

KAREN'S DINER JAKARTA MARKETING: UNIQUE SERVICE EXPERIENCE BECAME AUTOPILOT MARKETING

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Received: February 2023; Revised: March 2023; Published: May 2023

ABSTRACT

In Hospitality industry, courtesy became the most important part doing a service to the guest. Karen's Diner brings a new concept of hospitality which is different than the usual service. Using type unfriendly waiter/waitress when doing a service, became a kind of attraction for the guest that make them want to try the sensation the rough service. From hospitality point of view, this kind of service wasn't proper for the guest. Especially in Indonesia well known for warm hospitality. But many people upload their experience in social media make them proud have tried Karen's Diner. This research uses the qualitative descriptive and used data collection techniques such as literature studies, documentation through social media Tik Tok and internet source. Many customer feels proud and happy for trying Karen's Diner because of Karen's Diner existences on social media. They makes many posting on social media and goes viral. After many customer curious and try their service, some of the customers feels unpleasant because the service and post their experience in social media. So many pro's and con's on social media makes Karen's Diner more famous. The source of the research object was limited from the papers, only can find on online source. The authors suggests to makes more research about Karen's Diner to make it more valid. There's no previous research about Karen's Diner especially in marketing.

Keywords: Customer Experience; Marketing; Restaurant Service

Dalam industri perhotelan, kesopanan menjadi bagian terpenting dalam melakukan pelayanan kepada tamu. Karen's Diner mengusung konsep baru perhotelan yang berbeda dari pelayanan biasanya. Penggunaan tipe pramusaji yang tidak ramah saat melakukan pelayanan, menjadi semacam daya tarik bagi tamu yang membuat mereka ingin mencoba sensasi pelayanan yang kasar. Dari sudut pandang keramahtamahan, layanan semacam ini tidak sesuai untuk tamu. Terutama di Indonesia yang terkenal dengan keramahannya yang hangat. Namun banyaknya orang yang mengunggah pengalamannya di media sosial membuat mereka bangga telah mencoba Karen's Diner. Penelitian ini menggunakan deskriptif kualitatif dan menggunakan teknik pengumpulan data berupa studi literatur, dokumentasi melalui media sosial Tik Tok dan sumber internet. Banyak pelanggan yang merasa bangga dan senang telah mencoba Karen's Diner karena keberadaan Karen's Diner di media sosial. Mereka membuat banyak postingan di media sosial dan menjadi viral. Setelah banyak pelanggan yang penasaran dan mencoba layanan mereka, beberapa pelanggan merasa tidak nyaman karena layanan tersebut dan memposting pengalaman mereka di media sosial. Banyaknya pro dan kontra di media sosial membuat Karen's Diner semakin terkenal. Sumber objek penelitian dibatasi dari makalah, hanya dapat ditemukan di sumber online. Penulis menyarankan untuk melakukan lebih banyak penelitian tentang Karen's Diner agar lebih valid. Belum ada penelitian sebelumnya tentang Karen's Diner khususnya di bidang pemasaran.

Kata kunci: Pengalaman Pelanggan; Pemasaran; Layanan Restoran

INTRODUCTION

In general, as a customer who comes to a restaurant, of course, expect excellent and friendly service. The quality of service will affect the level of customer satisfaction (Kurniawati et al., 2019). The concept of new services for consumers began to develop over time. The benchmark of customer satisfaction is not only from price and taste. Nowadays, what is a measure of the level of consumer satisfaction is the experience that can be. The more consumers get a unique experience, the more memorable it will be. So, when consumers feel that the services provided are as expected, consumers will feel satisfied (Saripudin et al, 2021). Based on that concept, the world of food and beverage service can develop quickly in the present time. Focusing on the quality of service, all means are used to explore more unique service ideas for potential customers. This level of uniqueness will attract buying interest from potential consumers who have curiosity over the products offered.

As an entrepreneur, we expect a repeat guest in every business we run. Repeat guest not only closely looks at product quality but also at the quality of service and the experience it enjoys (Harfania, 2018). In addition, the best marketing techniques will also support the sustainability process of a restaurant. Marketing techniques in the age of digitalization tend to use the role of social media in it such as Facebook, Twitter, Instagram and the latest is TikTok (Hapsari et al., 2022). In the digital world, we can find various kinds of information needed, such as a review. Information about the required reviews includes atmosphere, products, services, prices, tastes, experiences, etc.

Recently, a new phenomenon has emerged in the culinary world. The merged American restaurant concept with unique services from Sydney, Australia collaborate with Indonesian restaurants. The restaurant is called "Karen's Diner". This restaurant is 1950's style with a rough service concept. Even with a unique concept, Karen's Diner offers a variety of delicious menus (Affifah, 2022). This concept is a breakthrough that attracts pros and cons for the world of food and beverage, especially in Indonesian society. Indonesia welcomes this new concept to be present in Jakarta. The character of customers today is to try to find a unique one and get an experience to post on social media.

Through this experience, potential customers will feel a different sensation in enjoying food and can have the ingredients to post an incident on their social media. This principle is in line with the objectives of marketing, the quality of products (services) significantly positively affects purchasing decisions (TJ, 2020). In this way, a business can run on autopilot, along with marketing activities that are indirectly carried out by customers to promote the restaurant business from Karen's Diner Jakarta.

METHOD

The research method used in this research is qualitative descriptive research, where this research is supported based on related theories and sources. The definition of descriptive research according to Arikunto (2019, page 3) aims to investigate a situation and expose it in the form of a research report. The objective of this research is to find out how Karen's Diner Indonesia's marketing works. Through the use of documentation techniques and literature studies. Sugiyono (2013) in Irawan (2022) states that documentation is a record of events that have passed. Literature studies are data taken from reliable sources (books, journals, etc.) and then processed by researchers (Haryani and Kansaa, 2021). The research flow covers:



Figure 1. Research Process

Source: Researcher, 2022

ANALYSIS AND DISCUSSION

Karen's Diner is a burger restaurant that carries rough service with a 1950s restaurant concept with a classic American interior. Karen's Diner was founded in 2021 in Australia by Aden Levin and James Farrell (Aprilianti, 2022). This restaurant serves food in the form of burgers which is fast food and is in great demand in the Australian market. For its success in breaking into the Australian market and becoming famous for its uniqueness. "Karen" comes from an internet meme reference that depicts the stereotype of the woman who feels the most right, rude, and calls the manager as a form of insult for the service obtained (Fajrina, 2022). At first, this restaurant was criticized for the service provided to its customers. However, after explaining the concept of restaurant service presented, customers began to accept the existing situation. Taking a new perspective in enjoying the services of Karen's Diner is a way out for customers. That way of customers feels the uniqueness presented and makes the name of this restaurant even more famous because every customer posts it on social media accounts for free and without coercion.

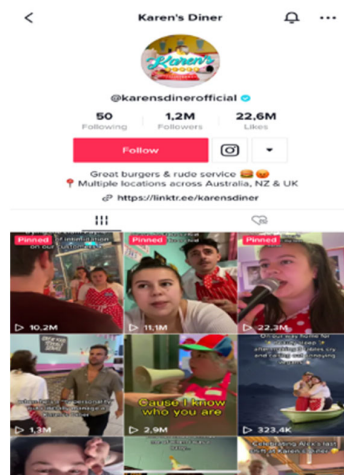


Figure 2. Karen's Diner TikTok Account

Source: TikTok, 2021

Based on figure 2, shows the official account of Karen's Diner (@Karensdinerofficial), which shows information videos, likes, and followers to the logo of the related account. That account has summary data as follows:

Table 1. Karen’s Dinner Tik Tok Account Data

@Karensdinerofficial			
1,2 M Followers	22,6 M Likes	November 6 th 2021	93 Videos

Source: Data Processing by Researcher, 2023

Based on the success of Karen's Diner concept in Australia, it can be seen in table 1 the achievements of this unique restaurant concept. Until the end of 2022, the Karen's Diner concept was brought to Indonesia precisely in Jakarta. At first, a burger restaurant called Bengkel Burger was already running it is business selling American burgers in early 2022. In mid-2022, there was an issue that Karen's diner would enter the Indonesian market, however, the certainty of related information is not yet known. Until November 15, 2022, they shared a video containing new job vacancies.



Figure 3. Bengkel Burger’s TikTok Video

Source: TikTok, 2022

Based on figure 3, Bengkel Burger officially opens job recruitment which indicates collaboration between Bengkel Burger x Karen's Diner. Starting from these posts, many applicants began to try to apply to be part of this restaurant. After that, their career at the Bengkel Burger x Karen's Diner started.

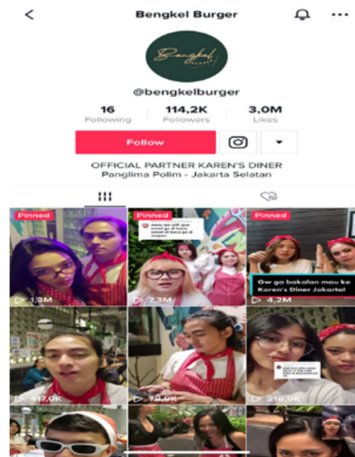


Figure 4. Bengkel Burger Official Tik Tok Account

Source: TikTok, 2023

The first video of this restaurant collaboration began on November 28, 2022, and shows the interview activities of prospective restaurant employees. Figure 4 is the official account of a Bengkel Burger that has started branding in the style of Karen's Diner. In addition, data related to burger workshop accounts can be found as follows:

Table 2. Bengkel Burger TikTok Account Data

@Karensdinerofficial			
114,2 K Followers	3 M Likes	July 31 st 2022	52 Videos

Source: Data Processing by Researcher, 2023

With the fame that Karen's Diner gets, many customers post on their social media accounts. It can be found in Figure 5 regarding TikTok search results with the keyword "Karen's Diner Jakarta" found up to 217.8 M hashtags used by people around the world regarding related content. Those data show us the fame of Bengkel Burger x Karen's Diner is getting better thanks to the supportive marketing strategy planner team.

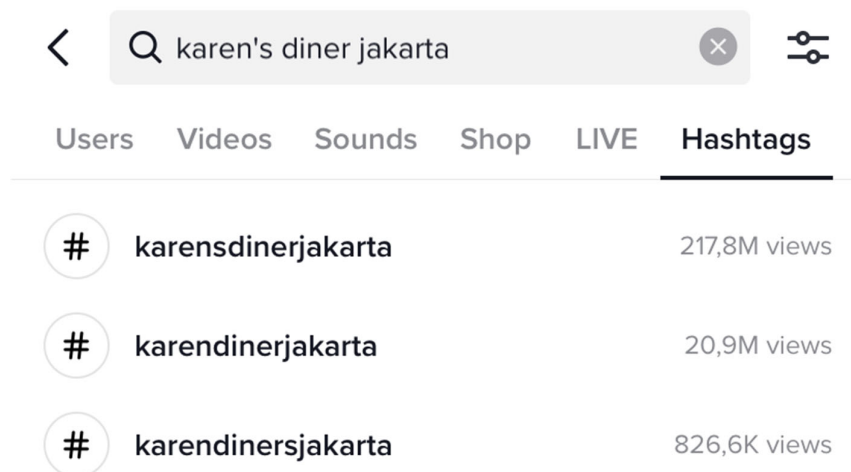


Figure 5. Hashtags of Karen's Diner

Source: TikTok, 2023

This marketing strategy includes ways to make Karen's Dinner increasingly exist on social media for unique selling points through their service and the quality of the food sold.

In running this business, Karen's Diner has regulations for both side employees and customers to obey. These regulations include (Aprilianti, 2022):

1. It is not allowed to comment on racist, sexist, or homophobic, SARA.
2. No body shaming or sexual harassment is allowed.
3. It is not allowed to make noise (destruction of property).
4. It is not allowed to throw food indiscriminately.

As the restaurant service activities of Karen's Diner began to emerge, pros and cons began to emerge regarding related service activities. The fact is proven through uploads on TikTok social media accounts through video footage.



Figure 6. Proof of a positive experience with Karen's Dinner Concept

Source: TikTok, 2022

Figure 6 shows one of the Tik Tok accounts @flower) F L O R I E (flower), shared video footage of her experience while enjoying a visit to Karen's Diner Jakarta. That video shows positive experiences related to restaurant service activities from Karen's Diner. Based on the video, show that the service of Karen's Dinner employees is just a gimmick played to attract the attention of customers. there's another video shared about an employee from Karen's Diner being so polite that he holds a baby from a customer.



Figure 7. Proof of a negative experience with Karen's Dinner Concept

Source: TikTok, 2023

In contrast to the previous figure, figure 7 shows the tweets from the account @Kkajhe disini* sharing his experiences in the early days of Karen's Diner operation. This unpleasant experience occurred because of the culture shock brought by Karen's Diner to Indonesian customers. Since the beginning of its opening, much condemnation received by Karen's Diner because of the lack of education and information related to the restaurant's "unique" model. Over time, through several improvements related to the branding process to the educational process, many customers have begun to be able to enjoy the atmosphere presented and feel it as a new unique experience. The fact more strengthened by evidence of the No. 2 trending in Indonesia.

CONCLUSION

The marketing management of Karen's Diner Jakarta is inseparable from the Marketing Planner team's thinking about the right concept and strategy for the maintenance goods of the restaurant. In addition, they also let the good and bad video footage spread on social media go viral. This digital marketing technique is the right choice because all modern human activities have switched to using technology including social media such as Tik Tok is the most popular app today. the pros and cons of the customer experience shared on Tik Tok are an attraction for its audience. Those who have never tried Karen's Diner services are curious to try the sensations and ambiance provided by Karen's Diner Jakarta.

LIMITATIONS AND RECOMMENDATION

Research limitation on this research was on data collection which is need more data to make it more reliable and valid. The validity of data can be obtained using visitation to get actual data by interview or current data by management.

For future research, authors suggest to asking the management for actual data and can do more research about their restaurant concept and hospitality business. Therefore, they allow to take a documentations and posting it on social media to increased their popularity by guest comment and guest experience.

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