



Integrated Marketing in Subway Fast Food Restaurant Franchises

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Abstract: Franchising is a business carried out by at least two parties, with a predetermined cooperation agreement. Businesses with this franchise concept are assessed in terms of their impact, which can provide positive or negative benefits. As implemented at the Subway fast food restaurant. However, this is a risk in joint business activities. The negative impact is when one of the parties defaults, but the positive impact is that all burdens and responsibilities can be carried by both parties who carry out the agreement. In marketing efforts in this business concept, it is then important to implement integrated marketing communication efforts or integrated marketing is one of the important factors in a business activity. The basic marketing patterns that can be used are advertising, social media and direct marketing. These three become the basic framework that can be used in integrated marketing communication.

Keywords: Integrated Marketing Communication, Franchise, Restaurant Business

Abstrak: Waralaba merupakan salah satu usaha yang dijalankan oleh setidaknya dua pihak, dengan perjanjian kerjasama yang telah ditentukan. Bisnis dengan konsep waralaba ini dinilai dari segi dampaknya dapat memberikan keuntungan positif ataupun negatif. Seperti yang dilaksanakan pada restoran cepat saji Subway. Namun hal ini menjadi resiko dalam kegiatan usaha bersama. Dampak negatifnya yaitu ketika salah satu pihak melakukan wanprestasi, namun dampak positifnya segala beban dan tanggungjawab dapat diemban oleh kedua belah pihak yang melaksanakan perjanjian. Pada upaya pemasaran dalam konsep bisnis ini kemudian penting dilaksanakan upaya *integrated marketing communication* atau pemasaran terpadu merupakan salah satu faktor penting dalam sebuah kegiatan usaha. Pola pemasaran mendasar yang dapat digunakan yaitu periklanan, sosial media dan pemasaran langsung. Ketiga ini menjadi kerangka dasar yang dapat digunakan dalam *integrated marketing communication*.

Kata Kunci: Komunikasi Pemasaran Terpadu, Usaha Restoran, Waralaba

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Introduction

Franchising is one of the business concepts that is often found among the wider community. A simple understanding of franchising is a business that is run together with a predetermined agreement, including income or profits on the business that is run together. Franchising in the Big Dictionary Indonesian is a

cooperation in the form of a business with a predetermined profit sharing. This is an understanding of the franchise business, this concept basically provides benefits because potential losses can be minimized even though on the other hand profits can also be smaller.¹²

The franchise business itself stems from the history of royalty in Europe, in the era of the kingdom that leased land to the community to be able to use the land for business. But the kingdom was entitled to tribute later from that tribute which is now called a franchise. Franchising allows joint business with a predetermined agreement. The government also regulates franchising in the government regulation of the Republic of Indonesia No. 42 of 2007 concerning franchising article 1, the Candy explains that cooperation in franchising can be carried out by individuals or business entities in marketing goods or services.³⁴

The provisions regarding the franchise concept in accordance with the government regulation of the Republic of Indonesia No. 42 of 2007 concerning franchising prove that it is one of the sectors that get attention by the government in order to then have an economic impact on both parties who establish cooperation. The negative side of the franchise business principle is the potential for default from one of the parties. This is an obstacle in franchise business activities which are one of the biggest obstacles in franchise activities or businesses. Due to the possibility of default on the agreement of the cooperating parties can occur.⁵⁶

Apart from the bad things from the franchise business then also have a positive impact, because if there is a loss, it can be borne or become the responsibility of both parties who have agreed. So that indirect losses become the burden of one party only. In business development too, because there will be input from voters regarding the concept of business development that can be implemented. Franchising is a business concept with a very broad scope, including in the food sector. One of them is the fast food restaurant business. In the principle of franchise business then regarding the profits and losses incurred in finance that occur depending on the agreement implemented by both parties.⁷⁸

The restaurant business is one of the easiest businesses and is most engaged in by the community, because this is considered in terms of economics to encourage the welfare of business actors or at least can also increase people's income, because of the ease in the food business. The franchise restaurant business has recently been very popular with the wider community in Indonesia. The potential for the emergence of local fast food product businesses within the scope of this franchise business is basically

¹ Muchtar Riva'i, "Pengaturan Waralaba Di Indonesia: Perspektif Hukum Bisnis," *Liquidity: Jurnal Riset Akuntansi Dan Manajemen* 1, no. 2 (2012): 159–66, <https://doi.org/10.32546/lq.v1i2.146>.

² Ery Agus Priyono, "ASPEK KEADILAN DALAM KONTRAK BISNIS DI INDONESIA (Kajian pada Perjanjian Waralaba)," *LAW REFORM* 14, no. 1 (29 Maret 2018): 15–28, <https://doi.org/10.14710/lr.v14i1.20233>.

³ Sri Hudiarni, Galuh Kartiko, dan Hudriyah Mundzir, "WARALABA MODEL BISNIS BARU YANG BERKELANJUTAN DITINJAU DARI ASPEK HUKUM," *Jurnal Panorama Hukum* 3, no. 1 (9 Juli 2018): 59–72, <https://doi.org/10.21067/jph.v3i1.2432>.

⁴ Lathifah Hanim, "PERLINDUNGAN HUKUM HAKI DALAM PERJANJIAN WARALABA DI INDONESIA," *Jurnal Hukum* 26, no. 2 (22 September 2022): 571–89, <https://doi.org/10.26532/jh.v26i2.210>.

⁵ Ni Nyoman Triana Suskendariani, "Perlindungan Hukum Bagi Penerima Waralaba (Franchisee) Dalam Perjanjian Waralaba," *Ganaya : Jurnal Ilmu Sosial Dan Humaniora* 2, no. 1 (31 Maret 2019): 176–86.

⁶ Cita Yustisia Serfiyani, R. Serfianto Dibyo Purnomo, dan Iswi Hariyani, *FRANCHISE TOP SECRET : Ramuan Sukses Bisnis Waralaba Sepanjang Masa*, 2016, <https://repository.unej.ac.id/xmlui/handle/123456789/78154>.

⁷ Rustinah Hariyani, "TINJAUAN YURIDIS PERJANJIAN BISNIS WARALABA (FRANCHISE) ANTARA FRANCHISOR DAN FRANCHISEE DALAM DINAMIKA PEREKONOMIAN DI INDONESIA," *Jurnal Ilmu Hukum* 6 (2020), <http://ejournal.untag-smd.ac.id/index.php/DD/article/view/5143>.

⁸ Aditya Achmad Fathony dan Yulianti Wulandari, "PENGARUH BIAYA PRODUKSI DAN BIAYA OPERASIONAL TERHADAP LABA BERSIH PADA PT.PERKEBUNAN NUSANTARA VIII," *AKURAT | Jurnal Ilmiah Akuntansi FE UNIBBA* 11, no. 1 (20 April 2020): 43–54.

developing or starting from MSMEs, where this business is one of the contributors to scattered income for the wider community.⁹

As the restaurant franchise business develops, it is important for business actors to be able to carry out the right marketing activities (Syaipudin, 2023). Efforts that can be taken are with *an* integrated marketing communication strategy or integrated marketing integration. Integrated in this case then marketing is complete and can provide a maximum boost to sales. The concept of ¹⁰*integrated marketing communication* is implemented by integrating several marketing principles that have one goal. For example, in the modern era this can be carried out by using social media, netizens or influencers, advertising, off-air events to utilize media partnerships.¹¹

The concept of marketing in a combination of several ways becomes a principle implemented in the *integrated marketing communication* strategy to increase the number of enthusiasts or consumers. So that the products sold are in accordance with the predetermined target to provide profit. A good franchise business, of course, must also pay attention to a good marketing system as well. So thus the business will continue to run and can maintain its existence. Moreover, at special events, such as a fast food restaurant wants to provide discounts and promos, advertising is the right thing so that people know.¹²¹³

The system formed in *integrated marketing communication* is also expected to support an increase in market share, because with the increasing recognition of a brand, this will also have a wider market. Public interest will also be formed when a product/service has a strong enough brand. Of course, this is one of the functions of *integrated marketing communication*. Thus a company, especially in this study fast food restaurants can develop while surviving and expanding the market.

As implemented at Subway fast food restaurants, it became one of the franchise businesses that established cooperation with several parties. Subway fast food restaurant is a restaurant that originally came from the United States and has been established since 1965 ago. The development of Subway fast food restaurants was increasingly felt in 2015, and now has thousands of branches around the world. The franchise concept offered by Subway is a restaurant chain with a single trademark. However, those who cooperate with Subway companies can sell products sold by Subway. So that the name Subway becomes the trade name of the party who cooperates with it.

The development of Subway fast food restaurants that carry out the concept of franchise business in Indonesia is growing rapidly, one of which is by developing a delivery order delivery model in collaboration with several delivery companies such as Grab or Go Jek.

⁹ Arnes Nofita Sari, "Analisis Strategic Management Pada Restoran Cepat Saji McDonald's," *Jurnal Pendidikan Tambusai* 5, no. 2 (2022), <https://jptam.org/index.php/jptam/article/view/1319>.

¹⁰ Fitri Rachmawati, "Penerapan Digital Marketing Sebagai Strategi Komunikasi Pemasaran Terpadu Produk Usaha Kecil Dan Menengah (UKM) Pahlawan Ekonomi Surabaya" (undergraduate, UIN Sunan Ampel Surabaya, 2018), <http://digilib.uinsby.ac.id/26290/>.

¹¹ Rahmat Edi Irawan dan Merry Fridha, "STRATEGI INTEGRATED MARKETING COMMUNICATION (IMC) SEBAGAI UPAYA MENINGKATKAN BRAND AWARENESS NET TV," *Seminar IQRA* 1, no. 1 (2017), <http://jurnal.untag-sby.ac.id/index.php/iqra/article/view/5083>.

¹² Bambang D. Prasetyo, Nufian S Febriani, dan Wayan Weda Asmara, *Komunikasi Pemasaran Terpadu: Pendekatan Tradisional Hingga Era Media Baru* (Google Books, 2022), https://books.google.co.id/books?hl=en&dr=&id=ZoyIDwAAQBAJ&oi=fnd&pg=PR5&dq=strategi+pemasaran+terpadu&ots=fSNe24WahV&sig=IPQygvfCTA8RbTbNnIZuYPhz2ls&redir_esc=y#v=onepage&q=strategi%20pemasaran%20terpadu&f=false.

¹³ R. Nuruliah Kusumasari Nurul dan Annissa Afrilia, "Strategi Komunikasi Pemasaran Terpadu J&C Cookies Bandung Dalam Meningkatkan Penjualan," *Jurnal Sains Manajemen* 2, no. 1 (4 Maret 2020): 97–103, <https://doi.org/10.51977/sainsm.v2i1.209>.

Subway fast food restaurants in this case show that the form of franchising that is carried out is not only in big things, such as the presence of financiers. But up to the smallest areas are also a matter of detail attention by Subway fast food restaurants, especially when it comes to food delivery services.

Subway fast food restaurants in carrying out a franchise business, of course, also do not let go of important aspects in their marketing activities. Because this is one of the important foundations in maintaining its business activities to continue to exist and develop. The concept of marketing is also a concern in the development of Subway's fast food restaurant business.

Literature Review

Integrated marketing communication

The concept of integrated marketing *communication* is basically integrated marketing. In a general business implemented several marketing patterns are determined to introduce its products to a wide audience.¹⁴ The marketing will also support and be a boost to the level of sales of a product / service. Thus this has an impact on the benefits obtained by a company.

There are several integrated marketing *communication* concepts that can be chosen and used in integrated marketing of fast food restaurants, which are as follows:

1. Advertising

Advertising is the main choice of a company to carry out marketing of a product / service quickly and precisely. This method is considered the most effective, because it directly explains a product / service to the public as the purpose of receiving advertising.¹⁵

Advertising can basically be carried out in various diverse ways, ranging from advertisements in print media, online media, television, and radio which become conventional advertising patterns. This becomes an advertising option that can be implemented by a company to introduce its products.

The main purpose of advertising is to introduce products, so that the wider community or as a target knows and is interested in making a purchase. With the right advertising, it also has the potential to increase public attention to make a purchase of a product.¹⁶

2. Social Media

Social media can be said to be one of the most modern and easier to use marketing platforms, in contrast to television, radio and newspapers. Social media founders have a variety of backgrounds, not or not necessarily in the form of official companies.¹⁷

Social media is more flexible because it does not require formalities or strict requirements to be able to use it. Personal social media can even be used to introduce a product, this becomes the money of social media.¹⁸

¹⁴ Irawan dan Fridha, "STRATEGI INTEGRATED MARKETING COMMUNICATION (IMC) SEBAGAI UPAYA MENINGKATKAN BRAND AWARENESS NET TV."

¹⁵ Taat Kuspriyono, "Pengaruh Iklan Terhadap Keputusan Pembelian Apartemen Meikarta," *Cakrawala: Jurnal Humaniora Bina Sarana Informatika*, no. 1 (2018), <https://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/3039>.

¹⁶ Yusnaldi Yusnaldi, Mirdha Fahlevi Si, dan Muzakir Muzakir, "EKSPLOITASI ANAK DALAM KOMUNIKASI PEMASARAN STUDI KASUS IKLAN MCDONALD FILLET-O-FISH," *Jurnal Bisnis Dan Kajian Strategi Manajemen* 4, no. 1 (30 April 2020), <https://doi.org/10.35308/jbkan.v4i1.1980>.

¹⁷ Aldina Shiratina dkk., "Pemasaran Online Melalui Penerapan Iklan Secara Digital," *Jurnal Sain Manajemen* 2, no. 1 (14 Februari 2020): 15–23, <https://doi.org/10.51977/sainsm.v2i1.184>.

¹⁸ Maysaroh, "Pengaruh Iklan Di Facebook Terhadap Minat Beli Siswa Di Kabupaten Rokan Hulu | Journal of Social Media and Message," *Journal of Social Media and Message*, 4 September 2022, <https://journal.rc-communication.com/index.php/JSMM/article/view/2>.

Individual social media, for example, belongs to an influencer or YouTuber, so in utilizing this social media it will be easier to be able to establish communication. As well as not requiring long bureaucracy, because advertisers and ad owners can communicate directly.¹⁹

The ease of social media is very beneficial because it can facilitate the advertising process so that it can expand the market. The benefits provided will also make it easier for advertisers to target a predetermined market share.²⁰

3. Direct marketing

Direct marketing or direct marketing can be another option in *integrated marketing communication* because it will directly relate to the wider community. Or with this concept will bring together directly between producers and consumers.²¹

Some direct marketing that is implemented is through sales marketing or organizing certain events, there are even other options, namely word of mouth or word of mouth promotion.²²

These options can be direct marketing that targets the public. But specifically for word of mouth, this will automatically occur if the quality of the product has been recognized by its users.²³

Third, consumers have felt and are satisfied with the product/service used, so direct word-of-mouth marketing will occur instantly with no strings attached. Someone will immediately give recommendations to others, to try or even use the product/service.²⁴

This direct marketing can be one of the spearheads of marketing in an area that is difficult to reach by the internet network, or people lack reading awareness. With direct marketing, people will know a product.²⁵

Fast Food Restaurant Business

Fast food restaurants have become one of the businesses that have recently been very popular and become the choice of the wider community. Because it provides fast service and provides profitable convenience for its buyers. Recently, fast food restaurants are not only owned by well-known brands such as KFC, Mc Donald, and so on. But in different regions there are also similar fast food restaurant businesses. Although with a turnover that is not large.²⁶

Fast food restaurants in a smaller scope, also inspired the birth of MSME players who produce fast food, such as Kentucky, geprek chicken, other small foods. This is also part of the development of fast food restaurants that develop among people with small capital.

The existence of this fast food restaurant can then be described as one of the potential business models to continue to grow among the wider community. It can even be one of the supporters of a small economy, grow new business opportunities, and improve the welfare of a community.²⁷

¹⁹ Anggita Perdami Ikayanti, "Pengaruh Influencer Dan Iklan Di Instagram Pada Pemasaran Pariwisata (Studi Kasus Explore Nusa Penida)," 2020, <https://dspace.uui.ac.id/handle/123456789/28394>.

²⁰ Budi Susilo, "Pemasaran Digital: Segmentasi Demografi Pengguna Media Sosial Di Kota Pontianak," *Jurnal Eksplorasi Informatika* 8, no. 1 (28 September 2018): 69–79, <https://doi.org/10.30864/eksplorasi.v8i1.163>.

²¹ Shiratina dkk., "Pemasaran Online Melalui Penerapan Iklan Secara Digital."

²² Virgitta Septyana, "FENOMENA MEIKARTA SEBAGAI SIMBOL MODERNITAS (STUDI SEMIOTIKA PEMASARAN OSWALD DALAM IKLAN KOTA MEIKARTA)," *SEMIOTIKA: Jurnal Komunikasi* 12, no. 1 (23 April 2019), <https://doi.org/10.30813/s:jk.v12i1.1546>.

²³ Maysaroh, "Pengaruh Iklan Di Facebook Terhadap Minat Beli Siswa Di Kabupaten Rokan Hulu | Journal of Social Media and Message."

²⁴ Septyana, "FENOMENA MEIKARTA SEBAGAI SIMBOL MODERNITAS (STUDI SEMIOTIKA PEMASARAN OSWALD DALAM IKLAN KOTA MEIKARTA)."

²⁵ Yusnaldi, Si, dan Muzakir, "EKSPLOITASI ANAK DALAM KOMUNIKASI PEMASARAN STUDI KASUS IKLAN MCDONALD FILLET-O-FISH."

²⁶ Sari, "Analisis Strategic Management Pada Restoran Cepat Saji McDonald's."

²⁷ Dame Afrina Sihombing dan Jola Fitria Ningsih, "Analisis Niat Perilaku Konsumen Pada Restoran Cepat Saji di Kota Batam Pada Masa Pandemi Covid-19," *Jurnal Pemasaran Kompetitif* 5, no. 1 (6 Oktober 2021): 1–12, <https://doi.org/10.32493/jpkpk.v5i1.10542>.

Method

Systematic literature review (SLR) is a systematic and structured research method for collecting, evaluating, and synthesizing relevant research evidence in a particular field of knowledge. SLR is carried out with clear and defined measures to minimize bias and ensure the accuracy of findings. The advantages of SLR include its ability to present a comprehensive picture of the evidence, identify knowledge gaps, and provide a solid basis for decision making. This method is often used in scientific research, particularly in the context of policy development, clinical practice, and other applied research.

The general steps of conducting a systematic literature review involve identifying specific research questions, selecting inclusion and exclusion criteria, searching the literature thoroughly, assessing the quality of relevant research methodologies, data extraction, and synthesis analysis. SLR not only includes literature that supports a particular argument or hypothesis, but also tries to include all relevant evidence in a defined field of study.

Results and Discussion

Integrated marketing communication

The concept of integrated marketing *communication* is basically integrated marketing. In a general business implemented several marketing patterns are determined to introduce its products to a wide audience. The marketing will also support and be a boost to the level of sales of a product / service. Thus this has an impact on the benefits obtained by a company.²⁸²⁹

There are several integrated marketing *communication* concepts that can be chosen and used in integrated marketing of fast food restaurants, which are as follows:

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Social media can be said to be one of the most modern and easier to use marketing platforms, in contrast to television, radio and newspapers. Social media founders have a variety of backgrounds, not or not necessarily in the form of official companies. Social media is more flexible because it does

²⁸ Irawan dan Fridha, "STRATEGI INTEGRATED MARKETING COMMUNICATION (IMC) SEBAGAI UPAYA MENINGKATKAN BRAND AWARENESS NET TV."

²⁹ Prasetyo, Febriani, dan Asmara, *Komunikasi Pemasaran Terpadu: Pendekatan Tradisional Hingga Era Media Baru*.

³⁰ Nurlinda, "Al-Ghazali's Views On The Economy And Development Of The Ummah," *Journal of Nusantara Economy* 1, no. 1 (28 Desember 2023): 25–35.

³¹ Kuspriyono, "Pengaruh Iklan Terhadap Keputusan Pembelian Apartemen Meikarta."

³² Vira Juliaristanti, Asep Muhamad Ramdan, dan Dicky Jhoansyah, "ANALISIS KARAKTERISTIK FOLLOWERS DAN KONTEN IKLAN DALAM MENGUKUR EFEKTIVITAS INSTAGRAM STORIES ADVERTISEMENT PADA PRODUK KOSMETIK WARDAH," *Syntax Idea* 2, no. 8` (21 Agustus 2020): 503–13.

³³ Yusnaldi, Si, dan Muzakir, "EKSPLOITASI ANAK DALAM KOMUNIKASI PEMASARAN STUDI KASUS IKLAN MCDONALD FILLET-O-FISH."

not require formalities or strict requirements to be able to use it. Personal social media can even be used to introduce a product, this becomes the money of social media.³⁴

Individual social media, for example, belongs to an influencer or YouTuber, so in utilizing this social media it will be easier to be able to establish communication.³⁵ As well as not requiring long bureaucracy, because advertisers and ad owners can communicate directly. The ease of social media is very beneficial because it can facilitate the advertising process so that it can expand the market. The benefits provided will also make it easier for advertisers to target a predetermined market share.³⁶

3. Direct marketing

Direct marketing or direct marketing can be another option in *integrated marketing communication* because it will directly relate to the wider community.³⁷ Or with this concept will bring together directly between producers and consumers. Some direct marketing that is implemented is through sales marketing or organizing certain events, there are even other options, namely word of mouth or word of mouth promotion.³⁸

These options can be direct marketing that targets the public. But specifically for word of mouth, this will automatically occur if the quality of the product has been recognized by its users. Third, consumers have felt and are satisfied with the product/service used, so direct word-of-mouth marketing will occur instantly with no strings attached. Someone will immediately give recommendations to others, to try or even use the product/service.³⁹

This direct marketing can be one of the spearheads of marketing in an area that is difficult to reach by the internet network, or people lack reading awareness. With direct marketing, people will know a product.⁴⁰

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Fast food restaurants have become one of the businesses that have recently been very popular and become the choice of the wider community. Because it provides fast service and provides profitable convenience for its buyers. Recently, fast food restaurants are not only owned by well-known brands such as KFC, Mc Donald, and so on. But in different regions there are also similar fast food restaurant businesses. Although with a turnover that is not large.⁴¹

Fast food restaurants in a smaller scope, also inspired the birth of MSME actors who produce independently. Especially fast food, for example Kentucky, geprek chicken, other small foods.⁴² This is also part of the development of fast food restaurants that develop among people with small capital.⁴³

³⁴ Maysaroh, "Pengaruh Iklan Di Facebook Terhadap Minat Beli Siswa Di Kabupaten Rokan Hulu | Journal of Social Media and Message."

³⁵ Ikayanti, "Pengaruh Influencer Dan Iklan Di Instagram Pada Pemasaran Pariwisata (Studi Kasus Explore Nusa Penida)."

³⁶ Susilo, "Pemasaran Digital."

³⁷ Elman Johari, "Hadits Scientific: The Wage Integration Paradigm In Sharia Economic Concept," *Journal of Nusantara Economy* 1, no. 1 (27 Desember 2023): 19–24.

³⁸ Septyana, "FENOMENA MEIKARTA SEBAGAI SIMBOL MODERNITAS (STUDI SEMIOTIKA PEMASARAN OSWALD DALAM IKLAN KOTA MEIKARTA)."

³⁹ Maysaroh, "Pengaruh Iklan Di Facebook Terhadap Minat Beli Siswa Di Kabupaten Rokan Hulu | Journal of Social Media and Message."

⁴⁰ Yusnaldi, Si, dan Muzakir, "EKSPLOITASI ANAK DALAM KOMUNIKASI PEMASARAN STUDI KASUS IKLAN MCDONALD FILLET-O-FISH."

⁴¹ Rachmawati, "Penerapan Digital Marketing Sebagai Strategi Komunikasi Pemasaran Terpadu Produk Usaha Kecil Dan Menengah (UKM) Pahlawan Ekonomi Surabaya."

⁴² Risqika Yunaifiroh dan Novi Tri Oktavia, "Fi's Strategy for Dealing with Problematic Financing in the Post-Pandemic Period," *Journal of Nusantara Economy* 1, no. 1 (28 Juli 2023): 1–6.

⁴³ Sari, "Analisis Strategic Management Pada Restoran Cepat Saji McDonald's."

The existence of this fast food restaurant can then be described as one of the potential business models to continue to grow among the wider community. It can even be one of the supporters of a small economy, grow new business opportunities, and improve the welfare of a community.⁴⁴

Discussion

The concept of *integrated marketing communication* is one of the important parts that must be implemented by a company to introduce its products. This concept is important because it is related to marketing activities and efforts to introduce a product to the wider community. There are several ⁴⁵*integrated marketing communication* concepts that fast food restaurants can choose from. In this study, at least marketing in the form of advertising, social media, to direct marketing. These three patterns become fundamental patterns in integrated marketing that can be used.⁴⁶

Advertising is the main choice of a company to carry out marketing of a product / service quickly and precisely. Advertising can basically be carried out in various diverse ways, ranging from advertisements in print media, online media, television, and radio which become conventional advertising patterns. This becomes an advertising option that can be implemented by a company to introduce its products.⁴⁷

Subway fast food restaurants in this case continue to carry out advertising efforts with simple things, especially with the use of online media. This is one of the easy-to-use media to introduce products.⁴⁸ For example, some news media raised the topic of Subway fast food restaurants. This is also one of the important activities in introducing products to the wider community.

Social media is arguably one of the most modern and easier to use marketing platforms, in contrast to television, radio and newspapers. Social media is more flexible because it does not require formalities or strict requirements to be able to use it. Personal social media can even be used to introduce a product, this becomes the money of social media.⁴⁹

Subway fast food restaurants also carry out marketing activities through social media, even by utilizing this social media Subway's presence is growing in Indonesia with several branches standing.

Direct marketing or direct marketing can be another option in *integrated marketing communication* because it will directly relate to the wider community.⁵⁰ Direct marketing that occurs is word of mouth or word of mouth promotion.⁵¹

Promotion or direct marketing that occurs at Subway fast food restaurants also spreads in the form of word of mouth promotion, most people who have bought at Subway fast food restaurants then give recommendations to others to try or buy. This marketing potential can be direct marketing that targets

⁴⁴ Sihombing dan Ningsih, "Analisis Niat Perilaku Konsumen Pada Restoran Cepat Saji di Kota Batam Pada Masa Pandemi Covid-19."

⁴⁵ Prasetyo, Febriani, dan Asmara, *Komunikasi Pemasaran Terpadu: Pendekatan Tradisional Hingga Era Media Baru*.

⁴⁶ Kuspriyono, "Pengaruh Iklan Terhadap Keputusan Pembelian Apartemen Meikarta."

⁴⁷ Juliaristanti, Ramdan, dan Jhoansyah, "ANALISIS KARAKTERISTIK FOLLOWERS DAN KONTEN IKLAN DALAM MENGUKUR EFEKTIVITAS INSTAGRAM STORIES ADVERTISEMENT PADA PRODUK KOSMETIK WARDAH."

⁴⁸ Romi Setiawan, "Integrating Benevolence in the Islamic Digital Canvas Marketing Model for Promoting Sharia-Compliant P2P Lending Platforms: A Comprehensive Approach," *Journal of Nusantara Economy* 1, no. 1 (27 Desember 2023): 7–18.

⁴⁹ Shiratina dkk., "Pemasaran Online Melalui Penerapan Iklan Secara Digital."

⁵⁰ Shiratina dkk.

⁵¹ Septyana, "FENOMENA MEIKARTA SEBAGAI SIMBOL MODERNITAS (STUDI SEMIOTIKA PEMASARAN OSWALD DALAM IKLAN KOTA MEIKARTA)."

the community. But specifically for word of mouth, this will automatically occur if the quality of the product has been recognized by its users.

Fast food restaurants have become one of the businesses that have recently been very popular and become the choice of the wider community. Recently, fast food restaurants are not only owned by well-known brands such as KFC, Mc Donald, and so on. But in various regions there are also local class fast food restaurant businesses. Although with a turnover that is not large.⁵²

The existence of fast food restaurants in the aspect of business and economic growth of the community is a very important thing. Fast food restaurants can grow potential business opportunities, to increase revenue. Especially in this case, the existence of Subway fast food restaurants. Although in fast food restaurants there is also the potential for default. Apart from the bad things from the franchise business then also have a positive impact, because if there is a loss, it can be borne or become the responsibility of both parties who have agreed. So that indirect losses become the burden of one party only.

Conclusion

Integrated marketing communication or integrated marketing is one of the important factors in a business activity. One of them is the fast food franchise business carried out by Subway companies in Indonesia. The application of the right marketing pattern with the integration of marketing implemented can also expand market share. This will provide benefits to business actors to get maximum profits. The basic marketing patterns that can be used are advertising, social media and direct marketing. These three become the basic framework that can be used in *integrated marketing communication*.

Acknowledgement

The recommendations of this study are limited to discussions about *integrated marketing communication* in advertising, social media and direct marketing. Even though there are still many marketing patterns that can be integrated into integrated marketing patterns.

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⁵² Sari, "Analisis Strategic Management Pada Restoran Cepat Saji McDonald's."

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