

INDOMIE PRODUCT MARKETING STRATEGY IN ENTERING INTERNATIONAL MARKETING

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ABSTRACT

The company needs to prepare a strategy to market its products in order to penetrate the international market. Market competition is so much a challenge for entrepreneurs. In this case, one of the companies that is able to survive with intense competition and successfully penetrate the international market is PT. Indofood Makmur is a company engaged in food and beverage processing. The brand name used by PT Indofood CBP Sukses Makmur Tbk, is Indomie. first time comes with Chicken Broth Flavor only. In Indonesia, the term "Indomie" is commonly used as a generic term that refers to instant noodles. This study aims to describe the marketing strategy used by Indomie products in entering international marketing. In this research, the writer uses descriptive qualitative method where the data collection technique used is literature study. The results showed that the strategy used by Indomie products to enter the international market was by implementing the 3A strategy, namely Acceptability (Product), Availability (Place), and Affordability (Price). With the distinctive taste of the archipelago spread throughout Indonesia, Indomie has been recognized by consumers that Indomie is an original product from Indonesia

Keywords: *Marketing Strategy, International Market, Indomie Products*

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INTRODUCTION

Business or business activities will never be separated from the marketing process. Marketing has a significant role in a business, through industrial marketing it can attract customers to buy its products at a certain price so that profits are obtained. An industry can be said to be successful if it has the expertise to market its products to get the desired profit. Marketing is an activity carried out to meet human needs through various methods that can bring profit (Fatihudin & Firmansyah, 2019). An entrepreneur or entrepreneur must be able to see the market opportunities that exist and use these opportunities as well as possible (Asmawan, 2017). Not only that, an entrepreneur must also dare to take risks in making business decisions (Hasmidyani, ., & Eko Soetjipto, 2019). Therefore, proper marketing management is needed which is often referred to as the marketing mix or marketing mix. Entrepreneurs need to prepare an unchanging and well-planned marketing strategy in order to exist in local

and international markets, so entrepreneurs can introduce their products and win business competition.

Market competition is so much a challenge for entrepreneurs. Entrepreneurs also sometimes only focus on improving product quality without being accompanied by a strategy on marketing the product. Thus, entrepreneurs need broad knowledge and insight in order to be able to penetrate international markets ([Dhewanto, Lantu, Herliana, & Azzahra, 2018](#)). An entrepreneur must also have an entrepreneurial attitude with the courage to act and be able to survive in the midst of market competition ([Aisyah, N., & Susilo, 2017](#)). In this case, one of the companies that is able to survive with intense competition and successfully penetrate the international market is PT. Indofood Makmur is a company engaged in food and beverage processing which was founded in 1971. PT. Indofood Sukses Makmur continues to progress. This is evidenced by the distribution of the products being marketed. Currently, the company has 36 factories, more than 10 brands with 150 flavors and types of distributors serving nearly 150,000 outlets.

The brand name used by PT Indofood CBP Sukses Makmur Tbk, is Indomie. first time comes with Chicken Broth Flavor only. In Indonesia, the term "Indomie" is commonly used as a generic term that refers to instant noodles. Indomie is claimed as a healthy and nutritious food by the manufacturer, this instant noodle product is said to have various nutritional contents such as energy, protein, niacin, folic acid, pantothenic acid, iron minerals, sodium, and vitamins such as vitamins A, C, B1, B6, and B12. Vision: To become a company that can fulfill food needs with quality products, quality, safe for consumption and become a leader in the food industry". Mission: To become a transnational company that can carry Indonesia's name in the food industry.

METHOD

In this study, the method used is a qualitative method with a descriptive approach, which is based on secondary data collection and the data collection technique used is a literature study. Literature study is a technique in which data collection is carried out by collecting data and information from various supporting documents such as books, magazines, pictures, scientific journals, electronic documents and so on that can strengthen certain statements in a study. The collection of literature study data obtained consisted of journal articles, and textbooks as previously written articles, which were used as sources to solve problems. The collection of literature studies is used in several stages, including searching for articles based on their relevance to the topic of discussion and the year of research, then sorting the structure of the explanation.

RESULTS AND DISCUSSION

Lifestyle changes can affect people's consumption patterns. One of these changes is the popularity of instant noodles as a substitute for rice. In fact, noodle products are increasingly becoming the food of choice for consumers, because they are practical and the price is affordable, instant noodles can also fill the stomach. Indomie's image is so strong in the Indonesian market that some people think of instant noodles as Indomie because Indomie is one of the Top Minds in instant noodle products. In 2008 in the Top Brand Index

Indomie took the first position thanks to its consistency in implementing the 3A strategy, namely:

1. Acceptability is the taste of Indomie that can be accepted by consumers (Product)
2. Availability of Indomie products that are easy to find and obtain anywhere (Place)
3. Affordability is the price per pcs that is affordable for consumers (Price).

Indomie marketing abroad can be found in around 80 countries in the world. After Malaysia, Syria, Saudi Arabia and Nigeria, the Indofood company is preparing to build production facilities in Morocco. Indofood's brand, Indomie, is almost worldwide with a market coverage that reaches Asia, the Middle East and Latin America. Regular marketing and brand building steps make many people in several countries consider Indomie to be a genuine product from their country. In Indonesia, Indomie products have been around for a long time and dominate the domestic market share. Indomie's brand awareness is so strong in the community that its name is attached as a substitute for the name of instant noodles. In addition, Indomie products can also be recognized by consumers in many countries in the world. The way the company directly introduces Indomie products is by instilling in the minds of consumers that Indomie is Indonesian instant noodles with Nusantara flavors from various regions through the advertising tagline "Indomie..... seleraku". As well as instant noodles that are practical and delicious to be consumed with side dishes.

The marketing strategy carried out by the Indofood company in marketing Indomie products to the international market with its 3A strategy, namely *Acceptability*, which means that the taste of Indomie is acceptable to consumers' tongues (*Product*, *Availability*, namely Indomie products that are easy to find and obtain anywhere (*Place*), and *Affordability*, namely the price per pcs that is affordable by consumers (*Price*)). Indomie's marketing in Overseas itself has reached 80 countries in the world. With regular marketing steps and brand development, Indomie is widely recognized by the public in several countries. Indomie itself introduces its products by implanting it in the minds of consumers. consumers that Indomie is a typical Indonesian instant noodle with Nusantara flavors from various regions in Indonesia, as well as Indomie which is practical in serving and can be enjoyed with side dishes

CONCLUSION

The marketing strategy carried out by the Indofood company in marketing Indomie products to the international market with its 3A strategy, namely *Acceptability*, which means that the taste of Indomie is acceptable to consumers' tongues (*Product*, *Availability*, namely Indomie products that are easy to find and obtain anywhere (*Place*), and *Affordability*, namely the price per pcs that is affordable by consumers (*Price*)). Indomie's marketing in Overseas itself has reached 80 countries in the world. With regular marketing steps and brand development, Indomie is widely recognized by the public in several countries. Indomie itself introduces its products by implanting it in the minds of consumers. consumers that Indomie is a typical Indonesian instant noodle with Nusantara flavors from various regions in Indonesia, as well as Indomie which is practical in serving and can be enjoyed with side dishes.

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