

# THE EVALUATION OF MARKETING MIX 4P'S IN HEALTHY FOOD INDUSTRY

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**ABSTRACT :** *In this modern era, many people are starting a healthy lifestyle. Moreover, many competitors are looking at the healthy food market because of this. Seeing many competitors operating in the same market, Miethy needs to know how competitors conduct their business processes so that Miethy can compete with other healthy food brands. Several critical indicators will help Miethy compare with other companies, namely the 4p marketing mix. After doing research, the author found that Miethy still lacks brand awareness, and when compared to its competitors, Miethy has very limited product variants. Therefore, the solution offered is to improve the promotion including; collaboration with influencers and partners, participating in seminars or events or bazaars, free samples for potential buyers, improving social media, and adding or maximizing places to sell. And the last solution is create a new product, namely healthy noodle snacks.*

**KEYWORDS:** *Marketing Mix, Healthy Food, Brand Awareness, Promotion, Product Variant, Miethy*

## I. INTRODUCTION

Nowadays, searching for information via the internet is very commonly used. This increase is also supported by the increasing number of people who can influence others via the internet, who are often also called influencers. There are quite a few types of influencers on social media, including influencers who invite their followers to live a healthy life.

The increasing number of influencers who invite their followers to live a healthy lifestyle causes more and more people to become interested in this healthy lifestyle. This increase is further supported by the condition of the COVID-19 pandemic, which makes the community need to improve their immune system and maintain their health regularly. In addition, the increasing number of people with diabetes in Indonesia also increases people who have a healthy lifestyle. Because of this, more and more people are starting to live healthy lifestyles.

Due to the increase in people starting a healthy life, the demand for healthy food also increases. As time goes by, healthy food is getting more and more promising and is starting to attract the attention of entrepreneurs. It is shown by the start of many brands that sell healthy products. Brands that are starting to target the healthy food market share include Miethy, Lemonilo, Deliciux, Unis Gluten-Free, and Yelowfit Kitchen.

See how many competitors are moving in the same market. It requires Miethy to know how competitors conduct their business processes so that Miethy can compete with other healthy food brands. Several main indicators will help in Miethy's comparison with other companies, namely the 4p's marketing mix.

According to (Assauri, 2014), Marketing mix is a strategy carried out by the company, which is related to determining how the company provides product offerings in specific market segments, which are the target market the company is aiming for. Seeing the importance of the 4P's marketing mix in the company's process, this research focuses on comparing the marketing mix in companies engaged in the healthy food market.

## II. LITERATURE REVIEW

According to (Assauri, 2014), marketing mix is a strategy carried out by the company, which is related to determining how the company offers product offerings to specific market segments that are the company's target market. According to (Alma, 2011), the marketing mix is a strategy that includes a mix of marketing activities to achieve maximum conditions to bring about the most satisfactory results. Meanwhile, (Hartimbul, 2011) expressed the following view that the marketing mix elements to achieve marketing objectives require four variables (4P), namely Product, Price, Place, and Promotion. Where each variable must support the other, or in other words, management must try so that the Marketing Mix variable can achieve the goals that have been set.

## III. RESEARCH METHOD

This study uses a problem-solving approach which is expected to solve the problems faced by Miethy. According to (Simamora, 2004), problem-solving research is research whose research results are intended to be used as material for management decisions on problems that occur, consisting of research on segmentation, product, price, promotion and distribution. So it is hoped that after doing this research, Miethy can find a solution to the problems that occur by considering primary data and secondary data as a reference in this study.

According to (Ajayi, 2017), primary data is original and unique data collected directly by researchers from a source such as observations, surveys, questionnaires, case studies, and interviews according to their needs. A similar opinion was expressed by (Darmawan, 2016), who explained that primary data is data obtained directly from sources or respondents. In this study, the authors used primary data sourced from surveys of several customers and observations of the company's internal and external conditions, which were collected and processed directly.

According to (Ajayi, 2017), secondary data is easily accessible but not pure because it has gone through many statistical treatments. In contrast, secondary data sources are government publications, websites, books, journal articles, and internal notes. In this study, the authors use secondary data collected from various articles, books, journals, and several websites to support the research.

#### IV. RESULT AND DISCUSSION

Furthermore, in this section, the author will compare Miethy's marketing mix with several competitors with the same market or intersect with Miethy's products. They were intended to find out the advantages and disadvantages of our products. To assist in making decisions and determining what to do in the future. The data listed in the table below are taken from the author's observations of several competitors and produce several comparisons that explain the advantages and disadvantages of Miethy compared to competitors in the healthy food market. Table 1 shows Miethy competitor analysis.

**Table 1 Miethy Competitor analysis**

|           | Miethy   | Lemonilo  | Deliciux  | Unis Gluten Free  | Yellow Fit   |
|-----------|--|---|---|---|--|
| Product   | Low carb, Non gluten, High protein, High fiber, Non preservatives, Non MSG, Non artificial coloring, Low Glycemic Index (GI), Gluten Free<br><br>Have only one product | Non preservatives, Non MSG, Non artificial coloring.<br><br>Have much product variant                       | Low carb, Non Gluten, Non preservatives, Non MSG<br><br>Have much product variant | Non gluten, Non MSG, Non artificial Coloring, low carb<br><br>Have much product variant | Low carb, Balance nutrition, Non MSG<br><br>Have much product variant    |
| Place     | Instagram, Whatsapp, Shopee, Tokopedia   | Supermarkets, Minimarkets, Grocery Stalls, Instagram, Website, Shopee, Tokopedia, Blibli, Happy Fresh.      | Whatsapp, Tokopedia   | Offline store, Whatsapp, Shopee, Tokopedia, Instagram                                   | Whatsapp, Website  |
| Price     | Rp. 35.000 - 75.000  | Rp.7.425 - 202.905  | Rp.2.200.000 for 12 meals   | Rp.30.0000  | Rp.309.091 for 5 portion   |
| Promotion | Instagram, Tiktikok, website, Community group  | Instagram, Tiktok, Website, youtube, sponsored in soap opera, Tv advertisement, and endorse big influencer. | Only Instagram  | Instagram, website, Community group   | Instagram, Tiktikok, website, collaboration and endorse big influencers. |

Source: Internal Data

Miethy is a company engaged in the healthy food market, which has many advantages including; Low carb, Non-gluten, High protein, High fibre, Non-preservatives, Non-MSG, Non-artificial colouring, Low Glycemic Index (GI), and Gluten-Free. So far, Miethy only has one main product, Miethy, which is healthy noodles, which have many benefits and are safe for people with diabetes. The limited product variant is one of

the drawbacks of Miethy. Miethy's places of sale include Instagram, WhatsApp, Shopee and Tokopedia. The price that Miethy offers is Rp. 35,000 - 75,000 according to the number of servings purchased. Meanwhile, Miethy's promotions are on Instagram, Tiktok, Website and community groups platforms.

Lemonilo is a company that sells healthy food, and become a top of mind in healthy noodles. Their main product is instant noodles with the slogan healthy instant noodles without preservatives and flavour enhancers. Besides selling noodles, Lemonilo has also started to explore the culinary world, including instant cooking spices, snacks, drinks, and skincare products. Their instant noodle products do not use preservatives and flavour enhancers, which is always a concern for instant noodle wrappers. Places to sell Lemonilo are many and very wide, first marketed through supermarkets, minimarkets, to grocery stalls. Lemonilo has several other places to sell on online platforms, namely through websites and in several marketplaces such as Shopee, Tokopedia, and others. Furthermore, regarding the price offered by Lemonilo starting from Rp. 7,425 for packaged noodles until Rp. 202,905 for collaboration package products. Lemonilo's marketing is extraordinary, starting from Instagram, TikTok, Youtube, websites to being found in various soap operas as sponsors of the soap opera.

The next product is Deliciux which is a provider of daily food or healthy catering. Their products are keto-friendly and diabetes-friendly, which guarantees that those on a diet will lose weight within three weeks. Deliciux offers a variety of healthy food packages that are safe for several diseases such as diabetes, hypertension, cholesterol, and GERD. They offer packages that take at least two weeks, and in those two weeks (except Sunday), shoppers can eat nothing but products from deliciux. Deliciux only uses two platforms to place an order, namely WhatsApp chat and Tokopedia. For the price of healthy food packages that are safe for diabetics, the deliciux price starts from Rp. 2,200,000 for a meal package for two weeks except for Sunday, and in one day, two meals for lunch and dinner will be sent. so if the calculations are calculated, the price is around Rp. 183,334 per serving for one meal. As for the promotion, it only uses Instagram and Tokopedia.

Furthermore, Unis Gluten-free is a business engaged in the health food sector that focuses on gluten-free foods and ingredients. They sell gluten-free products, including flour, noodles, and bread. Food at Unis only focuses on gluten-free, which is applied to several types of food, both heavy meals and snacks. Sales Unis Guteen Free has an offline store in Bogor. Besides that, they also sell their products through Shopee, Tokopedia, and WhatsApp. The price range offered by Unis starts from Rp. 28,500 to Rp. 57,700, while for gluten-free noodle products, the price is Rp. 30,000. Furthermore, the promotional media carried out by unis are Website and Instagram.

The last competitor to be discussed is the top of mind from a healthy diet and catering products, namely the yellow fit kitchen. Yellow fit kitchen is a healthy caterer whose meal contains low-calorie foods with balanced nutrition ranging from protein, carbohydrates, and good fats. The Yellow Fit Kitchen menu varies each week greatly and ensures that the food sold is delicious. Then Yellow Fit Kitchen guarantees that there is a money-back guarantee if we do not lose weight or do not feel good. The place to sell yellow fit kitchen only serves online purchases via the website, Whatsapp, and line. While prices start from RP. 309,091 for a five-course meal, so if we calculate the price per portion, it costs Rp. 61,818 . The promotion of the yellow fit kitchen has various social media ranging from Instagram, websites to TikTok. Yellow fit also often supports well-known influencers to collaborate or endorse.

## **V. CONCLUSION**

The result of the competitor analysis that has been carried out above is that there are similarities between brands that have become top of mind. Namely, they both have carried out large-scale promotions by collaborating with well-known influencers and have even entered advertisements on TV so that brand awareness from consumers increase along with the promotion process carried out. In addition, competitors from Miethy already have a wide variety of products that make buyers have many choices when buying. In addition, the large variety of products can also strengthen a company's brand image. This is proven by the increasing variety of products offered and the higher brand awareness these brands have. So it can be concluded that Miethy, as a new brand in the field of healthy food, is lacking in promoting, so that Miethy's brand awareness is still lacking. Then Miethy also only has one product variant, so that Miethy's brand image can still be categorized as low.

The creation of new variants and development in the promotion are the main solutions so that Miethy can overcome the problem. The new variant that Miethy will issue is healthy noodle snacks, which have three flavours: chicken curry, cheese, and spicy. Several actions will be carried out to improve promotion, including; collaboration with influencers and partners, participating in seminars or events or bazaars, free samples for potential buyers, improving social media, and adding or maximizing places to sell.

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