

**THE EFFECTIVENESS OF INTERNET MARKETING STRATEGY OF EMERGING  
BUSINESS IN INCREASING BRAND AWARENESS  
(CASE STUDY OF BON-BON PISANG NUGGET MANADO)**

*KEEFEKTIFAN STRATEGI PEMASARAN INTERNET DARI EMERGING BISNIS UNTUK  
MENINGKATKAN KESADARAN MEREK  
(STUDI KASUS BON-BON PISANG NUGGET MANADO)*

by

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**Abstract:** Internet users in the world increasing very rapidly and it bring so many advantages in so many aspect, especially in Business's life, so nowadays there are a lot of business using Internet Marketing for to promote their business, and it called Internet Marketing strategy. This study aims to analyze the Effectiveness of Internet Marketing Strategy in increasing brand awareness case study of Bon-Bon Pisang Nugget Manado. This research are using qualitative research method that explore the theories from several journals, articles, books and previous research, the type of this research is descriptive research. Population in this research are all Elements that can be respondent about the Effectiveness of Internet Marketing Strategy of Emerging business in this case Bon-Bon Pisang Nugget in Increasing Brand Awareness which is all people who know or familiar about and ever bought Bon-Bon Pisang Nugget Manado. The data that gathered in this research are primary data and secondary data such as ; Interview and documentation. The result of this research is Internet Marketing strategies are effective because mostly people or customers are attracted because of the Internet Marketing tools and the suggestion is for every businesses who use Internet Marketing must operate the Internet Marketing tools well.

**Keywords:** *emerging business, internet marketing, brand awareness, brand's reputation, brand's recognition, brand's priority, brand's loyalty*

**Abstrak:** *Pengguna Internet di duina berkembang sangat pesat dan menyebabkan banyak keuntungan dibanyak aspek terlebih khusus di dunia bisnis. Saat ini banyak bisnis yang menggunakan Internet untuk mempromosikan bisnis mereka, dan itu disebut pemasaran internet. Penelitian ini bertujuan untuk menganalisa keefektifan dari Internet Marketing Strategy untuk meningkatkan Brand Awareness terhadap Bon-Bon Pisang Nugget Manado. Penelitian ini menggunakan metode penelitian Kualitatif yang menggunakan teori dari beberapa jurnal, artikel, buku dan penelitian sebelumnya. Tipe dari penelitian ini adalah penelitian deskriptif. Populasi dalam penelitian ini adalah semua elemen yang bisa menjadi responden dalam keefektifan Internet Marketing Strategy dari Emerging Business dalam meningkatkan Brand Awareness terhadap Bon-Bon Pisang Nugget Manado yang adalah semua yang tau, mengenal dan pernah membeli Bon-Bon Pisang Nugget Manado. Data yang dikumpulkan dalam penelitian ini adalah data primer dan data sekunder seperti wawancara dan dokumentasi yang merupakan data primer dan jurnal, buku, artikel dan penelitian sebelumnya yang adalah data sekunder. Hasil yang didapatkan dari penelitian ini dari strategi pemasaran internet dalam hal ini Bon-Bon Pisang Nugget Manado atau bisnis lainnya adalah Efektif karena kebanyakan orang tertarik karena Internet Marketing tools yang diberikan sangat baik dan untuk pelaku bisnis yang menggunakan pemasaran Internet sebaiknya mengelola internet marketing tools yang digunakan dengan baik.*

**Kata Kunci:** *emerging bisnis, pemasaran internet, kesadaran merek, reputasi merek, , prioritas merek, kesetiaan merek.*

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## INTRODUCTION

In this era, Information and Communication technology has grown very rapidly. Internet is a part of Information and Communication technology. Internet have an important role in people's lives, people can do so many things using Internet. They can get the information that they are searching for, they can connected with people that they never know in real life and also people can do shopping using Internet, because shopping using Internet is easy, save money and save time especially for people who life in busy city who always have traffic jam. They do not need to go out from their home to buy something that their want to buy, it can be fashion, cosmetics, electronics, house tool even foods and beverages. Because all of that advantages, Internet users in the world is increasing very rapidly, including Indonesia. Because of that it bring so many advantages in every aspect especially in business life. In Business life Internet is very useful. Company can use Internet to do their business.

In this era there are a lot of companies that using internet to sell their product and also promoting their product. Because of that, they must be more competitive in doing their business, and also they must do a good marketing strategies. Because, it is not enough for company only offer a good quality product, affordable price and make customers easy to find the product, company also need a good marketing strategy to attract the customers for buying their product, because even though they already did all that things, it is useless if they are not promoting their product to make customers know about their product.

When company using Internet to do their business there is a marketing strategy that called, Internet Marketing Strategy. Internet Marketing is, marketing efforts done solely over the Internet. Nowadays there are a lot of business that develop their business from offline to online. If at the beginning they only use offline store, now they start to develop their business in to online. Not only easy, but also company can save time and money for that, because it's more cheaper if company using Internet than using banner, poster, newspaper and many more. Using Internet marketing, company can promote their business from online shop, social media, website, email and many more. Internet marketing can be used for every businesses, from small – big scale of business because Internet Marketing can be used for every business, including emerging business. Emerging business is a new business or start up business that new in the market, It is because emerging business are new, and It needs an extra strategy to promote their business more, because there are already a lot of businesses that exist. Mostly when new business are open, consumer is not directly know if that business are exist. Emerging business need a good strategy to promote their business to increasing their brand awareness.

In Manado, there are a lot of emerging business that are open following the trends, start from fashion until foods and beverage and according to Manado people's lifestyle mostly Manado people following the trends for an example if there are new business that are open, there will be Manado people will buy it, because nowadays emerging business in Manado using Internet Marketing to promote their business through social media and from social media there will be an E-WOM viral. Bon-Bon Pisang nugget Manado is the example of emerging business, Bon-Bon Pisang Nugget is a business that sells food and beverage that located in Manado, they already have two store in Manado. Bon-Bon Pisang nugget promote their business using Internet Marketing which is they use social media to promote their business such as Instagram, Facebook and you tube. Based on the description above, In this research, the researcher want to know the Effectiveness of Internet Marketing in Increasing Brand Awareness.

### Research Objectives

Based on the research problem, the objectives of this research are to know the Effectiveness of Internet Marketing Strategy of Emerging Business in increasing Brand awareness of Bon-bon Pisang Nugget Manado.

## THEORETICAL FRAMEWORK

### Marketing

In many companies today, marketing plays a role as an important factor for businesses and struggling to survive living in the world of competition. Marketing is an important factor as the company's strategy in the operations primarily related to the consumer. According to Kotler and Armstrong (2010) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. According to American Marketing Association (2012) marketing is the

activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### **Marketing Communication**

Kotler and Keller (2010) defined marketing communications as "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell." Marketing communications represent the voice of the company and its brands, they are the means by which the company can establish a dialog and build a relationship".

"Marketing communications are the fourth essential element of the marketing mix, with which the company aims to serve the target markets. Built through good communications company image and a favorable public attitude facilitate business contacts and raising the necessary investment funds". "Promotional mix (or a marketing communication mix) is the specific combination of instruments to promote that company used to convincingly communicate customer value and build customer relationships". McCarthy (1998) determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations and direct marketing that companies use to implement their targets for advertising and marketing.

### **Internet Marketing**

Internet Marketing is one of marketing strategy that used by company to promote their business. Internet Marketing is marketing efforts done solely over the Internet. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser. Internet marketing is a growing business mainly because more and more people use the internet every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising (Business Dictionary, 2014).

### **Emerging Business**

Emerging business is a new business or start up business that run by some company to introduce a new product or services. Emerging business is new market structures arising from digitalization, deregulation, globalization and open standards that are shifting the balance of economic power from the sellers to the buyers. In such markets information is freely and widely available, and is almost instantly accessible, To compete in these scenarios, a firm must adopt new processes based information technologies, and must keep a close watch on the price, quality, and convenience trends (Business Dictionary, 2014).

A group of companies in a line of business formed around a new product or idea that is in the early stages of development. An emerging industry typically consists of just a few companies and is often centered around a new technology. [Barriers to entry](#) in emerging industries can be low because of limited competition, but it may be difficult to secure financing to grow the company (Investopedia, 2013).

### **Brand Awareness**

Brand awareness is a part of Customer behavior that can measure how about customer's recognition for some brand. Brand Awareness is extent to which a brand is recognize by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or year of a product's introduction (Business Dictionary, 2015).

Brand awareness is measured through tracking studies and surveys. According Keller (2009), the concept of brand equity and the important intangible value that brands bring to organizations has been the most popular and potentially important marketing topic, emerging in recent years. Homburg and Schmitt (2010) argue that brand awareness informs us about this product. Branding campaigns have a unique goal to increase the value of the product, service or other matter, advertising awareness and visibility. Pikturnienė (2009) admits that the brand awareness (memory, vision, decision-making environment) is a necessary condition for selection.

### Previous Research

Išoraitė (2016) studied about, raising brand awareness through the internet marketing tools. The article are analyzes the opinions of different authors on raising brand awareness. The concept of internet marketing and its implementation it also describes and analyzes the concept of internet marketing and its implementation. The analysis investigation of the most urgent and the most effective online marketing tools in developing brand awareness are provided in the article. The article analyses website, internet advertising, social networks and the search engine optimization. The aim of the article is to assess brand awareness through the internet marketing tools.

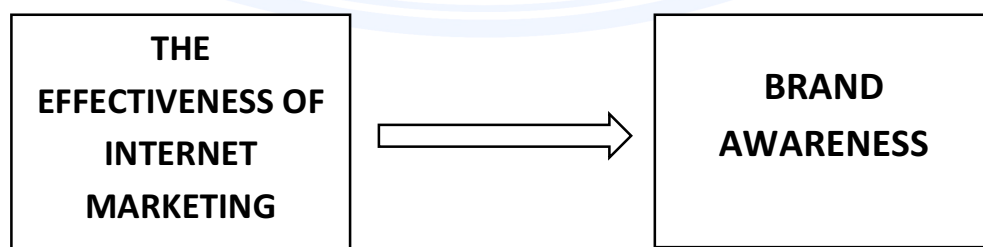
Bija and Balas (2014) studied about Social Media Marketing to Increase Brand Awareness. Because African continent there are more than 100 million active Facebook users who represent 50% of the African population having access to Internet, and it would be huge marketing mistake for businesses not to take into consideration this opportunity to get in touch with prospective customers and Social media is hot and has turned into a “must” for businesses looking for brand awareness, so the aim of the present paper is to present the concept and characteristics of social media and how it can be used in order to increase brand awareness.

Odhiambo (2012) studied about social media as a tool of marketing and creating brand awareness. In this article because Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. It is a new research field and a quick literature scan reveals that not many studies exist. Nevertheless, these few existing studies without scientific evidence with industry data, have rushed to conclude that the emergence of social media has led to the demise of the traditional advertising mainstream media. So, this study was designed to explore whether social media is more effective than the traditional media on a brand management perspective and find the implementation challenges that make it a two face phenomenon.

Aghazadeh (2007) Hashem Aghazadeh discuss about The use of the Internet has increased in recent years remarkably. Companies employ the World Wide Web (WWW) to gather, disseminate and interchange information with actual and potential customers, and then Internet Technology seems to be served and applied as a strategic tool and affects strategies and practices of a firm such as Porter's competitive strategies. Many research findings confirm and support being of positive effects of Internet on an enterprise's competitive advantage. In this paper, we will illustrate that enterprises can acquire relational and informational competency through Internet technology, and based on these competencies they can succeed in competitive cyber markets. According to the Internet competencies, Internet marketing strategies can be divided into five categories: Transactional, Profile, Customer-oriented, Relationship, and Knowledge strategies.

Dehkordi (2012), were discuss four main different tools which are: mobile marketing, E-mail marketing, web marketing and marketing through social networking sites, which use to distribute e-marketing promotion and understanding their different influence on consumers' perception. This study also highlighted the E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the literatures.

### Conceptual Framework



**Figure 1. Conceptual Framework**

From this conceptual framework, this study aims to find out The Effectiveness of Internet Marketing Strategy of Emerging Business in Increasing Brand Awareness (Case Study of Bon-Bon Pisang Nugget Manado).

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**RESEARCH METHOD****Type of Research**

This research is qualitative research methodology which is descriptive research to explore the effectiveness of Internet Marketing Strategy of Emerging business in Increasing Brand Awareness of Bon-bon Pisang Nugget Manado. According to Punch (1998) Qualitative research is empirical research where the data are not in the form of numbers. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central (Mason, 1996).

**Population and Sample**

For this current research, there are two main parts of respondents' sources that are used to make an appropriate result of data, which are:

**Population**

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent to the information Al (2006). According to Spradley (1980) in Sugiyono (2007) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. The social situation of this research is all Elements that can be respondent about the Effectiveness of Internet Marketing Strategy of Emerging business in this case Bon-Bon Pisang Nugget in Increasing Brand Awareness which is all people who have purchased Bon-Bon Pisang nugget that know it from Internet Marketing.

**Sample**

Sample is a subset of the population. It compares some members selected from it. Sample in qualitative research is not called as respondent instead as a sources, participant, informant, friend and teacher in research process (Sugiyono, 2007). Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before.

**Sample Techniques**

Sample techniques that will be used is purposive sampling. According to Sugiyono (2007), "Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation". In order to get the best result, researcher took 15 respondent to be interviewed based on educational background which are four college student and two high school student, next based on job background which are an entrepreneur, a teacher, an employee that work in a company, two online taxi driver, an athlete, bank officer and a midwife. The last from family background which is a house wife. Researcher took all the respondent in many different background which ever bought Bon-Bon Pisang Nugget Manado, in order to know consumer perception in wide range of perception because every single kind of people with different job background or status have their own interest and importance in terms of buying Bon-Bon Pisang Nugget Manado.

**Data Collection Method**

The data used in this research are primary data and secondary data. Primary data are the result of conducting some type the data needed for this research were gathered through interview in the social situation. The secondary data collected for some purpose other than the problem at hand taken from company data, books, journals, articles, and relevant literature from library and internet.

**Data Analysis Method**

The process of data analysis was done before entering the social situation while analysis process was done during collecting the data and after finishing the collecting data in certain period of time.

**Data Validity and Reliability**

Validation in qualitative research to be an attempt to assess the "accuracy" of the findings, as best described by the researcher and the participants. Validation as a distinct strength of qualitative research in that the account made through extensive time spent in the field, the detailed thick description, and the closeness of

the researcher to participants in the study all add to the value or accuracy of a study. In qualitative research, "reliability" often refers to the stability of responses to multiple coders of data sets. Reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape.

## RESULT AND DISCUSSION

### Result

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 15 consumer who ever bought Bon-Bon Pisang Nugget Manado, in Manado area. The first step, questions arranged and prepared before interview.

#### Informant 1

Flandieh wowor is kind of people who really knows this brand, he really know this brand because he knows what Bon-Bon offers which are, Pisang Nugget with so many variants and also he knows where the store located. But he did not know that Bon-Bon Pisang Nugget Manado is one of emerging business. Flandy also is one of people that know Bon-Bon Pisang Nugget from their Internet Marketing, at the first time he knows it from Facebook because Bon-Bon's official account appear in his feeds, and start from that he know Bon-Bon and Follow Bon-Bon Instagram and using Go-Food (Go-jek app) to buy it and using Grab to collect the points because one of Bon-Bon Internet Marketing that they use is Grab, Flandy is one of people who claim the points with Bon-Bon buy one and get one free, and according to Flandy he knows all the information from Bon-Bon Instagram, all variants, new variants, new stores and so many information from Bon and also even though there are a lot of store that try to make same product with Bon-Bon Flandy keep choose Bon-Bon Pisang Nugget.

#### Informant 2

Natasya is a customer who know Bon-Bon from their Instagram that appear in her time line because of sponsor, which is one featured that Instagram offers and because of that she opened their feeds and stalk it. Since that she know Bon-Bon really well and becoming Bon-Bon customer. Like informant 2 Natasya also know Bon-Bon Information from their Internet Marketing When I asked how frequent Natasya buy Bon-Bon she said that it can be twice in a week and 8 in a month, so according to her, she is a loyal customer of Bon-Bon and also she said that she ever buy Bon-Bon without planned it when Bon-Bon official facebook account post new variant of Bon-bon. So in the end according to Natasya Bon-Bon's Internet Marketing is increase her purchasing of Bon-Bon.

#### Informant 3

Kezia is kind of customers who bought Bon-Bon product because she follow the trends, she always she it from her friends Instagram story so, she followed their Instagram account. Since that she keep purchase Bon-Bon using Go-food because when she go to their store, that really crowded there, she frequently buy this product around 10 in a months, according to her it is because their promotion using Internet Marketing is really good and creative, they follow the trends with new variants that people said "Jaman now". So far she know their Internet Marketing are Instagram, Facebook and Go-food application because when she only open their post in Instagram she ever bought it without planned it to buy it, and also she said that if she can choose store who sell the same product she will choose Bon-Bon, so, because of that their good Internet Marketing it increase her purchasing.

#### Informant 4

Mrs. Femmy is kind of customer that active on social media, she were Facebook users since 2013, after doing house job, she always open Facebook and she found Bon-Bon Pisang Nugget in her Facebook's timeline, because of that she interested to try it. She did not know where the place at that time and how to buy it, but when she opened their profile she directly know it. So, she asked her daughter to buy it for her. Since that Mrs. Femmy become Bon-Bon Pisang Nugget customer, but she said that if she can choose Bon-Bon and brand X, she choose brand X because it's have a big portion, but Bon-Bon still more delicious more than brand X. In a month she can purchase 2 box of Bon-Bon Pisang Nugget. Mrs. Femmy ever bought it just because she open facebook and Bon-Bon post appear to promote their new variant, and she said that in the picture and real life are same. So, according to Mrs. Femmy, Bon-Bon's Marketing in this case in facebook can increase her purchasing.

**Informant 5**

According to Perchy Salaki, he knew Bon-Bon from Instagram that appear with sponsored which is one of the Instagram feature. But before that, he already heard it from his friend, but he didn't know how it looks like and when he opened his Instagram he just know how it looks like. Since that he try to buy it using Go-food. He said that he's not a loyal customer because in a month he can buy it only 4 boxes but when I asked how Bon-Bon promotion using their social media he said that Bon-Bon are good when using their Instagram to promote their business, they use a good content which are good angled when they took the photo, they using a unique video, they also post all the testimonials and also the most important thing is, they keep updated their new variants.

**Informant 6**

Informant 6 house are near Bon-Bon Pisang Nugget Manado's store but at the beginning she doesn't know it until she seen it from Bon-Bon's facebook, and since that she know all the information from their facebook. She said she is not loyal for buying this brand, but she always up to date to because of their facebook. She said that she only buy bon-bon if she want it, so she can't calculate it how many in a month. She buy it because sometimes she want something sweet and sometimes because she saw the new variant of Bon-Bon that she know it from the Internet which is their facebook. So, according to her, their Internet Marketing are good they put a lot of Informtion on their promotion so customer will get the information easily about their brand, so their brand reputation are good.

**Informant 7**

Mr. Endo is a teacher of SMK 1 Tondano, and he current favorite social media is facebook, according to him, he know Bon-Bon Pisang Nugget from his facebook because his friend share Bon-Bon official account to his friend's timeline and appear to his timeline, because it is looks interesting so he ask for his little brother to buy it because his brother study in Manado. Since that he really love Bon-Bon Pisang Nugget. In a month he can purchase 3-4 boxes of Bon-Bon, and when I asked about their promotion of their Internet Marketing he said that very good, because according to him their promotion can attract the customer to buy their product, because the picture that they showed on their facebook are same in real life so it is worth to buy and also they give the information about customer's feedback or people also call it testimonials..

**Informant 8**

Informant 8 is a kind of customer that know Bon-Bon Pisang Nugget but she doesn't know that Bon-Bon also sells Geprek Manji and also Milkshake she only know that Bon-Bon Pisang nugget only sells pisang nugget with so many variants. She said that she is a loyal customer even though she only purchase it 2-3 times in a month because she is on diet but she really enjoy in buy this brand because their products are delicious and easy to ordered it.

**Informant 9**

Jordy is a senior high school student that know Bon-Bon Pisang Nugget Manado, according to him he love this brand because it is not only sells pisang Nugget also sells food and drinks and also they are following the food trends so it good for people. In 1 month he can ordered the Bon-Bon Pisang Nugget 2 times in average. He know Bon-Bon because of their Internent Marketing he followed their Instagram and likes their Facebook official page and also he know that Bon-Bon are using You tube to promote their business, and also he know Bon-Bon because he is using Go-food and also Grab-food, because his house far from the store but he knows how the store looks like, where is the store because they put it into their social media, so Jordy only using Go-food to order it. According to Jordy, their Internet Marketing are good, they always update every day and also with their strategy using social media can attract the customer more because they posted a good picture also they update .

**Informant 10**

Informant 10 is one of customer that bought Bon-Bon Pisang Nugget Manado because of the advertisement in Instagram. Informant 10 said that he is curious because in the picture looks so delicious and when he buy it is worth to buy, since that he become a loyal customers of Bon-Bon Pisang Nugget so according to him he know Bon-Bon Pisang nugget from their Internet Marketing, he buy it 4 times in a month in average. He only know two of their Iternet Marketing which are Instagram and Go-food but only know Bon-Bon only have Pisang Nugget for their product.

**Informant 11**

Informant 11 is kind of customers that know Bon-Bon from sponsored in Instagram which is one of Instagram feature. When she know this brand, she only know that Bon-Bon only sells Pisang Nugget, in a month she can purchase 3-4 times. She followed their Instagram and set Bon-bon as her favorite store in go-food. According to her, their promotion in using Internet marketing already good because she buys the product because of their advertisement on the Instagram. Informant 11 said that she is not a loyal customers of Bon-Bon, but if she can choose the brand that sells the same product she will choose Bon-Bon, because of their delicious product and also their good promotion on their Instagram.

**Informant 12**

Informant 12 really know about Bon-Bon Pisang Nugget, he knows all this brand offered even the newest product and also he know how many store that Bon-Bon Pisang Nugget's and also he already purchased it all because he is a loyal customer from Bon-Bon Pisang Nugget Manado, at the first time he only know Pisang Nugget and when they introduce their new product, he always try it. Informant 12 know Bon-Bon Pisang Nugget from Instagram, so he know Bon-Bon Pisang Nugget from their Internet Marketing and also since that he followed their Instagram, because he followed their Instagram so, he always up to date to their newest product, Informant 12 also know all Bon-Bon Internet Marketing tools that Bon-Bon Pisang Nugget have, which are Instagram, Facebook, Youtube even Go-food and Grab. Informant 12 said that their Internet Marketing are good because they are creative in creating the content.

**Informant 13**

Informant 13 knows Bon-Bon from his facebook timeline, at the first time he saw the picture he is curious about the tasted so he buy it directly to the store, according to informant 13 it's good because Bon-Bon Pisang Nugget put all the information on their facebook account so he can find the store easily. He is not a loyal customer of Bon-Bon pisang nugget because he don't really like something sweet he said that he only curious about the tasted, informant 13 only know facebook as Bon-Bon Internet Marketing tools.

**Informant 14**

Informant 14 is kind of customer that only know Bon-Bon from Go-food which is one of the Internet Marketing that Bon-Bon have and since that he know Bon-Bon Pisang Nugget Manado. In a month he can buy 4-5 times of Bon-Bon's product, informant 14 buy it because it is delicious. Informant 14 also only know bon-bon sell Pisang nugget and did not know that Bon-Bon have another product. Informant 14 ever bought without any planned. When he open grab, there are promotion which is buy one get one, so according to him even though he only know about Go-food and Grab, their internet marketing already good, and if he can choose Bon-Bon than the other brand, at the first time he choose brand X because the product is more larger and can mix and match own variants, but in internet marketing, Bon-Bon are more good so, according to him Bon-Bon Pisang nugget's internet marketing is increasing his purchasing.

**Informant 15**

Last informant gives his opinion about Bon-Bon Pisang Nugget Manado. Informant 15 really love something sweet, so he knows Bon-Bon Pisang Nugget Manado. Informant 15 said he is a loyal customer of Bon-Bon Pisang Nugget Manado, in a month he a can buy 4-6 times in average. He knows Bon-Bon Pisang nugget at the first time from Go-food application because Bon-Bon's advertisement in Go-food so eye catching because of it he buy the product and after that he followed the other internet marketing tools that they have which are Instagram and Facebook. According to informant 15 their Internet Marketing strategy already good but the price in Go-food and store are different.

**CONCLUSION AND RECOMMENDATION****Conclusion**

Based on the result and discussion in the previous chapter, we can conclude some points here which are:

1. Internet Marketing strategies helps Bon-Bon Pisang Nugget in increasing their brand awareness, mostly of customers already know the brand because of their Internet Marketing such as Instagram, Facebook, You tube, Go – food and Grab. Mostly of customers said that they know the brand because of there are good in using operate their internet marketing strategy, they are good in advertising about their product, they keep update about the information of the product, they are creative in making the post looks good and make



people want to eat the food even though just seen it from the picture and also they out so many reviews or testimonials from the customers in there so customer can read and see all the reviews.

2. Customers mostly bought 4-6 times in a month in average so they are loyal to this Bon-Bon Pisang Nugget, they are loyal to this brand because Bon-Bon always have a new variants and update it into their Internet Marketing tools such as Instagram, Facebook and Go – food so, when new variants comes it is attract customers to try something new, and also about the customers priority, when they can choose the brand that sells the same product they keep choose Bon-Bon Pisang Nugget Manado more than the other brand.

### Recommendation

1. For Emerging Business, Marketing strategies is so important for businesses and internet marketing one of marketing strategies. So, I recommend for business that run this strategy especially for emerging business like Bon-Bon Pisang Nugget, it is good because using Internet Marketing strategy no need money to run that it is free and easy and when run the Internet Marketing itself must be consistent to operate that.
2. For those who already run the Internet Marketing strategy must manage it well with the creativity and innovation so it can attract the customers.

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