THE ONLINE SHARE OF VOICE (OSOV) MODEL IN DETERMINING FASTFOOD PRODUCT POSITIONING IN INDONESIA

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ABSTRACT

The research that will be conducted is a qualitative research and is an application of marketing communication science in the fast food industry. Share of voice is one of the most common measures used to measure social media performance. Using data from Simply Measured's report, we'll find out not only how we can get measurements that go beyond brand mentions, but also how much impact share of voice has on brand perception, regional markets, website traffic, and more. Researchers will focus on data on three fast food brands that are quite well known in Indonesia, namely KFC (Kentucky Fried Chicken), McD (McDonald's) CFC (California Fried Chicken) and AW. From the data obtained from the internet and sourced from social mentions, it is easier for researchers to analyze the data. And by using the Online Share of Voice model, researchers are more precise in calculating and determining competitors online. So the results of calculations using a scale, the position of KFC remains in the first position compared to its competitors by obtaining a score of 3.64.

Keywords: Online share of voice, fast food, positioning

1. Introduction

Food is a need of every human being. The development of the times and the increasingly high mobility of humans have caused changes in people's dietary preferences. Currently, fast food is the choice of many people in meeting their food needs. Teenagers tend to choose fast food or fast food because it is more practical and has its own prestige (Wirahkusumah, 1997). Fast food is a term for food that can be prepared and served quickly, usually this term refers to food sold in a restaurant or shop with low quality preparation and served to customers in a package form for take away (not enjoyed on the spot) .

The popularity of fast food is increasing along with the high market demand for these types of food, even though the nutritional content of fast food is not balanced if the consumption of fast food is carried out continuously and has already become a pattern of eating or consumption it will have a negative impact on nutritional conditions (Nusa and Adi, 2010). 2013). Increasing technology can lead to changes in lifestyle or lifestyle towards a modern. Lifestyle affects the way of choosing food, which tends to like fast food with unbalanced nutritional content, which contains high amounts of calories, fat, sugar and sodium but low in fiber (Bowman, 2004).

Based on market size data in several industrial sectors in Indonesia (SWA 01/XXIII/February 2008 in Damopoli et al, 2013) In 2008 the growth of the food industry in Indonesia reached 19.4%, this indicates that fast food consumers are increasing every year. From the 2007 ACNielsen online customer survey data, it was found that 28% of Indonesians consume fast food at least once a week, 33% of them eat it at lunch. It is not surprising that Indonesia is the 10th country with the most people consuming fast food (Dwi, 2012).

These fast food outlets began to develop in the 19th century. Then in the 20th century, the fast food restaurant business increasingly spread to the continents of Europe, Africa, Australia and Asia such as Indonesia through the concept of franchising (Widjoyo et al, 2013). KFC (Kentucky Fried Chicken), McD (McDonald's), CFC (California Fried Chicken) and AW are some fast food restaurants that are well known in Indonesia.

The high demand for the fast food market is accompanied by high competition in the market. So, a mapping of the general public's perception of the three restaurants is needed. This is needed as a basis in formulating strategies for the three restaurants in facing competition. One method that can be used is to use the Online Share on Voice method, based on community conversations about the three restaurant brands.

2. Method

The research that will be conducted is a qualitative research and is an application of marketing communication science in the fast food industry. Share of voice is one of the most common measures used to measure social media performance. Using data from Simply Measured's report, we'll find out not only how we can get measurements that go beyond brand mentions, but also how much impact share of voice has on brand perception, regional markets, website traffic, and more. Researchers will focus on data on three fast food brands that are quite well known in Indonesia, namely KFC (Kentucky Fried Chicken), McD (McDonald's) CFC (California Fried Chicken) and AW. Although the four have different market shares in Indonesia, internationally the three brands have a fairly strong positioning.

The data comes from the internet (online community), namely www.socialmention.com. Based on this information, it is tabulated in the categories of positive, neutral and negative conversations. The calculation of the Total Online Share of Voice is:

Total OSOV   : (Total Brand Value X/Total Brand Value) x 100%

OSOV per Brand   : (Positive value of Brand X x 5)+(Neutral value of Brand X x 5)+
                          Negative value of Brand X x 5) / Total value of Brand X

Provision   : 5 = positive
                          3 = neutral
                          1 = negative

The resulting data will be processed using descriptive methods to describe systematically the facts and characteristics of the objects and subjects studied appropriately. The order in data analysis is as follows:

1) Tabulate respondents' answers.
2) Categorize respondents' answers from each aspect of the category.
3) Determine and interpret the results of data processing

3. **Result and Discussion**

Results of Share of Voice Online Data Analysis

From the data obtained from the internet sourced from social mentions, the results of the Online Share of Voice on KFC products are as follows:

OSOV = (Number of conversations about a brand / Total Conversations) x 100%

OSOV = (78/275) x 100%

= 28.3%

Then the researcher calculated the Online Share of Voice from its competitors such as McDonal's, AW and CFC as a comparison of KFC products. Following are the results of Online Share of Voice from KFC competitors as follows:

McDonal's Product OSOV Results

OSOV = (59/275) x 100%

= 21.5%

AW Product OSOV Results

OSOV = (71/275) x 100%

= 25.8%

CFC Product OSOV Results

OSOV = (67/275) x 100%

= 24.4%

So from the results of the Online Share of Voice above, it shows that KFC products are the most widely discussed brands or brands that are often talked about in the industrial market. With the acquisition of a figure of 28.3%, it is evident that the KFC brand is more popular than its competitors. Then the researcher involves positive and neutral talks about KFC products and competing products such as McDonal's, AW, and CFC, then the calculation is as follows:

Calculation of Positive and Neutral Talk of KFC Products

OSOV = ((Positive Conversations+Neutral Conversations)/Total Conversations)x100%

OSOV = ((32 + 39) / 275) x 100%

OSOV = 25.8%

McDonal's Produk Product Positive and Neutral Conversation Calculations

OSOV = ((Pembicaraan Positif + PembicaraanNetral) / Total Pembicaraan) x 100%

OSOV = ((11 + 46) / 275) x 100%

OSOV = 20,7%

AW Product Positive and Neutral Conversation Calculations

OSOV = ((Positive Conversations+Neutral Conversations)/Total Conversations)x100%

OSOV = ((27 + 37) / 275) x 100%

OSOV = 23.3%
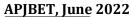
Calculation of Positive and Neutral Talks of CFC Products

OSOV = ((Positive Conversations+Neutral Conversations)/Total Conversations)x100%

OSOV = ((11 + 54) / 275) x 100%

OSOV = 23.6%

Positive and neutral conversations about KFC products and competing products such as McDonal's, AW, and CFC, KFC products are in first place with a score of 25.8%.

In this study, researchers can give a scale of 5 values, such as positive = 5, neutral = 3, and negative = 1. Researchers perform a scale so that the scores for the KFC brand and competing brands can be calculated as follows:

Score Calculation for KFC

SCORE = {(positive x positive talk) + (neutral x neutral talk) + (negative x negative talk)} / total KFC

SCORE = {(32 x 5) + (39 x 3) + (7 x 1)} / 78

SCORE = 3.64

Score Calculation for McDonal's

SCORE = {(positive x positive talk) + (neutral x neutral talk) + (negative x negative talk)} / total McDonal's

SCORE = {(11 x 5) + (46 x 3) + (2 x 1)} / 59

SCORE = 3.31

Score Calculation for AW

SCORE = {(positive x positive talk) + (neutral x neutral talk) + (negative x negative talk)} / total AW

SCORE = {(27 x 5) + (37 x 3) + (7 x 1)} / 71

SCORE = 3.56

Score Calculation for CFC

SCORE = {(positive x positive talk) + (neutral x neutral talk) + (negative x negative talk)} / total CFC

SCORE = {(11 x 5) + (54 x 3) + (2 x 1)} / 67

SCORE = 3.27

So from the results of calculations using a scale, KFC's position remains in the first position compared to its competitors by obtaining a score of 3.64

4. Conclusion

Based on the results of the study, it can be concluded that the score obtained by KFC products from the Online Share of Voice calculation, KFC obtained a figure of 28.3%, which means that this KFC product dominates the industrial market by 28.3% compared to its competitors' products. Meanwhile, in terms of conversation, whether positive or neutral, KFC products are the products that are most often discussed among competing products such as McDonal's, AW, and CFC. Because this KFC product gets a score of 25.8%, this figure is higher than its competitors' products. Then in terms of calculations using a scale, it was found that the KFC product with the highest score was followed by AW, McDonal's, and CFC. This KFC product has a score of 3.64, which means that this KFC product ranks first compared to its competitor products. Online Share of Voice allows for more precise calculations in determining and tracking competitors online

From the data obtained from the internet and sourced from social mentions, it is easier for researchers to analyze the data. And by using the Online Share of Voice model, researchers are more precise in calculating and determining competitors online. So the results of calculations using a scale, the position of KFC remains in the first position compared to its competitors by obtaining a score of 3.64

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