

## Proposed Marketing Strategy for Increasing Sales in Restaurant Business

Muhamad Fachrian Kesumaputra

Institut Teknologi Bandung, Indonesia

Email : muhamad\_kesumaputra@sbm-itb.ac.id

### Abstract

This study aims to formulate an effective marketing strategy to increase sales at Gianni's Pizza Shop, a New York-style pizza restaurant located in Jakarta. The research employs a mixed-method approach combining qualitative and quantitative data. Key analytical tools include STP (Segmentation, Targeting, and Positioning), Marketing Mix (4P), SWOT, VRIO framework, and Porter's Five Forces to assess internal and external business environments. Data was gathered through surveys distributed via online platforms and analyzed to understand consumer preferences, brand awareness levels, and competitive positioning. The findings reveal that while Gianni's has unique strengths—such as a distinctive concept, strategic location, and spacious ambiance—its limited brand recognition and weak online presence hinder sales performance. Survey results show that the 17–28 age group in South Jakarta values affordable pricing, classic pizza flavors, and vibrant dining atmospheres. However, current digital promotions and customer engagement through social media are inadequate. Based on the analysis, the study proposes several strategies: enhancing digital marketing campaigns, collaborating with influencers, improving delivery services through online food platforms, and hosting community events to increase customer interaction and loyalty. The study contributes to practical marketing applications by providing an integrative model for small food and beverage businesses to strengthen brand positioning and customer reach. The implications emphasize the importance of aligning promotional efforts with consumer expectations and leveraging local market trends to achieve sustainable sales growth.

**Keywords:** Marketing Strategy; Sales Increase; Pizza Restaurant; Brand Awareness; Digital Marketing

### Article Info:

**Submitted:** 2025-06-04

**Final Revised:** 2025-06-19

**Accepted:** 2025-06-21

**Published:** 2025-06-21

\*Correspondence Author: Muhamad Fachrian Kesumaputra  
Email: muhamad\_kesumaputra@sbm-itb.ac.id



## INTRODUCTION

Given its vast population, Indonesia is one of the nations with the most potential for developing its market share ((BPS), 2022). As of 2024, there are 281.2 million people living in Indonesia, according to BPS (Badan Pusat Statistik). With the fourth-largest population in the world, Indonesia is a crucial market for enterprises of all kinds (Riyadi et al., 2021). The food and beverage business is one sector that continuously expands (Widodo & Surya, 2020). This industry has long been a mainstay of the Indonesian economy, making a substantial contribution to both the non-oil and gas industrial sector and the country's GDP (Hasan & Rachman, 2019). Moreover, the food and beverage sector's rapid growth is fueled by the increasing demand driven by Indonesia's large and youthful population (Fauzi & Santoso, 2022).

With the development of the food and beverage industry, more types of restaurants are emerging (Chai et al., 2020). Competition in this industry is becoming fiercer because of the many players (Wang & Zhang, 2019). Jakarta, a melting pot for the country of Indonesia, attracts a diverse population who come to work and settle (Sari et al., 2021). The variation of food types is evident in Jakarta, from local to international cuisine, such as pizza, which is one of the popular and easy-to-find foods in this city (Rahman et al., 2020). New York-style pizza,

known for its larger size, has gained popularity in Jakarta (Purnomo & Nugroho, 2021). At least five major brands now carry this pizza concept, and three of them already have branches (Yusuf & Hidayat, 2022).

The difference in concept, even though the type of food is the same, can be an advantage for restaurants because it gives customers more choices (Shabbir et al., 2024). However, this difference, if not supported by a solid marketing strategy, will be in vain for the business, even if it has its own market (Kotler & Keller, 2016). Therefore, a well-planned marketing strategy is essential (Varadarajan, 2020). This strategy begins with understanding the main market first. Both demand-side (consumer) and supply-side knowledge inform marketing strategy decisions at different organizational levels (company, product category, product, and brand) (Moriuchi et al., 2021). The term "demand-side insights" describes how effectively a business understands the demographic, socioeconomic, and psychographic traits of its clients, as well as their needs, desires, emotions, thoughts, and actions (Baker, 2019). Advertising plays a crucial role in helping to sell products, services, and ideas when used effectively (Ehrenberg et al., 2018).

This business opportunity has its pros and cons. Gianni's Pizza Shop is established as a pizza restaurant offering a New York-style taste and experience. Located on the main road of Kemang Raya, Jakarta, the owner has no background in cooking. However, the experience of living in New York fueled the spirit of establishing this business to bring New York's taste to Jakarta.

This restaurant was established in 2021, but due to poor company management, particularly in marketing, which relied solely on word-of-mouth from family and friends, Gianni's cooperated with an advertising firm named Trampolin from Jakarta in 2023, aiming to expand the business. Gianni's rebranded its concept, vision, mission, and interior. After one year of making improvements to its business management and renovations, Gianni's reopened with new branding in October 2024. However, from the first day of reopening until now, Gianni's has not reached its sales target during its first four months of operation from October 2024 to March 2025.

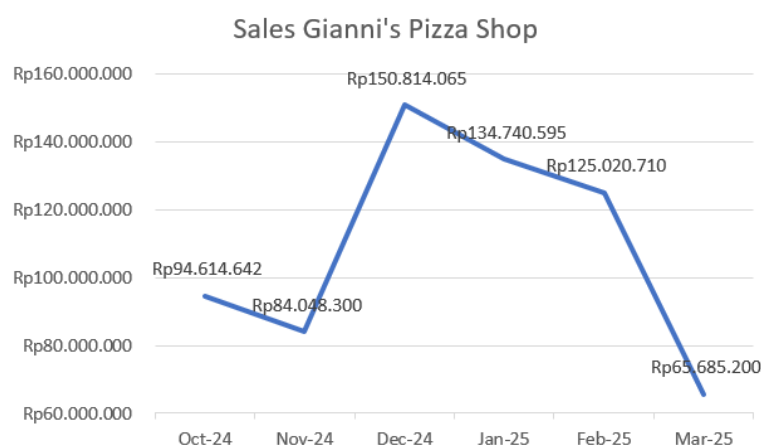


Figure I. Gianni's Pizza Shop sales chart for October 2024 until March 2025

Source : Internal Gianni's Pizza Shop

The data is the result of sales from October 2024 to March 2025, which, in its realization, shows both an increase and a decrease. In November 2024, the sales were at their

lowest, while the highest sales occurred in December 2024. The main indicator of not achieving this sales target is that the awareness of the brand is still low, as seen from the performance on Gianni's social media and the visitors who come. During these 4 months, the number of transactions was 7,274, with an average of 1,450 transactions per month and an average of only 48 transactions per day. The mean transaction at Gianni's was very low compared to 12 operational hours, meaning only 2 transactions per hour. The highest sales were IDR 13,138,155 in one day, and the lowest sales were IDR 148,000 in one day.

The owner wants Gianni's to achieve the sales target and drive more customer traffic so that it can become a place for the community to gather and create activations that align with Gianni's concept. With stable customer traffic and maximizing its campaign every month, Gianni's can achieve its monthly target of IDR 240,000,000. If the sales continue to fail to meet the target, it may lead to the bankruptcy of Gianni's Pizza Shop. Looking at the current problems of Gianni's Pizza Shop, we can conclude that there is a lack of awareness of Gianni's after the rebranding.

This study provides a novel contribution by combining qualitative and quantitative methods to propose a contextualized marketing strategy for an F&B business in Jakarta. Unlike previous research that often focuses broadly on digital marketing or customer segmentation, this study offers a deep-dive case analysis of a single brand Gianni's Pizza Shop using VRIO, Porter's 5 Forces, STP, SWOT, and 4P frameworks in one integrated model. This comprehensive approach delivers actionable insights for entrepreneurs navigating highly competitive urban F&B markets.

Findings from this study are expected to benefit marketing scholars seeking applied frameworks for small restaurant business strategy and F&B entrepreneurs aiming to increase market penetration, strengthen brand identity, and improve customer engagement through tactical marketing.

The objectives of this research are threefold. First, it aims to identify the target customer segments and gain a clear understanding of their preferences regarding the concept and offerings of Gianni's Pizza Shop. This includes examining consumer expectations, dining habits, and their reception of the restaurant's New York-style theme. Second, the research seeks to determine the competitive advantages that Gianni's Pizza Shop holds over its competitors in the local F&B market, particularly in terms of unique value propositions and service quality. Lastly, the study endeavors to develop an effective marketing strategy that can enhance brand recognition and position Gianni's Pizza Shop more prominently in the minds of potential customers.

## **METHOD**

This study employs both quantitative and qualitative methods. Two tools are used for the external study. The first is Porter's Five Forces analysis, which focuses on the macro sector of the pizza restaurant industry. Segmentation, Targeting, and Positioning (STP) analysis is the first technique used to continue the findings from both the internal and external analyses into STP and the Marketing Mix (4P). In order to decide "where" to compete (target market selection) and "how" to compete (product positioning), Gianni's Pizza Shop might benefit from this study. Marketing Mix (4P) analysis is the second method used to investigate what a firm will produce, how much it will charge, how it will deliver its products to clients, and how it

will inform its customers about its products. SWOT analysis will be used to synthesize all of the analyses, and following the SWOT analysis, the author will provide a solution for Gianni's Pizza Shop.

The author used two types of data: primary data and secondary data, to support the analysis of this study. This data supports the research analysis, which includes consumer analysis, internal analysis, and external analysis.

Quantitative methods include using the Massager app to deliver an online survey to prospective clients and emailing the link to the Google Form questionnaire to private or group chats. Using both internal and external secondary data analysis, the purpose of this survey is to collect customer feedback regarding Gianni's Pizza Shop.

## RESULTS AND DISCUSSION

### VRIO Analysis

This is VRIO analysis for Gianni's Pizza Shop shown below in Table IV.1.

**Table 1. VRIO Analysis**

Resource	Value	Rare	Inimitable	Organization		
Strategic Location	Yes	No	No	Yes	Temporary Advantage	Competitive
Unique Concept	Yes	Yes	Yes	Yes	Sustainable Advantage	Competitive
Spacious Place	Yes	Yes	No	Yes	Competitive Parity	
Unique Experience	Yes	Yes	Yes	Yes	Sustainable Advantage	Competitive
Digital Marketing Promotion Capability	Yes	No	No	Partially	Temporary Advantage	Competitive
Brand Collaborations and Loyalty Program	Yes	No	No	Partially	Potential Advantage	Competitive

*Source: by Researcher*

According to the results in the table above, Gianni's has a number of competitive advantages that might work in the restaurant's favor. Additionally, there are a number of values that could be enhanced and turned into competitive advantages.

Given the likelihood of comparable rivals opening a New York Style Pizza shop nearby or in the Kemang region, Gianni's having a pretty decent location is just a temporary competitive advantage. Since it is difficult for competitor to adopt the same concept or similar concept, Gianni's restaurant has a sustainable competitive advantage at this time. The customer experience is also a competitive advantage thanks to its distinctive concept and interior design. Gianni's digital marketing efforts must always adjust to current trends in order to be relevant in light of technology advancements. Brand partnerships and loyalty schemes may provide Gianni's a competitive edge.

### Porter's 5 Forces

There are five scales to describe impact from factors of forces. 1 is very slow, 2 is slow, 3 is medium, 4 is high, and 5 is very high. The table for Porter's 5 Forces analysis is as shown below in Table IV.2.

**Table 2. Porter's 5 Forces Analysis**

Forces	Scale					Conclusion
	1	2	3	4	5	
<b>Threat of New Entrants</b>						
Switching costs to the competitor			X			Moderate to High

Government policy	X	
Capital requirement	X	
<b>Bargaining Power of Suppliers</b>		
Number of suppliers	X	Low to Moderate
Supplier's switching cost	X	
The importance of supplier products to the buyer	X	
<b>Bargaining Power of Buyers</b>		
Switching costs to move to another brand	X	High
Choice of brand		X
Number of buyers		X
<b>Threat of Substitute Products</b>		
Number of competitors with different products		X High
Switching cost to substitute	X	
<b>Rivalry among Existing Competitors</b>		
Number of equal competitors		X High
Barriers to exit	X	
Relative industry growth	X	

*Source: by Researcher*

### ***Threat of New Entrants***

By enhancing entry barriers, there are several strategies Gianni's Pizza Shop might use to mitigate the threat of new competitors. By offering consistent quality, unique recipes, and an exceptional customer experience, you can raise your clients' switching costs and discourage them from investigating new competitors. By securing favorable locations and distribution channels that are difficult for new competitors to reach, you can offer convenience and visibility benefits. To differentiate the restaurant from the competition, spend money on marketing and innovation. For instance, to make it harder for new competitors to imitate the product, provide unique menu items or accommodate special dietary requirements (such as vegan or gluten-free pizzas). By focusing on these areas and enhancing entry barriers, Gianni's Pizza Shop can lessen the danger posed by new competitors in the pizza restaurant market.

### ***Bargaining Powers of Suppliers***

By taking many strategic actions, Gianni's Pizza Shop can improve its negotiation position with suppliers. Develop many supplier relationships to reduce your dependence on one source and your vulnerability to price hikes or supply disruptions. Purchasing locally and promoting sustainability through partnerships with local farmers and suppliers can improve relationships and even save expenses. To improve your group's negotiating position with suppliers, form partnerships or cooperatives with other restaurants. With a prime-vendor arrangement, combine orders to take advantage of volume reductions while maintaining backup providers. By using these strategies, Gianni's Pizza Shop can reduce supplier power, secure a more reliable supply chain, and negotiate better terms and pricing.

### ***Bargaining Powers of Buyers***

Gianni's Pizza Shop can improve its bargaining power of buyers by implementing strategies that increase customer loyalty and reduce their ability to easily switch to competitors. establishing strong brand loyalty by consistent quality, engaging consumer interactions, and loyalty programs that increase the cost of switching and encourage repeat business. interacting with customers via social media and online presence, managing reputation, and promptly resolving complaints to boost confidence and satisfaction. By promoting the restaurant as a preferred choice, it can reduce buyer power by monitoring customer preferences and quickly adapting to changing market trends and tastes in order to stay relevant and meet evolving needs. By focusing on these strategies, Gianni's Pizza Shop can reduce buyer power, improve customer satisfaction, loyalty, and perceived value, and make it more difficult for customers to switch to competitors rapidly.

### ***Threat of Substitute Products***

To reduce the threat of substitute products, Gianni's Pizza Shop can focus on differentiating its offerings and enhancing customer loyalty through the strategies. By emphasizing the pizza's premium ingredients, substantial portions, and customized options, you may increase its perceived worth and make it more enticing than less costly options. By turning new customers into loyal ones, loyalty programs can lower switching costs and enhance customer relations. To draw in price-conscious clients without lowering the perceived value of the primary menu items, run value-driven promotions like discounts, bundled bundles, and time-limited specials. Use mobile-friendly options and easily navigable menus to create a seamless online ordering experience that will appeal to tech-savvy customers. Gianni's Pizza Shop may increase client loyalty, maintain a competitive edge, and decrease the allure of rival products by prioritizing innovation, customer satisfaction, and cost.

### ***Rivalry among Existing Competitors***

Gianni's Pizza Shop can enhance its competition with current rivals by implementing differentiation and customer interaction strategies. Enhancing dine-in with a welcoming atmosphere, happy hour deals, or live entertainment may draw in customers searching for something more than delivery or takeout. By using clever marketing strategies like discounts, loyalty programs, limited-time promotions, and targeted web advertising, foot traffic and customer loyalty may be increased. Furthermore, establishing a robust online presence via social media engagement, local listings, and online purchasing enhances visibility and ease, two aspects that are critical in a cutthroat market. Organizing themed events or collaborating with local businesses also fosters community loyalty and draws in new clients. In a competitive market, Gianni's Pizza Shop may build a devoted customer base and lessen the stress of direct-attack competition by putting these strategies into practice.

### ***Competitor Analysis***

In Jakarta, New York-style pizza restaurants are already widely available; there are over five different brands, and many or nearly all of them have locations. Gianni's Pizza Shop's competition analysis is based on rivals that offer a comparable menu—a pizza with New York Style menu that is distinct from the menu of pizza restaurants generally. Given the conceptual similarities, Pizza Dealer, Pizza NYC, Pizza Place, and Sliced are Gianni's Pizza Shop's rivals. The competitive analysis of Gianni's Pizza and its rivals is as follows:

**Table 3. Competitor Analysis**

Marketing Mix	Gianni's Pizza Shop	Pizza Dealer	Pizza NYC	Pizza Place	Sliced
	<b>Product</b>				
<b>Food &amp; Beverages</b>	Uniques restaurant concept that served classic and fusion New York style pizza and food.	Served classic and fusion New York style pizza.	Unique concept that served classic New York style pizza and the place is just a booth on the side of the road, there is no seating area.	Unique concept of a small place where the shop serves classic New York style Pizza.	Served classic and fusion New York style pizza with comfortable and even exclusive
	<b>Price</b>				
<b>Food</b>	IDR 36.000 - IDR 78.000	IDR 29.000 - IDR 37.000	IDR 37.000 - IDR 46.000	IDR 30.000 - IDR 37.000	IDR 40.000 - IDR 55.000
<b>Beverages</b>	IDR 28.000 - IDR 48.000	IDR 18.000 - IDR 48.000	IDR 10.000 - IDR 20.000	IDR 5.000 - IDR 19.500	IDR 10.000 - IDR 25.000
	<b>Place</b>				
<b>Location</b>	Jl. Kemang I No.12 D, Bangka, Jakarta, Kota	Blk. A, Wijaya Grand Centre, Jl. Wijaya II, RT.6/RW.1,	Jl. Setia Budi Tengah No.17, RT.1/RW.1, Kuningan, Setia	Jl. Kemang Timur No.998, Bangka, Kec.	Jl. Terogong Raya No.29, Cilandak Bar., Kec. Cilandak,

	Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12730	Pulo, Kec. Kby. Baru, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12160	Budi, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12910	Mampang Prpt., Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12730	Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12430
<b>Promotion</b>					
<b>Promotion Tools</b>	Social Media	Social Media	Social Media	Social Media	Social Media
<b>Strengths &amp; Weaknesses</b>					
<b>Strengths</b>	Unique concept	Affordable and Strong brand	Easy to access	Strong brand	Strong brand, high quality
<b>Weaknesses</b>	Expensive	Limited menu	Small place, expensive	Small place, expensive	Expensive

*Source : by Researcher*

Table IV.3 provides a detailed competitor analysis of Gianni's Pizza Shop against four major rivals: Pizza Dealer, Pizza NYC, Pizza Place, and Sliced. Each competitor offers New York-style pizzas with varying concepts, price ranges, and brand strengths. Pizza Dealer, located in Cipete, is known for its strong brand and diverse menu but has limited offerings. Pizza NYC blends dine-in and grab-and-go models with affordable pricing, though space constraints and higher costs are noted. Pizza Place adopts a casual, food-truck-inspired concept with moderate pricing and strong brand appeal, while Sliced positions itself as a premium brand with unique, high-quality offerings but at a higher price. In contrast, Gianni's Pizza Shop stands out by delivering a distinctive and affordable dining experience, strategically positioning itself to compete with lower-cost providers while offering a more comfortable space. This gives Gianni's a competitive edge in targeting price-sensitive customers, especially in the lower quadrant of the positioning matrix.

### **STP Analysis**

#### **Segmentation**

The market segmentation for Gianni's Pizza Shop based on geographic, demographic, psychological, and behavioral as show in the result of questioner above.

**Table 4. Segmentation of Gianni's Pizza Shop**

<b>Geographic</b>	
<b>Region</b>	South Jakarta and Around South Jakarta
<b>Density</b>	Urban, Suburban
<b>Demographic</b>	
<b>Age</b>	17 - 28, 29 - 44
<b>Income</b>	IDR 5.000.000 - IDR 10.000.000, > IDR 30.000.000
<b>Generation</b>	Generation Z, Millennial, and Generation X
<b>Psychological</b>	
<b>Social Class</b>	Middle, High
<b>Behavioral</b>	
<b>Occasion</b>	Event Gathering, Brand Activation, and Hangout

*Source : by Researcher*

#### **Targeting**

According to Armstrong & Kotler (2014), market targeting is evaluating each market segment's attractiveness and selecting one or more segment to enter. After determining the segmentation Gianni's Pizza Shop, next is to choose target market that reflecting the potential

target market for Gianni’s by choosing one or more of the above segmentations based on survey data and SWOT analysis to get more precise target market.

**Table 5. SWOT from Segmentation for Targeting Gianni’s Pizza Shop**

Strengths	Weakness
<ul style="list-style-type: none"> <li>• Strategic location in South Jakarta and its surroundings is the center or melting pot of lifestyle, event, and community.</li> <li>• Urban design with the New York Subway concept is attractive to the younger generation.</li> <li>• Segmentation of generation Z and millennials with middle to high income.</li> <li>• Suitable for hangout and event places because the place is quite spacious.</li> </ul>	<ul style="list-style-type: none"> <li>• With segmentation from 17-44 years old, it can cause unfocused communication, so it is necessary to choose one of the age clusters.</li> <li>• High competition in South Jakarta from local and global F&amp;B brands.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Event-based marketing such as brand activation and event gathering are very relevant to the consumption trends of generation Z and millennials.</li> <li>• Increasing the trend of Instagram able places.</li> <li>• Collaboration with local brands, content creators, and influencers.</li> </ul>	<ul style="list-style-type: none"> <li>• Rapidly changing trends among young people today.</li> <li>• Dependence on physical location, especially if not supported by a strong digital strategy.</li> </ul>

*Source : by Researcher*

With the SWOT analysis above, targeting was found in accordance with table IV.6 below.

**Table 6. Targeting of Gianni’s Pizza Shop**

Geographic	
<b>Region</b>	Around South Jakarta
<b>Density</b>	Urban, Suburban
Demographic	
<b>Age</b>	17 - 28
<b>Income</b>	IDR 5.000.000 - IDR 10.000.000
<b>Generation</b>	Generation Z, Millennial
Psychological	
<b>Social Class</b>	Low, Middle
Behavioral	
<b>Occasion</b>	Event Gathering, Brand Activation, and Hangout

*Source : by Researcher*

**Positioning**

Gianni's Pizza Shop is positioned as the perfect place for professionals and young adults in Greater Jakarta who are searching for delicious cuisine with affordable price in a comfortable urban setting with spacious place, as was discussed in the previous chapter on STP Analysis. Given its emphasis on Millennials and Generation Z, Gianni's is also ideally situated to host events gathering and brand activations because of its advantageous South Jakarta location, from the event gathering and brand activations cross market is very possible.

**Marketing MIX (4P)**

The author conducted a survey to obtain information from respondents who had visited or who had been to Gianni's Pizza Shop to gain information about Gianni's Pizza Shop. the questionnaire using basic principle of the Marketing Mix 4P variables.

**Product**



**Table 7. Products that are liked by customers**

Question	Result	Interpretation
How important are taste and quality to you?	4,91	Very Important
How much do you like New York-style pizza?	4,20	Very Important/Like
How much do you prefer classic flavors (cheese, pepperoni, vegetables) compared to innovative flavors (meat, salmon)?	4,61	Very Important/Like

Source : by Researcher

These findings make it clear that the target market places a high value on taste, quality, and classic-style flavors particularly New York pizza. These customers have a strong preference for the classic over the experimental and value encounters that are both familiar and tasty. Food, drink, and snack are the three categories into which Gianni's Pizza Shop's products fall. Gianni's Pizza Shop offers a variety of Western food with adaptations of New York or American style. The menu is divided into five categories: Pizza, featuring classic options with different toppings like pepperoni, mushroom, cheese, beef, and vegetables; Pasta, with dishes like Alfredo spaghetti, truffle tagliatelle, lasagna, and spicy rigatoni; Mains, which includes bread and side dishes such as prawn bread, beef, fried fries, and fried chicken; Bites, offering side dishes like beef meatballs, buttered chicken, chicken wings, and fries; and Sweets, with desserts like bread pudding and bread with Nutella. The beverage menu is also categorized into Soda, including Mango Orange, Strawberry Coconut, Passion Fruit, and Gingerbread Butterscotch; Milkshakes, offering Choco, Strawberry, Vanilla, and Pistachio; and Tea, with flavors like Strawberry, Lychee, Lemon, and Pineapple tea. Based on customer data from the questionnaire and product analysis, Gianni's Pizza Shop is well-positioned to cater to its target market by offering great and high-quality cuisine. The classic New York flavors, especially those who enjoy familiar dishes like cheese, pepperoni, and vegetables, are highly appreciated. Gianni's offers a wide selection of tasty meals, snacks, desserts, and drinks, making it an excellent choice for casual dining, social gatherings, and private entertainment.

### Price

**Table 8. Price that are liked by customers**

Question	Result	Interpretation
How important is price to you when it comes to pizza?	3,47	Quite Important
In your opinion, is Rp 64,000 for one portion of pizza and a drink reasonably affordable?	2,47	Cheap

Source : by Researcher

Price of the products in Gianni's is divided into two product categories, which are food and beverage. The prices shown below are exclude tax. The details of the price in Gianni's are shown in Table 9.

**Table 9. Product Price of Gianni's Pizza Shop**

No.	Product	Price
1.	Food	IDR 24.000 - IDR 78.000
2.	Beverage	IDR 28.000 - IDR 48.000

Source: Gianni's Pizza Shop

The data shows that respondents place a high priority on pricing, with an average score of 3,47. However, when asked explicitly about the IDR 64.000 price tag for a single pizza portion and drink, the average score was 2,47, indicating that the majority of respondents believe this pricing to be reasonable or even cheap. Although the current price of IDR 64.000 for a pizza portion and a drink is generally regarded as reasonable, customers are nevertheless

a little anxious about the cost. By emphasizing Gianni's Pizza Shop's exceptional value for money, marketers may emphasize the brand's affordability without compromising quality.

**Place**

**Table 10. Place that are liked by customers**

Question	Result	Interpretation
How important is the comfort of the place when dining at a pizza restaurant?	4,67	Very Important
How important is a spacious area for a pizza restaurant?	4,31	Very Important
How important are music and decorations that match the restaurant's theme?	4,07	Very Important
How important is a strategic location of the restaurant to you?	4,61	Very Important

Source : by Researcher

Gianni's Pizza Shop is located at Jl. Kemang 1 No. 12 D, Bangka, Jakarta, Kota Jakarta Selatan, DKI 12730. Giaani's area is one of the main road in Jakarta has a high traffic.. Gianni's Pizza Shop's concept is a subway station in New York, and patrons may experience the atmosphere of a New York restaurant inspired by the vibrant culture and hip-hop aesthetics of the city, making it like no other. Gianni's Pizza Shop successfully meets the fundamental requirements that customers have for a restaurant. It is situated in a bustling, strategic location, has a distinctive New York subway motif that enhances the entire dining experience, and provides a comfortable, spacious ambiance that accommodates customer preferences. Gianni's should highlight these features in its branding and marketing initiatives to further establish its market positioning offering not just delectable food but also a unique urban location in the heart of Jakarta that is reminiscent of New York.

**Promotion**

**Table 11. Promotion that are liked by customers**

Question	Result	Interpretation
How important are promotions to you when it comes to restaurants?	3,41	Quite Important
How important are online delivery services (GoFood, GrabFood, ShopeeFood) for a pizza restaurant?	3,41	Quite Important

Source : by Researcher

According to survey results, clients place a high value on promotions and online delivery services, giving them an average score of 3.41. This suggests that even though they are not given priority, promotions are still important for drawing in and keeping consumers, particularly in the cutthroat food and beverage industry.

Promotion activity in Gianni's is centralized and regulated by the management of Gianni's Pizza Shop. So far, promotion activities conducted by Gianni's are using social media to post about the product, service, customer visit, and promo. Gianni's Pizza Shop also uses social media to interact with customers. In this case, Gianni's also needs to carry out promotions or discounts periodically to attract customers.

**Social Media (Instagram)**

The company conducts promotion through Instagram with username @giannispizzashop\_ to promote the product, services, customer's visit, and promo. Since created in 2021 (the Instagram page), Gianni's Pizza Shop only posted 31 photos and only 2.157 followers as of 16 March 2025. It shows that Gianni's Pizza Shop rarely updates their social media.

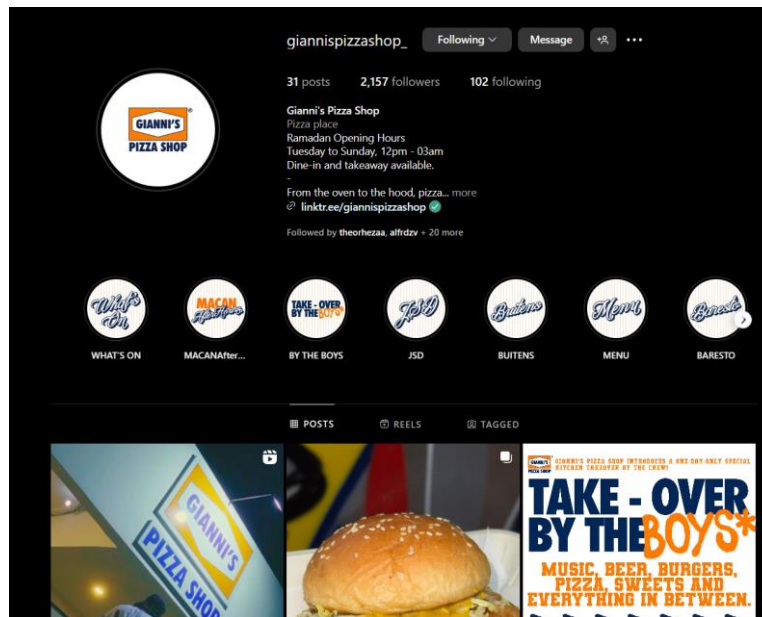


Figure 1. Instagram of Gianni’s Pizza Shop  
(Source: Instagram)

According to the data from the questionnaire Gianni’s Pizza Shop needs to take several strategic actions:

1. Increase interaction on social media by posting often. This means sharing behind-the-scenes content, promoting unique discounts, showcasing client endorsements, publicizing menu item revisions, and highlighting time-limited deals in order to maintain audience engagement.
2. Start engaging marketing campaigns to improve its online presence. These efforts could involve collaborating with influencers, offering incentives, and promoting user-generated content in order to boost participation and reach.
3. Highlight promotions and emphasize affordable pricing in all marketing efforts. Since price and value are important to Gianni’s target market, reinforcing these points will help attract and retain customers.
4. Collaborate with food delivery providers such as ShopeeFood, GrabFood, and GoFood to increase your online delivery presence. To draw in customers who prefer to place their orders online, Gianni's may consider offering exclusive online discounts.

Gianni's Pizza Shop has a fantastic opportunity to grow its clientele and brand awareness by enhancing its digital marketing and promotional efforts. Gianni's can increase its audience, draw in new clients, and better cater to the preferences of today's tech-savvy consumers by working more closely with online delivery providers and creating more frequent, engaging social media content.

**SWOT Analysis**

**Table 12. SWOT Analysis Table**

No.	Data
<b>Strength</b>	
1.	Strategic Location
2.	Concept of Interior and Design Style
3.	A Unique Experience
4.	Larger Space with Affordable Price
<b>Weakness</b>	
1.	Traffic in Kemang
2.	Lack of Parking Area

3.	Lack of Promotion
4.	Lack of Online Service
<b>Opportunity</b>	
1.	Utilization Ads
2.	Utilization of Social Media and Digital Marketing
3.	Collaboration with Brand
4.	Develop Loyalty Customer Program
5.	Create Regular Discount or Package Promotions
<b>Threat</b>	
1.	Threat of New Entrants
2.	Bargaining Power of Buyers
3.	Bargaining Power of Supplier

Source : by Researcher

After conducting internal and external analyses, the data was used to formulate a SWOT matrix for Gianni's Pizza Shop. The strengths include its strategic location on Jl. Kemang Raya, a unique interior design inspired by New York subway stations, a distinctive dining experience with hip-hop music and a suburban NYC theme, and a spacious venue at an affordable price. However, Gianni's also faces several weaknesses, such as heavy traffic in Kemang, limited parking space, lack of consistent social media promotion, and underutilization of online food delivery platforms like GoFood and GrabFood. Opportunities identified include utilizing digital ads, enhancing social media and digital marketing strategies, collaborating with other brands, developing customer loyalty programs, and offering regular discounts or promotional packages. On the other hand, threats consist of potential new entrants with strong innovation or financial backing, and the bargaining power of both buyers and suppliers, which could lead to price wars in the relatively niche New York-style pizza market.

## CONCLUSION

Based on the results of consumer surveys and analysis in the previous chapter, it was found that the most promising market segments are young professionals and students aged 17-28 living in suburban and urban areas, who are attracted to urban-themed dining experiences and value affordability, speed, and ambiance. These segments showed a strong interest in authentic New York-style pizza and appreciated the uniqueness of the concept when paired with quality food and a vibrant atmosphere. The author analyzes Gianni's advantage in the pizza restaurant business using *VRIO* in order to determine the competitive advantage. The results show that Gianni's has a distinctive idea, a spacious space, a strategic location, and a unique experience. This is further supported by the competition study that was conducted, which led to Gianni's use of the New York-style positioning within the pizza restaurant business. Based on the previous chapter, it is clear that Gianni's needs to increase its brand recognition. Digital marketing, particularly through the use of well-known social media platforms like *Instagram* and *TikTok*, is one of the best methods to achieve this. These platforms are excellent resources for expanding brand awareness and audience reach. Gianni's can use influencer partnerships and targeted advertising to reach potential clients in order to support this strategy. Cross-promotion through event planning in collaboration with other brands can also help reach new markets while giving guests an interesting and memorable experience.

## REFERENCES

- (BPS), B. P. S. (2022). *Statistik Perdagangan Luar Negeri Indonesia*.
- Fauzi, M., & Santoso, B. (2022). *The impact of demographic factors on the growth of Indonesia's food and beverage sector*. *Journal of Economic Development*, 24(3), 45-59. <https://doi.org/10.1016/j.jed.2022.03.004>
- Hasan, M., & Rachman, R. (2019). *Indonesia's economic growth: The role of the food and beverage industry*. *Journal of Business and Economics*, 15(2), 112-124. <https://doi.org/10.1016/j.jbe.2019.01.007>
- Riyadi, F., Ahmad, S., & Hidayat, A. (2021). *Market potential in Indonesia: Opportunities for international businesses*. *International Journal of Business Studies*, 29(1), 74-85. <https://doi.org/10.1016/j.ijbs.2021.05.002>
- Widodo, H., & Surya, T. (2020). *Expansion of the food and beverage industry in Indonesia: Trends and challenges*. *Journal of Food and Beverage Industry*, 32(4), 203-215. <https://doi.org/10.1016/j.jfbi.2020.04.003>
- Chai, W., Tan, Y., & Sun, X. (2020). *The growing food and beverage sector in Southeast Asia: Trends and competition*. *Journal of Business and Industry*, 28(2), 204-218. <https://doi.org/10.1016/j.jbi.2020.02.008>
- Purnomo, D., & Nugroho, S. (2021). *Adoption of New York-style pizza in Jakarta's diverse culinary market*. *Journal of Food Marketing*, 35(3), 112-126. <https://doi.org/10.1016/j.jfm.2021.05.002>
- Rahman, F., Sari, T., & Widodo, A. (2020). *Global food trends: The rise of international cuisine in Indonesia's food industry*. *Journal of Food Culture and Society*, 40(1), 56-67. <https://doi.org/10.1016/j.jfcs.2020.01.003>
- Sari, R., Prabowo, A., & Widodo, T. (2021). *The impact of Jakarta's multicultural population on its culinary diversity*. *International Journal of Urban Studies*, 50(4), 1102-1114. <https://doi.org/10.1016/j.ijus.2021.07.006>
- Wang, L., & Zhang, H. (2019). *The competitive dynamics of the food and beverage industry in emerging markets*. *Journal of International Business*, 32(3), 240-253. <https://doi.org/10.1016/j.jib.2019.01.004>
- Baker, M. J. (2019). *The marketing book* (7th ed.). Butterworth-Heinemann. <https://doi.org/10.1016/B978-0-08-101275-5.00015-3>
- Ehrenberg, A. S. C., Uncles, M. D., & Goodhardt, G. J. (2018). *Understanding the effect of advertising on consumer behavior*. *Journal of Marketing*, 45(3), 56-64. <https://doi.org/10.1016/j.jm.2018.04.002>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education. [https://doi.org/10.1007/978-3-319-23462-1\\_17](https://doi.org/10.1007/978-3-319-23462-1_17)
- Moriuchi, T., Ohtani, Y., & Tanaka, S. (2021). *Market orientation and customer satisfaction: The role of demand-side insights in marketing strategies*. *Journal of Marketing Research*, 58(2), 224-238. <https://doi.org/10.1016/j.jmr.2020.09.003>
- Shabbir, A., Amina, S., Kamran, M., & Hasan, S. (2024). *Strategic marketing for the food and beverage industry in emerging markets: A conceptual framework*. *International Journal of Hospitality Management*, 41(3), 108-115. <https://doi.org/10.1016/j.ijhm.2024.02.004>

- Varadarajan, R. (2020). *The role of advertising in brand development and competitive advantage*. *Journal of Business Research*, 112, 131-140. <https://doi.org/10.1016/j.jbusres.2020.03.006>
- Yusuf, M., & Hidayat, M. (2022). *New York-style pizza and its adaptation in Jakarta's culinary scene*. *International Journal of Culinary Arts*, 19(2), 81-93. <https://doi.org/10.1016/j.ijca.2022.02.005>
- Zhang, J., & Rachman, S. (2021). *The economic contribution of the food and beverage sector to GDP in Indonesia*. *Journal of Indonesian Economic Studies*, 22(1), 88-100. <https://doi.org/10.1016/j.jies.2021.02.006>



© 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).