

CONSUMER PERCEPTION OF ME TOO MARKETING IN BLUE PLATE SUSHI ADVERTISEMENT

Elena Ramadhani¹, Lintang Ratri Rahmi²

Email: Elenaramadhani@gmail.com

International Undergraduate Program of Communication Science Study Faculty of Social and Political Science, Diponegoro University

Jl. Prof. Soedarto, Tembalang, Kota Semarang, Central Java Post box 50139 Telephone (024) 7465407 page: <https://fisip.undip.ac.id/id/beranda/> Email: fisip@undip.ac.id

ABSTRACT

The development of advertisement has increased along with the uses of mobile phone, which have become an important channel for marketing communication. Brand awareness plays a significant role in shaping consumer trust and loyalty. Consumer with low brand recognition tend to show lower trust, while those with higher recognition demonstrate stronger loyalty and purchase intentions. Based on a pre-survey conducted in this study, Blue Plate Sushi demonstrates a combination of medium and high brand awareness. However, there's a gap between the ideal concept of advertising and the reality of Blue Plate's use of a Me Too marketing strategy. This study aims to explore consumer perceptions of the Me Too marketing approach applied by Blue Plate Sushi toward Philadelphia Sushi Bali. Using a qualitative method with a reception audience analysis based on Stuart Hall's encoding decoding theory, data were collected through in-depth interviews. The findings reveal that most informants occupied a dominant position in perceiving Blue Plate's advertisement as offering similar quality to Philadelphia Sushi Bali. Meanwhile, perceptions of Me Too marketing were largely negotiated, as informants acknowledged its effectiveness while simultaneously expressing concerns regarding originality and ethics. Overall, consumers were generally receptive to the advertisement, although Me Too marketing was not considered effective for building long-term brand originality and loyalty.

Keywords : Advertising, Me Too Marketing, Consumer Perception, Blue Plate Sushi.

ABSTRACT

Perkembangan periklanan telah meningkat seiring dengan penggunaan telepon seluler, yang kini menjadi saluran penting dalam komunikasi pemasaran. Kesadaran merek memainkan peran penting dalam membentuk kepercayaan dan loyalitas konsumen. Konsumen dengan kesadaran merek yang rendah cenderung menunjukkan kepercayaan yang lebih rendah, sementara mereka yang memiliki kesadaran merek yang lebih tinggi menunjukkan loyalitas dan niat membeli yang lebih kuat. Berdasarkan survei pra-penelitian yang dilakukan dalam studi ini, Blue Plate Sushi menunjukkan kombinasi antara kesadaran merek sedang dan tinggi. Namun, terdapat kesenjangan antara konsep ideal periklanan dan kenyataan penggunaan strategi pemasaran Me Too oleh Blue Plate. Studi ini bertujuan untuk mengeksplorasi persepsi konsumen terhadap pendekatan pemasaran Me Too yang diterapkan oleh Blue Plate Sushi terhadap Philadelphia Sushi Bali. Menggunakan metode kualitatif dengan analisis audiens penerima berdasarkan teori encoding-decoding Stuart Hall, data dikumpulkan melalui wawancara mendalam. Temuan menunjukkan bahwa sebagian besar informan berada dalam posisi dominan dalam memandang iklan Blue Plate sebagai penawaran kualitas yang serupa dengan Philadelphia Sushi Bali. Sementara itu, persepsi terhadap pemasaran Me Too sebagian besar dinegosiasikan, karena informan mengakui efektivitasnya sambil sekaligus mengekspresikan kekhawatiran terkait keaslian dan etika. Secara keseluruhan, konsumen umumnya menerima iklan tersebut, meskipun pemasaran Me Too tidak dianggap efektif untuk membangun keaslian dan loyalitas merek jangka panjang.

Kata kunci: Iklan, Pemasaran Me Too, Persepsi Konsumen, Blue Plate Sushi

BACKGROUND

The big definition of advertising is paid communication that is mass mediated has an attempt to persuade, inform or remind (Scheinbaum et al., 2022). Brand image has importance of creating trust and positive image of a brand to a consumer, that leads to increased consumer loyalty and preference (Wardhana & Yulia, 2021). The Increased of Social media use in communication, can significantly influence purchasing behaviour, since humans are prone to have Fear of Missing out (Hodkinson, 2019). The content that created in TikTok or any social media platform focusing on dimensions that foster FOMO such "Limited Edition", "Only in Jakarta" or "The first store with unique concept that appears in Jakarta" or "No need to come to Bali, try it here", tends to be more recognized approximately 80% by the customer (Dian Septiana, Mahrinasari MS, 2024).

In the area of Sushi enthusiasts there's a brand called Philadelphia Sushi, is a sushi brand opened in Bali, doesn't have a walk in store yet but Philadelphia has been popular among sushi lovers in Indonesia. Philadelphia Sushi Bali created a content that fosters around FOMO and pushes people to purchase and try their Sushi, as people claimed the best Sushi in Indonesia. Thus, drives people's purchase motivation to try their Sushi, but also it doesn't close the possibility of people showrooming to their products, due to their high price of products. In this case there's Blue Plate sushi, a brand-new sushi brand opened in Fresh Market Bintaro. Blue Plate Sushi uses marketing strategy by inviting people to try their Sushi as it's the same like Philadelphia Sushi Bali, knowing the weakness of Philadelphia sushi Bali is the location that is not accessible for everyone to try. By creating an advertisement that stated "Philadelphia in Bintaro" and rely heavily on Food bloggers reviews, they managed to gain popularity in short periods of time.

Thus, It's Unique to understand that a brand could be copying and create an identity that is not originally creative, but the consumer would still buy it. By that, this study seeks to find a deeper understanding on how the

perception of consumer towards me too marketing that is applied by Blue Plate Sushi to Philadelphia Sushi Bali.

THEORITICAL FRAMEWORK

Research Paradigm

A research paradigm is way of thinking about general structure, methodology, and findings of three streams in research. The Paradigm that is used for this study is Social Constructivism or often described as interpretivism. Social Constructivism explains about how individuals seek understanding of the world (Creswell, 2017), through experience, how they live and their work.

State of The Art

State of the art includes related research relevant to this research topic. Five out of five journal examining around copycats, me too marketing and how it create perception for the consumer towards the brand, but none explaining in the lenses of Qualitative study. Which explaining more further on how and why there are still consumer that sees positive toward me too product, in the intend of buying them.

Encoding and Decoding Theory

Encoding and Decoding Theory first developed by Stuart Hall in the 1970. It's also known as the "Encoding/Decoding Model of Communication". Traditionally communication was seen only as a linear process; Sender-Message-receiver. Hall in the 1970 argued that Communication is a complex and multi-staged process, he influenced by Semiotic and cultural understanding of mass communication. Encoding is a process of producing the messages, such writing and putting it into words, decoding is a act of receiving messages, such as listening or reading it (Joseph A. DeVito, De Vito, Linda O'Neill, 2015). . In this Context, Stuart Hall explains how encoding and decoding theory is applied in the context of Media and audience. Hall explain that Encoding is a code-compliant message creation, and decoding is a the use of code to interpret a message. According to Stuart Hall, the main concept of audience reception is Active audience, whereas Tradition plays important roles in creating a meaning to the

audience. Audience reception, is a process of making meaning, through it there's three position of the audience:

1. Dominant hegemonic position
2. Negotiation position
3. Oppositional Position

Me too Marketing

The Term Me too in Marketing refers to products or brand that mimicking the total image of leading Brand products that stands on the same line on the shelves (Anith Liyana Amin Nudin, Mohd Amin Mohd Noh, Wan Nur Khalisah Shamsudin, 2016). Me too marketing was intentionally created to take advantage or "Free riding" on the already established and known by the society brand. It cost less for their branding, and it beneficial in a way that it positioned themselves in the market.

Consumer Behaviour

Consumer behaviour is a study of consumer in terms of Buying process or purchasing decision and what factors and motivations that intend the consumer in buying process. There are several factors of consumer behaviour:

1. Internal or psychological factors
2. Social factors
3. Cultural factors
4. Economic factors
5. Personal factors

According (Olson, 2009), consumer behaviour include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others. Advertisement plays a role in influencing consumer, to Shapes perceptions and primes exposure, Captures notice, conveys meaning, Builds favorable views, drives intent, Encourages purchase behaviors and word-of-mouth.

RESEARCH METHOD

The research done using Qualitative research approach that explains how empirical phenomena emerge, develop, change and unfold over time (Berends & Deken, 2021). The answer would answer how and whys instead of how many or how much, it's an open-ended

question (Steven Tenny; Janelle M. Brannan; Grace D. Brannan., 2022).

The research design approach that is use in this study is reception audience analysis. Based on Stuart Hall, Reception audience analysis is when an individual actively interpreted based on Individual and cultural context. Reception audience analysis assume that there's encoding and decoding. In this case Blue plate would be the one that encodes the messages, they assumed to be the one that shaped the messages.

Unit Analysis

Unit Analysis of this study consist of two, The consumer and Advertisement from Blue Plate Sushi. The advertisement that is used in this study is advertisement by Blue Plate sushi on the first four month of store opening, 8th January 2025 until circa June 2025. For the Interview, The study aimed on Gen Z aged 19-25 years old that have seen the advertisement from Blue Plate Sushi and Philadelphia Bali. Subjects divided into three catagories: 3 who tried Blue Plate, 3 who tried Philadelphia Sushi Bali, and 3 who haven't tried both of the Brand.

DISCUSSION

The preferred reading of the advertisement is Through minimalist design, blue colour palette, and the phrase "Philadelphia in Bintaro" the advertisement invites the audience to perceive Blue Plate as a branch of Philadelphia Sushi Bali. The way the advertisement were shown and the brand presents, created a perception that the brand is associated with the same level of exclusivity, premium quality, and lifestyle appeal that Philadelphia Sushi Bali represents.

From the preferred reading, The informants perceived that the advertisement delivers content that makes it seem as if Blue Plate offers the same quality as Philadelphia Sushi Bali. The statements were formed from the visuals and text in the advertisement. They recognized Me Too Marketing as an effective strategy to capitalize on viral market trends and expand reach to areas where Philadelphia Sushi Bali was not yet present, but they simultaneously raised concerns regarding originality and ethical boundaries

CONCLUSION

This study reveals a that me too marketing is effective only in capturing initial costumers' attention rather than building a long-term loyalty of the costumers. Although the strategy is success in capturing awareness of the costumers, but the long-term loyalty depends on the costumer experience consuming the product. If it's drawn people to try the product but without strong product performance, the strategy may fail to sustain positive perception and loyalty.

REFERENCES

- A, C. (2019). FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR. *International Journal of Advanced Research*, 7(1), 563–568.
<https://doi.org/10.21474/IJAR01/8362>
- Abraham Anugrah S. (2024). *Mengadaptasi Nama Hingga Kemasan, Kenali Strategi Me Too Marketing yang Bisa UMKM Coba*.
- Al-Busaidi, A. S., Dauletova, V., & Al-Wahaibi, I. (2023). The role of excessive social media content generation, attention seeking, and individual differences on the fear of missing out: a multiple mediation model. *Behaviour & Information Technology*, 42(9), 1389–1409.
<https://doi.org/10.1080/0144929X.2022.2075791>
- Angie Read, J. F. (2018). *Marketing to Gen Z: The Rules for Reaching This Vast and Very Different Generation of Influencers*.
- Anith Liyana Amin Nudin, Mohd Amin Mohd Noh, Wan Nur Khalisah Shamsudin, I. A. G. (2016). *The “Me-Too” Phenomenon in Packaging Design: A Case Study of Malaysian Retail Products*.
- Berends, H., & Deken, F. (2021). Composing qualitative process research. *Strategic Organization*, 19(1), 134–146.
<https://doi.org/10.1177/1476127018824838>
- Blackwell, R. D. (2006). *Consumer Behaviour*.

RECOMMENDATION

Me Too marketing can be considered acceptable as a short-term competitive strategy. However, it is not recommended as a long-term brand-building approach without clear differentiation. Therefore, companies are advised to use Me Too Marketing tactically rather than strategically, while gradually investing in brand identity and authentic value propositions to ensure sustainable competitive advantage.

- Creswell, J. W. (2017). *QUALITATIVE INQUIRY & RESEARCH DESIGN Choosing Among Five Approaches*.
- Dadic, M. (2024). *UNDERSTANDING GENERATION Z AS A NEW GENERATION OF CONSUMERS*.
- Dian Septiana, Mahrinasari MS, S. B. (2024). *Fear of Missing out Behaviour: An Indonesian Consumer's Perspective of Food and Beverage*.
- Faizal, M. A. (2023). Pemaknaan khalayak terhadap gaya komunikasi keanu angelo di media sosial instagram. *Repositori.Untidar.Ac.Id*.
- George E. Belch, M. A. B. (2020). *An Integrated Marketing Communication Perspective*.
- Guba, Egon. Lincoln, Y. S. (1985). *Naturalistic Inquiry*.
- Hackley, C. E. (1998). Social constructionism and research in marketing and advertising. *Qualitative Market Research: An International Journal*, 1(3), 125–131.
<https://doi.org/10.1108/13522759810235188>
- Hodkinson, C. (2019). ‘Fear of Missing Out’ (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 25(1), 65–88.
<https://doi.org/10.1080/13527266.2016.1234504>
- Hogg, Pamela Rutledge, J. L. C. (2020). *In-*

- Depth Interview.*
<https://doi.org/10.1002/9781119011071.iemp0019>
- Joseph A. DeVito, De Vito, Linda O'Neill, S. O. (2015). *Human Communication.*
- Karina Nabila Vanska, Sunarto Sunarto, H. P. S. (2023). *ANALISIS RESEPSI KHALAYAK TERHADAP OBJEKTIFIKASI PEREMPUAN DALAM SERIAL NETFLIX "Squid Game."*
<https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/38813>
- Laing, M. (2017). *Between Image and Spectator: Reception Studies as Visual Methodology.*
<https://doi.org/https://doi.org/10.1080/1362704X.2017.1314129>
- Larosa, B. (2024). *PENGARUH DIGITAL MARKETING DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN OPPO SMARTPHONE.*
- Nasiruddin, A. (2022). *Penerapan Digital Marketing sebagai Strategi Promosi Guna Meningkatkan penjualan Mobil di CV. Surya Indah motor Jepara dalam menghadapi era Industri 4.0.*
- Olson, J. J. (2009). *CONSUMER BEHAVIOR & MARKETING STRATEGY.*
- Putra, Y. S. (2011). *ANALISIS FAKTOR UNTUK MENGETAHUI EFEKTIVITAS STRATEGI ME TOO SEBAGAI STRATEGI BERSAING PERUSAHAAN (Studi Kasus Pada Produk SM Vit C 1000 PT. Sido Muncul).*
- Richards, J. I. (2022). *A History of Advertising: The First 300,000 Years.*
- Scheinbaum, A. C., O'Guinn, T. C., & Semenik, R. J. (2022). *Advertising and Integrated Brand Promotion Ninth Edition (9 Edition, Vol. 9th).*
- Sinaga, N. S. (2024). *ANALISIS RESEPSI KHALAYAK TERHADAP KONTEN TIKTOK @ vmuliana SEBAGAI MEDIA EDUKASI DI BIDANG KARIER SKRIPSI OLEH : Naomi Septina Sinaga FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS MEDAN AREA*
- MEDAN ANALISIS RESEPSI KHALAYAK TERHADAP KONTEN TIKTOK @ vm. 35.*
- st. Rukaiyah, Syamsuddin Bidol, D. S. (2024). *PENGARUH DIGITALMARKETING DAN INOVASI PRODUK TERHADAP PENINGKATAN VOLUME PENJUALAN PADA USAHA KECIL DI KOTA MAKASSAR.*
<http://jmk.uho.ac.id/index.php/journal/index>
- Steven Tenny; Janelle M. Brannan; Grace D. Brannan. (2022). *Qualitative Study.*
- Uffandi, E. (2023). *Model Inovasi Produk dan Word of Mouth terhadap Loyalitas Pelanggan.*
<https://journal.stieken.ac.id/index.php/ritmik/article/view/693>
- Wardhana, A. (2022). *Introduction to Consumer Behavior.*
https://www.researchgate.net/publication/358977003_Introduction_to_Consumer_Behavior
- Wardhana, A., & Yulia. (2021). *The Impacts of Brand Image, Brand Love, and Brand Trust on Brand Loyalty: Case Study on Coffee Drinks.*
<https://doi.org/10.2991/aebmr.k.210628.027>