
MARKET DYNAMIC AND CONSUMER PREFERENCES FOR CONTEMPORARY SOLO ICED TEA: AN ANALYSIS OF BRANDING AND MARKETING IN BOJONG DISTRICT, PEKALONGAN REGENCY

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Abstract

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Es Teh Solo Kekinian is a beverage business established in 2023, aimed at creating job opportunities for the community. This study employs an observational method to gather information about the business. Contemporary Solo Tea has emerged as a cultural phenomenon, blending tradition with innovation. As a part of Solo's cultural heritage, this tea not only offers a delightful taste but also provides a distinctive social experience. The growing popularity of Es Teh Solo Kekinian is attributed to factors such as a variety of flavors, effective branding strategies, and savvy digital marketing. The adaptation of Indonesia's long-standing tea-

drinking culture to modern tastes and lifestyles ensures that Es Teh Solo Kekinian not only remains relevant but also reinforces local cultural and economic identity. The products offered by Es Teh Solo Kekinian exclusively include drinks, with no food items available. The flagship drink is Teh Tarik, complemented by a range of iced tea options. On average, the business consumes one ton of sugar per month. With branch expansion, Es Teh Solo Kekinian now operates five branches in Pekalongan. The application of managerial economics plays a crucial role in the business development strategy.

INTRODUCTION

Es Teh Solo Kekinian is a beverage business that was founded in 2023 with the aim of creating jobs for the community. In this research, the observation method is used to collect information about the business. Contemporary Solo Tea has become a cultural phenomenon that reflects tradition and innovation. As part of Solo's cultural heritage, this tea not only offers a delicious taste, but also a unique social experience. With deep roots in Indonesian history and agriculture, Teh Solo Kekinian combines

quality local ingredients with modern beverage trends to create a product that appeals to a wide range of audiences. Tea mixology is the art of making tea-based drinks mixed with other ingredients (Food Grade), so as to enrich the taste of tea and produce new drink creations with story concepts and meaning. This book provides a guide for mixing tea mixology with ingredients that are easily available and without expensive equipment (Virajati, Chakra., 2023).

The increasing popularity of Teh Solo Kekinian is driven by factors such as variety of flavors, effective branding strategies and smart digital marketing. This shows the adaptation of Indonesia's long-standing tea drinking culture to contemporary tastes and lifestyles. In this way, Teh Solo Kekinian not only maintains its relevance but also strengthens local cultural and economic identity. Products and Variations for Solo Kekinian Iced Tea only sell drinks and do not provide food. The flagship drink variant is Teh Tarik and this business also offers a variety of iced tea drink products. On average, Solo Kekinian Iced Tea requires one ton of sugar every month. There is branch expansion. Since it was founded by Mutmainah in 2023, Es Teh Solo Kekinian has had five branches in Pekalongan. Kekinian Solo Tea, as a combination of tradition and innovation, has made its mark on tea culture in Indonesia. In this article, we will explore the main features of Teh Solo Kekinian by quoting directly and indirectly from several sources.

As a very popular drink, tea has an important role in economic activities in Indonesia. Based on how it is processed, tea can be divided into three types: green tea, oolong tea, and black tea. Black tea, which is the type of tea most widely produced in Indonesia, also has potential as a functional food thanks to its content of bioactive compounds, especially flavonoids as a group of natural antioxidants. Tea has many benefits, but it also has compounds that have an impact on the body, namely caffeine compounds (Amalia, VM, Silfiana, A., Rahmawati, AP, Azizunnisa, N., & Khoirurrohmah, AW., 2024).

To optimize the performance and growth of this business, the application of managerial economics is very important. Using effective marketing strategies to increase sales of beverage products. Supply Chain Optimization to reduce tea production costs through supply chain optimization (Luthfiana, FN, & Thania, NAI., 2023). Effective marketing strategy to increase sales of beverage products and reduce production costs by optimizing the supply chain. Risk Management that addresses future challenges, such as fluctuations in raw material prices and intense competition in the beverage market. By focusing on managerial economics, Es Teh Solo Kekinian can strengthen its position in the market and continue to innovate to meet consumer preferences. By applying managerial economic principles, Es Teh Manis Solo can optimize operations and develop its business. For example, they can increase sales through the right marketing strategies and reduce production costs by optimizing the supply chain. Apart from that, implementing risk management can also help these companies overcome challenges such as fluctuating raw material prices and increasingly fierce competition in the beverage market (Oktavian, B., Trihantono, AS, & Yasril, A., 2024). Based on the results of this research, it shows that brand image has an influence on purchasing decisions for Solo Kekinian Iced Tea products. (Ahira, P., & Kurniasari, IH., 2023).

This research aims to determine the influence of promotion and product innovation on purchasing decisions at the Solo Kekinian New Es Teh Store. The sampling technique applied in this research was purposive sampling from a sample size of 100 respondents. The data collection technique used was a questionnaire. The data analysis method used is multiple regression analysis. The results of this research

show that promotion and product innovation each partially have a positive and significant effect on the decision to purchase contemporary drinks at the Solo Kekinian Ice Tea Shop, Pekalongan branch and the research results simultaneously state that promotion and product innovation have a positive and significant effect on the decision to purchase drinks. contemporary at the Pekalongan branch of Solo Kekinian Ice Tea Shop (Permatasari, B., & Maryana, S., 2021).

METHODOLOGY

Quantitative Approach

1. Use primary and secondary data to collect information about consumer behavior and marketing strategies used by Es Teh Solo Kekinian.
2. Conduct surveys or questionnaires to consumers to obtain data about their preferences, factors that influence purchasing decisions and their perceptions of Es Teh Solo branding.

Statistic Analysis

1. Apply multiple linear regression analysis to determine the relationship between variables such as digital marketing strategy, product innovation and brand awareness on consumer purchasing decisions.
2. Use conjoint analysis to understand how consumers rate certain attributes of Iced Tea Solo and how this influences their choices.

Case Study

1. Conduct observations and interviews with the owner or manager of Es Teh Solo to understand the marketing and branding strategies they implement.
2. Analyze the brand image of Es Teh Solo in the eyes of consumers and how this influences their loyalty.

Sampling (sampling technique)

Select respondents using nonprobability sampling techniques such as accidental sampling or purposive sampling, depending on availability and relevance to the research topic.

Qualitative Analysis

1. Use descriptive qualitative methods to analyze data from interviews, observations and surveys.
2. Create a narrative that describes the dynamics of the Solo Iced Tea market and how branding and marketing factors influence consumer preferences.
3. By combining quantitative and qualitative approaches, you will be able to gain an in-depth understanding of market dynamics and consumer preferences for Kekinian Solo Ice Tea as well as the effectiveness of the branding and marketing strategies used.

RESULTS AND DISCUSSION

1. Optimizing the Performance of the Contemporary Solo Iced Tea Business for Millennials

This research focuses on the use of a managerial economic approach to optimize the performance of the Contemporary Solo Iced Tea business among Millennials. Observation results show that Solo Kekinian Ice Tea among Millennials sells various variants of iced tea drinks with Teh Tarik as the superior product. This business requires an average of one ton of sugar every month and has had five branches in Pekalongan since it was founded in 2023. Effective marketing strategies and reducing production costs through supply chain optimization are recommended to increase sales. Tea is one of the favorite dishes in the world which is in high demand. Apart from that, knowledge of the benefits of consuming tea makes tea a mainstay export commodity for Indonesia. Indonesia itself is the world's sixth largest tea exporter. Indonesia has land resources that are suitable for growing tea and has great potential by expanding land and increasing the quantity and quality of Indonesian tea. However, current facts show that there has been a decline in the area planted with tea from 2008-2012. Contemporary tea has become a trend that has attracted the attention of many people, especially young people. You can find creative and innovative recipes to create interesting and delicious tea drinks (Somantri, Ratna., 2019).

2. Brand Image Analysis of Contemporary Solo Iced Tea Products

This study aims to determine the influence of brand image on purchasing decisions for Solo Kekinian Ice Tea products at the Pekalongan branch. The research method used is descriptive qualitative with nonprobability sampling techniques. The research results show that brand image has a significant influence on purchasing decisions for Solo Kekinian Ice Tea products in the Pekalongan branch. This research aims to determine the influence of brand image on purchasing decisions for contemporary Solo Ice Tea products at outlets in the Pekalongan branch. This is related to the marketing strategy within the company, so that the company's performance is better. Companies need to pay attention to brand image, product quality and price to maintain and increase sales and company image. In tight market competition, focusing on customer satisfaction is the key to winning the competition.

In a cup of tea, it turns out that many historical records are stored. This tea was first discovered by Shennong approximately 3000 years before Christ, as a wild plant used for medicinal purposes. Only later in the 50s AD, tea trees began to be cultivated and drunk by the nobles. The existence of tea in Indonesia is very popular as a drink that is often served to guests or a drink that is often ordered or bought when going to a place such as a restaurant. And the uniquely delicious taste of tea turns out to also contain various benefits in it. (Hidayat, Nur, et. al., 2022) Tea fans who want to expand their knowledge and improve their tea drinking experience. Anyone who is curious about the rich heritage of tea, its health benefits and the sensory pleasure it brings (Valeria, Nesy., 2021).

3. Marketing Strategy to Increase Iced Tea Sales Volume

This research discusses marketing strategies that can increase sales volume of Iced Tea. The results and discussion of this research can provide insight into effective ways to increase sales and product success in the market. The various types and brands of tea widely circulated on the market have led to various preferences and patterns of tea consumption by consumers. The product attributes that are considered the most important and are arranged sequentially are aroma, color, price and size. (Irfan, M., 2022)

Increasing the sales volume of Solo Kekinian Iced Tea products requires an effective marketing strategy. Here are some steps that can help in increasing sales:

a. Creative Marketing Through Media:

- Take advantage of the power of media to promote your Iced Tea products.
- Posting creative photos and videos, sharing customer testimonials and holding quizzes or special promotions can increase your business visibility.

b. Product Innovation:

- Create unique variations of iced tea that attract consumers' attention.
- Give a creative touch to the taste, appearance or packaging of the product.
- Pay attention to consumer trends and preferences to develop relevant and attractive products.

c. Partnerships and Expansion:

- Consider collaborating with partners such as cafes, restaurants or food stores.
- Expanding to new locations or opening outlets in strategic places can help increase sales.

d. Promotions and Discounts:

- Hold special promotions, such as "Buy One Get One" or discounts for purchases of a certain amount.
- Use social media to announce promotions and attract consumer attention.

e. Good Customer Service:

- Provide positive experiences to customers.
- Respond to questions and complaints quickly and in a friendly manner.

f. Market and Competitor Analysis:

- Study the market and identify opportunities and threats.
- Observe competitors' marketing strategies and learn what is or isn't working for them.

By combining the strategies above, you can increase the sales volume of Kekinian Solo Iced Tea and strengthen the brand image created.

4. Phenomenon of Increasing Spread of Solo Iced Tea MSMEs

This article discusses the spread of Solo Iced Tea MSMEs and how they adapt to market opportunities. Innovation in presentation and use of technology is a key factor in the success of Solo Iced Tea MSMEs. The phenomenon of increasing spread of Solo Iced Tea MSMEs in Indonesia is a clear example of rapid adaptation to market opportunities. The hot weather that hits tropical regions encourages people to look for cold drinks, such as Solo Ice Tea, which are refreshing and suitable for the local climate. Solo Ice Tea UMKM offers innovative serving variations, attracting consumer attention and differentiating itself from competitors. Using social media platforms for marketing expands market reach and attracts potential consumers with engaging content and interesting promotions.

The local community supports Solo Ice Tea MSMEs, which helps in building customer loyalty and strengthening the brand image in the local market. Despite facing challenges such as tight competition and increasing operational expenses, Solo Es Teh MSMEs continue to innovate to maintain product quality and relevance. Opening marketing channels through online platforms and local e-commerce provides a golden opportunity for Solo Iced Tea MSMEs to develop. Collaboration with local influencers increases business exposure and introduces products to a wider audience. Managing finances carefully is the key to dealing with market fluctuations and operational costs

that can affect MSMEs. Adopting new technology is important for better operational and marketing efficiency, although this can be a barrier for some MSMEs.

This phenomenon reflects the entrepreneurial spirit and creativity in facing economic challenges. Through a combination of local traditions and adaptation to market changes, Solo Ice Tea MSMEs have proven extraordinary potential in the cold drink industry.

The Influence of Consumer Preferences on Product Purchasing Decisions:

This research measures the influence of consumer preferences on product purchasing decisions. The results of this research can provide an understanding of the factors that influence consumer purchasing decisions.

By referring to these studies, you can gain a deeper understanding of market dynamics and consumer preferences, as well as effective branding and marketing strategies for Es Teh Solo Kekinian.

The results of this research show that promotion and product innovation each partially have a positive and significant effect on the decision to purchase contemporary drinks at the Solo Kekinian Ice Tea Shop, Pekalongan branch and the research results simultaneously state that promotion and product innovation have a positive and significant effect on the decision to purchase drinks. contemporary at the Pekalongan branch of the Solo Kekinian Ice Tea Shop. (Permatasari, B., & Maryana, S. 2021).

CONCLUSIONS AND RECOMMENDATIONS

First, it is necessary to improve the ability of contemporary iced tea brands in Indonesia to remain embedded in customers' memories by designing attractive promotions and adopting marketing strategies that are in line with the latest trends. Second, product quality must be improved in line with consumer expectations, including improvements in taste and appropriate prices. Third, efforts need to be made to increase customers' sense of trust in the product, considering that there are several cases that affect this trust. In this way, contemporary Solo Ice Tea MSMEs in Indonesia are expected to pay more attention to brand image and product quality in order to influence consumer purchasing decisions and retain customers to repurchase Contemporary Solo Ice Tea products in Indonesia. In writing this scientific work, the research method used is descriptive qualitative research. The research subjects in this study were informants who provided research data through interviews and purposive sampling techniques. Based on the results of qualitative research using interview and observation techniques as well as the data that the author has collected, it can be concluded that online and digital marketing has a very big influence on product marketing because it can increase sales volume, which also increases profits for MSME entrepreneurs.

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