THE OPPORTUNITY AND CHALLENGES OF FOOD DIGITAL STRATEGY (JEMBER KFC CASE STUDY)

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Abstract: This study purpose to know the opportunity and challenges on food digital marketing strategy especially on KFC Jember outlet case. This research use qualitative methode. The analysis of this research is EFE-IFE Analysis, SWOT analysis and QSPM analysis. The result of this study is making product KFC which distinctive taste (W-T strategy). W-T Strategy is a main priority strategy. In practically, KFC must be making fried chicken on online purchase with distinctive taste.
Keywords: Food; Digital; Marketing; Strategy

Introduction

Currently technology develop greatly influence in people's lives. Technological development influence society lifestyle (Nawangsari and Destiani, 2024). Nowadays social life is developing very quickly and massively in use technology. This is shown the increasing digital applications, especially in Indonesia. Business activities now usually use digital applications an example marketing activities.

The use of digital applications in the world of marketing is known as digital marketing. Digital marketing is usually also known as social media marketing. The Social media marketing brings opportunity on society, many people use online applications for food delivery, online shopping and so on (Cangara and Dewi, 2023). The Influence of digital marketing have opportunity and challenges not only on young generation but also all generation.

KFC of the one business in Indonesia that operate food product based on chicken. KFC is a franchise company whose shares are partly owned by PT Fast Food Indonesia Tbk (FAST) (Idnfinacials.com, 2024). KFC Indonesia is opening outlets in big cities to simplify its services and get closer to consumers, one of which is in the city of Jember. To streamline its business, KFC uses digital applications, including its marketing activities. This is done solely to increase sales turnover. In the city of Jember, consumers can enjoy KFC digital services through the Go Food, Grab Food, Shopee applications or applications on the Jember KFC website itself.

In fact on this start research observation, although Jember KFC use digital aplication on marketing activities, Jember KFC sales under target. It means manager operational must be have a smart tactic how to increase their sales. In the other side Jember city have a lot of restaurants and so many culinary places that can be fullfill consumer food needed. Consumer have many choices food on that. They can find their favorite food easily and they can buy it.

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That means so many competitors on bussines Jember KFC. Manager operational Jember KFC must have bussines strategy to solve this bussines competition. This research aim how bussines strategy Jember KFC give a solution of this problem.

Method

This research type is qualitative research. This research is conducted information on an expert person in digital marketing KFC especially in Jember KFC branch e.g Jember KFC operational manager, Jember KFC employee, Jember KFC consumer, and Jember KFC online consumer. The location of this research is in all Jember KFC branch that have adress in Jl Gajah Mada no 74, Jember Kidul, Kaliwates Jember, KFC Roxy Jember outlet and KFC in Jl Hayam Wuruk no 61 A, Gerdu, Sempusari, Kaliwates district Jember Regency and online buying by KFC consumer. This research use External Factor Analysis and Internal Factor analysis that known as IFE-EFE analysis and Strength, Weakness, Opportunity and Treath analysis which known as SWOT analysis and also use Quantitative Strategies Priority Matriks (QSPM) analysis (David, 2017). The analysis EFE-IFE use EFAS-IFAS matriks, SWOT analysis use SWOT matriks and QSPM Analysis.

Results and Discussion

Regards from the analysis of this research, It find that external factor analysis from digital marketing of Jember KFC are digital market information, social life, customer, supplier, digital politic, digital law, digital economic situation, and digital competitor. The results of this analysis find that opportunities of digital marketing on Jember KFC are digital market information, social life, customer and supplier and the threats of digital marketing on Jember KFC are digital politic, digital law, digital economic situation, and digital competitor.

Table 1. External Factor Analysis (EFAS) Matrix

No	Opportunities (+)	Mark	Weight (a)	Rating (b)	Weight Score (axb)
1.	Digital Market Information	4	0,153	3	0,459
2.	Social life	3	0,115	4	0,46
3.	Costumer	4	0,153	4	0,612
4.	Supplier	4	0,153	4	0,612
	Total	**15**			**(+) 2,413**
	Threats (-)				
1.	Digital Politic	2	0,077	3	0,231
2.	Digital Law	2	0,077	4	0,308
3.	Digital Economic Situation	3	0,115	4	0,46
4.	Digital Competitor	4	0,153	4	0,459
	Total	**11**	**1**		**(-) 1,458**
	Total External Factor Analysis				**(+) 0,955**

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Source: Data Analysis, 2024

From Table 1 it find that total opportunity is positif 2,413 and threat is negatif 1,458 and total external factor analysis is positif 0,955. It means that bussines Jember KFC have highly opportunity than the threat. Threat on bussines Jember KFC can handled with opportunity bussines Jember KFC.

Table 2 describe an internal factor analysis of digital marketing on Jember KFC. It find that strenghts on Jember KFC are manajemen and firm organization, digital man power, money and digital technology. The weakness on Jember KFC are raw material, production power, equipment and marketing skill.

Table 2. Internal Factor Analysis (IFAS) Matrix

No	Strengths (+)	Mark	Weight (a)	Rating (b)	Weight Score (axb)
1.	Manajemen and Firm Organization	4	0,18	4	0,72
2.	Digital Man Power	4	0,18	4	0,72
3.	Money	4	0,18	4	0,72
4.	Digital Technology	4	0,18	4	0,72
	Total	**16**			**(+) 2,88**
	Weakness (-)				
1.	Raw material	1	0,045	4	0,18
2.	Production Power	1	0,045	4	0,18
3.	Equipment	1	0,045	4	0,18
4.	Skill of Marketing	3	0,136	2	0,272
	Total	**6**	**1**		**(-) 0,812**
	Total Internal Factor Analysis				**(+) 2,068**

Source: Data Analysis, 2024

From the analysis, It know that strenght is positive 2,88 and weakness is negative 0,812. Total internal factor is positive 2,068. It means that strenghs factor higher than weakness factor.

Table 3. SWOT Matrix

Internal Factor / External Factor	Strengths	Weakness
	• Manajemen and Firm Organization • Digital Man Power • Money • Digital Technology	• Raw Material • Production Power • Equipment • Skill of Marketing

Opportunities	S-O Strategy	W-O Strategy
• Digital market Information • Social life • Customer • Supplier	**Making all different types of KFC product that costumer online needed**	**MOU with the other firm in marketing skill**
Threats	S-T Strategy	W-T Strategy
• Digital politic • Digital law • Digital economic situation • Digital competitor	**Getting product quickly and easily for online survice on digital aplication**	**Making product KFC in distinctive taste**

Source: Data Analysis, 2024

Table 3 show the SWOT analysis. The analysis show in different alternative strategy. Strength and Opportunity (S-O) Strategy result that Jember KFC outlet should be making all different types of KFC product as similar as online costumer needed. Weakness and Opportunity strategy result KFC must have memorandum of understanding (MOU) with the other firm in marketing skill. In Strength and Treatment (S-T) strategy result Jember KFC outlet must be getting product quickly and easily for online survice on digital aplication. The last of the analysis result is Weakness and Treatment (W-T) strategy that Jember KFC outlet must be making product destinctive taste.

Table 4. QSPM Analysis

| Priority	SWOT Analysis Alternative Strategy	Weight	Atractive Strategy (AS)	Total Atractive Strategy (TAS)
1.	Making product KFC in distinctive taste (W-T Strategy)	0,35	4	1,4
2.	Getting product quickly and easily for online survice on digital aplication (S-T Strategy)	0,30	4	1,20
3.	Making all different types of KFC product that costumer online needed (S-O Strategy)	0,25	3	0,75
4.	MOU with the other firm in marketing skill (W-O Strategy)	0,10	3	0,45

Source: Data Analysis, 2024

The QSPM analysis show the W-T Strategy in the first rank of all strategy that KFC Jember Outlet have. It means that W-T strategy is the main priority on business KFC Jember Outlet in digital marketing strategy. In the fact of food business, taste is a mayor thing. If the food is not tasty, so many costumer and consumer didn't buy its food again.

The research find that Jember KFC outlet must have strategy to maintain their taste. KFC have special taste that have difference with the other fried chicken and other food. In food business, taste is a main priority. Taste is very important in food business. Thus, if the food tastes great, the chances are consumers who loved it the first time around will purchase it again and again. Customer buy food a total of eight times before it becomes a routine or ingrained behaviour when grocery shopping. Unless the food tastes great the first time around, consumer won't even make it to the second purchase. It also emphasises the importance of quality control, ensuring the food tastes great wherever and whenever they are sold. In fact, between the trial purchase and the first repeat purchase, a brand will lose approximately half of its buyers. To stand any chance of success, that second encounter has to be every bit as delicious as the first.

A digital marketing strategy is a comprehensive plan how business use digital channels, platforms and technologies to achieve their marketing objectives. This strategy various online tactics such as social media marketing, search engine optimization (SEO), content marketing and email (Emeritus, 2024). A digital marketing is an easy way to campaigns food product. Besides that a digital marketing is an efesien alternative to promote food product.

Social media's impact on food-related attitudes and behaviors, encompassing aspects such as marketing strategies, cultural influences, technology's role in information dissemination, and consumer education (Lau et al, 2024). Social media influence consumer behaviour. If in a chance consumer buy food on digital aplication and delight on its food so consumer buy it again and again. They can repurchase its food on digital aplication again or came on Jember KFC Outlet. This fact same as the research that digital marketing strategy influence online purchasing decision (Cindrakasih et al, 2024).
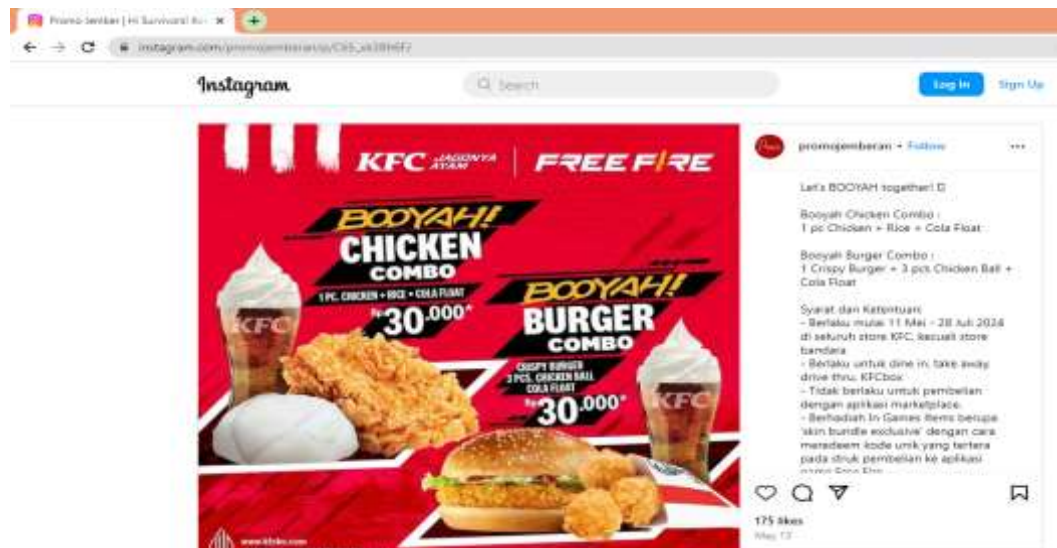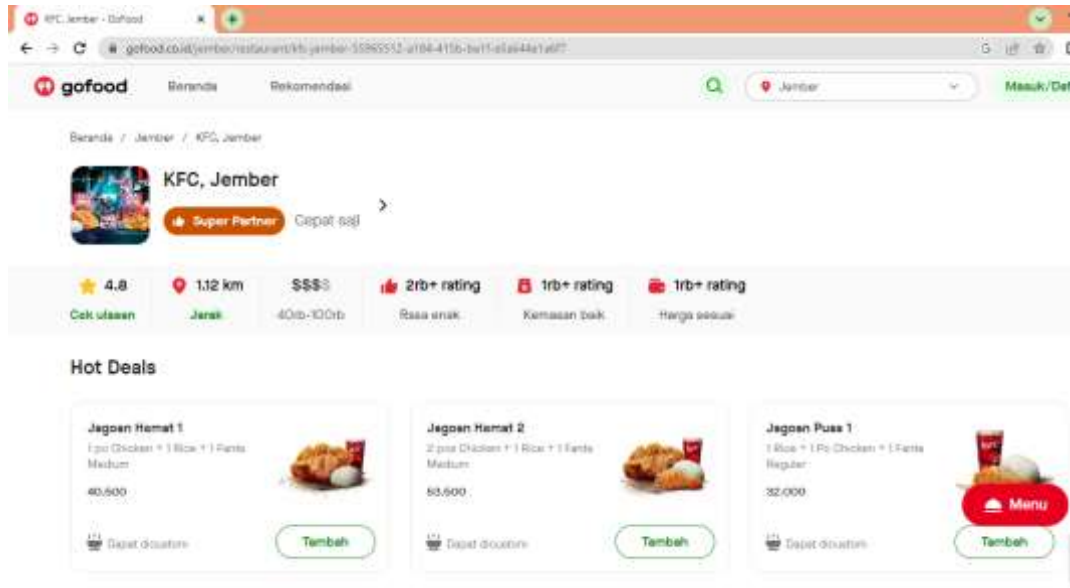

Figure 1. KFC IG platform
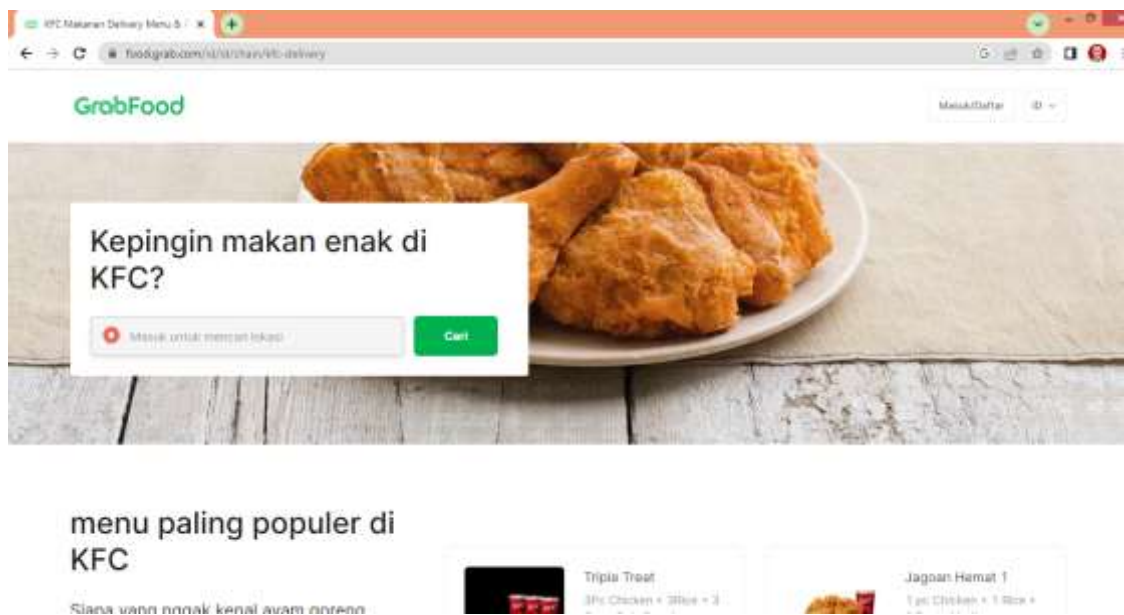
Figure 2. Go Food platform

Figure 3. Grab Food platform

Patel (2024) said that digital marketing strategy way on food industry are:
1. Target the right person
2. Optimise for conversasions
3. Take advantage of Search Engine Organisation (SEO)
4. Use remarketing
5. Offer recipes and ideas
6. Make it faster and easier to complete an order

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Conclusion

This study aim to know the opportunity and challenges on food digital marketing strategy especially on KFC Jember outlet case. The result of this study is making product KFC which distinctive taste (W-T strategy). W-T Strategy is a main priority strategy. In practically, KFC must be making fried chicken on online purchase with distinctive taste.

Acknowledgment

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