Comparison of Fast Food Restaurant at A&W with Sabana Fried Chicken

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Submission History:  
Submitted: August 21st, 2023  
Revised: November 26th, 2023  
Accepted: December 13th, 2023  
Available Online: December 31st, 2023

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Abstract
Restaurant is a business that has developed quite rapidly, because competition between companies is getting tighter because of the increasing number of similar restaurants offered. With this competition, it will have an impact on the company because the tighter the competition, consumers will hold a selection of the product. The food business has significant growth, because the increasing number of places to eat such as cafes, restaurants, restaurants continues to grow in number. This journal discusses the comparison of the two brands, including A&W Restaurant and Sabana Fried Chicken which both sell food of the same type but with differences in origin, where A&W is an external product and Sabana is a local product. Each has its own analysis which we discuss in this journal.

Keywords: Tourism, Food, Hospitality, Marketing Strategy, Food & Beverages Business
INTRODUCTION

Tourism has now become a trend in Indonesia even thanks to the current tourism economy in Indonesia is increasing every year. Tourism is one of the largest foreign exchange income sectors, not only for the country, but tourism is also beneficial to improve the economy of the community and the region. (Pradini, et al. 2022)

The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects cultural villages with community-based tourism. (Pradini, 2023)

Restaurant is a business that has developed quite rapidly, because competition between companies is getting tighter because of the increasing number of similar restaurants offered. With this competition, it will have an impact on the company because the tighter the competition, consumers will hold a selection of the product. The food business has significant growth, because the increasing number of places to eat such as cafes, restaurants, restaurants continues to grow in number. (Ananda, 2022)

The economy of a region has a good opportunity to develop in the tourism sector. The tourism industry has the potential to significantly improve the economy of a region and improve the standard of living and welfare of its population. (Mulya, 2022)

Culinary Tourism is a form of tourism that is increasingly popular around the world. It involves travel and exploration to places that are famous for their culinary wealth and cultural heritage. Many travelers today are looking for unique and authentic experiences while on vacation, and one of them is to try local food from a destination. Culinary tourism involves traveling to explore and taste a variety of traditional dishes and specialties of a region. (Kusumaningrum, et al, 2023)

Food now can also be an attraction for people who are already regular customers. Attractiveness is a factor especially in developing tourism, whose existence wants to pressure tourists to visit it, not only the attraction also succeeds government activities to celebrate the nation's customs and culture as relics given to tourists. Tourist activities in a region are incomplete if there is a tourist attraction, attraction is the main focus of tourism change in a destination. Proven by these two brands that have their own markets. (Pradini, et al, 2021)
Integrated Marketing

The development of digital technology that encourages the growth of digital marketing has made many businesses start using an integrated marketing communication system as a tool to carry out promotions because they are able to reach large market segments. (Anita, K. et al. 2023)

● A&W Restaurant

A&W Restaurants is a chain of fast food restaurants spread all over the world. The restaurant first opened in California in 1919. Products sold are A&W Root Beer, fried chicken, burgers and nuggets. In Indonesia, A&W has more than 200 outlets spread across cities and towns, while worldwide it reaches 1,000 locations. Currently A&W restaurant (or A&W - American Restaurant) is managed by PT Biru Fast Food Nusantara Ltd, which is still related to Biru & Sons, a company engaged in building materials. The first A&W restaurant in Indonesia opened in Melawai, South Jakarta on April 21, 1985, and was one of the first international burger franchises in Indonesia. A&W then succeeded in expanding its operations to 30 cities in Indonesia and as of February 2023 already has 243 outlets. The focus of sales in Indonesia is fried chicken and root beer, plus other products such as waffles, French fries and soft drinks. In addition to Indonesia, AW also operates in a number of Asian countries, such as Singapore (back again in 2019) and Malaysia.

● Sabana Fried Chicken

Starting from concerns about chicken products on the market, namely chicken products that are not clear in slaughter and quality. So on August 8, 2008, H. Syamsalis opened the first booth or cart Sabana Fried Chicken located in the Duta Indah Complex Bekasi City. Sabana Fried Chicken is here to meet the needs of the Indonesian people with halal, delicious, and nutritious Fried Chicken products. Know in depth integrated marketing communications. Integrated marketing communication strategy is a strategy used by a company or individual to reach its target market through various types of communication. This includes your message (what to say), the medium (where it will be said), and the target (to whom your message is delivered). Marketing communications or Public Relations is the 'Promotion' part of the "4Ps of marketing" that you may have learned along the way. Typically, this strategy means building top awareness among your ideal customers about a product or offer. How you do that will largely depend on your experience, industry, and budget. If your marketing plan has a million-dollar
budget, you can reach your target market with a promotional mix that includes TV or Facebook ads. However, if you're like most entrepreneurs, you want to promote your business without spending a fortune. And there's no better way to do that than by managing your own campaigns internally without maintaining the services of a media relations company or full-service marketing company.

The effective way of good sales is with a good infrastructure (place). The results of this study show that most articles related to railway transport infrastructure for tourism are published in scientific journals, compared to others, where they received the highest citations. Based on network visualization, the most dominant term is tourism development as the key term related to several other issues of railway transport, tourism, transport infrastructure, and economic growth. (Rahmawati et al, 2023)

Steps to Build Effective Integrated Marketing Communications:

1. Identify Different Marketing Communication Methods
   As part of your integrated marketing strategy, it is important to determine the various marketing communication methods you want to utilize as part of your plan. Consider your target audience and how they like to receive information, gather facts, and do research on the problem they are trying to solve.

2. Develop a Marketing Communication Plan
   Once you've determined the marketing channels that will resonate with your audience, it's time to develop a comprehensive plan to execute your marketing initiatives. To do this.

3. Understand the Customer Decision Making Process
   Understand what makes customers decide to buy a product or service, and then discover why they decided to buy from you. The important thing here is to understand the problem you're solving for them, and how to help them on that decision-making journey. You'll notice that some customers use an extended decision-making process, but others use low levels of engagement to make limited, nominal, or spontaneous decisions.

4. Implement a Marketing Communication Plan
   Now it's time to implement your plan and see the results. Here are some steps to help you do that.
METHOD

The method in this study uses qualitative methods assisted by interviews from the two brands so as to strengthen the analysis of this journal.

FINDING AND DISCUSSION

Marketing is one of the main activities that need to be carried out by companies in order to maintain the viability of their businesses. (Moses, M. 2019)

Marketing mix, also known as the 4Ps (Product, Price, Place, Promotion), is a framework used by companies to plan their marketing strategies. The following is an example of the application of marketing mix in Sabana Fried Chicken and A&W companies:

1.1 Sabana Fried Chicken

1. Product : Sabana Fried Chicken is a fast food restaurant known for its fried chicken. They must ensure their products, namely fried chicken and other food menus, meet the quality and taste standards desired by customers. They can also develop a variety of flavors of fried chicken and other foods to meet customers’ tastes.

2. Price : Sabana Fried Chicken must determine a price that is competitive with other fast food restaurants. The price of fried chicken and other menus must match the value provided to the customer. They may also consider offers, promos, and customer loyalty programs.

3. Place : The location of the restaurant is very important. Sabana Fried Chicken restaurant must be strategically located, close to the center of the crowd or shopping center. In addition, they may also consider food delivery or drive-thru services to improve customer convenience.

4. Promotion: Sabana Fried Chicken can use various promotional strategies, such as advertising on social media, television, radio, as well as participating in local events or collaborating with partners to hold joint promotions. They can also provide discount coupons or special promotions at certain times

1.2 A&W

1. Product : A&W is a fast food restaurant franchise known for its roots. They must maintain the quality and consistency of their roots, as well as develop additional food menus such as burgers, hot dogs, and others according to customer trends and demands.
2. Price: A&W must determine prices that are competitive with their competitors in the fast food restaurant market. They can adopt a pricing strategy that fits their brand values.

3. Place: A&W should choose strategic locations for their restaurants, such as shopping malls, tourist areas, or city centers. They can also invest in drive-thru and food delivery services to improve accessibility.

4. Promotion: A&W can use various promotional strategies to increase their brand awareness, such as print and online advertisements, social media campaigns, as well as special promotions such as "Happy Hour" or special promos on certain days.

Companies such as Sabana Fried Chicken and A&W must continually review and adjust their marketing mix according to changes in customer needs and preferences as well as competition in the market.

**SWOT Analysis**

SWOT analysis is a strategic tool used to identify the strengths, weaknesses, opportunities, and threats of an organization or business. SWOT analysis is used to evaluate internal and external factors that can affect their business performance. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal factors that can be controlled, while opportunities and threats are external factors that cannot be controlled. Through a SWOT analysis, we can identify their own strengths and weaknesses, as well as the opportunities and threats that exist in their business environment. A SWOT analysis will provide deep insight into how their businesses operate and deal with challenges in the fast food market. With a better understanding of their strengths, weaknesses, opportunities, and threats they can take better strategic decisions to improve their business performance.

**Strengths**

1. Famous Brand: A&W is one of the most recognized fast food brands in the world. Their names have become widely known to consumers.
2. Successful Franchising: A&W has a successful franchise business model, which allows them to grow their restaurant network extensively.
3. Various Menu Variants: A&W offers various menu variants that can meet various tastes and consumer preferences.
4. Consistent Food Quality: A&W is famous for the consistent quality of their food, which keeps consumers coming back for more.
5. **Strategic Location**: A&W has a strategic restaurant location, whether in shopping centers, city centers, or crowded tourist attractions.

6. **Good Customer Service**: A&W provides good and responsive customer service, which makes consumers feel appreciated.

7. **Product Innovation**: A&W continues to present new product innovations that attract consumers.

8. **Strategic Partnerships**: A&W has strategic partnerships with other brands such as Coca-Cola, which enhances their brand image.

9. **Commitment to Sustainability**: A&W has a strong commitment to sustainability and the environment.

10. **Experience in Industry**: A&W has been operating in the fast food industry for many years, which gives them valuable experience.

11. **Competent Management**: A&W has a competent and experienced management team in managing their restaurant operations.

12. **Competitive Price**: A&W offers competitive prices for their products, which is attractive to consumers looking for added value.

13. **Wide Availability**: A&W has an extensive network of restaurants, which makes them easily accessible to consumers.

14. **Consumer Trust**: A&W has built strong consumer trust through good customer service and consistent food quality.

15. **Loyalty Program**: A&W has an attractive loyalty program for their customers, which increases brand loyalty.

**Weaknesses**

1. **Dependence on Franchising**: A&W relies heavily on the franchise business model, which can limit their control over restaurant operations.

2. **Limited Food Choices**: Although A&W offers a wide variety of menus, vegetarian and healthy food options are limited.

3. **Depending on Restaurant Sales**: A&W does not have online sales or delivery channels, which limits their business growth potential.

4. **Response to Market Trends**: A&W may have challenges in responding quickly to market trends, due to complicated business decisions. **Fast Food Image**: Some consumers may consider fast food unhealthy and incompatible with a healthy lifestyle.
5. Fierce Competition: The fast food industry has fierce competition, which makes A&W have to innovate constantly to stay relevant.
6. Product Quality Risk: A&W may experience the risk of inconsistent product quality between different restaurant locations.
7. Uneven Distribution: There are some regions that do not yet have A&W restaurants, which can limit their growth potential.
9. Dependence on Key Suppliers: A&W may face risks if it experiences problems with their primary suppliers.
10. Changes in Government Policy: Changes in government policy regarding food regulations can have a negative impact on A&W business.
11. Increased Labor Cost: Increased labor cost can affect A&W profit.
12. Inconsistent Pricing Policy: A&W may face challenges in maintaining price consistency among their restaurant locations.
13. Internal Communication Weaknesses: Coordination and communication between teams at different restaurant locations may be a challenge.
14. Dependence on Local Consumption: A&W may be susceptible to local market fluctuations that may affect consumer demand.

Opportunities

1. Fast Food Market Growth: The fast food market continues to grow rapidly providing opportunities for A&W to expand their business.
2. Consumer Demand for Healthy Food: There is an increase in consumer demand for healthy food, which can give A&W the opportunity to develop a healthy food menu.
3. Technology Development: Technological developments can provide A&W with opportunities to improve operational efficiency and provide a better customer experience.
4. International Expansion: A&W can take advantage of untapped expansion opportunities into international markets.
5. Product and Menu Innovation: A&W can continue to innovate by launching new products and menus that attract consumers.
6. Online Sales and Shipping: Presenting online sales and shipping options can open up new opportunities for A&W.
7. Partnerships with Healthy Organizations: A&W can establish partnerships with organizations focused on health and sustainability to improve their brand image.
8. Favorable Government Policies: Government policies that support the fast food industry can give A&W an advantage in their operations.
9. Increased Brand Awareness: A&W can increase their brand awareness through targeted marketing campaigns.
10. Menu Package Offers: Menu package offers can increase added value and attract consumers.
11. Employee Training and Development: A&W can optimize the training and development of their employees to improve the quality of customer service.
12. Expansion of Food Choices: Increasing food choices, including vegetarian and healthy options, can appeal to a wider segment of consumers.
13. Use of Local Raw Materials: Using local raw materials can give A&W a competitive advantage and support local economic development.
14. Lifestyle Changes: Lifestyle changes that lead to fast food demand can provide growth opportunities for A&W
15. Increasingly Busy Society: Busy people can look for practical and fast food such as fast food.

**Threats**

1. Fierce Competition: The fast food industry has intense competition, with many brands competing for the same market share.
2. Changes in Consumer Preferences: Changes in consumer preferences can make A&W lose market share if they cannot adapt quickly.
3. Economic Crisis: Economic crisis can affect consumer purchasing power and reduce demand for fast food.
4. Strict Health and Safety Regulations: Strict health and safety regulations can increase operating costs and affect A&W profit margins.
5. Fluctuation in Raw Material Price: Fluctuation in the price of raw materials, especially meat and cooking oil, can affect A&W production costs.
6. Labor Limitation: Labor limitation can affect A&W's ability to maintain customer service quality.
7. Technological Developments: Technological developments can change the way consumers order food and affect the physical presence of restaurants.
8. Low Consumer Trust in Fast Food: Low consumer trust in fast food can affect A&W's brand image.
9. Natural Disasters: Natural disasters such as floods or earthquakes can disrupt A&W restaurant operations.
10. Shifting Consumption Patterns: Shifting consumption patterns leading to healthier eating patterns can reduce demand for fast food.
11. Environmental Pollution: A&W may face criticism from the public regarding environmental pollution caused by their waste and packaging.
12. High Fuel Prices: High fuel prices can increase A&W's transportation and logistics costs. Public Health Crisis: Public health crises such as pandemics can reduce consumer mobility and affect A&W's business.
13. Terrorist Threats: Terrorist threats can physically disrupt A&W restaurant operations and cause financial loss.

Here is an example of a SWOT analysis for an A&W restaurant:

1. A&W Power
   At the mention of A&W, all we have in mind is a champion burger full of potent sauce that is addictive. A&W's main strength lies in its strong brand recognition and signature menu that always makes the tongue waggle. The distinctive taste of root beer, delicious fried chicken, and of course the classic burger always invites the taste buds to come repeatedly. Plus, by adjusting to the times, A&W also gained plus points with the vegetarian menu and non-burger snacks that are increasingly popular among the public.

2. A&W Weaknesses
   It is indeed difficult to find flaws in A&W, but as a human being, weaknesses must exist. One drawback that can be identified is the prices that tend to be more expensive compared to other similar fast food restaurants. Although the quality offered is equivalent to the price tag, but for some circles, price becomes a determining factor. In addition, it is also worth noting the increasingly fierce competition with other brands in the fast food market. In this case, A&W must continue to develop smart marketing strategies to stay relevant and in the hearts of consumers.

3. Opportunities
In search of new opportunities, A&W made the right decision by maintaining the cultural heritage of the 50s in the atmosphere and design of its restaurants. This provides a great opportunity to expand the unique restaurant concept and continue to attract the attention of the public. In addition, with the increasing public awareness of healthy food, the development of menus with vegetarian options and low-calorie meal options can be a potential gap for A&W to gain a wider market share.

4. Possible Threats

Is there still a threat lurking A&W? Of course, in the business world nothing is eternal. The biggest threat may come from competition with international fast-food restaurant chains that are increasingly entering Indonesia. They carry a strong image and have unlimited resources to increase popularity. A&W must continue to fight to maintain its position amid the onslaught of increasingly fierce competition. The speed of adaptation to emerging trends and increased innovation will be key to staying afloat in an ever-changing industry. Overall, this SWOT analysis helps A&W to evaluate their position in the increasingly competitive fast food market. By maximizing strengths, overcoming weaknesses, seizing opportunities, and confronting threats, A&W can continue to build a positive image and offer unforgettable culinary experiences to burger lovers across Indonesia.

Here is an example of SWOT analysis for Sabana Fried Chicken restaurant:

1. **Strengths**

   Delicious and unique food: Sabana Fried Chicken restaurant can highlight the advantages of delicious and unique food, such as the typical fried chicken recipe passed down from generation to generation.

   Known brand: The restaurant has built a strong image and reputation among loyal customers. Strategic location: If the restaurant is in a strategic location, such as close to a shopping center or office district, this can increase attractiveness and affordability for customers.

2. **Weaknesses**

   Limited space: If the restaurant has limited space, this can limit customer capacity and business growth. Reliance on one type of product: If a restaurant offers only one type of food, such as fried chicken, this can limit menu variety and appeal to customers looking for variety.

3. **Opportunities**
Menu expansion: Restaurants may consider adding a wide variety of complementary dishes, such as side dishes or unique drinks, to attract new customers.
Location diversification: Opening restaurant branches in different locations can expand market share and increase revenue.
Use of technology: Adopting technology in online ordering or food delivery can improve ease of access for customers.

4. Threats
Strong competition: Sabana Fried Chicken restaurant must be prepared to face competition from other fried chicken restaurants already established in the market.
Changes in consumer trends: Changes in food trends and customer preferences can have an impact on restaurant demand and success.
Government regulations: Changes in government policies or regulations related to sanitation or licensing can affect restaurant operations

This SWOT analysis can provide Sabana Fried Chicken restaurant management with insight into their internal strengths and weaknesses, as well as the external opportunities and threats that surround them. By considering these factors, restaurants can develop the right strategies to improve their business performance and growth.

CONCLUSION
As you can see, integrated marketing communications are complex. This requires not only thinking about the channels you’ll be utilizing, but also the target audience, content, cadence, technology, and tracking to ensure your campaign is truly successful and drives revenue. You must finalize the entire marketing integration plan so that there is no miss on your audience which eventually leads to an increased risk of marketing failure. For an effective marketing budget process, make sure your business uses a modern bookkeeping or accounting system to make it easier for you to design your marketing budget, one of which is Accurate Online. Accurate Online is a cloud-based accounting software that has the most complete bookkeeping features to business budgeting features that will help you monitor the process of business expenses and budget plans.

Sabana Chicken is a fried chicken business that was established in 2005 and has been developing its business over the years. Sabana Chicken has implemented an expansion strategy to increase its market share. Sabana Chicken’s product quality and brand image
have a significant impact on customers' purchasing decisions. Sabana Chicken has the potential to develop its business further by improving its brand image, product quality, and service quality. Sabana Chicken’s success can be attributed to its unique selling proposition, which is fried chicken with a distinctive taste. So, Sabana Chicken should focus on improving its brand image, product quality, and service quality to attract more customers and develop its business further.

**Suggestion**

Sabana Chicken should focus on improving its brand image and product quality to attract more customers. Sabana Chicken should consider expanding its business to other regions to increase its market share. Sabana Chicken should provide better support and training to its employees to improve the quality of its services.

**ACKNOWLEDGMENTS**

The author would like to thank God Almighty, then support from parents and also thank the two brands who have helped for the sustainability of this research so that it has good data and results. Hopefully this research can help and also be an additional knowledge for writers and readers.

**CITATION:**


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