ANALYZING THE USE OF HYPERLOCAL MARKETING OF STREET FOOD STARTUP BUSINESS IN MANADO

ANALISA PENGGUNAAN PEMASARAN HYPERLOCAL TERHADAP BISNIS STREET FOOD STARTUP DI MANADO

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Abstract: Nowadays, everything is practically inseparable from technology, and also includes the marketing process now became digital. There are several digital marketing strategies, and one of them is hyperlocal marketing strategy. Hyperlocal marketing can help the startup business to get an advantage by using the area they know best to bring in more customers. Hyperlocal marketing can reach customers digitally. This study aims to analyze whether the use of hyperlocal marketing of street food startup business in Manado is effective or not. This research takes a qualitative approach by conducting interviews with 10 street food startup business owners in Manado as the respondents, which were chosen through purposive sampling. Findings of this research to know more about the use of hyperlocal marketing of street food startup business from business owners experienced. The results of this research are the use of hyperlocal marketing can affect the business sales, also effective to all street food startup businesses who become a respondent in this research. Street food startup businesses in Manado should improve their knowledge about the use of hyperlocal marketing, so that the use of hyperlocal marketing can work even better to get more customers and can increase the sales.

Keywords: *hyperlocal marketing, digital marketing, street food, startup business*

Abstrak: *Saat ini, semuanya praktis tidak dapat dipisahkan dari teknologi, dan juga termasuk proses pemasaran sekarang menjadi digital. Ada beberapa strategi pemasaran digital, dan salah satunya adalah strategi pemasaran hyperlocal. Pemasaran hyperlocal dapat membantu bisnis startup untuk mendapatkan keuntungan dengan menggunakan area yang mereka tahu paling baik untuk mendapatkan lebih banyak pelanggan. Pemasaran hyperlocal dapat menjangkau pelanggan secara digital. Penelitian ini bertujuan untuk menganalisa apakah penggunaan pemasaran hyperlocal terhadap bisnis street food startup di Manado efektif atau tidak.Penelitian ini menggunakan pendekatan kualitatif dengan melakukan wawancara dengan 10 pemilik usaha street food startup di Manado sebagai responden, yang dipilih melalui purposive sampling. Hasil dari penelitian adalah untuk mengetahui lebih lanjut tentang penggunaan pemasaran hyperlocal dari bisnis street food startup dari pengalaman pemilik bisnis. Hasil dari penelitian ini adalah penggunaan pemasaran hyperlocal dapat mempengaruhi penjualan bisnis, juga efektif untuk semua bisnis street food startup yang menjadi responden dalam penelitian ini. Bisnis street food startup di Manado harus meningkatkan pengetahuan mereka tentang penggunaan pemasaran hyperlocal, sehingga penggunaan pemasaran hyperlocal dapat bekerja lebih baik agar supaya mendapatkan lebih banyak pelanggan dan dapat meningkatkan penjualan.*

***Kata kunci*:** *pemasaran hyperlocal,pemasaran digital, street food, bisnis startup*

INTRODUCTION

Research Background

Nowadays, everything is practically inseparable from technology, includes the marketing process now became digital. Everyone has their own mobile devices, many activities happen digitally or based online. The existence of mobile devices makes everything becomes easier, faster and more instant of course. For this era, Internet have an important role in people's lives, people can do so many things using Internet. People can get the information that they are searching for, they can connect with people that they never know in real life and also people can find information about product that they will buy using internet and do shopping using Internet, because shopping using Internet is easy.

A startup is generally defined as a new business that entrepreneurs initiate by combining business ideas and resources. Startup businesses in Indonesia are expected to offer great opportunities for economic markets in Indonesia. The good news is about an irresistible opportunity for startup businesses is mobile devices users are looking for ease and convenience, and for every non-mobile website they come across. With mobile options, customers have a greater way in deciding how and when to interact and that can ultimately enhance their relationship with a business. Mobile technology allows business owners to target consumers more precisely than ever before. Marketing tactics through online in mobile devices with digital marketing strategy is a plan of action for achieving digital marketing goals. The concept of digital marketing is very broad. It brings together all forms of marketing, operating through electronic devices such as online, on mobile and on-screen.

One of digital marketing strategy is hyperlocal marketing strategy. Hyperlocal marketing also knows as location-based marketing. Location-based marketing is based on messages that have been strategically placed nearby an area where buying behavior can be influenced which in turn, ideally transforms into a sale (Krabuanrat, 2007). Hyperlocal marketing is utilizing marketing efforts in the close area near the business. Mostly when new business is open, consumer is not directly known if that business is existing. Startup business need a good strategy to promote their business. So, with the hyperlocal marketing strategies help this startup business get an advantage by using the area they know best to bring in more customers to the business. Hyperlocal marketing as one of digital marketing can be used through mobile applications such as Gojek and Grab with their Go food and Grab food services. By choosing the "Near me" option for Go food, and the "Food Near You" option for Grab food helps consumers decide which food or beverage that they want or need also which is near them and can be bought. This helps businesses targets consumers where and when they likely to buy and offer good relationship between consumers with the business.

Today's lifestyle in Manado is practically inseparable from mobile devices. Mobile devices have an impact on every activity, one of which is that with the help of mobile devices people can fulfill their needs such as choosing where to eat or what they will buy for food or beverage that are close to their location. With the utilization of hyperlocal marketing helps the businesses in Manado get to connect and attract the potential customers that are nearby the business location. This is what makes location-based marketing in Manado are so exciting, the businesses have opportunity to engage with potential customers.

In Manado, there are many startup businesses that are open following the trends, from fashion to food and beverage. 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 who will buy and try it. As we could see the startup business in Manado, especially for food and beverages such as Bakost, Pinweifc, Dcendol77, Pork Bowl, Rokuboy, Buddy Burger, Tikala kuY, Brownice, Junbo Sushi, and Driell Dessert. Business owners can use digital marketing strategy such as hyperlocal marketing to promote their business. They need an extra strategy to promote the business, because there are already many of businesses in existence, and when new business is open consumers are don't immediately known if that business is existing. With the use of hyperlocal marketing it has the possibility to increase business sales, and attract consumers interest for the business itself. In this research the researcher wants to analyze the use of hyperlocal marketing of street food startup business in Manado.

Research Objective

This Research paper aims:

To Know The Effectiveness of Hyperlocal Marketing used by Street Food Startup Business in Manado.

THEORETICAL REVIEW

Marketing

According to Kotler (2009:7), marketing concept emerged in the mid-1950s. The concept shifted from product centered philosophy to the consumer centered philosophy and 'sense-and-respond' is consumer centered. Kotler (2009:24) also stated that marketing can be found in almost everywhere. People and organizations in a various number of activities that bring them all together called marketing. Currently good marketing is a vital ingredient for a success of a business and also marketing had profoundly affected our day-to-day activities.

Internet Marketing

Internet marketing– often called online marketing or e-marketing is a way to do any marketing activity that is conducted online through the use of internet technologies. Internet marketing utilizes the power of electronic commerce to sell and market products. According to Chaffey (2006), internet marketing can be simply defined as achieving marketing objectives through applying digital technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking.

Digital Marketing

Digital marketing is the avenue of electronic communication, which is used by the marketers to endorse the goods and the services towards the marketplace. Digital marketing has grown in popularity over time, particularly in certain countries. Digital marketing is cost effective and having a great commercial impact on the business and the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops. In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004).

Entrepreneurship

Entrepreneurship is the willingness to start a new business. Entrepreneurship has played a vital role in the economic development of the expanding global marketplace. Entrepreneurship refers to a person working for himself or herself to developing and managing a business in order to gain profit by taking several risks. Entrepreneurship is defined as an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organising, markets, processes and raw materials through organising efforts that previously had not existed (Venkataraman, 1997; Shane & Venkataraman, 2000).

Startup Business

A startup is generally defined as a new business that entrepreneurs initiate by combining business ideas and resources. Steve Blank (2005) describes a start-up as a temporary organization that aims to create high-tech innovative products without having a prior working history. He further highlights that in a start-up context, the business and its product should be developed in parallel. Startups associated with a business that is typically technology oriented and has high growth potential. Business start-up motives are considered as those motivate entrepreneurs to start their own business venture while growth motives are those motivate them to grow the business.

Hyperlocal Marketing

Hyperlocal marketing is the process of targeting prospective customers in a highly specific form of super targeted and niche marketing. The business area of location-based services is still growing and has tremendous potential. Hyperlocal marketing also knows as location-based marketing. Location-based marketing is based on messages that have been strategically placed nearby an area where buying behavior can be influenced which in turn, ideally transforms into a sale (Krabuanrat, 2007).

The Effectiveness of Hyperlocal Marketing

The effectiveness of hyperlocal marketing is important because, Location-based marketing structure allows loads of marketers to reveal again and again for enhanced options of mobile marketing industry. Due to contemporary technology, innumerable marketers are using apps to accomplish clients faster and effortlessly. Location-based marketing is one of the trendy features nowadays. The factors that influence the effectiveness of

hyperlocal marketing that is as far as Location-based marketing concerns, it can be rather spited into a big or small market segments. It is an industry under mobile marketing. Generally, it covers the selected market segment in location wise via mobile applications the success of Location-based marketing depends on various factors related to customers, marketing strategy of the company and various other factors related to service providers. In the upcoming years, mobile devices will be meet internet connection. There are many devices that can be utilized, such as smartphones, laptops, tablets and personal digital assistant systems. With these the consumer can make a request for needed information. It can be given out by using pictures, speech, text and so on. These mobile devices will be the basic Internet connection tools. It is for seen that corporations will use mobile devices instead of desktop computers for data processing (Laudon & Laudon, 2012).

Previous Research

Iis P.Tussyadiah (2012) conduct a study about a concept of Location-based social network marketing. This study aims to understand a stimulus-response model of location-based social network marketing is, location-based social network applications, competition-based, and connection-based rewards resulted from relevance and connectivity. The similarity with this study is about to know the importance to understand how to embrace the technology trend for business marketing purposes.

Ahmad Jaradat, Noor Azian Mohamad, Ahmad Asadullah, and Seyed Ebrahim (2015) study about issues in location-based marketing: A review of literature. The study to analyze such a growing phenomenon of using such location services by both marketers and customers, providing some motivations and factors that drive both parties to use these services. In addition, some popular applications in this field are mentioned as a real-world example to provide deeper understanding on how such applications can facilitate our lives. The similarity with this study is about to analyzing the use of location services by both marketers and customers.

Philip Lagström and Gustaf Stenlund (2014:1-39) study about A study of how the Brick and Mortar business can utilize Location-based Marketing in Sweden. The paper to create an understanding of what location-based marketing is and how brick and mortar businesses in Sweden can use this type of marketing, and how it affects sales and the customer experience. And to find out how consumers percept location-based marketing and possible privacy and integrity concerns. The similarity with this study is about to know what location-based marketing is, and how it affects sales.

Help this research, to know the use of hyperlocal marketing of street food startup business in Manado. So, this research are supported by those previous research, and then it can be use for another future research.

Conceptual Framework

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┌─────────────────────┐                    ┌─────────────────────┐
│                     │                    │  Street Food Startup │
│ Hyperlocal Marketing│ ─────────────────► │  Business in Manado │
│                     │                    │                     │
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Figure 1. Conceptual Framework

Source: Data Analysis Method, 2019

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research to explore the use of hyperlocal marketing in street food startup business in Manado. The phrase qualitative methodology refers in the broadest sense to research that produces descriptive data – people's own written or spoken words and observable behavior. According to Denzin and Lincoln (1994:53), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

Population, Sample, and Sampling Technique

The target population and sample are explained below, include the sampling technique and sampling size, in order to describe the respondent or informant criteria before doing the research.

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. This research is more focus on the seller and activity to analyze the respondent or informant behavior and response about the use of hyperlocal marketing of street food startup business in Manado. The population consist of 10 street food startup business owners in Manado who have used Hyperlocal Marketing.

Sample

This research sampling size are 10 respondents, this research is using purposive sampling. According to Sugiyono (1997:24), purposive sampling is a technique to collect data sample of data source with some consideration 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.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. Data collection method are divided into primary and secondary.

Primary Data

In this research, the primary data will be gain using in-depth interview with the respondents.

Secondary Data

Secondary data of the research will be gain from books, articles, and research that support and related with the topic that are being discussed in this research.

Table 1. Operational Definition of Variables

Variable	Definition	Indicator
The Effectiveness of Hyperlocal Marketing	Hyperlocal marketing, also known as Location-based marketing is based on messages that have been strategically placed nearby an area where buying behavior can be influenced which in turn, ideally transforms into a sale (Krabuanrat, 2007).	1. Mobile Device 2. Communication Network 3. Positioning Component 4. Knowledge 5. Higher conversion rates

Source: Author's note, 2019

Table 1 explains about the variable uses in this research. It is also mentioning all indicators which are mobile device, communication network, positioning component, knowledge, and higher conversion rates.

RESULT AND DISCUSSION

Result

This is the interviews result. The interview is directly conducted to all respondents who are business owners of the street food startup business in Manado, and have ever used hyperlocal marketing for their business. The second part of this chapter explains about the discussion after the interview. This research use qualitative method which is in-depth interview and triangulation methods as the tool to gain the information from the respondent.

Informant 1: Natasya Mongilala (Bakost)

According to informant 1, she had known hyperlocal marketing and she said that hyperlocal marketing is a marketing that focuses on specific buyers or shoppers in specific or restricted area. She runs her business through

mobile devices it helps her to get things done in an easier way and it helps her to connect with her customers. Based on her opinion, communication network such as internet is what people seek and cannot live without. For her basic needs in running her business through mobile devices is the internet itself. So, the better the communication network is, the better the sales she can make for her business. She thinks, business location is one of the important things to be known. Her business joined with Go food or Grab food, features that available on it such as Near Me or Food Near You helps her to do promotions and also, it will attract more customer in an instance and increasing my sales number. Her business increased about 60% after using hyperlocal marketing.

Informant 2: Raynando Oroh (Pinweifc)

According to informant 2, he knows a hyperlocal marketing exist because he uses Go food and Grab food mobile application to run his business. Although for him hyperlocal marketing does not really effective to increase his business sales. But he said that not everything can be reach and control, so the hyperlocal marketing still helps him to increase his business with get customers that he cannot reach. To get customers, he does promotions and most of the promotional activities using mobile devices with mobile devices he said that it very helpful. Also, he said that business location is very important to be known it had an effect in increasing purchases. He joined his business with Gojek and Grab, after using hyperlocal marketing his business increase about 50%.

Informant 3: David Mengko (Dcendol77)

According to informant 3, he knew hyperlocal marketing as a part of digital marketing from Go food. He does promotions from mobile devices, and it very helpful for increasing his business sales. Using a mobile device with a good communication network make easier to do promotions in a faster way, so the business location is more easily recognized by buyers. He decided to join with Go food and Grab food, only by ordering online through Go food using Near me option or Grab food using Food Near You option that provided by the application, the buyer can easily get his sales. Based on his opinion, with the use of hyperlocal marketing more buyers are reached, so it helps his business increasing about 75%.

Informant 4: Joan Ruauw (Pork Bowl)

According to informant 4, she had known hyperlocal marketing because her business depends on Go food. She implemented hyperlocal marketing for her business because it was already provided by the application. She must use a mobile device to run her business because it really helped, and for now the technology and also the communication network is very good so this is very helpful for startup business. Based on her opinion, hyperlocal marketing help business to be published to prospective buyer, especially for those who are near with the business location. The increase after using hyperlocal marketing assisted by Go food, her business sales increased by around 80%.

Informant 5: Heldi Lumentah (Rokuboy)

According to informant 5, said knowing hyperlocal marketing from Go food and Grab food application, and he uses hyperlocal marketing for his business. He certainly uses a mobile device with good communication network and it very helpful for his business. He said that features provided in Go food and Grab food such as Near me is one of hyperlocal marketing strategies have a good effect to his business sales because with that business location is easier to find by the customers that are near with the business. After using digital marketing like hyperlocal marketing his sales increased by 70%.

Informant 6: Daniel Sompotan (Buddy Burger)

According to informant 6, he follows with the trends in marketing, especially in digital marketing he knows about hyperlocal marketing. His business joins with Go food and Grab food, he said that the using hyperlocal marketing through Go food and Grab food it greatly helps the sale of his business. He said the location of the business is very important to know, because if the business location is not known then sales will not increase too much. According to him, with the use of hyperlocal marketing his business brand is better known plus the use of Near me feature can help him to get more customers and his sales increases because its radius is closer to the buyer, so the quality of food is fresher. As the owner, he said that he indirectly received the facilities and features of Near Me and Food Popular You, which are part of hyperlocal marketing, which has a very good impact on increasing his sales. His sales have increased rapidly by 100%.

Informant 7: Bella Hendriks (Tikala kuY)

According to informant 7, she knew hyperlocal marketing since before starting her business and her current business is implementing hyperlocal marketing. She said that to do digital marketing certainly needed a mobile device and also a good communication network, then those two things really helped her business in the current era. According to her, join Go food and Grab food make it easier to be better known to the surrounding area and features provide such as Near me for the example of a hyperlocal marketing strategy it is very useful and good because using marketing like that will increases her sales. She told that her business increased by around 90% after using hyperlocal marketing.

Informant 8: Zefanya Mokodongan (Brownice)

According to informant 8, her first time to know hyperlocal marketing when she running her current business. She said that by knowing hyperlocal marketing is a good marketing method, she uses hyperlocal marketing for her business. Her business join with Go food and Grab food, so it made her aware and knew that the business location needed to be well known to the buyers. Especially with the use of features like Near me and Food Near You features in the application, this really helps her business to reach wider customers, especially the closest and surrounding customers. Based on her opinion, the use of digital marketing such as hyperlocal marketing has been proven to increase her business sales about 60% and also the business brand will be better known by the surrounding area.

Informant 9: Fendry Sin (Junbo Sushi)

According to informant 9, his business does implement hyperlocal marketing. He introduces his business to the surrounding environment, while this is the way hyperlocal marketing works. He said with the development of technology now increasingly sophisticated, the use of mobile devices to access digital marketing is very effective for startup businesses. He joined with Go food, because he knew that Go food already trusted, more practical experience, reaching out to customers around who might not have known about this business located near prospective buyers. Especially with features that provide by the application like Near Me, really helped him in increasing business profits and opening a wider range. He said when he uses hyperlocal marketing from the beginning until now it helps his business increase rapidly 100%. According to him, hyperlocal marketing is a good marketing method for business startup like Junbo Sushi because doing promotions to be known by the surrounding area also requires a significant cost. With the Near Me feature in Go food application, it helps him do business promotion as a merchant to save costs.

Informant 10: Menthari Sukisman (Driell Dessert)

According to informant 10, she had known hyperlocal marketing before she become an entrepreneur like now, as an owner of Driell Dessert. She said that, she does implement hyperlocal marketing for her business, because she knew hyperlocal marketing can help her reach customer near to her business location. She said that the communication network was much better now so it really helped her. According to her, business location is important to be known. That way, buyers can more easily reach business locations and decide to buy. She said that from the beginning of joining Go food and Grab food directly there was a drastic increase to her sales also with the special feature Near Me from the application so it can increase sales and make faster to be found by potential buyers around. According to her the sales of her business is increasing every day about 80% after using hyperlocal marketing.

Discussion

This purpose of this research is to know the effectiveness of hyperlocal marketing used by street food startup business in Manado. Based on the interview from all the informants in this case 10 respondents that are 5 females and 5 males to be interviewed. Hyperlocal marketing also knows as location-based marketing, location-based marketing is based on messages that have been strategically placed nearby an area where buying behavior can be influenced which in turn, ideally transforms into a sale (Krabuanrat, 2007). It is very dependent on mobile devices and communication networks. All respondents from respondent 1 to respondent 10 said that with the help of these two, it was very helpful for them in running their business. They are the business owners of street food startup business in Manado, that have used hyperlocal marketing for their business especially through mobile application for food online delivery services such as Go food or Grab food. Through interviews from all informants proved that the use of hyperlocal marketing for street food startup businesses in Manado has a significant influence in increasing business sales and based from all respondents the dominant hyperlocal

marketing is not only directly, but through features that have been available in mobile applications such as 'Near Me' for Go food and 'Food Near You' for Grab food is a great way to help street food startup businesses to get more customer, and also to increase the sales.

All the respondents had known hyperlocal marketing. Some respondent had known hyperlocal marketing from Go food and Grab food, they said that their business joined with Go food and Grab food. And they knew that the features such as "Near Me" for Go food and "Food Near You" for Grab food is a part of hyperlocal marketing. But for two respondents had known hyperlocal marketing before their business existed, because before they have that business as customer, they have used hyperlocal marketing through Go food and Grab food to order some food. For two respondent they are really knowing about hyperlocal marketing because they followed the marketing trend especially in digital marketing, and two respondents already knew hyperlocal marketing when they are running their business. They said that the hyperlocal marketing such a great digital marketing for startup business to get more customer and of course to help street food startup businesses in increasing sales.

Based on the explanation where explain and explore more about the variable which is the effectiveness of hyperlocal marketing of street food startup businesses in Manado that have used hyperlocal marketing and which types of mobile application for food online delivery service that businesses have used that related with the informant answer and in this research it can be concluded that hyperlocal marketing was effective for street food startup business in Manado, and all the supporting journals and theory that related with this current research, especially for the hyperlocal marketing, it proved that hyperlocal marketing was effective among all the informants who is business owner of street food startup that have used hyperlocal marketing for their businesses. It says that hyperlocal marketing such a great digital marketing strategy that can be used through mobile applications such as Go food and Grab food

CONCLUSIONS AND RECOMMENDATIONS

Conclusions
Based on the result and discussion it can be concluded that the use hyperlocal marketing is effective for all startup businesses especially for street food startup businesses in Manado, who are the respondents in this research. All respondents have used hyperlocal marketing for their own business, and through the features that have been available in mobile applications such as Go food and Grab food make the use of hyperlocal marketing even more effective. Every respondent has the same experience when using hyperlocal marketing their sales are increasing, although there was one of the respondents said that the use of hyperlocal marketing did not significantly affect the business, but still he said that not everything can be controlled and reached. So, with the use of hyperlocal marketing helps businesses to increase sales, and to get more customers.

Above all, respondents who are business owners respond in general that all their businesses are experiencing increased sales after using hyperlocal marketing and they do not have any bad issues related to hyperlocal marketing.

Recommendations
This research has been conducted in order to explore generally about the effectiveness of the use of hyperlocal marketing of street food startup business in Manado. Here are some recommendations proposed and found with this research for the business owner of street food startup business who have used hyperlocal marketing, the customer, universities, and for the next researcher are purposed as follows:
1. For the business owner of street food startup business who have used hyperlocal marketing, this is can be a good reference for their gaining knowledge of the use of digital marketing like hyperlocal marketing and their opinion about the use of this marketing for street food startup business.
2. For the consumer, it might be good feedback for them, cause through this research they will get to know about the feedback, respond, and also people opinion about the use of hyperlocal marketing and they could improve by knowing the feedback itself.
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the use of hyperlocal marketing of street food startup business in Manado.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about the use of hyperlocal marketing of street food startup business in Manado.

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