

Personal Selling Communication Strategy of Oemah Tahu Purwokerto for Increasing Brand Awareness Through Entrepreneurial Tourism Program

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ABSTRACT

The level of competition in the culinary world is becoming increasingly competitive, making marketing activities highly necessary for various culinary business actors, including Oemah Tahu Purwokerto, to enhance brand awareness through entrepreneurial tourism programs. This study aims to identify and analyze the personal selling communication strategies implemented by Oemah Tahu to increase brand awareness through entrepreneurial tourism programs. The research method used is descriptive qualitative, utilizing the Elaboration Likelihood Model theory by Richard E. Petty and John T. Cacioppo. Data collection techniques include observation, in-depth interviews, and documentation studies. The research results show that Oemah Tahu uses personal selling to directly promote their products and programs to potential customers. This strategy is effective in creating closeness, benefiting both parties and achieving the level of brand recall. These findings are related to the Elaboration Likelihood Model theory, where the majority of informants prioritize the clarity of the message content through Central Route Processing, which is more dominant and important compared to Peripheral Route Processing.

1. INTRODUCTION

The food and beverage industry is one of the most important economic sectors in Indonesia, which continues to experience rapid growth. As the culinary industry grows, there is an increase in the number of businesses emerging in this sector, which in turn results in increasingly fierce competition due to the increasing number of similar businesses (Permata & Habib, 2024).

In the era of globalization and technological developments, the culinary industry is facing increasingly fierce competition. This phenomenon is caused by the increasingly rapid growth in the number of restaurants, cafes and food stalls, especially in dense urban areas. Currently, competition in this sector does not only depend on quality and innovation in food presentation but also includes aspects of branding, marketing and customer experience. Culinary industry owners are required to adapt quickly to changing trends and consumer tastes, while still maintaining the identity of their products, such as serving traditional dishes amidst the turmoil of modernization, as well as paying attention to consistency in presenting products and services to remain competitive.

Brand awareness is defined as the ability of consumers or potential buyers to recognize that a brand belongs to a particular product category. In other words, consumers can easily identify and name a brand in that category without having to categorise the product in depth (Susanto & Sari, 2020).

Brand awareness and a positive reputation can generate loyalty from consumers. The higher the brand awareness, the greater the consumer's trust and intention to purchase. Implementing a branding strategy and increasing brand awareness of a product will produce significant response and feedback from business people.

Based on Permadi (2016) in (Sagala, 2023) There are four levels of brand awareness: not recognizing the brand, brand recognition, brand recall, and top-of-mind brand. Increasing brand awareness takes quite a long time because it can be achieved through repetition and reinforcement, and requires effective and appropriate strategies, including communication strategies.

Effendy stated in (Nursyamsi et al., 2022) that communication strategy ensures the planning and management of communication to message recipients. Once the recipient of the message understands and accepts the message, they must be coached and motivated to take action and achieve the goals targeted by the company with different methods or tactics according to the situation and conditions required.

Communication strategy has three main objectives. The first goal is for the recipient of the message to understand and comprehend the message received. After that, this acceptance must be fostered to create acceptance and ultimately the recipient of the message is motivated to act.

One of businesses that has succeeded in maintaining its existence by implementing various communication strategy efforts is the culinary business "Oemah Tahu Mang Eman", located in Banyumas Regency. The restaurant has maintained its existence since 2009 with dedication and a strong belief in running its business. Over time, "Oemah Tahu Mang Eman" managed to grow into a famous restaurant among the people of Purwokerto. In keeping with the times, "Oemah Tahu Mang Eman" also transformed "Oemah Tahu Purwokerto," which is now widely known.

As a business owner in the food and beverage industry which is full of competition in Indonesia, Oemah Tahu faces the challenge of improving its brand position in the market. To achieve this goal, Oemah Tahu is trying to use an entrepreneurial tourism program as part of a communication strategy. Although the importance of developing brand awareness is recognized, specific research on communication strategies through entrepreneurial tourism programs is limited.

Based on an interview with the manager of Oemah Tahu Purwokerto, entrepreneurial tourism is an Oemah Tahu educational tourism program which was held in 2019. This program aims to provide an understanding of the business world with direct experience in making products such as tofu and crackers. Entrepreneurial tourism is not only limited to children but is also aimed at adults who are about to retire by providing post-service training on how to start and manage small businesses and investments. By including entrepreneurial tourism programs in its communications strategy, Oemah Tahu has the potential to increase brand awareness among consumers. Although the importance of increasing brand awareness is recognized, research on communication strategies in utilizing entrepreneurial tourism programs as a tool to strengthen brand awareness is still limited. Apart from that, public knowledge about the entrepreneurial tourism program in Oemah Tahu is still small, as shown in Table 1. which records data on entrepreneurial tourism visitors from 2019 to 2024.

Table 1. Data of Visitors of Oemah Tahu Educational Tourism

Year	Visitors	Number of Visitors
2019	Kindergarten Students	35
2020	PT ASDP Indonesia Ferry	40
2021	PT ASDP Indonesia Ferry	35
2022	-	-
2023	-	-
2024	SMP Permata Hati	30

Resource: Oemah Tahu Purwokerto, 2024

Table 1. depicts data on the number of visitors recorded by Oemah Tahu Purwokerto from 2019 to 2024. This table shows that Oemah Tahu Purwokerto experienced a significant decline in the number

of visitors from 2022 to 2023, followed by a decrease in the number of visitors. This is caused by a lack of intensive promotional optimization regarding entrepreneurial tourism programs on social media platforms. Tafroji, as Manager of Oemah Tahu Purwokerto, explained as follows:

"Entrepreneur tourism is still not widely known by the local community because we still haven't maximized the promotion and haven't promoted it intensively on social media. We only do personal selling to various schools but not too many, only some of them, on our part we don't understand the marketing strategy" (Interview with Tafroji, 07 May 2024).

The promotional efforts carried out by Oemah Tahu mainly focus more on personal selling in various schools. However, the numbers do not cover everything and are only a small part of the existing potential market. In addition, from the entrepreneurial tourism organizers themselves, there is a lack of understanding of effective marketing strategies. This shows the need to increase broader and planned promotional efforts, as well as increase understanding in terms of communication strategies to increase public awareness about entrepreneurial tourism programs.

Personal selling as personal interaction with customers and potential customers to make sales and maintain customer relationships (Aziz, 2020). This was also stated by Tjiptono in (Nursyamsi et al., 2022), personal selling is a type of persuasive communication found in a series of promotions, which involves direct interaction between sellers and buyers. In this method, the seller attempts to influence the buyer's beliefs, attitudes, or behaviour by delivering messages that are tailored directly to the buyer's needs and preferences. Anderson in (Fadhilah et al., 2022) stated that persuasive communication is described as communication behaviour that aims to change the beliefs, attitudes or behaviour of other individuals or groups through the delivery of several messages. The main goal of persuasive communication is to influence someone's attitudes, opinions, or behaviour. To achieve this goal, persuasive communication needs to be done flexibly, maturely and well-planned. One theory that is relevant in the context of persuasive communication is the Elaboration Likelihood Model (ELM).

Elaboration Likelihood Theory (ELM) is a theoretical model formulated by Richard E. Petty and John T. Cacioppo in 1980. The Elaboration Likelihood Model is a communication theory that describes how communication strategies, especially in the context of brand marketing, can influence recipient behaviour. The quality of the communicator and the message conveyed in the communication will play a role in forming the attitude desired by the recipient of the message, both in cognitive, affective and conative aspects. Petty conducted research to test the effectiveness of strong message arguments as well as high-source credibility (Alhasbi & Amri, 2020). In this theory, people process message information through two routes, namely the central route and the peripheral route. Both routes exist in the human brain. Elaboration or critical thinking occurs through the central route, while less critical thinking occurs through the peripheral route. (Mutiara et al, 2022)

The goal of the Elaboration Likelihood Model (ELM) is to explain the reasons behind the success of some messages in persuading while others are not. This model considers that not all individuals have the same ability to understand arguments and data. Some people tend to decipher convincing messages, while others only process information unrelated to the message (Putri & Awza, 2023).

This research aims to identify and analyze the personal selling communication strategies used by Oemah Tahu to build brand awareness through entrepreneurial tourism programs. The key factor in this research is a communication strategy that emphasizes values such as increasing, conveying, influencing, and involving consumers.

In the context of a personal selling communication strategy to increase brand awareness through entrepreneurial tourism programs as explained in the research, personal selling can function as a promotional media tool. Personal selling allows direct interaction between sellers and potential consumers, which can increase their understanding of the value of the product or brand offered, influence purchasing decisions, and involve consumers in a more personal way. Thus, personal selling not only plays a role in sales, but also in increasing brand awareness, influencing consumer perceptions, and strengthening relationships with customers.

Brand awareness describes the presence of a brand in consumers' minds, which can be a determinant in several categories and usually plays a key role in brand equity. Increasing awareness is a mechanism for expanding a brand's market. Awareness also influences perception and behaviour. Awareness is the main key to accessing other elements of brand assets. In the context of brands,

consumers must have brand awareness of a product because before making a purchasing decision, they usually compare several alternatives on the market and the advantages of each brand (Sagala, 2023).

A strong brand will place a company or product above competitors and make it a top choice. Brand awareness is the ability of potential buyers to recognize and remember that a brand is part of a certain product category. In brand awareness, the range of the continuum is very important. This ranges from the uncertain feeling that a brand has been known before, to the consumer's belief that the product is the only brand in the product group (Rohmah, 2023).

To evaluate the extent to which consumers are aware of a brand, the following stages are required:

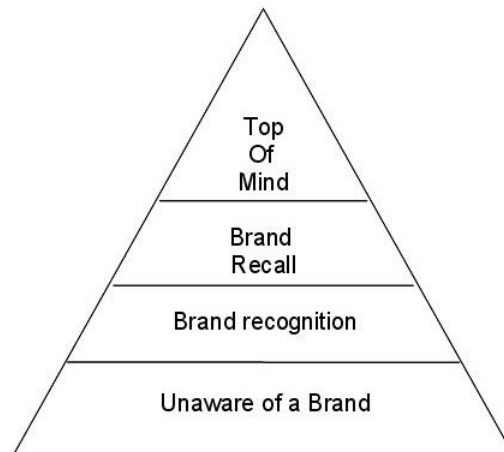


Figure 1. Brand Awareness Pyramid
Resource: (Thosien, 2023)

Top of mind is the brand that people remember or are first mentioned when asked about a particular product. Brand recall is the ability to recall other brands that people remember after they mention the first brand. Brand recognition is the respondent's level of awareness of a brand which is measured with the help of the characteristics of a product. Unawareness of brand is the lowest level of awareness in the brand awareness pyramid, where consumers are not aware of the existence of a brand. Every marketing activity seeks to achieve a higher level of brand awareness, such as top of mind. If a brand is not in consumers' minds, it is not considered by them. Typically, the brands stored in consumers' memories are those they either love or hate.

Previous relevant research on marketing communication has been carried out. One research result found that effective marketing communication is event and experience (Rohmah, 2023). Other research found creativity is very effective in direct marketing (Nashiroh et al., 2022). The individual approach is crucial in the marketing and selling process (Nursyamsi et al., 2022). The attractiveness of sales promotion and endorsement messages has a significant influence on followers' buying interest by 51% (Larasati & Susilo, 2021).

The novelty of this research compared to previous research is that the Elaboration Likelihood Model (ELM) Theory is rarely used in personal selling communication strategies. This study makes a significant contribution to understanding how persuasive communication works in the context of direct selling. By applying the Elaboration Likelihood Model (ELM) Theory, this study presents a new perspective on the effectiveness of various message processing pathways in personal selling. This theory assumes that individuals can evaluate messages deeply, carefully, and critically, but in certain situations, they can also judge messages quickly without paying attention to the underlying arguments (Kue dan Sehartian, 2019).

2. METHOD

The type of research used is descriptive qualitative research. Descriptive qualitative research is an approach that describes the condition of the object or subject being studied according to its condition when the research was carried out. The purpose of this descriptive research is to prepare a systematic description based on facts and truths regarding the facts, characteristics and relationships of the phenomenon being investigated (Rohmah, 2023). In this research, researchers explored Oemah Tahu's

selling communication strategy in implementing an entrepreneurial tourism program as a basis for increasing brand awareness. Data and information were obtained from informants as the main sources to answer research questions. Selection of research subjects is an important step that influences the depth of data obtained regarding the problem or phenomenon studied by the researcher. This research uses purposive sampling. The informant criteria that have been determined in this study are as follows: a) Managers or persons in charge, such as digital marketers, visitors of entrepreneurial tourism and customers at Oemah Tahu Purwokerto, b) They know Oemah Tahu Purwokerto and entrepreneurial tourism programs, c) They are willing to be interviewed and their information be published.

Table 2. Data of Informant

No.	Informant	Description
1.	Tafroji	Manager of Oemah Tahu Purwokerto (Key informant)
2.	Dimas Sugiono S.kom	<i>Digital Marketing</i> of PT Dieng Group (Key Informant)
3.	Delta Ehza Mahendra S.kom	<i>Digital Marketing</i> PT Dieng Group (Key Informant)
4.	Gayuh Permana Lestari S.Pd	Visitor of Entrepreneurial tourism
5.	Trianasari Pratiwi, S.Pd.,M.Pd	Visitor of Entrepreneurial tourism
6.	Novi Sindawati, S.E	<i>Customer</i>
7.	Ratno, S.Pd	<i>Customer</i>
8.	Erni Wahyuningsih, S.Pd	<i>Customer</i>
9.	Mila Al-Zatika S.Pd	<i>Customer</i>
10.	Prastyo Bayu Aji	<i>Customer</i>

3. RESULTS AND DISCUSSION

Oemah Tahu Purwokerto is part of several business units under the PT Dieng Group which focuses on the culinary industry. Oemah Tahu Purwokerto operates as a fast-food restaurant serving a variety of traditional foods and drinks. As a player in the culinary industry, Oemah Tahu has managed to survive amidst increasingly fierce competition with excellence in the production of various kinds of processed tofu. In the context of increasingly intense competition in the culinary industry, competitive factors are not only related to the quality of food presentation but also include aspects of branding, marketing and customer experience. To achieve this goal, Oemah Tahu Purwokerto uses a personal selling communication strategy to increase brand awareness through an entrepreneurial tourism program. The program includes a series of activities such as learning the process of making tofu, from boiling soybeans to the process of cutting tofu.



Figure 2. Oemah Tahu Purwokerto



Figure 3. Tofu Making Process

Oemah Tahu uses entrepreneurial tourism with two programs, namely educational tourism and after-service training as a tool to increase brand awareness. This program is considered useful and profitable for Oemah Tahu. This program is held based on current conditions, such as the Project for Strengthening the Profile of Pancasila Students (P5) in Junior High Schools, which is the newest independent curriculum subject in 2023. In the P5 subject, there are several series of teaching materials, one of them is entrepreneurship material which requires students to "make products with local content that have selling power". As stated by the Permata Hati Middle School teacher as follows:

"Apart from education, you can also follow the school program, namely the P5 program, where the P5 program includes entrepreneurship. Apart from that, it is also very beneficial for children. For families who can afford it, this is an opportunity for them to go to school and they will be happy to gain experience and new knowledge so that they will be equipped in the future to be able to become entrepreneurs " (Interview with Gayuh Permana Lestari, 2024).

Gayuh explained that entrepreneurial tourism as part of the educational program was very beneficial for students, especially in the P5 subject project, which is a new subject issued by the Ministry of Education and Culture in the 2023 Independence Curriculum. This was also explained by Tafroji as follows:

"Now I am doing promotions to schools because they have a new curriculum subject, namely P5, where they learn about entrepreneurship, so it is an opportunity for us to develop Oemah Tahu through this educational tour so that it can be known more widely."(Interview with Tafroji, 2024).

Promotion plays an important role in a marketing strategy and is the key to success in improving the products or brands owned by the company. One aspect of the promotional mix emphasised in this study is personal selling. Oemah Tahu adopts an entrepreneurial tourism program as an important part of the strategy used to increase its brand awareness. In promoting this program, Oemah Tahu emphasises the use of personal selling as one of the main tools. The manager of Oemah Tahu explained this by stating that personal selling is a method they often use. As explained by Tafroji in his interview as follows:

"Yes, we have always promoted our products or programs directly to customers, because we have not maximised the promotion and have not been aggressively promoting on social media. Only doing direct promotions to several schools and people close to us. We build correlations with people so that they want to come to Oemah Tahu" (Interview with Tafroji (43th), May 07, 2024).

In the interview, Tafroji explained that the P5 subject project was an opportunity for Oemah Tahu to develop and expand its reach in the community. Oemah Tahu adopts an entrepreneurial tourism program as an important part of the strategy used to increase its brand awareness. In promoting this program, Oemah Tahu emphasizes the use of personal selling as one of the main tools. The manager of Oemah Tahu explained this by stating that personal selling is a method they often use. They have not fully maximized their promotion and have not actively utilized social media for promotional activities. Promotion is carried out directly, especially in several schools and to nearby community leaders. Oemah Tahu tries to build relationships with people to increase visits to their place. In the interview, Dimas Sugiono and Delta Ehza Mahendra digital marketing from PT Dieng Group explained that Oemah Tahu

often promotes directly to customers by bringing brochures and displaying slides to explain the information conveyed. However, the contents of the brochure are adjusted to what the school will need in the future.

Promotions are carried out directly by offering directly to people closest to them via telephone until establish connections with potential customers. Promotions are also carried out directly by distributing brochures to schools and presenting the program. Based on the results of the interview above, it can be concluded that Oemah Tahu uses a personal selling promotion strategy or direct interaction with customers to introduce and invite them to buy its products. Through this direct approach, Oemah Tahu tries to introduce the brand to the public. By interacting directly, they hope to create a positive impression and increase consumer awareness of their brand.

The results of the researcher's interview with Gayuh Permana Lestari, who is a visitor to the entrepreneurship tour from SMP Permata Hati, for this brand recognition stage, they try to provide all information about the characteristics of the product, which is conveyed based on word of mouth from fellow customers to customers so that it is easy to remember, here are the results of the interview:

Remembering the Brand (Brand Recall). Through the results of the researcher's interview with visitors to the entrepreneurship tour, Oemah Tahu provides an experience for its customers through useful activities and discounts.

Top of Mind. Based on the results of the interview with Tafroji as the manager of Oemah Tahu, it was revealed that currently, Oemah Tahu has not yet reached the top of mind stage where it becomes the first brand considered by the public, especially in the city of Purwokerto. This is due to the absence of an adequate strategy to reach this stage. Oemah Tahu needs to take more strategic steps to increase brand awareness and become the main choice in the minds of customers. Although some people already know Oemah Tahu, there are still many people who do not know the programs at Oemah Tahu. He explained that the lack of knowledge and mastery of marketing strategies on their part is the main cause of this problem. In addition, Tafroji stated that they do not set a target number of visitors and prefer to let customers make their own choices, which may also affect the dissemination of information about their programs.

Oemah Tahu Purwokerto has successfully adopted an entrepreneurial tourism program strategy to increase brand awareness among customers. Through direct interaction and personal selling promotions, they have successfully introduced their brand to the public. The initial stage in developing brand awareness, from being unaware of the brand to remembering the brand (brand recall), has been seen through promotional efforts and direct approaches to potential customers, supported by recommendations from customers who are already familiar with the brand. Positive experiences from visitors, such as useful activities and discount packages, have helped this brand reach the brand recall stage, where customers return to visit. However, Oemah Tahu still needs to improve its communication strategy to reach the top-of-mind stage, where its brand becomes the main choice in the minds of customers. Lack of understanding and mastery of marketing strategies and disagreement in setting visitor targets may be the main obstacles that need to be overcome to increase brand awareness more effectively.

The role of the Elaboration Likelihood Model theory in communication strategy activities through personal selling promotions carried out by Oemah Tahu Purwokerto to build brand awareness through entrepreneurial tourism will be explained. This theory describes how someone processes the messages they receive through two channels. In marketing communication activities carried out by Oemah Tahu, this theory is used as a guide to maintain and strengthen their existence by involving visitors and customers of Oemah Tahu to increase brand awareness through entrepreneurial tourism.

In the first path, namely Central Route Processing or the central route process, this path explains that someone can receive messages easily based on the content of the message conveyed by the speaker. This path is said to be important because it is the main goal for someone who brings a message to make it easier for the audience to understand. As stated by PT Dieng Group's digital marketing as follows:

"In our opinion, the important thing is the content of the message because our job is only to help make brochures and PPTs, so we try to make the content of the message we create in it so that it

is conveyed well to customers and so that it is easy to understand" (Interview with Dimas Sugiono (21st), May 27, 2024).

This was also agreed by Delta Ehza Mahendra, who is in the same division as Dimas Sugiono in Digital Marketing in his interview as follows "

"The content of the message, yes. For the content of the message, I make a new one if there is personal selling again, re-photo it too. " (Interview with Delta Ehza Mahendra (24th), May 27, 2024).

In the interview, Dimas Sugiono and Delta Ehza Mahendra explained that it is important to prioritize the content of the message when conveying information to customers, especially through media such as brochures and PPTs. The main goal is so that customers can easily understand and accept the intent of the message being conveyed. In the interview, Novi Sindawati emphasized the importance of the content of the message when conveying information. She believes that the essence of communication is ensuring that the message conveyed is clear and Novi needs the points of the information conveyed more. If the message is not clear, the purpose of communication will not be achieved and will cause losses. Novi emphasized that without clarity in the content of the message, the delivery of information becomes ineffective.

In the interview, Erni Wahyuningsih explained that she prioritizes the content of the message when conveying information. She believes that the message conveyed will provide clarity and be more focused.

One out of nine Oemah Tahu customers also considers both channels to be equally important, but there is a sentence that is more misleading in the content of the message, as stated by Trianasari Pratiwi as follows:

"As a consumer, here, what I need is both. I definitely need comfort, but not just comfort, if the content of the message is not clear, it seems useless. So we need both, comfort yes, and clarity of the content of the message yes. What is more important in my opinion is the content of the message, because that's what I said earlier, if it's just comfort but the content of the message is not clear, it's useless. " (Interview with Trianasari Pratiwi (37th), June 19, 2024).

In the interview above, Trianasari Pratiwi explained that both paths are equally needed, but prioritize the content of the message because choosing comfort without prioritizing the content of the message is said to be less efficient.

Based on interviews regarding the importance of information received, Dimas, Delta, Novi, Erni, Trianasari and Bayu prioritize the content of the message or Central Route Processing in delivering information to obtain clarity of the information obtained without having to use a lot of time.

The second path in this theory, namely Peripheral Route Processing or the peripheral route process, this path explains that someone can receive a message based on comfort and credibility when delivering information.

This path is said to be more efficient to use because it can influence customers well. The peripheral route process is made based on the approach and comfort of the two parties between the speaker and the audience, where the audience will receive the message by processing the information conveyed by the speaker very carefully. According to Tafroji in the interview, personal selling promotions must be preceded by creating comfort for customers. Tafroji emphasized that without comfort, promotional efforts will not be effective. Therefore, an initial approach that focuses on building closeness and comfort with customers is very important. After a good relationship is established and customers feel comfortable, then promotions can be carried out. At this stage, the seller can start offering products or programs to influence customers to be interested.

In the interview, Gayuh Pemana Lestari said that they need more closeness and comfort in getting information, the goal is to get more clarity from the message received. Several Oemah Tahu customers also consider that both channels are equally important.

Based on interviews regarding the importance of the information received, Tafroji, Gayuh, Ratno, and Mila prioritize the comfort of the speaker or Peripheral Route Processing in delivering information to gain a deeper understanding.

In the communication strategy of Oemah Tahu Purwokerto, it is proven that the Elaboration Likelihood Model Theory plays an important role in guiding personal selling promotions to increase brand awareness through entrepreneurial tourism. This theory divides the message reception process into two paths, namely the Central Route Processing and the Peripheral Route Processing. The central route emphasizes the importance of message content in conveying information, ensuring that the message delivered is clear and easy to understand by customers, as supported by the opinions of Dimas, Delta, Novi, Erni, Trianasari and Bayu.

On the other hand, the peripheral route emphasizes comfort and credibility in conveying information, with a focus on building relationships and comfort with customers before conducting promotions, as explained by Tafroji, Gayuh, Ratno, and Mila. Both of these paths have their effectiveness in influencing customer behaviour and show that Oemah Tahu's marketing communication strategy requires a deep understanding of the message reception process by customers.

According to (Nursyamsi et al., 2022), Personal selling is direct communication (face-to-face) between the seller and prospective customers to introduce a product to prospective customers by forming an understanding of the product so that they will then try to buy it. Based on the results of the study, the personal selling promotion used by Oemah Tahu is by implementing an Individual approach strategy. The results of the study show that Oemah Tahu carries out personal selling promotions directly (face to face) with prospective customers to introduce a product and program to prospective customers and form an understanding of the product and program so that they will then try it. Based on the promotion that has been carried out by Oemah Tahu, there is closeness and mutual benefit for both parties.

1. Brand Awareness

From several analyses of Oemah Tahu's marketing communication strategy, it can be traced that there is a way to increase brand awareness as stated by (Rohmah, 2023) through the stages of brand awareness. Brand awareness is brand awareness where potential customers or customers can recognize and recall that the brand is part of a product category which has stages and levels, namely unaware of brand, brand recognition, brand recall, and top of mind. Oemah Tahu to carry out a marketing communication strategy in increasing brand awareness has gone through the stages/levels of brand awareness but not all of them are complete.

2. Unaware of Brand (Not Aware of Brand)

According to Prasetyo & Febriani (2020) in (Rohmah, 2023), this stage is the lowest level where consumers are not aware of a brand even though they have been reminded but are not recognized. Oemah Tahu has made this effort by conducting promotional activities online (contacting via WhatsApp and Telephone) and offline by conducting direct (face-to-face) personal selling promotions such as coming directly to schools with brochures and powerpoints as promotional media.

3. Brand Recognition

According to Prasetyo & Febriani (2020) in (Rohmah, 2023), this stage is the minimum level, where consumers recognize the brand after being reminded of the brand or product. Oemah Tahu has made this effort by providing assistance in the form of communication strategy activities to attract consumer interest through online media, namely contacting via WhatsApp and Telephone and offline by conducting direct (face-to-face) personal selling promotions such as coming directly to schools with brochures and powerpoints as promotional media. The personal selling communication strategy carried out at this stage to raise awareness, promote, and reintroduce the brand so that consumers can know and remember the Oemah Tahu product brand.

4. Brand Recall

According to Prasetyo & Febriani (2020) in (Rohmah, 2023), this stage is a moderate level, where consumers have remembered a product without using assistance. Oemah Tahu has gone through this stage with a marketing communication strategy through entrepreneurial tourism, Oemah Tahu has achieved brand recall. Word-of-mouth marketing is carried out through oral communication such as from person to person through face-to-face and telephone as well as written communication such as WhatsApp, testimonials, and other information, so that it can be seen from the response that the

brand or product has been remembered by consumers. This point can also be seen from the results of the achievements that have been carried out from the stages of being unaware of brand and brand recognition.

5. Top of Mind

According to Prasetyo & Febriani (2020) in (Rohmah, 2023), this stage is the highest level, where the brand first appears in the minds of consumers and can mention a brand without being reminded. This stage affects the success of the stages above the production achieved by Oemah Tahu and the public response regarding knowledge of the Oemah Tahu brand. However, several marketing communication strategies have not been carried out optimally and the public response to the Oemah Tahu brand still cannot be said to have reached the top-of-mind stage.

Oemah Tahu brand awareness is said to have increased not only because consumers have known, remembered and are aware of the product or company brand. The increase in brand awareness can also be seen through the public response where the public has remembered the Oemah Tahu brand and mentioned the products of the brand without assisting in bringing up the product. This can be seen that Oemah Tahu in its communication strategy has carried out brand awareness and is at a moderate level, namely the brand recall level (brand recall).

Elaboration Likelihood Model (ELM) Theory

The results of research regarding one component of personal selling in Oemah Tahu's marketing communications activities in building brand awareness through entrepreneurial tourism were described as follows:

Central Route Processing (Central Route Processing), is one of the routes by which someone perceives a message conveyed by a speaker. The Central Route Processing aspect provides understanding by looking at the content of the message. Therefore, the message conveyed must be strong. Central Route Processing consists of relevant topics, knowledge of the topic, high-quality argumentation and credible sources (Sjafiie et al., 2024). This statement identifies Central Route Processing as an important component in Oemah Tahu's marketing communications activities in delivering messages related to program information, products, and services offered through one of the promotional mixes, personal selling.

The Central Route Processing component can be seen in marketing communications activities when carrying out promotions in the process of delivering messages to potential customers. In Central Route verbal symbols are used to provide relevant understanding to potential customers. Persuasive communication is also used to influence potential customers to feel the meaning of the message conveyed. The use of verbal symbols in Central Route Processing is also a way of conveying messages that indirectly have a significant impact. By choosing the right words and writing, Oemah Tahu uses brochures and PowerPoint as a tool to convey the contents of the message so that potential customers can get a more detailed understanding. Therefore, delivering messages by Oemah Tahu can have a significant impact on the knowledge, attitudes and behaviour of potential customers, as well as help build brand awareness.

Peripheral Route Processing is used when an individual's motivation is low regarding the topic of conversation. The formation or change of attitudes along the Peripheral Route involves much less thought and is a consequence of their association with positive or negative environmental cues (Nursyamsi et al., 2022). The peripheral Route relates to things outside the message content such as the source's comfort, credibility, entertaining message, and audience consensus (Sjafiie et al., 2024). This statement identifies that Peripheral Route Processing is also an important component in Oemah Tahu's marketing communications activities in conveying messages related to program information, products and services offered through one of the promotional mixes, namely personal selling.

The Peripheral Route Processing component can be seen in marketing communications activities when carrying out promotions in the process of delivering messages to potential customers. In the Central Route, persuasive communication is also used to influence potential customers to feel the meaning of the message conveyed.

In Peripheral Route Processing, you know that promoting a program and product also uses closeness to potential customers, such as making potential customers comfortable, such as having a casual chat, which will then explain the purpose and objectives of the promotion.

Based on the promotion that Oemah Tahu has carried out in promoting an entrepreneurial tourism program. Oemah Tahu uses personal selling promotions by coming directly to potential customers face-to-face. The Elaboration Likelihood Model occurs when Oemah Tahu communicates with consumers, where consumers will receive information based on two channels, namely central route processing and peripheral route processing.

There were six out of ten informants who preferred the clarity of message content or central route processing and four of them chose peripheral route processing. The middle route or central route processing is said to be more dominant and more needed than the peripheral route or peripheral route processing. Some people need the content of the message conveyed to get clarity on the information conveyed by choosing Central Route Processing. They think they will get relevant topics, knowledge of the topic, high-quality arguments and credible sources, such as discussions that are directly focused on the topic being presented, providing promising facilities and discounts, as well as providing an overview of a program or product to foster a sense of trust in potential customers.

In the communication strategy of Oemah Tahu Purwokerto, it can be seen that the Elaboration Likelihood Model Theory plays an important role in guiding personal selling promotions to increase brand awareness through entrepreneurial tourism. This theory divides the message reception process into two paths, namely the Central Route Processing and the Peripheral Route Processing. The central route emphasizes the importance of message content in conveying information, ensuring that the message delivered is clear and easy to understand by customers. On the other hand, the peripheral route emphasizes comfort and credibility in conveying information, with a focus on building relationships and comfort with customers before conducting promotions. Both of these paths have their respective effectiveness in influencing customer behaviour and show that Oemah Tahu's marketing communication strategy requires a deep understanding of the message reception process by customers.

4. CONCLUSION

Oemah Tahu Purwokerto is the only fast-food restaurant that has adopted the entrepreneurial tourism program in Banyumas. Oemah Tahu uses a personal selling communication strategy as the most frequently used promotion to promote products and programs at Oemah Tahu. Referring to various references and expert statements as triangulators, researchers analyzed interview results and relevant theories to provide a deeper understanding of communication strategies, especially the personal selling element. Personal selling at Oemah Tahu is done directly with potential customers to introduce their products and programs. Research shows that this strategy is effective in creating closeness and benefits for both parties. Oemah Tahu brand awareness has increased, especially at the brand recall stage, where customers can remember the brand without external assistance, even though it has not yet reached the top-of-mind stage.

The research also links these findings to the Elaboration Likelihood Model theory which involves Central Route Processing and Peripheral Route Processing in capturing messages that have been carried out. Central Route Processing focuses on strong and relevant message content, using persuasive communication and verbal symbols to provide detailed understanding to potential customers. Meanwhile, Peripheral Route Processing emphasizes external aspects of the message such as the comfort and credibility of the source. Research shows that the majority of informants prioritize clarity of message content via Central Route Processing, which is considered more dominant and needed than Peripheral Route Processing. Oemah Tahu utilizes these two channels in their personal selling communication strategy so that it can have a significant impact on the knowledge, attitudes and behaviour of potential customers.

To reach the highest stage of brand awareness, namely top of mind, through an entrepreneurial tourism program, Oemah Tahu should further increase its promotion on social media such as Instagram, Web and TikTok. If the promotional focus is on personal selling, it is necessary to make regular visits and distribute more proposals at every school level from elementary to high school throughout the

Banyumas area and surrounding areas. The more people who know about this program, the more widely known a brand's products will be so that Oemah Tahu can become the main choice among the many existing restaurants.

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