

Chapter 5

Conclusion and Suggestion

5.1 Conclusion

This is an observation and discussion about the evaluation on the effectiveness of an event marketing as the marketing tools of Bogasari. As one of the biggest company in Indonesia Bogasari has several event marketing programs they use to promote their brand and their product by targeting specific audience. Specifically targeting housewives in several district as their audience. “Sajian Bersama Bogasari” is created with the main goal to encourage women to be an entrepreneur in flour based food. Aside from the main goals of “Sajian Bersama Bogasari” the company also set several goals for the event. Based on the result found in this observation and to answer the observation research, here are the conclusion of this observation:

1. **Event marketing** , To answer the first observation problem about the effectiveness of the event marketing that Bogasari created, the observer comparing theories about event marketing to the data found during the observation, it can be concluded that :
 1. “Sajian Bersama Bogasari” event is already effective based on the audience feedback about the event and the audience receiving values from the audience such as information about baking
 2. Based on the first goal of ‘Sajian Bersama Bogasari’ which is to educate the audience about baking and informing customers as the audience that creating flour based foods are actually simple and easy, this message that bogasari wanted to passed

3. to the audience channeled by the baking demo that demonstrate by the cake and pastry chef from Bogasari Baking Center Surabaya, this phenomenon also strengthen with the data found in the venue that found during the observation that 75% of the audience understood more about baking method after attending the event marketing
4. The second goal of Bogasari is to motivate the audience to be more creative on baking, and the company work with “Bogasari Baking Center” to create a new recipes and modify traditional recipes became modern so that the audience will have more knowledge and creativity on baking
5. During the event Bogasari wanted to educate their audience about their product knowledge, by explaining to the audience differences of each products and introducing new product to the customer, all the audience are able to understand the differences of each products and recognizing the new product of Bogasari by the interactive talk session during the event.

To create an effective event marketing that can fulfill the company goal while expanding customer base and awareness are not an easy job. Each company should planning the event in details and targeting their audience correctly. The using of many other component that can make the event run effectively such as advertising, sponsor, venue and event organizer as a third party help to realize the event can be one of the key success behind the events. Each of component have to be able to work together and support each other.

2. **Brand Image**, to summarize and answer the second observation problem about brand image “Bogasari” try to create through the event, the company is trying to create an image which is to be a brand that understand their customer, this is realized by the goal that the company set for this event, to educate and empower the customers.

A lot of customers have an image of Bogasari is a brand is outdated and through “Sajian Bersama Bogasari” event.the company try to break the image and creating a new image that “Bogasari” is a modern brand, the company working so hard to modernize the brand through this event by introducing an innovative products and recipes to the audiences.

Beside to modernize the brand, Bogasari also wanted to create an image that “Bogasari” is a brand that care about customer. one of the part of caring for the customer is by empowering and encouraging housewives to became a flour based food, Bogasari empowering women to became independent through baking, Introducing a recipe and explaining about financial calculation of each recipe , the selling price and the profit.

All the activity that did during the event make “Bogasari” brand image stronger and became the customers top of mind when choosing the flour product and this phenomena strengthen by the product selling data released by APTINDO and customer statement during the observation.

3. **Customer Satisfaction**, To be the best brand or the top brand there are several indicators that a company have to meet , one of the indicators is customer satisfaction. The definition of customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. There are many ways for a company to increase or improve customer satisfaction level. Being the market leader and the top of mind brand it make Bogasari has to work twice harder to satisfied their customer, especially with many competitors in the market that offer the same product with competitive price. To improve customer satisfaction Bogasari worked so hard to impressed their customer, one of the method is through each event marketing they created. Providing useful information, free products sample and entertainment with attractive venue decoration is one of bogasari way to increase customer satisfaction via first hand experience during Sajjan Bersama Bogasari event

5.2 Suggestion

In this modern era customer are more aware and critical when it comes to make a purchasing decision of a product. The quality and product itself can not guaranty that customer will choose the product. Now the phenomena of engaging customer in an face to face marketing interaction or commonly called event marketing is became a new way of a company to expand their customer based, improving their customer relationship, brand image and improving their product sales.

As the biggest market share holder in flour market Bogasari using many programs of event marketing that targeting specific customer. One of the event marketing that Bogasari has is “Sajian Bersama Bogasari” which targeting housewife in every district in indonesia with expectation to encourage them to became a food entrepreneur, based on data and phenomenon found during the observation process, the observer conclude that Bogasari able to run the event effectively and fulfilling their goals.

Even though the event marketing run effectively, the observer have several suggestion for Bogasari as a consideration to improve their event quality, brand image and customers satisfaction through an event marketing which are :

1. Event Marketing , to improve the effectiveness of sajian bersama bogasari event marketing, the observer has suggestions below :

1. **Audience**, the choice to inviting woman of charity member , kindergarten teacher, district’s office staff to represent housewives in a district is not really suitable because it only reaching certain member of organization, Bogasari should have inviting housewives in that district, one of the way is by go into the neighborhood and randomly picking audience.
2. **Venue** , to invite or hosting more audience the choice of using office’s district as the venue can be improved by moving the venue into a bigger space such as open field, hall, or inside mall. The choice to choose public space like that so that the company can

host more people and it also means that company has more chance to expand their customer base

2. **Brand image** , to improve the brand image created by bogasari through sajian bersama bogasari event marketing , observer can give suggestions as written below :

1. **Advertising**, the using of advertising can help bogasari to promote their event. And in this modern era there are many ways and media to promote an event or product one of the method is through the social media, bogasari can create a YouTube channel as their documentation media and having an advertisement on social media, this way is more cheaper and can directly reach customers because almost all the customer in this modern era goes to internet when they want to search about something and spend a lot of time on social media.
2. **Merchandise** , to attract the customer bogasari should giveaway some products samples and other goods such as aprons or a plastic ware as a merchandise because nowadays to attending an event some people are considering a free sample or giveaway gift as the bigger factor compare to the event value itself. This also can increase the customer satisfaction level who attending the event because nowadays customer are expecting more free merchandise from an event.
3. **Recipes** , during the event the recipes demonstrate are same in every district. This is considered as boring contents, to improve it became better the company can consider to work with “Bogasari

Baking Center” to create different recipes each town or each 3 district and the company can put all the recipes into a book and give the book to the customers so they can catch up with all recipes.

4. **Decoration** , venue decoration can also be a factor to increase a customer satisfaction of the event itself , because a lot of customer feel more enjoy and comfortable with the event when the decoration is suitable and beautiful. And Bogasari can provide a photo booth with its logo on it so it can be a souvenirs for the attendee

3. Attendee satisfaction, there are several ways of bogasari as the host company so that they can improve the attendee satisfaction such as :

1. **Interactive activity** , to increase customer satisfaction through an event marketing there should be more an interactive activity. A set of activity such as games or open discussion session that can encourage the audience to be more engage with the event.
2. **Social media forum** , beside to spread questionnaire Bogasari should created social media account specially for Sajian Bersama Bogasari event that can be a media for customer to give a direct feedback and receive a direct reply from bogasari. This account can also be a media for bogasari to inform any information about the event to the customers. This will make a new modern image for bogasari brand itself.

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