

**THE CAMPAIGN OF FINDING YUKI TO STRENGTHEN BRAND MESSAGE
#THEETTOWAY AS A MEDIA PLANNER AND SOCIAL MEDIA OFFICER OF ETTO
DESSERT SEMARANG**

Alexandra Feodora Lintang Senoaji, Nurist Surayya Ulfa

alexandra03.senoaji@gmail.com

**Communication Science International Undergraduate Program
Faculty of Social and Political Sciences**

**Jl. Prof. Soedarto, SH, Tembalang, Semarang Postcode 50132 Telephone Number (024)
746407 Fax (024) 746504 Website: <https://fisip.undip.ac.id/> Email: fisip@undip.ac.id**

ABSTRACT

Etto Dessert is a Dessert Place in Semarang City that serves Japanese style Dessert with also serving experiences in their store. Despite six months of opening their store in Semarang, the awareness and brand messages that Etto Dessert wanted to convey was not delivered well and the awareness remained low. As recorded per May, Etto Dessert only have 335 followers on Instagram and there's only around 400 products sold each month. To address this problem, this capstone project implemented an Integrated Marketing Communication (IMC) strategy using five tactics: content marketing, advertising, public relation, event activation, and sales promotion. The objective of this project was to increase awareness and sales. This campaign's name is 'Finding Yuki', highlighting the Etto Dessert characters, Aiko and Yuki, through storytelling.

Content marketing, supported by Instagram advertising, proved most effective in driving engagement. Meanwhile event activation and sales promotion are the most effective when converting interest into actual sales. The brand message was also strengthened with 4 key

messages: Japanese inspired, togetherness, premium, and youthful with the #TheEttoWay in this campaign. This project successfully delivered the brand message that impacted the increase of awareness as well as sales.

Keywords: Capstone Project, Integrated Marketing Communication, Etto Dessert, Finding Yuki, Japanese, Togetherness, Premium, Youthful, Media Planner, Social Media Officer

INTRODUCTION

The Food and Beverage (F&B) industry in Semarang operates within a highly competitive environment, supported by the city's role as a regional economic hub and sustained economic growth (Crifasia, 2025).

The market is characterized by a diverse structure, consisting of large-scale producers alongside a significant number of culinary Micro, Small, and Medium Enterprises (MSMEs) (InCorp, 2023). Despite its economic importance, the sector faces operational challenges such as rising production costs and volatile input prices, requiring businesses to adapt and stabilize their operations amid external pressures (Dimitrantzou et al., 2024). At the same time,

consumer behavior in Semarang has undergone rapid transformation, with purchasing decisions increasingly influenced by digital content, in-store experiences, and access to product information (Yuldasheva, 2023).

Intensifying competition, particularly in coffee shops and modern casual dining, has shifted consumer preferences toward holistic consumption experiences rather than purely functional product attributes. Aesthetic ambiance, visually appealing menus, and semi-outdoor café concepts have become critical marketing instruments, encouraging customers to generate user-generated content (UGC) and organically extend brand reach through social media. This trend aligns with

Semarang's accelerated digital transformation, supported by an internet penetration rate exceeding the national average (Thompson & Rodriguez, 2023). Additionally, digital amenities such as reliable Wi-Fi have transformed F&B outlets into "third spaces" for students and young professionals to socialize, work, and create content (Consumer Preference Analysis, 2021).

Consequently, the success of F&B businesses in Semarang depends on strategic marketing communication, particularly through visually driven platforms such as Instagram and TikTok to enhance brand awareness and competitiveness (Kučanda & Previšić, 2017). Within the rapidly growing dessert sector, several local brands have successfully adopted these strategies, creating a competitive environment in which Etto Dessert demonstrates strong potential to compete.

Etto Dessert is a Japanese-inspired dessert brand established in early January 2025 and located in Semarang's Kota Lama area. The brand name "Etto," derived from a common Japanese expression used during moments of thought or hesitation, reflects the brand's philosophy of encouraging customers to pause and enjoy the experience of choosing from various dessert options. This concept is reinforced through Japanese visual identity, menu offerings such as fruit sando, dorayaki, mochi donuts, and signature Japanese-flavored ice cream, as well as minimalist interior design. The integration of cultural elements and store atmosphere supports previous findings that visual merchandising and ambiance significantly influence consumer emotions and purchase decisions (Puspitasari et al., 2022; Humaidi & Rahman, 2024).

Survey data from 105 respondents in Semarang indicate that ice cream is the most preferred dessert (80%), followed by cake

(51.4%) and pastry (44.8%), highlighting strong demand among younger consumers.

This aligns with broader findings that Indonesian consumers, particularly youth, favor snack-based consumption and indulgent desserts (Mondelez International, 2022; Alen, 2019). In response, Etto Dessert primarily targets Generation Z consumers aged 18–25 by offering visually appealing, playful menus and experiential ordering processes that reflect its brand identity.

Etto Dessert further strengthens its brand through mascot-based storytelling using original characters, Aiko and Yuki, which function as visual brand icons and emotional connectors on social media. However, despite these branding elements, Etto Dessert's social media activity remains limited, with minimal interaction and stagnant follower growth. This represents a missed opportunity, as Generation Z in Indonesia relies heavily on social media as a

primary source of information (Evita et al., 2023).

Previous studies confirm that social media marketing activities—particularly entertainment, interaction, and customization—significantly influence brand awareness, brand image, and brand loyalty (Bilgin, 2018; Seo & Park, 2018; Chun et al., 2020). In addition, the role of Key Opinion Leaders (KOLs) has become increasingly important, as KOL-driven content is perceived as more authentic and relatable than official brand communication (Patria et al., 2023; Kong & Wu, 2024). While Etto Dessert has collaborated with local F&B KOLs and conducted community-based events and cross-brand promotions, the lack of consistent social media engagement limits the effectiveness of these efforts.

Survey findings show that only 24.8% of respondents are aware of Etto Dessert, despite high dessert consumption trends and the brand's unique offerings (Etto Dessert

Marketing Team, 2025). This gap between market potential and brand awareness underscores the need for a more effective marketing communication strategy, particularly through integrated social media marketing and KOL utilization, to strengthen Etto Dessert's brand presence among Generation Z consumers (Zhang et al., 2018).

PROBLEM FORMULATION

The main problem faced by Etto Dessert during its early market entry was low brand awareness accompanied by limited audience engagement on social media platforms. The brand's core messages had not been optimally communicated, resulting in weak brand recall and minimal interaction from the target audience. Therefore, a comprehensive and integrated marketing communication strategy was required to strengthen brand positioning and improve engagement among young consumers.

OBJECTIVES

The *Finding Yuki* campaign aimed to strengthen Etto Dessert's brand message and increase brand awareness among Generation Z consumers in Semarang. The effectiveness of the campaign was measured through several indicators, including growth in social media engagement, an increase in Instagram followers, audience participation in campaign activities, and sales contribution during the campaign period.

- A. Increased Instagram followers of @Etto.dessert from 335 to 700 over 10 weeks of the campaign.
- B. Increased @Etto.dessert's Instagram reach from 34,642 to 45,035 in the first month, and from 45,035 to 60,797 in the second month.
- C. Created a TikTok account and reach 300 account reach within 10 weeks of the campaign.
- D. Achieved a total of 50 participants for Patch Your Memories: Creating

Japanese Friendship Keychain and
Cosplay Event

CONCEPTUAL FRAMEWORK

Marketing Communication

This campaign applies a marketing communication approach oriented toward shaping audience awareness, attitudes, and behavioral intentions toward the brand. This approach aligns with the *hierarchy of effects* model, which explains consumer responses through three stages: cognitive (awareness and knowledge), affective (attitudes and emotions), and conative (purchase intention or action).

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach that integrates various communication tools to deliver consistent and persuasive brand messages across multiple channels. The *Finding Yuki* campaign combines content marketing, advertising, public relations, event

marketing, and sales promotion to create a unified brand experience across both digital and offline touchpoints.

1. Advertising

Advertising is a paid communication strategy used to promote products, services, or ideas to a broad audience. Kotler and Armstrong (2017) define advertising as any paid, non-personal presentation by an identified sponsor. In the digital era, advertising has evolved into more personalized and interactive formats, reflecting changes in media technology and audience behavior.

2. Public Relations

Public relations focus on managing organizational image and building positive relationships with stakeholders. According to Kotler and Armstrong (2017), public relations involve gaining favorable publicity, maintaining a positive corporate

image, and managing reputational risks. Activities such as media relations and community engagement play a key role in sustaining public trust.

3. Content Marketing

Content marketing emphasizes creating and distributing valuable and relevant content to attract and retain a specific audience. Pulizzi (2013) explains that content marketing aims to drive profitable customer action through consistent and meaningful content, highlighting its role in building long-term engagement and brand value.

4. Event Marketing

Event marketing involves organizing brand-related events to communicate messages and engage target audiences directly. Kotler and Armstrong (2017) describe events as staged experiences that deliver brand

messages, helping increase awareness, interaction, and positive consumer perception when aligned with marketing objectives.

5. Digital Marketing

Digital marketing refers to the use of digital technologies and online platforms to promote brands and engage consumers. Nuseir et al. (2023) emphasize that digital marketing, particularly through social media, enhances customer experience, engagement, and brand loyalty, making it a crucial element of modern marketing strategies.

6. Sales Promotion

Sales promotion is a short-term marketing tactic designed to stimulate immediate consumer response through incentives. Kotler and Armstrong (2017) define it as short-term incentives that encourage purchase or sales, such as discounts or

coupons. While effective for boosting short-term sales, sales promotions must be applied strategically to preserve long-term brand equity.

AIDA Model

The conceptual framework of this campaign is also guided by the AIDA model, which explains the stages of consumer response toward marketing communication: Attention, Interest, Desire, and Action. In the *Finding Yuki* campaign,

1. **Attention** was generated through visually engaging social media content, mascot-based storytelling, and teaser posts designed to stand out on Instagram feeds.
2. **Interest** was developed by unfolding the narrative of Yuki across multiple content formats, encouraging audience curiosity and sustained engagement.
3. **Desire** emerged as audiences emotionally connected with the

character and associated the story with Etto Dessert's brand values, product appeal, and dining experience.

4. **Action** was stimulated through campaign activations, event participation, promotional offers, and call-to-action messages that encouraged store visits, content interaction, and purchase decisions.

The application of the AIDA model helped structure the campaign flow and ensured that communication efforts moved audiences systematically from awareness to behavioral response.

COMMUNICATION STRATEGY

Segmentation

The target audience of this campaign consisted of young consumers aged 18–25 years domiciled in Semarang. This segment is characterized by high social media usage, interest in culinary trends and visual

storytelling, and openness to interactive and experiential brand activities.

1. Geographic

Domicile in Semarang City.

2. Demographic

Male and female individuals aged 18–25 years, consisting of university students and the general public.

3. Psychographic

The target audience consists of socially active Generation Z students who enjoy exploring trendy places discovered through Instagram or TikTok, frequently include desserts as part of their social hangout routines, and are willing to spend more when the overall experience is perceived as valuable. They are motivated by the desire for new and enjoyable experiences, quality time with friends, and content that is both entertaining and informative. Culturally, they are highly engaged

with popular trends, interested in food culture, and often influenced by viral destinations and recommendations shared on social media.

4. Behavioral

The target audience frequently makes spontaneous dessert purchases driven by mood or curiosity and is highly influenced by social media content as well as recommendations from friends when deciding where to buy. Their brand loyalty tends to be flexible, as they are open to trying new brands and are likely to become loyal when the overall experience meets their expectations. In terms of usage frequency, dessert consumption occurs quite often, particularly on impulse or during social activities with friends.

Positioning and Branding

Through the *Finding Yuki* campaign, Etto Dessert was positioned as a Japanese-inspired dessert brand that is warm, youthful, and story-driven. The use of a mascot character served as a central branding element to build emotional closeness with the audience and differentiate Etto Dessert from other local dessert brands.

MEDIA STRATEGY

The campaign integrate media strategy using Etto Dessert Owned Media, namely, Etto Dessert Instagram @etto.dessert and Etto Dessert TikTok @etto.dessert. This strategy also integrating with paid advertising on Etto Dessert Instagram account.

CAPSTONE PROJECT EXECUTION

The *Finding Yuki* campaign is implemented with integrated marketing communication (IMC) strategies with AIDA . The execution involved coordinated use of social media content, event activations, and sales promotions to strengthen Etto Dessert's

brand message. As part of the capstone project, the author acted as a Social Media Officer responsible for content planning, campaign scheduling, audience engagement, and performance monitoring across digital platforms. The execution emphasized visual consistency, narrative continuity, and interactive elements to align with Generation Z's media consumption behaviour and preference for experiential branding.

EFFECTIVENESS

The effectiveness of the *Finding Yuki* campaign can be observed through the achievement of predefined performance indicators across content marketing, advertising, and public relations activities. In terms of content marketing, the campaign exceeded its initial target by producing 45 pieces of content, surpassing the planned 36 contents. This output consisted of 14 Instagram feed posts, 25 short-form video or Reels contents, and 6 Instagram Stories, demonstrating consistent content delivery

throughout the campaign period. Additionally, the creation of a TikTok account successfully expanded Etto Dessert's digital presence, generating an organic reach of 20,528 accounts, which indicates strong audience exposure without paid promotion. Audience engagement metrics also showed positive results. The campaign recorded 1,563 interactions in the first month and increased to 1,679 interactions in the second month, exceeding the targeted interaction growth rate. Advertising performance further supported the campaign's effectiveness, with total reach achieving 88,666 accounts, significantly higher than the initial target of 60,797. Content dissemination was also reflected in the number of shares, which reached 487, nearly double the expected target of 251 shares, indicating high audience willingness to redistribute campaign content. From a public relations perspective, the campaign successfully achieved three strategic partnerships, consisting of one

community collaboration and two media partnerships with Kamadita and BEM FIB Universitas Diponegoro. Overall, these outcomes demonstrate that the *Finding Yuki* campaign effectively met and exceeded its awareness objectives. The results confirm that integrated content creation, digital advertising, and public relations activities can significantly enhance brand visibility and audience engagement, supporting the campaign's role as an effective capstone project implementation.

RESULTS AND DISCUSSION

The implementation of the *Finding Yuki* campaign generated positive outcomes in improving Etto Dessert's digital performance. Story-driven and visually engaging content produced higher engagement rates compared to conventional promotional posts. In addition, offline activation contributed to enhanced brand experience and sales growth, indicating the

effectiveness of integrating online and offline marketing communication tools.

The author's role as Social Media Officer included content planning, audience interaction management, and campaign metric evaluation. Overall evaluation indicates that the integration of IMC tools successfully strengthened brand messages and improved audience engagement.

CONCLUSION

The *Finding Yuki* campaign proved effective as a marketing communication strategy to strengthen Etto Dessert's brand message. The application of Integrated Marketing Communication supported by storytelling and mascot-based branding successfully increased brand awareness, engagement, and sales performance. This campaign highlights the importance of integrated communication strategies and underscores the strategic role of Social Media Officers in building

competitive local F&B brands in the digital era.

BIBLIOGRAPHY

- Abd Al Rahman, M. (2024). *Buildup Content Marketing and Its Role in B2C and B2B Strategies I Buildup Content Marketing and Its Role in B2C and B2B Strategies*. Scientific Research Publishing.
- Alen, A. (2019). *Mondelez Internationals studies on snacking habits and trends in Indonesia*. OBSERVER - the Latest Information about Indonesian News and Social Culture.
- Azizan, N., Ismail, H. Z., Fadzli, A. M., & Ishar, N. I. M. (2023). Strategies to Improve Brand Awareness Through Social Media Marketing. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(2), 223–239. <https://doi.org/10.20473/jmtt.v16i2.45646>
- Belch, G. E., & Belch, M. A. (2024). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill/Irwin.
- Bilgin, Y. (2018). The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Business, C., & Jihad. (2023, January 11). *Sektor Bisnis Yang Menjanjikan di 2023*. InCorp Indonesia. <https://www.cekindo.com/id/blog/sektor-bisnis-yang-menjanjikan>
- Chun, T. Y., Lee, D. K., & Park, N. H. (2020). The Effect of Marketing Activities on the Brand Recognition, Brand Familiarity, and Purchase Intention on the SNS of Franchise Companies. *The Journal of Asian Finance, Economics and Business*, 7(11), 955–966. <https://doi.org/10.13106/jafeb.2020.vol7.no11.955>

- Dimitrantzou, C., Psomas, E., & Vouzas, F. (2020). Future research avenues of cost of quality: A systematic literature review. *The TQM Journal, ahead-of-print*(ahead-of-print).
<https://doi.org/10.1108/tqm-09-2019-0224>
- Friadi, J. (2022). Sosialisasi dan Penyuluhan Strategi Pemasaran Digital Pada UMKM Baby Smart Bubur Bayi Berbasis E-Commerce. *Jurnal Pengabdian Barelang*, 4(1), 71–77.
<https://doi.org/10.33884/jpb.v4i1.4712>
- Gandana, I., & Oktaviandy, R. (2021). Social Media use among Indonesia's Generation Z: A Case of University Students in Bandung, West Java. *Komunitas*, 13(2), 168–178.
<https://doi.org/10.15294/komunitas.v13i2.28856>
- Habieb, S. F. N., Ilmi, I. M. B., Nasrulloh, N., & Marjan, A. Q. (2024). Analysis of Knowledge Level, Consumption Habits, Sugar and Calories Content in Ice Cream on the Nutritional Status of Depok Students. *Amerta Nutrition*, 8(1), 82–88.
<https://doi.org/10.20473/amnt.v8i1.2024.82-88>
- Humaidi, & Rahman, S. (n.d.). *Asian Journal of Management, Entrepreneurship and Social Science*. Ajmesc.com.
<https://ajmesc.com/index.php/ajmesc>
- Horska, K., Dosenko, A., Iuksel, G., Yuldasheva, L., & Solomatova, V. (2023). Internet platforms as alternative sources of information during the Russian-Ukrainian war. *Amazonia Investiga*, 12(62), 353–360.
<https://doi.org/10.34069/AI/2023.62.02.36>
- Indonesia's F&B Outlook 2025: Slowing Growth Ahead. (2019). Crifasia.com.
<https://www.id.crifasia.com/resources/industry-insights/indonesia-s-fb-outlook-2025-slowing-growth-ahead/>
- Izza, A. M., Ardiansyah, M. N., Barkah, F., & Romdonny, J. (2024). Synergistic Effects of Content Marketing and Influencers Marketing on the Formation of Brand Awareness and Purchase Interest of TikTok Shop Users (Cirebon City Case Study). *International Journal of Social Service and Research*, 4(05), 1339–1347.
<https://doi.org/10.46799/ijssr.v4i05.781>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Kong, X., & Wu, H. (2024). Why is KOL (Key Opinion Leader) Advertising on Social Media more Effective at Attracting Consumers than Official Brand Accounts? *Proceedings of the 3rd International Conference on Business and Policy Studies*, 106(1), 141–154.
- Kotler, P., & Arsmstrong, G. M. (2017). *Principles of Marketing*. Pearson Higher Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Kučanda, D., & Previšić, J. (2017). The role of food in marketing communication. In *Ekonomski Vjesnik / Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues* (2nd ed., Vol. 30, pp. 425–437).
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96.
<https://doi.org/10.1509/jm.15.0420>
- Mawardi, M. K., Fanani, D., Supriono, S., & Rifky, M. (2022). *Strategi pemasaran UMKM: membangun brand awareness UMKM kuliner melalui digital marketing*. Deepublish.
- Northumbria University. (2023). *What Does a Social Media Manager Actually Do?* Northumbria University.
- Nuseir, M. T., El Refae, G. A., Aljumah, A., Alshurideh, M., Urabi, S., & Kurdi, B. Al. (2023). *Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review* (pp. 21–44). https://doi.org/10.1007/978-3-031-12382-5_2
- Patria, T. A., Ulinnuha, H., Hidayah, N., Latif, A. N. K., Susanto, E., & Claudia, C. (2023). Effect of

- Key Opinion Leaders and Instagram Posts on Wonderful Indonesia Brand Awareness. *E3S Web of Conferences*, 426, 02027. <https://doi.org/10.1051/e3sconf/202342602027>
- Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263–274. <https://doi.org/10.1002/mar.4220090402>
- Perreault, T. (2013). Dispossession by Accumulation? Mining, Water and the Nature of Enclosure on the Bolivian Altiplano. *Antipode*, 45(5), 1050–1069. <https://doi.org/10.1111/anti.12005>
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw Hill Professional.
- Puspitasari, D., Suryadi, Y., & Widodo, H. (2022). Culture Industry and Japanese Identity in Snack and Drinks Products in Indonesia. *IZUMI*, 11(1), 31–43. <https://doi.org/10.14710/izumi.11.1.31-43>
- Thompson, R., & Rodriguez, J. (2023). *Digital Marketing: Strategies for the Modern Platform Era*. New York: Academic Press.
- Sanjaya, M. R., & Sadono, E. D. (2022). Consumption Patterns of Sugar-Sweetened Beverages in Indonesia. *Southeast Asian Journal of Economics*, 10(2), 181–208.
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sheak, E., & Abdulrazak, S. (2023). The Influence of Social Media Marketing Activities on TikTok in Raising Brand Awareness. *Market - Tržište*, 35(1), 93–110. <https://doi.org/10.22598/mt/2023.35.1.93>
- Shen, Z. (2023). The Platform Revolution in Interactive Marketing: Increasing Customer-Brand Engagement on Social Media Platforms. In *The Palgrave Handbook of Interactive Marketing* (pp. 433–450). Springer International Publishing. https://doi.org/10.1007/978-3-031-14961-0_19
- Wishnoebroto, W., Prabowo, R. M., & Jhon, A. (2017). The Influence of Cosplaying in Increasing Japanese Language and Culture Learning at Binus University. *Humaniora*, 8(4), 329. <https://doi.org/10.21512/humaniora.v8i4.3872>