

Business Communication Strategy Fritz Gelato through Instagram

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Abstract

The enormous business competition in this era also forces every business to be able to adapt to technology. With the advent of technology, and competition, activities such as marketing and recruitment information carried out by businesses are moving from print to online media. This proves the important role of social media in the digital era, which is very important in developing a business so that it continues to run. This research focuses on business communication strategy as a tool for Fritz Gelato to introduce and promote his business to the wider community with the help of technology. This research aims to find out the role of Fritz Gelato's business strategy which utilizes communication in helping the development of the business itself. The qualitative method used in this research uses business communication strategies to see how important communication is in business development. This research found that communication in business can provide higher business exposure to Fritz Gelato, which can provide information access to customers more easily and increase a business's credibility.

Keywords: *Business Communication Strategy, Information, Persuasion, Collaboration, Instagram.*



INTRODUCTION

The evolving times and increasing competition in the business world in Indonesia have made it increasingly challenging for producers to build brand trust and uniqueness. Therefore, producers require business communication or promotion strategies to strengthen their brand image so that their brands can be recognized and strongly associated with the public. According to data from the Central Statistics Agency (BPS), the number of large and medium-sized food and beverage businesses in 2022 was 10,990, which represents a growth of 20.76 percent compared to 2021 (Badan Pusat Statistik, 2023). Additionally, BPS data indicates that 71.74% of food and beverage entrepreneurs in Indonesia have already utilized online media to promote their products (Dihni, 2022). Consequently, it is essential for businesses to effectively communicate their products to potential consumers, ensuring that they can obtain information about the products being sold through digital platforms. Communicating the products being sold to provide potential consumers with an understanding is also referred to as business communication.

Through this method, consumers who have gained an understanding of the product are expected to develop trust and interest in the product being sold. Given the intense competition, promotional and communication strategies must be reinforced. Business communication is an exchange of ideas, messages, and concepts related to achieving a series of commercial goals (Katz, 1989). This implies that every

instance of communication involves a change of ideas between both parties until the best solution for both is found. Furthermore, Rosenblatt defines business communication as the exchange of ideas, opinions, information, instructions, and similar content, conveyed both personally and non-personally through symbols or signs, to achieve the company's objectives (Rosenblatt, 1982).

One of the MSMEs in Indonesia is Fritz Gelato. Fritz Gelato is a business in the Food and Beverage sector, established on February 2, 2021. Micro, Small, and Medium Enterprises (MSMEs) are business entities operating in various sectors, addressing the interests of the community (Afriaris & Windartini, 2020). Since its inception, it has successfully expanded by opening four additional branches in Jakarta and Bogor. This F&B business stands out due to its unique approach, where each flavor is made exclusively from high-quality ingredients and innovative blends that differ from other gelato shops. According to its Unique Selling Point (USP), Fritz Gelato has created more than 350 new flavors, including unconventional ones like herbal medicine, cendol ice, truffle, and jengkol. Additionally, Fritz Gelato offers more affordable prices, ranging from 30,000 IDR for two scoops to 40,000 IDR for three scoops. This affordability indirectly allows Fritz Gelato to compete by offering more exclusive deals to its customers.

Besides its lower prices, the interest in researching Fritz Gelato comes from its optimization of unusual ingredients to create uncommon flavors, using business communication strategies through social media platforms like Instagram. Instagram, a platform where users can share photos and videos on their main profile, also provides messaging features, making it easy to share messages or information without switching to another platform. Fritz Gelato (@fritz.gelato) utilizes Instagram to communicate its business, leveraging it as a tool to build brand awareness by providing information to the audience, who will eventually become potential customers. This practice can be termed marketing communication, which combines the strengths of communication and marketing (Kusumawati & Agustrijanto, 2018). In marketing efforts, businesses or brands aim to achieve several objectives. Effective marketing communication can accomplish four primary goals: generating category needs, creating brand awareness, eliciting consumer feelings toward the brand, and focusing on consumer purchase intentions (Kotler & Keller, 2016).

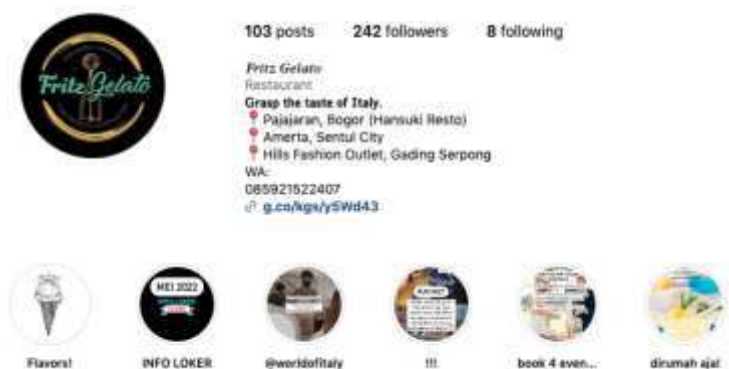


Figure 1. Instagram Account of Fritz Gelato

The information typically shared by Fritz Gelato on their Instagram account includes every activity they undertake and the various events they participate in, presented in the form of videos or photos. Additionally, Fritz Gelato keeps up with current trends to introduce their products. For instance, during Halloween, they released a special edition flavor to celebrate the occasion, combining one of their flagship flavors, Biscoff, with the Halloween theme. Fritz Gelato also shares brief stories on Instagram, showcasing some of their gelato-making processes, so consumers can see that the gelato sold and displayed on their main Instagram page is the result of their own ideas and recipes.

Although Fritz Gelato's Instagram account has not yet grown significantly in terms of followers, this social media platform remains a key avenue for the rapid development of Fritz Gelato. This development includes achieving double-digit monthly sales figures, even after accounting for employee salaries and other operating costs, indicating that these double-digit revenues can be considered net income. The platform also accelerates the dissemination of information about Fritz Gelato to the public online. Another factor contributing to Fritz Gelato's business progress is the consumer behavior observed by the owner, who notes that most customers visit during lunchtime, suggesting that consumers seek dessert after their meal.

With the growth of the food and beverage industry, every business must have added value and uniqueness to differentiate itself from competitors. Fritz Gelato achieves this through its unique flavor variations and affordable prices, which provide distinct value in the F&B sector. Once a business establishes its added value and unique selling point, it requires effective communication and promotion strategies to ensure its products are recognized by the public. With the advancements in technology and the convenience of digital communication platforms, businesses can leverage social media platforms like Instagram to communicate and promote their products. Fritz Gelato uses Instagram to inform about their unique flavors and all business activities, demonstrating how digital platforms can support product communication and promotion.

LITERATURE REVIEW

Business communication encompasses all aspects of receiving, conveying, and exchanging ideas in a business context through transactions, aiming to achieve specific goals through cooperation (Manafe, 2016). In running a business, business actors must develop a communication plan that can generate positive responses from consumers. Business actors must possess communication skills that can build consumer trust, especially through digital platforms (Mellyan, 2020). Digital business communication strategies can be implemented by optimizing the use of social media to increase engagement, thereby reaching more consumers (Bahri, 2023). Digital communication has become an innovation that can be utilized by MSMEs (Micro,

Small, and Medium Enterprises) to market their products online more affordably and efficiently during the pandemic (Sholihin, 2019).

Information dissemination is one of the main points in business development (Mellyan, 2020). This is in line with the current situation, the digital era, marked by the emergence of various social media platforms. Research by Saputra et al. (2023) shows that the use of Instagram for Mangkok (a comfort food and dessert brand) increased sales and popularity by up to 60%. The Instagram features utilized include Instagram Stories and Reels to create and share informative and interactive content. Research by Sabrina et al. (2021) also found that the use of Instagram for promotion is proven effective in developing MSMEs because it can quickly and easily deliver the latest information to consumers. Through Instagram, consumers can also communicate well with MSME actors, providing feedback in the form of comments or suggestions that are useful for the future development of MSMEs. However, research by (Novita & Yuliani, (2021) found that many Instagram users still use the platform more for socializing than for business. This might be due to fears of widespread social media crimes and low skills in using Instagram features and creating engaging content.

Not only limited to information dissemination, Instagram can also be used by MSMEs to position their products persuasively to consumers (Winarko et al., 2020). Research by Ernestivita & Subagyo (2020) revealed that from a persuasion perspective, promotions conducted by MSMEs through Instagram successfully attracted attention and were trusted by consumers to purchase the products offered. These promotions also succeeded in convincing consumers by using not only images but also videos, which could influence respondents' interest in purchasing the promoted products.

Lastly, MSMEs can also engage in collaborations on Instagram. Through collaboration, MSMEs can undergo a learning process, exchange knowledge and technology, and increase organizational capacity through collaborative networks to develop innovation. Collaboration includes making agreements, utilizing expertise, accessing capital, and sharing limited resources (Raharja, 2009). Collaboration has a positive and significant impact on MSME business performance (Deviastri & Annisa, 2022). VISVAL (a bag brand) and RRQ (an E-Sports club) collaborated by mutually posting information about product launches on their respective Instagram accounts. Research by Pratama & Putra (2023) found that the collaboration was conducted because RRQ's Instagram account has a larger follower base and reach. Additionally, many RRQ players use VISVAL bags during matches. Therefore, these two brands collaborated because they complemented each other.

Business Communication Strategy

A business strategy is a fundamental foundation for both emerging and established ventures, consistently employed by entrepreneurs to achieve beneficial outcomes for their enterprises. It constitutes a comprehensive master plan for a

company, aiming to fulfil the objectives outlined in its previously established mission. Business communication is an activity or action encompassing the exchange of information on various matters (including intentions to collaborate) conducted between individuals or groups through two modes: verbal and non-verbal communication (Rangkuti, 2014).

According to Thian (2021), such activities have several objectives, whereby the concept of business communication is divided into various purposes: conveying information, persuading, and collaborating. According to Siregar (2021), these objectives are divided into three parts because each interaction between individuals or groups entails diverse goals, each with its distinct function, as follows:

a. Conveying Information

In the objective of conveying information, the communicator aims to deliver information to the recipient as clearly and effectively as possible. This ensures that the recipient can accurately decode and appropriately execute the received information.

b. Persuasion

Gaining someone's attention when we speak is a prime example of successful communication. The attention given by the listener indicates that our delivery is engaging and has sparked their curiosity. Once the listener's curiosity is piqued, we have an easier and more open path to convincing them about our product or service, potentially leading to a purchase.

c. Collaboration (Cooperation)

This is undertaken to enhance the appeal and marketability of a product. This type of business communication behavior typically aims to garner greater profits by collaborating with other brands or individuals. Such collaborations can attract a larger target audience by combining two or more different products into one, thus uniting fans who previously lacked interest and encouraging them to make a purchase.

METHODS

This research employs a qualitative research method. Qualitative research focuses on explaining the value of certain conditions, characteristics, phenomena, or specific objects. According to (Moleong, 2019), qualitative research is a method in which data is obtained from the researcher's observations and then transformed into descriptive data in the form of words or spoken expressions of the observed subjects. For data collection, the researcher gathered primary data through interviews and secondary data through news articles, journal articles, and books. The researcher conducted interviews with the owner of Fritz Gelato and the Head of Marketing and Sales at Fritz Gelato. The data analysis technique aims to make the researched data easier to understand and useful for finding solutions to the research problems. The

researcher employed data reduction, data display, and conclusion drawing (verification) (Darmawan, 2021).

RESULT AND DISCUSSION

1. An Analysis of Fritz Gelato's Business Communication Strategy

Effective business communication is essential for any company's success, encompassing the transmission of information, persuasion, and collaboration. These elements are integral to fostering strong relationships with customers and partners, enhancing brand visibility, and driving sales. Fritz Gelato, a popular gelato brand, has effectively employed these strategies to grow its business. This essay elaborates on the results obtained from Fritz Gelato's business communication strategies, focusing on information delivery, persuasion, and collaboration.

2. Information Delivery

One of the primary components of Fritz Gelato's communication strategy is effective information delivery. This involves disseminating information through both online and offline media channels. According to interviews with internal sources, Fritz Gelato utilizes online platforms, particularly Instagram, to share detailed and engaging content about their products. Through Instagram, Fritz Gelato posts high-quality images and descriptions of their gelato, which serve to attract and engage a broad audience. The visual and descriptive nature of Instagram makes it an ideal platform for showcasing the appeal of Fritz Gelato's offerings, helping to create a strong brand presence online.

According to Sastropoetro, it is stated that information dissemination is an activity involving the communication of information or the spread of messages containing clear facts, thereby providing clear explanations. The information or messages from these dissemination activities serve as new knowledge for the recipients, transforming their state of ignorance into awareness as they receive or obtain the information conveyed (Kusumajanti et al., 2018).



Figure 2. Images and captions aimed at persuading consumers

In addition to their online efforts, Fritz Gelato also leverages offline media through direct selling techniques. At the point of sale, Fritz Gelato staff engage with both new and returning customers, providing them with comprehensive product explanations. This direct interaction allows the staff to convey the quality and uniqueness of their gelato, answer any questions customers might have, and create a personalized experience. By combining online visibility with face-to-face customer interactions, Fritz Gelato ensures that their information delivery is thorough and effective, catering to a wide range of customer preferences.

"The dissemination of information about our products through our Instagram account is done by posting current promotions offered by Fritz Gelato at specific times. Additionally, we include a dedicated WhatsApp number in our Instagram bio as an alternative to Instagram's direct message feature. This facilitates customers who wish to obtain more detailed information about the products available at Fritz Gelato's outlets on a given day or those that will be available soon." (Fritz, Owner of Fritz Gelato, March 10, 2023).

3. Persuasion

Closely linked to information delivery is the strategy of persuasion. Persuasion in business communication involves convincing customers of the value and superiority of a product, thereby influencing their purchasing decisions. Fritz Gelato has demonstrated a strong ability to persuade its customers through strategic communication efforts. Evidence from interviews highlights that Fritz Gelato has successfully convinced customers of their brand's value, as shown by instances of customer inquiries and repeat visits.

From social media shows customers inquiring about a closed outlet in the Pajajaran area, indicating their eagerness to visit and purchase from Fritz Gelato

despite its temporary unavailability. Additionally, there are numerous instances of returning customers bringing friends and family to Fritz Gelato outlets. This behavior suggests that Fritz Gelato's communication strategies effectively create loyal customers who not only return but also become brand advocates, promoting the gelato to others in their social circles.

"So far, many customers have become aware of Fritz Gelato through the content on Instagram @fritz.gelato, and they are interested in purchasing the gelato." (Fritz, Owner of Fritz Gelato, March 10, 2023)

4. Collaboration

The third pillar of Fritz Gelato's business communication strategy is collaboration. Building partnerships and participating in collaborative events can significantly enhance a brand's visibility and credibility. Fritz Gelato has successfully engaged in several high-profile collaborations that have bolstered its market presence. One notable example is their involvement with PergiKuliner, a well-known event in Bogor. Being invited to be a tenant at the PergiKuliner bazaar provided Fritz Gelato with an opportunity to reach a broader audience and associate their brand with a prestigious event.

Another significant collaboration was the WorldofItaly X Fritz Gelato event at Hublife in Jakarta. This event saw Fritz Gelato partnering with WorldofItaly, a brand known for its Italian heritage and cultural promotions. Such collaborations not only enhance Fritz Gelato's reputation by associating it with esteemed partners but also create unique marketing opportunities that attract diverse customer segments. These collaborative efforts demonstrate Fritz Gelato's strategic use of partnerships to expand its reach and strengthen its brand image.



Figure 3. Instagram Stories by Fritz Gelato which collaborated with World of Italy

CONCLUSION

Fritz Gelato's business communication strategies in information delivery, persuasion, and collaboration have played a pivotal role in its success. By effectively utilizing online and offline media to deliver information, employing persuasive techniques to cultivate customer loyalty, and engaging in strategic collaborations, Fritz Gelato has been able to enhance its brand presence and attract a dedicated customer base. This strategy not only increases customer awareness and interest in their products but also strengthens Fritz Gelato's position in the market. These strategies serve as a valuable case study for understanding the importance of comprehensive business communication in achieving business growth and success. Throughout the research, a key piece of advice for maximizing a business is understanding how the market works and how to fulfil customer demands. By doing this, the chances of gaining recognition and trust increase, potentially leading to collaboration opportunities. This indicates that the business is moving in the right direction.

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