

# **THE CAMPAIGN OF FINDING YUKI TO STRENGTHEN BRAND MESSAGE**

## **#THEETTOWAY AS A STRATEGIST AND PROGRAM MANAGER OF ETTO**

### **DESSERT SEMARANG**

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### **ABSTRACT**

This project aims to increase brand awareness of Etto Dessert by strengthen the brand message of #Theettoway through a strategized Communications Program. Established in January 2025, Etto Dessert is a newly emerging business that specializes in premium Japanese desserts and interactive in-store activities. The main issues faced was low brand awareness and limited brand message recognition due to their new presence. In the sales transaction, recorded per may 2025, Etto Dessert average sales is 400 products sold per month. To address this challenge, the writer implemented strategies using the Integrated Marketing Communication (IMC) approach, which include content marketing creation in Instagram and Tiktok, Utilize paid advertisements (ads) to reach broader audience, collaborate with Communities as Public relations, programs of Sales promotion to boost sales, and organizing offline event to enhance experience. This approach was chosen to convey the brand message through a narrative campaign of “Finding Yuki” which is able to increase brand awareness and produce sales transactions.

As a Strategist and Program Manager, the author was responsible for conceptualizing, coordinating, and implementing effective marketing strategies to increase Etto Dessert’s brand awareness. The success of these strategies is demonstrated by the increase in Instagram followers from 336 to 735 followers, a 131% growth in sales transactions, improved audience understanding of the four key brand messages (Japanese-inspired, togetherness, premium, and youthful), and the successful execution of event activations. These results indicate that the implemented strategies effectively enhanced brand awareness and growth sales transactions.

**Keywords:** Capstone Project, Integrated Marketing Communication, Etto Dessert, Finding Yuki, Japanese, Togetherness, Premium, Youthful, Strategist, Program Manager

## INTRODUCTION

In recent years, the food and beverage (F&B) sector in Semarang has shown significant expansion, largely influenced by evolving urban lifestyles and a growing preference for culinary experiences that offer more than functional consumption. Within this expanding market, the dessert category has become increasingly competitive, particularly in attracting Generation Z consumers. This demographic group tends to base purchasing decisions on aesthetic presentation, engaging brand stories, and a strong presence on digital platforms. Consequently, dessert brands are required to deliver clear, consistent, and compelling brand messages through integrated digital communication channels.

Etto Dessert emerged as a Japanese-themed dessert brand that highlights values of togetherness, comfort, and shared moments. Although the brand offers distinctive products and a unique conceptual identity, its early stages of operation were marked by challenges related to limited brand awareness and low visibility in digital spaces. This situation demonstrates that product uniqueness alone is insufficient to capture consumer attention without a structured

marketing communication strategy that effectively communicates brand identity and value to the intended audience.

To address these challenges, the *Finding Yuki* campaign was designed as a strategic marketing communication initiative aimed at strengthening Etto Dessert's brand message through storytelling, digital content, and offline activation. Hence, in this campaign the author serve as Strategist and Program Manager to strategize and monitor the overall campaign execution, as well as crafting the programs to ensure that each objective achieved. This campaign represents an applied communication effort aimed at increasing brand awareness and engagement among Generation Z consumers in Semarang.

## PROBLEM FORMULATION

The primary challenge encountered by Etto Dessert during its initial market entry was low brand awareness combined with limited engagement across its social media platforms. The brand's key messages were not effectively conveyed, leading to weak brand recall and minimal interaction from the target audience. As a result, an integrated and comprehensive marketing communication

strategy was necessary to strengthen brand positioning and enhance engagement among young consumers.

## OBJECTIVE

The objective of this campaign is to increase Etto Dessert's brand attribute awareness from 24.8% to 70%, based on a post-campaign survey, with a focus on Gen Z aging and domiciled in Semarang. The brand attribute that we wanted to highlight is : Japanese, Cute, and Youthful. Other than brand awareness, this campaign also targeting sales increases to 505 products from 404 in the first month (25%), followed by 35% in the second month, which in total was 602 products. These goals will be achieved through a mix of offline brand activations and digital promotions, running from the end of July to the end of September 2025.

- 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. Reached a total of 10,000 views on Etto Dessert's TikTok posts within 10 weeks.
- E. Achieved a total of 50 participants for Patch Your Memories: Creating Japanese Friendship Keychain and Cosplay Event

## CONCEPTUAL FRAMEWORK

### IMC

Integrated Marketing Communication (IMC) is a strategic marketing approach that integrates various communication tools. From the selected tools the campaign will create a single, consistent brand message. The core principle of IMC is message consistency across multiple channels, ensuring that each communication element reinforces a unified brand identity. Kotler defines IMC as "a unified program of persuasion," emphasizing the integration of marketing communication tools to deliver clear, consistent, and persuasive messages to target audiences (Kotler & Armstrong, 2018). Within this marketing communication strategy, various IMC tools are applied in a complementary manner, each contributing to

### Mix

the achievement of overall communication goals. In this campaign will utilized advertising, public relations, content marketing, event marketing, digital marketing, and sales promotion.

### **1. Advertising**

Advertising is a paid, non-personal communication tool used to promote products, services, or ideas by an identified sponsor. Kotler and Armstrong (2018) define advertising as “any paid form of nonpersonal presentation and promotion of ideas, goods, or services.” In the digital era, advertising has expanded beyond traditional media into more interactive and personalized digital formats, reflecting changes in media consumption and audience behavior.

### **2. Public Relations**

Public relations is a strategic marketing communication function aimed at building and maintaining positive relationships with an organization’s stakeholders. According to Kotler and Armstrong (2018), public relations focuses on

gaining favorable publicity, strengthening corporate image, and managing unfavorable information. These activities include media relations, community engagement, and reputation management, all of which contribute to organizational credibility and public trust (Setiadi et al., 2025).

### **3. Content Marketing**

Content marketing emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience. As stated by Pulizzi (2014) and Abd Al Rahman (2024), content marketing aims to encourage desired consumer actions by delivering meaningful information that supports long-term engagement and business value (Kong & Wu, 2024).

### **4. Event Marketing**

Event marketing involves organizing brand-related events to communicate messages and create direct interaction with target audiences. Kotler and Armstrong (2018) describe events as

staged occurrences designed to deliver brand messages, enhance awareness, and shape consumer perceptions. Effective event marketing must align with overall marketing objectives and generate measurable outcomes.

## 5. Digital Marketing

Digital marketing refers to the use of digital technologies and online platforms to promote brands and engage target audiences. Nuseir et al. (2023) highlight that digital marketing, particularly through social media, significantly influences customer experience, engagement, and brand loyalty, making it a crucial component 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 (2018) define sales promotion as “short-term incentives

to encourage the purchase or sale of a product or service.” Common forms include discounts, coupons, and bundled offers, which must be applied strategically to support sales objectives without undermining long-term brand equity.

## AIDA

The conceptual framework of the *Finding Yuki* campaign was grounded in the AIDA model, which outlines the sequential stages of consumer responses to marketing communication: Attention, Interest, Desire, and Action (Lewis, 1903; Kotler & Keller, 2016). This model was employed to systematically guide the design and execution of the campaign. In the first stage, **Attention** was captured through visually striking social media content, mascot-driven storytelling, and teaser posts created to attract notice and differentiate the brand within Instagram feeds. In the second, **Interest** was fostered by gradually revealing the storyline of Yuki across various content formats, thereby stimulating audience curiosity and maintaining engagement over time. In the third, **Desire** was formed as audiences developed emotional attachment to the character and began associating the narrative

with Etto Dessert's brand values, product attractiveness, and overall dining experience. Lastly, **Action** was encouraged through integrated campaign activities, including offline events, promotional incentives, and clear call-to-action messages that motivated audiences to interact with content, visit the store, and make purchase decisions.

## **COMMUNICATION STRATEGY**

### **Segmentation**

#### **A. Demographic**

The target audience of this campaign consists of both male and female consumers aged between 13 and 25 years old. They are primarily students and early-stage workers with a middle-to-upper socioeconomic status (SES A–B).

#### **B. Geographic**

The target audience is domiciled in Semarang City.

#### **C. Psychographic**

From a psychographic perspective, the audience represents socially active Generation Z individuals, particularly students who enjoy exploring trendy

locations discovered through Instagram and TikTok. Dessert consumption is often part of their social activities and hangout routines, and they are generally willing to spend more when the overall experience is perceived as enjoyable and worthwhile. Their motivations include seeking new and exciting experiences, spending quality time with friends, and engaging with content that is both entertaining and informative. In addition, they demonstrate strong interest in popular trends and food culture, frequently following viral culinary spots promoted on social media platforms.

#### **D. Behavioral**

Behaviorally, the audience tends to make spontaneous dessert purchases driven by mood, curiosity, or social occasions. Their purchasing decisions are highly influenced by social media exposure and recommendations from peers. While they are open to trying new brands, brand loyalty can develop when the dining experience meets or exceeds expectations. In terms of usage frequency, dessert consumption occurs relatively often, typically on an impulsive basis or during social gatherings with friends.

### **Targeting**

The primary target audience of this campaign

is Generation Z consumers, both male and female, aged between 18 and 25 years old, who frequently spend time socializing with their peers and have a monthly expenditure ranging from Rp2,040,262 to Rp9,909,844 (SES A-B). This segment is characterized by individuals who enjoy sharing their social moments and experiences with friends through digital and social media platforms. In addition, the target audience includes enthusiasts of Japanese culture who value themed culinary experiences, prioritize food quality, and place strong importance on the visual aesthetics of food and beverages.

### **Positioning**

Etto Dessert positioned itself as a youthful and approachable dessert brand that resonated with the current dessert-loving generation while remaining inclusive for all age groups. The brand offered a fun and welcoming experience by combining high-quality desserts with a Japanese-inspired concept. Product quality was a key emphasis, ensuring that each dessert met high standards of taste and satisfaction, aligning with survey findings showing that 59% of respondents selected dessert venues based on taste. Beyond product offerings, Etto Dessert emphasized togetherness by creating a comfortable space for social interaction and

shared moments. This positioning was supported by survey results indicating that 53.3% of respondents preferred enjoying culinary experiences with loved ones, reinforcing Etto Dessert's image as a social and enjoyable dessert destination. The intended consumer personas included individuals who were drawn to cute and aesthetically pleasing desserts, Japanese culture enthusiasts who integrated Japanese themes into their lifestyle, opinion leaders within social groups who influenced dining choices, and trend-driven consumers with a strong fear of missing out (FOMO) on popular dessert trends.

### **Branding**

Etto Dessert was a Japanese-inspired dessert house that brought the essence of Japan to the Kota Lama area. The brand name was derived from a Japanese expression that reflects a brief moment of thought when choosing among various sweet options, symbolizing spontaneity and enjoyment. Through a playful tone, pastel visual identity, and cozy yet modern interior design, Etto Dessert created a cheerful and welcoming atmosphere for visitors of all ages, encouraging a sense of youthfulness and togetherness. The presence of the brand's original mascots, Yuki and Aiko, further

reinforced its friendly and inclusive character. To communicate its message effectively to the target market, Etto Dessert focused on several key brand attributes, including its Japanese-inspired concept, Togetherness moments with love ones, a premium dessert experience supported by high-quality ingredients, and a youthful appeal reflected in the products and store concept.

## **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.

## **THE EXECUTION OF THE CAPSTONE PROJECT**

The planning of this campaign was carried out strategically by integrating both online and offline activations to ensure the effectiveness of message delivered through the campaign and increased the brand awareness.

The execution of the Capstone Project was conducted through an integrated marketing communication approach that combined event execution, digital advertising, social media activation, sales promotion, and community collaboration. Event execution was carried out through the “*Patch Your Memories*” event in collaboration with the HOCER Cosplay Community, featuring interactive activities such as a J-Song Competition and workshop sessions that allowed participants to directly engage with Etto Dessert’s brand values. Digital advertising supported the campaign by increasing message exposure beyond existing followers, while social media activation on Instagram and TikTok focused on short-form videos, stories, and promotional content to enhance reach, engagement, and brand awareness among Gen Z audiences. Sales promotion initiatives, including loyalty card programs, discount vouchers, and event-based incentives, were implemented to encourage repeat purchases and drive purchase intentions. In addition, collaborations with Japanese culture enthusiast communities and university-based communities in Semarang strengthened campaign credibility, expanded audience reach, and generated organic engagement. In this Capstone Project, we have collaborated



with HOCER Cosplay, Kamadita UNDIP and HIMAWARI UNDIP. Hence, these integrated executions demonstrate the effective implementation of the Capstone Project in supporting Etto Dessert's marketing communication objectives.

## **RESULT AND DISCUSSION**

### **Campaign Strategist**

The campaign strategist played an important role in the planning, implementation, and evaluation stages of the campaign. As a strategist, the Finding Yuki campaign successfully met the Key Performance Indicators through a data-driven execution strategy. The strategy was developed based on client interviews, surveys insight, and competitor analysis to ensure market relevance and message alignment. These insights create appropriate campaign direction on Etto Dessert's campaign, where it is based on storyline telling and reflect the brand values of fun, togetherness, Japanese inspiration, and premium quality. The strategist craft the implementation for the tactics using public relations, advertising event marketing, sales promotion, advertising, and content marketing. The

following are the achievements of the campaign strategist during the campaign execution:

1. Formulated the main campaign strategy based on insights from audience research (data-driven strategy).
2. Determine the tools used during the campaign and set targets for each tool.
3. Supervised the campaign execution to ensure all activities could be executed according to plan and met the intended objectives.
4. Evaluated the overall performance of the campaign.

### **Program Manager**

As a Program Manager, the *Finding Yuki* campaign was successfully implemented by executing strategies developed by the campaign strategist and ensuring smooth program completion. The Program Manager managed community collaborations aligned with Etto Dessert's target audience, working with HIMAWARI, Kamadita, and HOCER Cosplay, while maintaining effective communication and coordination.

In addition, two sales promotion programs were developed and executed to drive sales and repeat purchases, namely a loyalty card program and a discount promotion. The Program Manager also successfully oversaw the execution of the *Patch Your Memories* event by managing the rundown, participants, judges, logistics, and team coordination, ensuring that all activities ran smoothly and as planned.

1. Collaborated with Communities that aligns with Etto Dessert Consumer Persona.
2. Implement Sales Promotion to drive purchase initiatives.
3. Execute “Patch your memories” event.

### **The Overall “Finding Yuki” Campaign Achievement**

1. Content Marketing Performance  
The campaign exceeded its content production target by creating and publishing 45 contents, consisting of 14 Instagram feed posts, 25 short video/reels, and 6 Instagram Stories.
2. TikTok Account Development  
A TikTok account for Etto Dessert was successfully launched and

achieved an organic reach of 20,528 accounts during the campaign period.

#### **3. Audience Interaction Growth**

The campaign generated 1,563 interactions in the first month and increased to 1,679 interactions in the second month, surpassing the targeted interaction growth.

#### **4. Advertising Reach and Engagement**

Paid advertising exceeded its reach target by achieving 88,666 reach, higher than the initial target of 60,797, while content shares reached 487, surpassing the target of 251 shares.

#### **5. Public Relations Partnerships**

The campaign successfully established three partnerships through public relations and sponsorship efforts, including one community partner and two media partners.

#### **6. Event Performance**

The Patch Your Memories event exceeded expectations by attracting 63 participants, surpassing the initial target of 50 attendees.

#### **7. Sales Promotion Results**

Sales promotion activities achieved positive outcomes, with the loyalty card program engaging 63 consumers and voucher distribution meeting the

campaign targets, contributing to increased sales.

experience for consumers and stimulated higher levels of engagement.

## EVALUATON

The results of the campaign implementation indicate an increase in consumer interaction on social media, reflected in higher numbers of likes, comments, and responses to promotional content. Offline activities also contributed to strengthening brand awareness and encouraging direct purchases. These findings demonstrate that a consistent and integrated marketing communication strategy is able to enhance consumer engagement and reinforce Etto Dessert's brand position in a competitive market.

## RECOMMENDATION

Based on the research findings, it can be concluded that the implementation of Etto Dessert's marketing communication campaign through an *Integrated Marketing Communication* approach was effective in increasing brand awareness and sales. The integration of digital media, sales promotions, and offline activations successfully created a relevant brand

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