



Implementation Of Marugame Udon Promotion Strategy Through 'FOMO' (Fear Of Missing Out) Behavior

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ABSTRACT

This study aims to examine the marketing promotion strategy of Marugame Udon through event and local store promotion strategies. This study focuses on the extent to which these factors can cause FOMO (Fear Of Missing Out) behavior in Marugame Udon consumers. This study uses a qualitative approach using primary data through interviews with the analysis unit. The data collected is then presented descriptively. The findings of this study indicate that the marketing promotion strategy through events and local store marketing can cause FOMO (Fear Of Missing Out) behavior in potential consumers. The implementation of the results of this study is that Marugame Udon can increase the frequency of events and local store promotions to attract the attention of more potential consumers. In addition, Marugame Udon can utilize social media to inform the event widely, so that it can create a higher sense of FOMO among consumers.

INTRODUCTION

Marugame Udon, a Japanese brand known as "the most authentic taste of Japanese udon and tempura," first entered the Indonesian market through PT. Sriboga Marugame Indonesia led by Hajime Kondoh. The first restaurant opened on February 14, 2013 at Mall Taman Anggrek, bringing authentic Japanese flavors and techniques that have been processed for centuries to provide an authentic experience to its consumers. By using high-quality ingredients and special techniques from Japan, Marugame Udon Indonesia not only maintains strict quality standards, but also obtained MUI halal certification in 2015, confirming its commitment to providing halal products to its customers in Indonesia.

The food and beverage (F&B) industry in Indonesia is a rapidly growing sector and contributes significantly to the national economy, with an average growth rate reaching 8.16% during the period 2015 to 2019, far surpassing the non-oil and gas processing sector. Food and beverages have now become a primary need for society, with the F&B business continuing to grow through creative innovation. Marugame Udon, as one of the players in this sector, has the

potential to further expand its market share amidst the increasing consumer interest in authentic Japanese cuisine, especially with the right promotions and adaptation to changing local preferences.

In the digital era, "Fear of Missing Out" (FOMO) has become a widespread psychological phenomenon, where consumers feel compelled to always be involved in the latest trends and information, especially on social media (Przybylski et al., 2013). Marugame Udon can capitalize on this FOMO through marketing strategies that create urgency, such as limited-time offers or collaborations with influencers. With this strategy, Marugame Udon can increase brand awareness and attract more customers who do not want to miss out on special moments or experiences..

LITERATURE REVIEW

According to Kotler & Keller (2009), the marketing mix is a combination of products, prices, promotions, and places that function as a system that influences consumers. According to Alliant (2022), this mix plays an important role in reaching the target market through a series of tools that function to achieve marketing goals. This mix consists of four main elements: product, price, distribution (location), and promotion that are interconnected in creating effective marketing services (Kusumawati, 2019).

Daryanto (2019) refers to these four elements as control variables that can influence the target audience, namely consumers. Tjiptono (2014) added that the marketing mix is a set of tools used by marketers to design the services offered, both for long-term strategies and short-term tactical programs of the company. This mix includes products as types of services offered according to customer needs; price, which is related to pricing and discount policies; promotion, which includes advertising and sales promotions; and location, which is related to the ease of customer access to products or services through determining physical locations and intermediaries.

Promotion

According to Tjiptono (2008), advertising is a form of promotion that functions to disseminate information and persuade consumers to buy the desired product. Along with the development of technology, social media is now increasingly used for advertising (Wahid & Wadud, 2020). Promotion, according to Laksana (2019), is communication between sellers and buyers that aims to change the attitudes and behavior of buyers and introduce products effectively so that they are remembered by the audience. Promotion is carried out in various ways according to the objectives and relevance to the target audience. Ardhi in Fitria (2016) stated that promotion has several main functions: attracting the audience's attention with attractive visual elements and relevant content; creating attraction by highlighting added value and credibility through social proof; and fostering curiosity through teasers or intriguing questions.

Strategy is a plan that is prioritized to achieve the goal. So, strategy is a unified, comprehensive, integrated plan that links the company's strategic advantages with environmental challenges and is designed to ensure that the company's main goals can be achieved through proper implementation in the company. Sales strategy is a plan made by the company to determine how to increase the sales volume of its products and can meet and satisfy consumer demand. The general definition of strategy can be interpreted as an individual or group effort to create a scheme to achieve the target that is intended. In other words, strategy is the art for individuals or groups to utilize the abilities and resources they have in order to achieve the target through procedures that are considered effective and efficient to achieve the expected goals. The definition of strategy can also be interpreted as an action to adapt to all

reactions or environmental situations that occur. Both expected and unexpected situations. Physical promotion is usually used in a physical environment. For example, promotions at certain events or events that are generally held in a place such as exhibitions, bazaars, festivals, concerts, and so on. Sellers or business actors usually set up "stands" or "booths" or small tents that are used to display and market their products or services.

Promotion through traditional media means a type of promotion that uses traditional media to carry out promotions. This type of promotion usually still uses traditional media as a medium to meet potential customers. Also read: BJB Syariah Makes it Easy for Millennials to Buy Landed Houses and Apartments There are types of traditional media, namely print media such as newspapers, tabloids, bulletins, magazines, and the like. Meanwhile, for electronic media, radio and television are usually used. Not only that, promotions that are often found outdoors such as banner ads or billboards or billboards are included as types of traditional media promotions.

Marketing Event

Events are activities designed to create direct interaction with visitors, provide interesting and memorable experiences, and are often held to commemorate important moments related to customs, culture, traditions, or religion, by involving community participation at certain times (Noor, 2009). Halsey (2010) defines events as events planned for a specific purpose, while O'Tool & Mikolaitis (2007) view events as a marketing function to achieve company targets. Event marketing is a strategy that combines events with the aim of building direct engagement and creating immersive experiences between brands and consumers, increasing brand awareness through personal interactions.

Crowther (2011) explains that event marketing strengthens the emotional connection between brands and customers by offering direct experiences that cannot be provided by other media. In addition, event marketing is often part of an integrated communication strategy because it facilitates two-way interactions that can build brand loyalty. Cornwell (2020) found that event marketing is effective in creating positive word of mouth, expanding marketing reach, and forming experiences that are remembered by consumers, making it an important element in modern marketing strategies that strengthen emotional engagement and brand loyalty.

Local Store Promotion

Local store promotions are an important component of a marketing strategy to increase visits and sales in physical stores. Hitsch et al. (2021) stated that promotions targeted at local consumers can increase engagement and provide a more personalized shopping experience. By using promotions designed specifically for a local audience, stores can more effectively attract consumers in their vicinity and strengthen relationships with the local community. The effectiveness of these promotions in influencing consumer purchasing decisions has been proven in various marketing studies.

Burlison & Oe (2018) found that the right local promotions can encourage impulse purchases and increase the frequency of visits, especially if they involve special discounts or incentives for local consumers. An effective strategy not only drives sales but also strengthens customer loyalty by providing direct added value to consumers. According to Lim & Guzman (2022), strategies that involve direct interaction with the local community, such as events or loyalty programs, can increase customer engagement and build a positive brand image. This approach allows stores to differentiate themselves from competitors and build a loyal customer base.

FOMO (Fear Of Missing Out)

Fear of Missing Out (FoMO) or anxiety about being left behind is a psychological phenomenon introduced by Przybylski et al. (2013), where individuals feel excessively anxious

and obsessed with trends or viral things that other people do. Ilyas et al. (2022) added that FoMO creates a drive to follow trends in order to be accepted in groups and avoid social isolation. In general, this feeling of fear of being left behind drives people to engage in the use of certain products or ideas (Williams, 2012). In the context of social media promotion, FoMO is very relevant because it influences consumers to participate in online social interactions, such as participating in product promotions or special events that can be enjoyed with others (Przybylski et al., 2013).

FoMO also has a major influence on individual motivation, emotions, and behavior, driving them to stay connected with the latest information on social media and avoid feeling left behind in important activities in their environment. Hodkinson (2019) explains that promotional strategies often take advantage of this FoMO drive to encourage individuals to share positive experiences with their online communities, while other studies show that FoMO can accelerate the flow of information and change the dynamics of social interactions in today's digital era, which has a significant impact on marketing and communication strategies.

METHODS

This study focuses on the analysis of consumer behavior of Marugame Udon driven by promotions through a qualitative approach, in accordance with Creswell's (2013) view that this method explores social phenomena through non-numerical data such as interviews and observations to understand the meaning and perspective of individuals or groups. With a descriptive case study design, this study explores the impact of promotional strategies, including the role of Key Opinion Leaders (KOL) and local store promotions, in driving "Fear of Missing Out" (FOMO) behavior.

Data collection was conducted through in-depth interviews with analysis units such as marketing managers and employees, who provided insights into the implementation and effectiveness of promotional strategies at the operational level. Respondents were selected based on their direct involvement in marketing strategies, and unstructured interviews allowed flexibility in questions to achieve a comprehensive understanding of the impact of promotions on consumer loyalty and interest, as reflected in the increasing trend of visitors.

RESULTS

The results of this study provide a comprehensive overview of the company profile, organizational structure, and job descriptions and responsibilities for each position at Marugame Udon & Tempura. This study aims to present information related to the company's identity, from its history to the operational philosophy applied. Marugame Udon & Tempura, managed by PT. Sriboga Marugame Indonesia, is a Japanese restaurant that presents an open kitchen concept, allowing visitors to directly see the process of making udon and tempura. With a commitment to the quality of the food served, this restaurant offers a maximum serving time of 20 minutes, and implements a self-service system that is their hallmark.

Marugame Udon & Tempura has shown significant development since it first opened in Indonesia in 2013. By prioritizing the vision to become a leading restaurant in the Indonesian middle class and the mission to exceed consumer expectations, this restaurant continues to strive to improve the quality of service and products. Since its first outlet at Mall Taman Anggrek Jakarta, Marugame Udon & Tempura now has many branches spread throughout Indonesia, reflecting their success in meeting market needs.

The company's vision and mission clearly demonstrate a commitment to excellent service and continuous improvement through customer feedback. Marugame Udon & Tempura's organizational structure is designed to support efficient operations, with each position having a clear role and responsibility.

At the managerial level, positions such as Rest Manager and Assistant Rest Manager have important responsibilities in operational management and quality control. The Rest Manager is responsible for overseeing all restaurant operations, managing the budget, and building good relationships with customers, while the Assistant Rest Manager assists in daily management and making decisions when the Rest Manager is absent. Each position within the company, from Shift Manager to Cashier, has a specific job description and responsibilities.

The Shift Manager is responsible for overseeing operations during the work shift and maintaining service standards, while the Shift Supervisor supports management by ensuring the smooth running of daily tasks. On the other hand, the Cashier is responsible for handling financial transactions with accuracy and providing friendly service. This organized structure helps ensure that every aspect of operations runs smoothly, creating a positive experience for customers at Marugame Udon & Tempura. In this study, an in-depth description of the relationship between the "Fear of Missing Out" (FOMO) behavior and the promotional strategy implemented by Marugame Udon will be outlined. FOMO is a psychological phenomenon that makes individuals worry about missing out on important experiences or opportunities that others are enjoying.

In a marketing context, Marugame Udon strategically utilizes this behavior to increase consumer engagement and create urgency to act. Through descriptive analysis, this study will explore various aspects of the promotional strategy used and evaluate its effectiveness in creating loyalty and interest among customers. Marugame Udon participates in various major events, such as the Java Jazz Festival, as part of its strategy to leverage FOMO. Attendance at the event creates the perception that the experience offered is unique and should not be missed. According to Wahyu Priyono, a supervisor at Marugame Udon, FOMO behavior occurs when customers feel afraid of missing out on special offers offered during major events. By involving Key Opinion Leaders (KOL) in promotional campaigns, Marugame Udon can reach various demographic segments, inviting audiences to immediately try the products being promoted and avoid feeling left out.

Marugame Udon's promotional strategy also involves seasonal campaigns that provide limited-time offers in major cities such as Jakarta and Surabaya. By creating exclusive offers that are only available for a limited time, Marugame Udon successfully encourages consumers to take quick action, increase the frequency of visits, and drive sales. Renny S. Vael, head of the marketing department, emphasized that the effectiveness of this strategy is evaluated through the increase in sales and the level of customer engagement observed during the promotional campaign. In addition, the #TunjukkanRasaMu campaign focuses on authenticity and self-expression, especially among Gen Z.

This campaign highlights the freedom of consumers to enjoy Marugame Udon without being pressured by social norms. By utilizing social media and collaborating with influencers, Marugame Udon creates a community that celebrates uniqueness and diversity in consumption. Through all of these strategies, Marugame Udon successfully links FOMO to consumer experiences, thus not only driving sales but also building a strong emotional connection with their audience.

DISCUSSION

The results of this study highlight the importance of company profile, organizational structure, and job descriptions at Marugame Udon & Tempura, which is managed by PT. Sriboga Marugame Indonesia. By carrying the open kitchen concept, this restaurant not only provides a unique culinary experience, but also shows its commitment to food quality with a maximum serving time of 20 minutes and a self-service system. Since opening in 2013, Marugame Udon & Tempura has grown rapidly, having many branches throughout Indonesia, reflecting its success

in meeting market needs and its vision to become a leading restaurant among the middle class. In implementing its operational strategy, Marugame Udon & Tempura organizes an efficient organizational structure with clear roles and responsibilities in each position. The restaurant manager and assistant restaurant manager play an important role in operational management and quality control, ensuring that every aspect of service runs smoothly. The responsibilities of each position, from Shift Manager to Cashier, are carefully arranged, which helps create a positive experience for customers. Proper positioning and clear division of tasks contribute to operational efficiency and customer satisfaction.

In addition, this study also explores the relationship between the "Fear of Missing Out" (FOMO) behavior and the promotional strategies implemented by Marugame Udon. By participating in various major events and involving Key Opinion Leaders (KOL), the restaurant creates the impression that the experience offered is something unique and not to be missed. Through seasonal campaigns and promotions that focus on authenticity and self-expression, especially among Gen Z, Marugame Udon has succeeded in building a strong emotional connection with customers. These strategies not only increase sales but also strengthen customer loyalty, creating a community that celebrates diversity and uniqueness in consumption.

CONCLUSION

The conclusion of this study shows that Marugame Udon's promotional strategy is effective in increasing consumer FOMO behavior and purchase intention through three main approaches. First, Marugame Udon optimizes FOMO by participating in major events such as the Java Jazz Festival and seasonal promotional campaigns that create exclusivity and urgency, encouraging consumers not to miss out on special offers.

Second, the strategic use of Key Opinion Leaders (KOL) helps increase purchase intention by creating buzz among the audience, so that followers feel encouraged to try the products promoted by the KOL. Third, the #TunjukkanRasaMu campaign successfully builds an emotional connection with Gen Z consumers by emphasizing authenticity and self-expression, strengthening Marugame Udon's image as a brand that supports diversity and personal expression, and increasing loyalty among young consumers.

LIMITATION

This study has several limitations that need to be considered in interpreting the results. First, the main focus on Marugame Udon's promotional strategies, such as involvement in major events and the use of Key Opinion Leaders (KOLs), may not fully represent consumer preferences outside of major cities who have not been exposed to seasonal promotions or KOL campaigns.

Second, this study focuses more on Gen Z consumer behavior without considering variations in responses across other age groups, so the emotional connection and brand loyalty found in the #TunjukkanRasaMu campaign may not apply to older consumer segments. Lastly, the results of this study are limited to a specific promotional period and do not measure the long-term impact of the promotional strategy, so the effectiveness of the long-term promotion needs to be reviewed in future studies.

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