of each employee and outlet.

Process

Ordering D'Besto products can be done online via the website, mobile application, WhatsApp, or online motorcycle taxi platform, which is very practical and efficient. The payment process is flexible; you can use cash or cashless payment methods such as credit cards, e-wallets, etc. Preparing raw materials, product cooking, packaging, and distribution in each D'Besto outlet is guaranteed to be fast, and the quality standards are consistent. Store management regularly monitors and evaluates all ongoing business and operational processes to make necessary improvements. There is Quality Control at every D'Besto outlet to ensure that the products that reach consumers have passed predetermined quality standards.

Physical Evidence

The Instagrammable interior design of D'Besto outlets and attractive merchandise such as glasses and product packaging can increase brand awareness. Merchandise such as glasses, tissue and product packaging are designed uniquely and attractively to increase D'Besto brand awareness. Colourful and cheerful employee uniforms also support consumers' positive perceptions of the D'Besto brand. The digital menu available at the outlet also has attractive visuals and is easy to understand, making the customer ordering process more accessible. The accuracy and cleanliness of the outlet are also always maintained so that customers are more comfortable spending time at the D'Besto outlet.

3.2. Analysis of the Implementation of SWOT Analysis (Strengths (Strengths), Weaknesses (Weaknesses), Opportunities (Opportunities) and Threats (Threats)) on D'Besto

Strengths

D'Besto has a secret recipe for making fried chicken taste unique and delicious.

D'Besto has a secret recipe for making fried chicken which produces a unique and delicious taste, showing that D'Besto has a competitive advantage in terms of the taste of its products. This secret recipe passed down from generation to generation differentiates D'Besto from competitors. The unique and delicious flavours can be a special attraction for consumers, making D'Besto sought after by culinary lovers. With this secret recipe, D'Besto can produce a unique fried chicken taste that is difficult to imitate. This delicious and unique taste can be the positioning of D'Besto products in the minds of consumers. This secret recipe needs to continue to be maintained and developed by D'Besto to maintain its superior taste amidst intense competition. D'Besto's secret recipe is a core competency that can be relied on to win competitions.

D'Besto product prices are relatively affordable compared to similar competitors.

D'Besto product prices are relatively affordable compared to similar competitors, indicating that D'Besto implements a competitive pricing strategy. Affordable prices are one of D'Besto's advantages over its competitors. With affordable prices, D'Besto can reach a broader consumer segment, especially middle-class consumers. Affordable prices also align with D'Besto's positioning as a good-quality fried chicken restaurant but at friendly prices. This low pricing strategy allows D'Besto to increase its competitiveness and capture market share, especially compared to competitors who set high prices. However, D'Besto also needs to be careful so that low prices do not sacrifice the quality and taste of its products. The

balance between affordable prices and maintained product quality remains the key for D'Besto.

D'Besto has fast and friendly service to customers.

D'Besto has fast and friendly customer service, showing D'Besto's superiority in service quality. Fast and friendly service to customers can differentiate D'Besto from competitors, as well as build a positive image in the eyes of consumers. Fast service ensures consumers do not wait too long to get their orders. Meanwhile, the friendliness of D'Besto employees in serving customers can give a positive impression of the D'Besto brand. Positive interactions between employees and customers can build long-term relationships. In order to maintain this excellence, D'Besto needs to carry out standardisation and training in hospitality and service agility for all employees, especially in its new outlets. Consistent service quality across all outlets will strengthen D'Besto's image in the eyes of consumers. Excellent service is the key to winning competition in the culinary industry like D'Besto.

Weaknesses

The number of D'Besto outlets is still limited compared to other big fried chicken brands.

The number of D'Besto outlets is still limited compared to other large fried chicken brands, indicating D'Besto's limitations in market coverage and consumer access to its products. The limited number of outlets makes D'Besto unable to compete with competitors regarding market penetration. Consumers will find it easier to access competitor products with more outlets. Apart from that, the limited number of outlets also has the potential to limit D'Besto's sales growth. Therefore, expanding the number of outlets needs to be one of the priorities of D'Besto's marketing strategy in the future. D'Besto needs to increase the number of new outlets, especially in strategic locations close to consumers. Choosing the right location and effective outlet management will be the key to D'Besto's future successful expansion.

D'Besto has not standardised the product's taste across all outlets, so the taste varies.

D'Besto has not yet standardised product taste in all its outlets, indicating a product quality consistency problem. Product flavours that vary between outlets have the potential to confuse and disappoint customers. This lack of product standardisation could have a negative impact on the image and reputation of the D'Besto brand. Consumers who experience different flavours at different outlets may no longer trust the quality of D'Besto. D'Besto must immediately implement a standardised food production and processing system in each outlet to overcome this. Standardisation must be carried out to maintain product quality, from raw materials, recipes, and processing methods to the final taste of food. Training for outlet employees is also needed so that D'Besto's taste standards can be appropriately maintained.

D'Besto's recent lack of new menu innovation.

D'Besto's recent lack of new menu innovation indicates a problem in D'Besto's product strategy. Lack of product innovation can have an adverse impact on long-term sales growth. Without innovation in the new menu, D'Besto risks its products feeling monotonous and left behind by the latest culinary trends. Dynamic consumer tastes demand menu innovation from time to time. The lack of new menu variations also has the potential to make customers switch to competitors. Therefore, D'Besto must continue developing and launching new menu variants regularly. Product innovation can be a new menu, new flavour variants,

menu combinations, or menu packages. D'Besto must also actively conduct market research and consumer surveys to produce product innovations that suit market tastes. With the right product innovation, D'Besto can continue to grow and lead the market.

Opportunities

The growth in fast food and fried chicken consumption continues to increase.

The growth in fast food and fried chicken consumption continues to increase, indicating the enormous market potential for D'Besto to grow. This consumption growth trend is the right momentum for D'Besto to expand its business and increase sales. The growing market share of fast food and fried chicken is a golden opportunity that D'Besto should seize. Strategies that can be implemented include increasing the number of new outlets in strategic locations, expanding distribution reach to potential cities, increasing production capacity, and carrying out massive promotions to increase awareness of the D'Besto brand itself. If this opportunity is utilised optimally, D'Besto has the potential to continue to proliferate and become a significant player in the Indonesian fried chicken industry.

The development of digital technology and delivery services makes ordering easier.

The development of digital technology and food delivery services that make ordering easier is an opportunity for D'Besto to increase the ease of consumer access to its products. Digital technology, such as online ordering applications and food delivery service platforms such as GrabFood or GoFood, can be utilised by D'Besto to expand its sales reach. Consumers can now easily order D'Besto products without going to an outlet. Therefore, D'Besto needs to develop digital product ordering and delivery capabilities. Integration with food delivery service platforms is also essential so consumers who want delivery can more easily access D'Besto. D'Besto can reach more consumers and increase its sales using digital technology and delivery services.

Many events and activities can be used for promotion.

The many events and activities that D'Besto can use for promotion show that there is positive momentum for D'Besto to increase brand awareness. Many events, such as food festivals, exhibitions, bazaars and other activities, are golden opportunities for D'Besto to promote its products. By participating in or sponsoring this activity, D'Besto can introduce the taste of its products to a broad audience. Promotions through trending activities can also improve D'Besto's brand image, making it more dynamic and attractive to millennial consumers. By utilising promotions at suitable events, it is hoped that awareness of D'Besto will increase.

Threats

Tough competition from large, established fried chicken brands.

The stiff competition from large, established fried chicken brands shows that D'Besto faces challenges in this industry. Big brands such as KFC, McDonald's, CFC, and others certainly have competitive advantages in capital, number of outlets, brand awareness, and others. Competition from these brands threatens D'Besto, which is still relatively new and has a smaller business scale. This large competitor's aggressive marketing and product innovation can potentially capture D'Besto's market share and customers. To face this threat, D'Besto needs to implement the right strategy in product innovation, improving quality, competitive prices, compelling promotions, and improving brand image to compete with

established competitors. D'Besto's competitive advantage must continue to be built, not be left behind.

Chicken meat price fluctuations are high and can potentially reduce profits.

High fluctuations in chicken meat prices and the potential to reduce profits show D'Besto's challenges in maintaining the stability of production costs and selling prices for its products. The fluctuating price of chicken raw materials could cause D'Besto's production costs to soar. If production costs rise while selling prices cannot be increased, D'Besto's profitability will be threatened. D'Besto can enter into chicken purchase contracts with breeders to secure supplies at fixed prices within a certain period to overcome this threat. Diversification of raw material suppliers can also be done to not depend on just one supplier. Production efficiency is also essential to control costs despite rising raw material prices. With these steps, it is hoped that D'Besto will be able to maintain the stability of production costs and company profits.

Changes in consumer tastes are increasingly dynamic.

The increasingly dynamic changes in consumer tastes illustrate D'Besto's challenges in following rapidly changing market taste trends. Consumer tastes for fast food, such as fried chicken, are susceptible to changing according to the latest trends. If D'Besto does not quickly adapt to new consumer tastes, D'Besto products risk becoming outdated and abandoned by consumers. To anticipate this threat, D'Besto must always conduct market research and follow developments in fried chicken culinary trends. Menu innovation and new flavour variants that suit current consumer tastes are essential. Additionally, creative promotion and marketing are needed to keep D'Besto's image popular among consumers. With agility in adapting to consumer tastes, D'Besto can continue to exist and be in demand by the market.

4. Conclusion

The marketing strategy for increasing sales through the 7P marketing mix strategy at D'Besto is as follows:

Product. D'Besto offers fried chicken products with various unique flavours, such as original, barbecue cheese, and spicy flavours. The product is presented in practical and attractive packaging for easy carrying. D'Besto also regularly launches new menus to attract customer interest.

Price. D'Besto product prices are affordable and competitive. There are also savings packages and attractive promotions that make the product even more valuable. Prices are also adjusted to the purchasing power of consumers at the outlet location. D'Besto product prices are set with a value orientation (value-oriented pricing) where prices are set competitively and affordably to suit the urban middle consumer segment's product quality and purchasing power.

Place. D'Besto continues expanding its outlet network, reaching 125 outlets in 25 big cities. Choosing a strategic location near the centre of the crowd is the key to easy customer access. The choice of outlet location pays attention to accessibility and high visibility in busy centres such as malls, shopping centres, popular cafes or culinary areas.

Promotion. Digital promotion is D'Besto's primary focus. Digital marketing is done through social media (Instagram et al.), Google Ads, YouTube channels, and other digital platforms. Content created to be interactive, informative and entertaining about D'Besto

products and services effectively increases brand awareness and engagement with the young target audience.

People. D'Besto recruits young employees who are full of energy and provide unique training to provide the best service to customers. A comprehensive training and development program is offered to every new employee before starting work.

Process. Ordering D'Besto products can be done online via the website, mobile application, WhatsApp, or online motorcycle taxi platform, which is very practical and efficient. The payment process is flexible; you can use cash or cashless payment methods such as credit cards, e-wallets, etc.

Physical Evidence. The Instagrammable interior design of D'Besto outlets and attractive merchandise such as glasses and product packaging can increase brand awareness. Merchandise such as glasses, tissue and product packaging are designed uniquely and attractively to increase D'Besto brand awareness.

Marketing strategies to increase sales through SWOT analysis strategies at D'Besto are as follows:

Strengths. D'Besto has a secret recipe for making fried chicken, which tastes unique and delicious. D'Besto product prices are relatively affordable compared to similar competitors. D'Besto has fast and friendly service to customers.

Weaknesses. The number of D'Besto outlets is still limited compared to other big fried chicken brands. D'Besto has not standardised the product's taste across all outlets, so the taste varies – D'Besto's recent lack of new menu innovation.

Opportunities. The consumption of fast food and fried chicken continues to increase. The development of digital technology and delivery services makes ordering easier. Many events and activities can be used for promotion.

Threats. Tight competition from large, established fried chicken brands. Chicken meat price fluctuations are high and have the potential to reduce profits. Changes in consumer tastes are increasingly dynamic.

D'Besto needs to conduct market research periodically to monitor developments in consumer tastes and needs for fried chicken products. This is important for developing a marketing strategy that is right on target – increasing the number of new outlets in strategic locations near target communities such as offices, schools and residential areas. This will make it easier for consumers to access D'Besto products. It is increasing production capacity to meet growing market demand. Adequate production capacity is also essential to support expanding the number of outlets. Continuously innovate, whether new flavour variants, new menus, or more practical product packaging. Targeted innovation can increase consumer buying interest. Strengthen promotions through social media and collaborate with influencers or communities to reach millennial consumers. Creative promotions are very effective in increasing awareness. It is hoped that future researchers can also develop existing variables to make them better and more valuable.

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