

WINGKO O'S BRAND STRENGTHENING AND MARKETING STRATEGY

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ABSTRACT

Semarang is a place of acculturation and assimilation, including in culinary, with wingko as one of the culinary specialties that continues to grow. However, interest in traditional culinary is declining, so conservation is needed to maintain the existence of wingko. Historical research reveals that wingko has existed since 1946 and triggered the emergence of wingko producers in Semarang. To preserve wingko among millennials, efforts such as culinary events, product innovation, research, and consumption promotion are carried out. Data were collected through observation, interviews, and documentation, and analyzed using a systematic method. The results showed that the marketing strategy and brand strengthening of wingko "O" were effective in improving brand image and reaching a wider market.

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1. Introduction

Semarang's distinctiveness emerged with the development of the city. The people of Semarang, a coastal community, have characteristics that are acculturative and accommodating to other cultures that enter their environment (Rochmawati, et al., 2013: 5). Therefore, the people of Semarang can easily accept new things, whether from the forms of buildings, habits, and food that has a characteristic. The emergence of many competitors, one of which makes wingko increasingly developed and in demand by the people of Semarang and tourists. However, as time goes by, people's food tastes begin to change, especially in this era when people's tastes are more inclined to more modern food. This issue can lead to the decline of typical traditional foods among the community.

Every society always has a cultural identity that can distinguish one from another. Cultural identity can be in the form of tangible cultural heritage and intangible cultural heritage (Maziyah and Indrahti, 2019: 1). One of them is wingko "O", which is a visitation of MSMEs in the context of the 2019 Food SME Award selection by Novianto Dedy, or familiarly called Dedy, whose existence is currently facing very tight, even extraordinarily tight product competition.

Not only focusing on the very attractive taste, the durability of wingko products that only last up to 5 days is also able to stimulate purchases from its customers. In relation to the items in product marketing, product packaging is also very important. Packaging is the force that turns customers' eyes to the product, while flavor is the force that will bring customers back to the product. These two forces are interrelated and should be a basic requirement for a business.

Some of the existing competition causes wingko production to be unstable and tend to decline. In addition, consumer preferences for original wingko narrow the market. To avoid the negative impact of the emergence of a new wingko industry or other more modern food industries, it is necessary to conduct research on the development strategy of the wingko industry as a superior product. Based on this background, various strategies are needed to develop the wingko industry so that it can continue to exist, create jobs for the surrounding community, and increase income.

2. Literature Review

2.1. *Consumen Appeal*

According to Pratama (2021), attractiveness is everything that has uniqueness, beauty, convenience and value in the form of diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists. So that attractiveness becomes one of the reasons for the main factors that are important in sales development. For example, Wingko "O" has a very unique characteristic of attractiveness in the name used.

2.2. *Travelers*

According to Permatasari et al. (2020), the factors that attract tourists to do culinary tourism are price, service quality, accessibility. This supports the development of a marketing strategy for wingko culinary products.

2.3. *Traditional Culinary*

Putra et al (in Syarifuddin, 2018) state that culinary tourism is an activity carried out by tourists to find unique and impressive food and drinks. In other words, culinary tourism is not merely a desire to try delicious food, but more importantly the uniqueness and memories caused after enjoying the food. The traditional food of Semarang City is used as a tourist destination for the combination of Javanese, Chinese and Arabic cultures. Formed from the process of cultural development that has been running for years. The process of development from year to year makes traditional food have a variety of flavors and uniqueness. Some of these foods show diversity ranging from the spices used, raw materials, processing, texture and appearance of foods that reflect the culture of the city of Semarang.

3. Method, Data, and Analysis

The research method used in this research is qualitative research with a descriptive approach. This method is an approach that aims to understand, describe, and explain in depth a phenomenon or event. The research focuses on the product development potential of Wingko O as a brand strengthening and broad marketing and brand image enhancement. Data was collected through document analysis related to the purpose of this research. The data source relied on is secondary data obtained from various journals or scientific articles relevant to the research theme. In addition, this research also analyzed the content of applications, websites, and social media related to Wingko Babat in Semarang City.

4. Result and Discussion

The city of Semarang is famous for its diverse culinary delights, one of which is Wingko Babat. Wingko Babat is a type of cake made from grated coconut, sugar, white glutinous rice flour, and coconut milk. However, behind the name it turns out that there is something unique about the history of Wingko Babat, Wingko Babat originated in East Java from Chinese descendants who lived in the Babat area, Lamongan Regency. Since the early 1900s, Loe Soe Siang became the first generation of Wingko Babat founders who had two children, namely Loe Lan Ing and Loe Lan Hwa. In 1944, Loe Lan Hwa along with her husband, The Ek Jhong, and their two children moved to Semarang City due to the tense atmosphere caused by World War II, which also affected the Babat area. After arriving in Semarang City, Loe Lan Hwa realized that Wingko Babat culinary was not yet famous, so she saw an opportunity to start a business selling Wingko Babat there. In 1946, they started making and selling Wingko Babat in Semarang City.

Wingko Babat has long been a crowd favorite. Its growing popularity inspired Mrs. Dedy Novianto, wife of the owner of Wingko "O", to open her own culinary business. In 2018, the idea to produce Wingko Babat was born. The location of Mr. Dedy's house in Pekunden, which is the center of Semarang's Wingko Babat industry, was the main driving factor. Despite not having a special recipe, they ventured to learn by themselves through the YouTube platform. Experiments often failed, but their persistence paid off. After several attempts, they finally created Wingko Babat with the flavor they wanted.

However, the increasing popularity of western food and the shift in people's tastes have the potential to shift the existence of wingko babat as part of Semarang's culinary culture. The onslaught of modern culture through western cuisine can erode the existence of wingko babat and other ancestral cultural heritage. Culture according to Koentjoroningrat is a reflection of values, beliefs, views, ideas that generally have a community, so it can be interpreted as the identity of society (Septemuryantoro, 2020: 3).

With the culinary condition of Semarang faced with such challenges, efforts are needed to maintain and preserve wingko babat as part of Semarang's culinary identity. With SWOT analysis, we can identify the possibility of various factors that can influence the efforts of business actors in determining future plans.

Table 1. SWOT Analysis

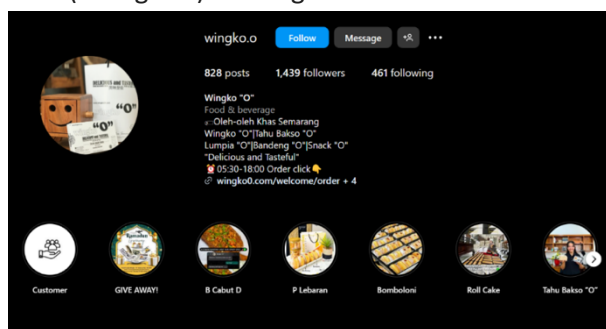
Strength	<ol style="list-style-type: none"> 1. Distinctive taste and recognized by many consumers 2. Variety of flavors offered, including traditional flavors that remain popular 3. The product has been recognized by the public for a long time, thus giving more trust
Weakness	<ol style="list-style-type: none"> 1. Customer identification that has not been maximized 2. Limited product marketing 3. Lack of strong relationships with consumers so that loyalty is not optimal
Opportunities	<ol style="list-style-type: none"> 1. Utilization of information technology to expand distribution channels through e-commerce and social media 2. Opportunity to reach new consumers through tourism 3. Innovation in flavor variations and more attractive packaging
Threats	<ol style="list-style-type: none"> 1. Emergence of wingko producers with more competitive prices 2. Changes in consumer tastes

So from this analysis, we can find out development efforts, the first of which is to show some uniqueness in Wingko “O” which can be an added value for enthusiasts.

1. A unique and memorable name. “O” has the meaning of connecting with each other in the hope that the business continues to develop and innovate without breaking.
2. Neat, nice, and elegant packaging. Packaging is one of the important elements in a product, because someone first sees the product from the packaging or appearance.
3. Uniqueness in shape, because usually most Wingko Babat are round, but Wingko “O” has a unique shape, which is a box.
4. Savory and delicious taste with a variety of flavors and other products with “O” branding including Lumpia O, Tofu Bakso O, and Bandeng Presto O.

Wingko “O” Semarang, as one of Semarang’s culinary specialties, strives to maintain its existence through innovative marketing strategies. Wingko “O” Semarang implements several marketing strategies to expand market reach and improve brand image including social media (Instagram) with the tagline “delicious and tasteful”. This strategy allows Wingko “O” to connect with a wide audience and build a contemporary brand image.

Figure 1. Social media account (instagram) of Wingko “O”



Wingko “O” is also present to market their products through websites and applications. Their official website, wingko0.com, serves as a complete information portal for consumers. The website not only displays Wingko “O” product and menu information, but also provides store location details and online ordering services. There are various menus with featured product information presented on the wingko0.com website.

Table 2. Wingko “O” featured product information

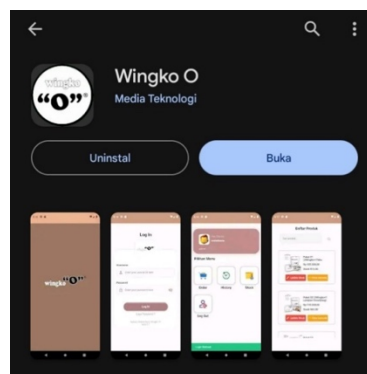
No	Name of Featured Product	Description	Price
1.	Wingko “O” Original Flavor	Wingko babat from Semarang has a sweet and savory taste, chewy texture, and perfect doneness.	Rp20.000,00
2.	Wingko “O” Chocolate Flavor	A variant of wingko babat that has a combination of sweet and savory chocolate flavors and a chewy texture, and has a perfect level of maturity.	Rp25.000,00
3.	Lumpia “O” Frozen	Semarang spring rolls are delicious, savory, without MSG and preservatives, and have a main flavor with a blend of sweetness, bamboo shoot aroma, and other filling ingredients.	Rp60.000,00
4.	Tahu Bakso “O”	Tofu meatballs are made from quality ingredients and real meat without	Rp45.000,00

	preservatives. This tofu meatball comes with detailed product information and good storage methods.	
5.	Bandeng “O” Presto Vacum Presto milkfish or Semarang's signature soft bone can last 24 hours at room temperature without refrigeration, which is suitable for daily side dishes.	Rp120.000,00

Source: official website wingko0.com

Different from competitors, Wingko “O” also utilizes applications to market its products. This innovative step shows Wingko “O”'s commitment to adapting to technological developments and reaching digital-savvy consumers.

Figure 2. Wingko “O” application



The marketing strategy applied by Wingko “O” Semarang is considered effective in increasing brand awareness so that it is better known by the wider community, reaching new consumers, websites and online ordering services that make it easier for consumers to get Wingko “O” products, and with maintained product quality that plays a role in preserving the traditional taste of Wingko O.

However, in facing the challenges of the times and increasingly fierce competition, innovation is an important key to maintaining the existence and developing traditional products. To face the challenges and take advantage of opportunities in the future, wingko production in Semarang needs to apply some novelty.

1. Product innovation by developing more modern and unique flavors, such as fruit, chocolate, or matcha flavors, to attract young consumers as well as using more environmentally friendly and attractive packaging, which can increase product appeal and meet the demands of consumers who are more concerned about the environment.
2. Continue and increase the use of vacuum packaging technology to extend product shelf life and maintain quality.
3. Utilize e-commerce platforms and social media to market products more widely and collaborate with influencers and food bloggers to introduce products to a wider audience.
4. Product diversification by developing derivative products from wingko, such as wingko-based snacks or drinks inspired by the taste of wingko.
5. Strengthening brand and image by certifying and labeling wingko products to increase consumer confidence.

By implementing these innovations, wingko production in Semarang can not only maintain its existence, but also grow and compete in an increasingly competitive market. Innovation and adaptation to change will be the key to success in the future.

5. Conclusion and Suggestion

The challenges faced by the Wingko industry include intense competition, consumer preferences that tend towards original variants, and threats from the emergence of new, more modern food industries. To overcome these challenges and ensure the viability of the Wingko industry, in-depth research into development strategies is required. A SWOT analysis highlights some of the strengths and weaknesses of the Wingko industry, along with the opportunities and threats faced. The uniqueness of the taste, variety of products, and public trust are strengths that can be utilized. However, there are still weaknesses such as lack of consumer identification and limited marketing. To develop the Wingko industry, several strategies are recommended, including utilizing information technology for distribution expansion, innovating on flavor and packaging variations, and capitalizing on tourism opportunities. In addition, it is necessary to maintain Wingko's existence as part of Semarang's culinary identity with innovative marketing strategies, such as through social media and apps.

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