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THE TASTY OF BRAND PRODUCTS FOR MICRO, SMALL AND MEDIUM ENTERPRISES “BRANCH PURNAMA”

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Abstract

The word “Branch Purnama” is a word that is often read, heard and is a favorite of consumers and lovers of local roadside food in Indonesia, especially in East Java. The word has automatically become a “stamp” to convince new consumers and loyal consumers that they have culinary products and tastes that are the same and “in line” with many other micro, small and medium enterprises everywhere. Although in reality, the facts are not as expected, that is, all of their culinary products refer to a slightly different center, will not the same, for those who know (Aaker, D.A., 2004). However, all of this has aroused the curiosity of many people outside their scope, especially consumers, how come hundreds of micro, small and medium enterprises have made or pinned the same name on the front banner of their culinary establishment, namely the Purnama Branch. What is even more interesting is that these micro, small and medium enterprises mix and set the seasoning for their respective products, not based on ready-to-eat product shipments from the central “Purnama Branch” which most likely does not recognize the “branches” that have existed so far in Indonesia. many places in East Java, especially in Surabaya and its surroundings.

Keywords: brand, consumers, micro, small and medium enterprises

INTRODUCTION

Culinary business is the business choice of many people since ancient times. In ancient times, culinary business was limited to small stalls set up on the terrace of the house. In this small shop, warm drinks are generally prepared in the form of real coffee and tea brewed with water cooked on a wood stove. The snacks that are sold are usually limited to boiled or fried crops at very cheap prices (Calder, B.J., Isaac, M.S. and Malthouse, E.C., 2016).

From time to time, the culinary business process eventually developed by selling variants of agricultural products from secondary crops and local fruit. Hand in hand with processed local agricultural products in a simple way, coffee and tea drinks are also starting to be paired with processed local herbal drinks (Arantes, A.A., 2007). All these simple processed ingredients are combined with other simple processed foods. Including rice and simple side dishes, typical of simple dishes, which are actually prepared by many housewives in general.

In ancient times, simple places to eat or stalls that we encountered in the area only served as an alternative solution for housewives who experienced a moment of

busyness at home in the morning. In the end, the simple shop that existed at that time also served as a place to meet or just a place for men to chat in the morning or at night when they had to carry out their duties to keep the village or village safe together. Until finally, it is not uncommon for a shop to function as an alternative place for creative housewives to deposit the processed products they have produced (Algesheimer, R., Dholakia, U.M. and Herrmann, A., 2005). For other mothers, the stalls are also considered very helpful for them to get processed home-cooked meals at night without the hassle of preparing them at home.

Culinary is a business sector that promises profit for business actors who are able to read the market, aka consumers. For small and medium micro entrepreneurs, the culinary field is a very tempting field if they are able to increase their creativity in processing products (Alexander, N., 2009). Processed food production, which is currently developing, is a very helpful option for many people, especially families whose housewives are very busy (Kumi-Ampofo, F. and Brooks, C.M., 2009). In fact, it is not only busy women who benefit, but many segments, especially the government, because the number of unemployed can be reduced and the community's economic capacity will be better.

LITERATURE REVIEW

Brands

A name or brand that "sticks" to a product is a specific marker on a product so that consumers are able to recognize and remember it well. Considered as a marker of a product, the manufacturer should set an attractive name and describe the product being represented. Consumers everywhere will remember a product by the name and product specifications that they feel and know through its aroma, taste, packaging and characteristics (Aaker, D.A., 2004). In general, the market or consumers will remember what is special about a product they try. What is special about a product that they try, whether it has a positive or negative value for them.

Reviews of a product by consumers will ultimately make a product with its name or brand more recognized by markets everywhere. To maintain the objectivity of the results of a product review by consumers from anywhere, manufacturers should continue to give positive attention (Arantes, A.A., 2007). Positive attention to reviews can be done in many ways, for example by correcting or accommodating consumer comments by producing new variants of them, in order to protect the market. When the market or consumers are properly maintained by the producers, the product marketing process will automatically run positively by itself.

Consumer

Consumers are an automatic measurement tool for producers of any product, especially processed and non-processed food products. A variety of processed and non-processed foods have become the favorites of many market segments for the past few years. Moreover, nowadays consumers everywhere are spoiled by technological advances in many fields, including the culinary business. Advances in technology make consumers increasingly spoiled in order to get what they want, even consumers are also automatically able to become marketing aids for manufacturers of the products they like (Algesheimer, R., Dholakia, U.M. and Herrmann, A., 2005).

The more spoiled by technological advances, the higher the level of promotion carried out by producers in order to accommodate consumer desires. Consumers are becoming increasingly easy to access what they want without feeling excessive difficulty. Access to find what they want is increasingly being accommodated by increasingly diverse telecommunications providers and online market providers (Alvarez-Milan, A., Felix, R., Rauschnabel, P.A. and Hinsch, C., 2018). Even a variety of culinary products can be ordered by consumers through online applications which are also increasingly competitive.

Micro small and Medium Enterprises

Micro, small and medium enterprises today are not only a tool to help open new jobs for anyone who needs them. Today's micro, small and medium business activities have become a means to develop income for their owners, as well as accommodate consumer desires (Oke, A., Burke, G. and Myers, A., 2007). Because currently the development of technology is increasing rapidly, so that consumers can access progress or a variety of products outside the region and even their country (Alvarez-Milan, A., Felix, R., Rauschnabel, P.A. and Hinsch, C., 2018). This provokes producers or micro, small and medium enterprises to become more creative in developing the products they produce.

The creativity of producers or micro, small and medium enterprises to produce products that attract consumers is an important value for today's micro, small and medium enterprises (Menrad, K., 2004). Products that attract consumers are actually not foreign products that consumers have never tried, but products that have a plus value compared to similar products, even though these products are original culinary products of this nation with their variations. The variation in question is processing existing culinary products by adjusting the taste and aroma that are commonly accepted by consumers so far. Adjustment of taste and aroma to the location where this product is sold without losing its original appearance, will be something that is highly appreciated by consumers who like and enjoy it with heart (Ahmed, A., Ahmed, N. and Salman, A., 2005).

METHOD

This paper aims to convey qualitatively descriptive facts that the word "Branch Purnama" is the word "magic" which is widely used by micro, small and medium businesses in the culinary field in Surabaya and its surroundings to affirm their position in the hearts of consumers. Apart from that, it is to ascertain whether it is true that all micro, small and medium enterprises in the culinary field have connections between them and their pioneer, namely Purnama.

RESULTS AND DISCUSSIONS

Micro, small and medium enterprises are the choice of many business actors today everywhere. The choice of businesses in the culinary field ultimately "tempts" many business actors of all ages (Capitanio, F., Coppola, A. and Pascucci, S., 2009). Not even a few young people choose to become entrepreneurs in the culinary field. They even choose to become entrepreneurs for the sake of developing what they like and enjoy doing it.

At present, many micro, small and medium businesses in the culinary field in Surabaya have introduced themselves as a branch of the "Purnama" culinary business owner. The name Purnama is the main choice that is considered capable of "inviting" consumers from all market segments to enjoy products processed by micro, small and medium enterprises in the culinary field to introduce and disseminate (Banerjee, S., 2008). Why has this name been considered a special attraction for consumers by micro, small and medium businesses in the roadside culinary field for decades? In fact, placing the name "Purnama Branch" on the banner of a roadside culinary business is able to convince consumers to accept and acknowledge the taste of the processed dishes offered (Kumi-Ampofo, F. and Brooks, C.M., 2009).

Acknowledging himself as one of the "Purnama Branches" increases the confidence of culinary entrepreneurs (Ahmed, A., Ahmed, N. and Salman, A., 2005). Despite the fact that the culinary business actors generally do not know who the real owners of the culinary industry's predecessor figures are. Just because they generally come from the same area, namely the island of Madura, they feel they are relatives abroad, namely in Surabaya and Sidoarjo, East Java, so they feel that using or claiming to be one of their branches is normal. In addition, it is said that the previous family of the culinary business owner who started his business in Surabaya, in front of a cinema that once existed in Surabaya named Purnama, never made this a problem, because they never owned a patent on the name Purnama (Loveland, K.E., Smeesters, D. and Mandel, N., 2010).

The Purnama Branch trade mark is a boost to the selling value of roadside culinary products spread across many areas of Surabaya (Olsson, A. and Larsson, A.C., 2009). With the same banner color, namely yellow, it is a characteristic that will not be replaced by many culinary business owners serving poultry, fresh water fish and fish from the sea, as well as processed chili sauce of the same type (Hoek, J. and Gendall, P. ., 2010). The same way of processing is also a characteristic of the products produced by culinary entrepreneurs who carry the name Purnama Branch everywhere. And those are all facts that we can see and find in every spot of culinary entrepreneurs who carry the Purnama Branch trade mark.

The facts that can be conveyed in this paper are based on observations and interviews with these culinary entrepreneurs (Miles, M.B. and Huberman, A.M., 1994), the first is that not all roadside culinary entrepreneurs know and understand the first owner of the Purnama trade mark (Le Bars, A., Mangematin, V. and Nesta, L., 1998). However, even though they did not yet know their predecessors and did not really know their predecessors who owned the Purnama brand, they now feel comfortable with putting up a brand or recognizing their business as a Purnama Branch at the business spot. They even admitted that they did not need to ask for permission to install the Branch Purnama mark from their predecessors. In addition, they did not know who to meet if they had to ask for permission to install or claim to be the Full Branch.

Second, by placing a banner and claiming to be a Purnama Branch at their culinary business spot, it is felt that consumers who come to their business spot believe that the flavors they are looking for are in them. Because consumers strongly believe that the origin of the same area will provide an authentic and the same taste at all culinary spots of the Purnama Branch (Kumar, V. and Reinartz, W., 2016). Even the processed form of chili sauce which is the culinary specialty of the Purnama Branch is a product that is

much sought after because the taste is different from processed other culinary spot products. Loyal consumers who are very familiar with and familiar with the characteristics of chili sauce products from the Purnama Branch will easily distinguish it from business products outside the Purnama Branch (Calder, B.J., Isaac, M.S. and Malthouse, E.C., 2016).

Third, almost all roadside culinary business owners or actors admit to owning original products with the Purnama brand flavor (Olsson, A. and Larsson, A.C., 2009). Even though in fact they are all "followers" of the original owner of the Purnama brand that rarely people know or even know him. It is fortunate for "followers" of the Purnama brand that those who are said to be the original owners of the Purnama brand are not even mentioned as pioneers at the location where it was first established (Flory, M. and Iglesias, O., 2010). Even no one actually owns a patent on the Purnama brand (Nesta, 2006).

CONCLUSION

A brand cannot be recognized as long as it is recognized by anyone if it does not have a stipulation or legal umbrella for a name that is used as a brand for any product. For this reason, there is nothing wrong for the owner or producer of a product, even if it is a simple culinary product, to process the rights to the product brand produced (Massa, S. and Testa, S., 2008). Because by processing patents or trademarks for a product that is produced, the resulting taste will become a characteristic that cannot be taken over by other producers easily or without permission. So that the culinary business is able to maintain its characteristics and in the future it can be developed into a better business commitment (Capitanio, F., Coppola, A. and Pascucci, S., 2010).

When a business commitment has been formed or established, it is certain that the characteristics will be maintained properly. Patents on flavors or characteristics of culinary products produced aim to protect them from recognition by parties outside the business commitments that have been formed (Ma, X. and McSweeney, P., 2008). It also aims to "guard" consumers who are loyal to the culinary products they produce anywhere ((Capitanio, F., Coppola, A. and Pascucci, S., 2009). Because loyal consumers will automatically "serve" as free marketing of the product.

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