

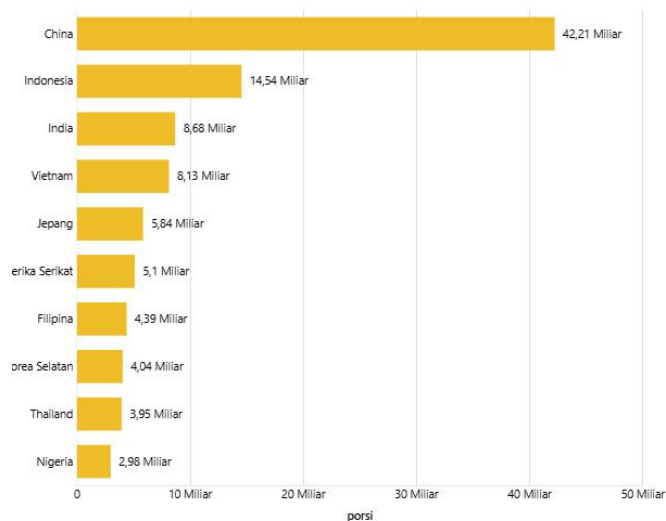
CHAPTER I

INTRODUCTION

1.1 Background of study

At this time, instant noodles are very popular, especially in Indonesia. Indonesia is a country with a population of more than 200 million people, making Indonesia the 4th largest country after China, the United States and India. In addition, based on data from the World Instant Noodles Association (WINA), quoted by Muhamad (2024), in their article on databooks.katadata.co.id, Indonesia is included in the largest consumption of instant noodles in the world, this can be seen from the figure below:

Figure 1.1 Data on Countries with the Most Consumption of Instant Noodles in the World



Source: databooks.katadata.co.id

Based on the data above, it can be concluded that Indonesia likes and consumes the largest noodle product worldwide after China. Indonesia is in second place in the list of countries consuming the most instant noodles in the world. The number reaches 14,54 million servings in 2023. Recently, in developing countries, socio-demographic trends have shown major changes, especially in the youth population with increasing monthly income scales, lack of cooking time and dynamic lifestyles. This will lead to a large number of convenience products (Imtiyaz et al., 2021) . In addition, instant noodles are increasingly popular due to their important components, namely their convenience and practical use (Sikander et al., 2017). With the big demands in buying instant noodles in Indonesia, It has made companies want to produce instant noodles that are suitable for people's tastes, creating competition in each company so that there are many variations of instant noodles spread out there. With intense competition in the instant noodle industry, companies must be able to innovate and carry out marketing strategies well in order to be accepted by the public.

Even though in Indonesia consumption of instant noodles is high, instant noodles tend to be known as unhealthy foods and are not recommended for consumption every day. According to Sikander et al., (2017) the safety concern in the consumption of instant noodles is usually related to the high amount of fat and sodium content in instant noodles. Most instant noodles use ingredients such as monosodium glutamate (MSG), preservatives, low fiber and protein. The way to preserve it is usually by frying it with palm oil which reduces the water content

and can be stored longer. That's why instant noodles are not recommended for consumption every day because it can harm health.

With intense competition in the instant noodle industry, PT. Lemonilo Indonesia Sehat comes with the innovation of Lemonilo instant noodles which are healthy for consumption. Lemonilo is a start-up that promotes a healthy lifestyle in its products. Lemonilo was founded by Johannes Ardiant, Ronald Wijaya, and Shinta Nurfazia in 2016. The products produced by Lemonilo have the advantage of being healthy base ingredients, and one of their products is instant noodles. Lemonilo is a brand from Indonesia that popularizes various products without preservatives, dyes and flavor enhancers among the public. Lemonilo instant noodles production process does not use additional ingredients such as preservatives, flavor enhancers and artificial colorings which are harmful to the body. According to Uly (2020) in their article retrieved from Lemonilo.com, the (Unique Selling Points) Lemonilo from other instant noodles is as follows:

1) Made without a frying process

Instant noodles are generally produced through a frying process at a temperature of 140 to 155 degrees celsius, so that the noodles become stiff, dry and long-lasting. However, in the Lemonilo instant noodle production process, the product manufacturing process is done by roast it in the oven, not through the frying process.

2) Using Vegetable Essence

Different from instant noodles in general, Lemonilo instant noodle products use ingredients that come from nature as raw materials, such as fiber or essence of spinach, spring onions and turmeric.

3) Production Process Without 3P (Preservatives, Flavor Enhancers, and Artificial Colors)

Lemonilo produces various types of noodles and variants, including:

1. Mie Lemonilo Goreng Original: The green noodles are made from spinach essence, made through a modern and hygienic baking process, and these noodles are safe for consumption when consumers are on a diet. The manufacturing process also uses a roast technique which makes the noodle cooking water clearer and healthier.
2. Mie Lemonilo Kuah Kari Ayam: It is made from healthy vegetable essence & has various kinds of good nutritional content in it such as potassium, minerals, carbohydrates and protein, which nutritional content can have a good impact on the body. This noodle is very suitable for use as food when dieting because it does not contain cholesterol which usually causes weight gain.
3. Mie Lemonilo Ayam Bawang: This noodle is made from healthy vegetable essence in the form of spinach combined with other organic ingredients, namely turmeric and spring onions, and the calorie content is relatively low, namely only around 280 kcal.

4. Lemonilo Mie Rasa Korea: The Hallyu Wave that spread in Indonesia succeeded in inspiring Lemonilo to create a new variant of noodles related to Korea. And this variants is made from spinach essence which is known to be good for the body.
5. Lemonilo Mie Rasa Rendang Padang: Lemonilo Spektarasa Rendang is a noodle product with rendang flavor. Made from ingredients that are healthy for the body and the noodles are green because they are made from spinach essence.
6. Lemonilo Mie Soto Koya: With an authentic taste that is already familiar to Indonesian people, Lemonilo has released a new product variation, namely soto koya flavor. These noodles has koya powder, which is made from crackers and garlic, resulting in a savory soup taste. Lemonilo is also claimed to use natural ingredients, such as leek and celery essence.
7. Lemonilo Mie Soto Kare : Joins the recent launch with soto koya, Lemonilo has introduced a fresh addition to its line of healthy instant noodles in Indonesia with the release of Soto Kare. This variant instant noodle crafted from flavorful spices.
8. Lemonilo Mie Ramen Jepang : Lemonilo has also introduced a fresh instant noodle option inspired by Japanese cuisine, Lemonilo Spektarasa Ramen Jepang OISHIIP, and claimed an authentic Japanese flavor experience. Promoting a healthier choice, this

product is made without preservatives, flavor enhancers, or artificial colors, emphasizing its natural ingredients.

9. Lemonilo Mie Kering Cap Keluarga Hebat : These noodles are made from mocaf flour (modified cassava flour). This noodle is packaged without seasoning so it can be cooked and consumed based on consumer tastes. The portion of this Lemonilo noodle is bigger than usual, so it's perfect for enjoying with the family.
10. Lemonilo Mie Konjaqu: This noodle is made from konjac flour, konjac is a type of gluten-free flour. This noodle is also equipped with healthy spinach essence and is free from preservatives.

Figure 1.2 Variants of Lemonilo noodles



Source: Lemonilo.com

Figure 1.3 Lemonilo Mie Konjaqu



Source: Lemonilo.com

Figure 1.4 Lemonilo Mie Kering Cap Keluarga Sehat



Source: Lemonilo.com

With intense competition of Lemonilo among other instant noodles brands such as Indomie, Mie Sedaap, Sarimi, Mie Gaga, Supermi and many more, including demands in consuming instant noodles, Lemonilo tries to carry out marketing and urgency strategies to attract the attention of consumers. In the increasingly rapid development of the times in this era, many things are developing, including technology. Social media is not spared either. Social media has many uses for its users, ranging from getting information, search for

entertainment, and see other users activities. The rapid pace of the internet makes people get information faster than usual. Social media is no longer just a place to communicate with relatives but as an effective and efficient social media marketing strategy. This makes companies use social media as a platform for promoting their products. Marketers are expanding to apply social media marketing as their main marketing strategy. Companies are competing to attract the attention of new customers, building awareness, predict future consumer behavior, and increase sales by creating content that suits consumer tastes. This is a challenge for companies especially as fierce competition strain companies to create things that differentiate their products from other competitors. Therefore, social media marketing strategy is needed to build consumers enthusiasm into an enjoyable experience in consuming products and services (Wijayaa et al., 2021) .

As the popularity of social media continues to grow, it is likely to overtake other functional areas of marketing to a large extent. Social media allows marketers to connect with consumers on a more personal level and have ongoing conversations with them. This helps to build trust and rapport between the two parties. The use of the Internet is increasingly growing, including in Indonesia. In fact, accessing the Internet has become a daily habit. This can be seen from the data below:

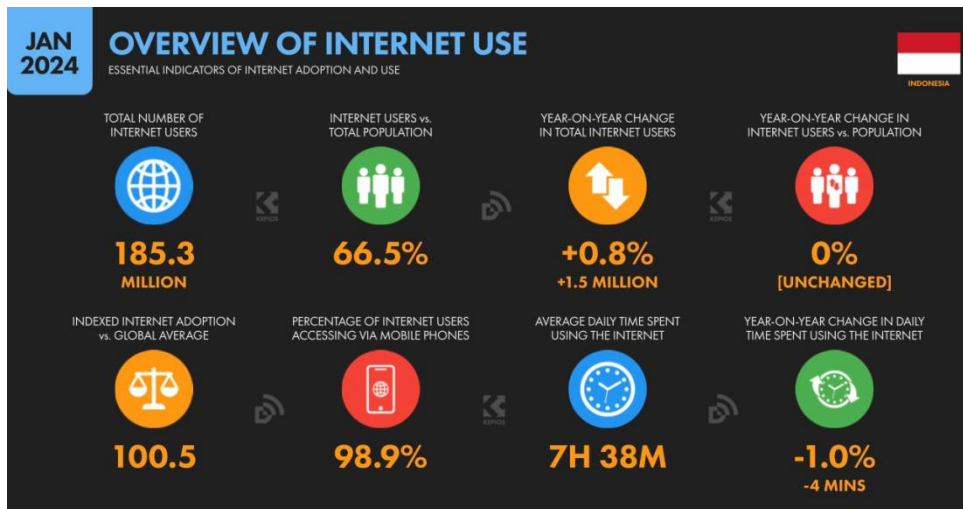
Figure 1.5 Number of Internet Users in Indonesia



Source: Datareportal.com

According to the data from We Are Social, quoted by Kemp (2024), in their article on datareportal.com the population of the individual internet users in Indonesia reached 185.3 million by early 2024. This means that out of 278.7 million Indonesians, 66.5% have accessed networks on the Internet, more than half of the population. Meanwhile, social media user identifies in Indonesia reach 139 million people, which means 49.9% of the population in Indonesia are active users of social media. Most of Indonesians utilize social media to interact and communicate with friends and family. However, the trend right now indicates that more business are using social media as a marketing tool (Statista, 2024).

Figure 1.6 Digital Media Access Time Data in Indonesia



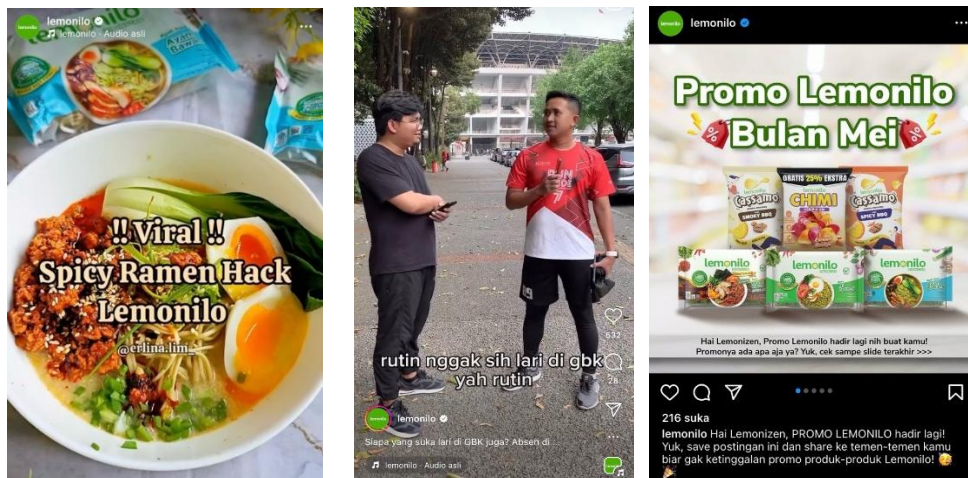
Source: *Datareportal.com*

In addition, based on data taken from *Datareportal.com*, it is said that the internet access time for digital media in Indonesia averages 7 hours 38 minutes, which is the highest access time for digital media. After looking at the data above, it can be concluded that more than 50% of Indonesia's population has used the internet and social media. This can also create an opportunity for business people to carry out Social Media Marketing (SMM) strategies for their products. In recent times, the power of social media has increased in mass communication. Businesses that are aware of it, such as corporate or brand pages, are starting to exist on social media. Consumers can use social media to support ideas and discuss with other consumers. This gives companies the opportunity to develop their own marketing operations that are different from traditional way (Ceyhan, 2019).

With intense competition and a lot of interest in consuming instant noodles, Lemonilo tries to carry out marketing and urgency strategies to attract the attention of consumers. Because the widespread use of marketing using social

media, Lemonilo also takes advantage of social platforms to promote its products and attract the attention of consumers. Currently, Lemonilo has social media accounts such as Instagram, Twitter, Tiktok. As of right now Lemonilo's Instagram has 606.000 followers, Twitter has 27.754 followers, and on Tiktok has 428.000 followers. Lemonilo regularly uploads content about its products, and provides health information, how to live a healthy lifestyle to the audience, and recipes using Lemonilo products. The content presented by Lemonilo variates such as giving recipes that encourage consumers to use Lemonilo instant noodles, encourage consumers to live healthy, and informing consumers about the promo of the products so that consumers are aware of the promo and expected to increase the purchase intention. Now a days the role of social media can gives an easy access and build close relationships between brand and consumers. With the increasing number of social media users has made social media an effective tools for promotions, provides a platform for companies and consumers to communicate, and gives consumers the opportunity to interact with other users. Therefore, social media is considered a new marketing strategy for companies (Moslehpour et al., 2021) .

Figure 1.7 Lemonilo's Content on Social Media



Source: Lemonilo Instagram

In addition, at this time Korean Wave phenomenon is happening in Indonesia, Korean Wave is a term of the phenomenon where South Korean culture spreads through mass media, and its popularity has spread to the various country globally (Nurunnisha et al., 2021). According to Wardani (2022) in their article retrieved from liputan6.com is that X application conducted an analysis of conversations about K-pop, this analysis is based on the unique audience on X with the most tweets. With so many active fans, Indonesia is ranked first in the list of countries with the most tweets about K-pop for two years in a row. It can be concluded that the k-pop phenomenon hit and was widely discussed in Indonesia.

The use of the right brand ambassadors is also one of the factors a company attracts the attention of consumers. This is because brand ambassadors have an important role for brands as representatives of a company. Including brand ambassadors who have many fans, fans will be related and feel relevant to support

the idol who becomes the brand ambassador. Using celebrities as brand ambassadors can be effective because their fame can help advertise a product to be attractive and easy to market to consumers (Utami, SP, Setyowati, N., & Mandasari, P, 2020).

With this phenomenon, Lemonilo participated in making the artist from the country from South Korea become the Brand Ambassador of Lemonilo. According to Anindhita (2022) , in their article retrieved from Lemonilo.com is that Lemonilo sees a similar mission between lemonilo and NCT Dream to build the young generation as the key to success, NCT Dream is a figure who can represent the values and character upheld by the lemonilo brand. With this collaboration, it is also hoped that lemonilo will get closer to young generation audiences and K-pop fans in general, with a healthy lifestyle that is always used through lemonilo products. NCT Dream is a sub-unit boy group NCT, a group from SM Entertainment which debuted on August 24, 2016, consisting of 7 members namely Mark, Jeno, Haechan, Renjun, Jaemin, Chenle, and Jisung. And what's interesting is that in this NCT Dream collaboration with Lemonilo, Lemonilo provides random photocards of NCT Dream members in each package, this can increase the buying interest of people to collect their photocards and interested in buying these Lemonilo noodles.

Figure 1.8 NCT Dream as Brand Ambassador Lemonilo



Source: Lemonilo.com

Figure 1.9 Photocards Lemonilo X NCT Dream



Source: Lemonilo.com

Recently, people consider health to be the most important aspect considering the emergence of a number of emerging and attacking diseases. This causes people to start adopting healthy lifestyles, the implementation includes eating healthy food and exercising. The increasing consumer awareness of healthy eating and lifestyle, makes consumers start to see healthy food as one of the important factors in buying products related to their health. Consumers who take

care about their health are more likely to consume healthy food to improve and maintain their health status (Huang, 2022). Along with the development of information and communication technology, the internet has become a common source for finding health information. Due to the availability and wide coverage of information, ease of searching, and accessibility, the internet has become one of the preferred way for health-conscious people to find health information (Jia et al., 2021) . Lemonilo takes advantage of this by providing health information on its official social media accounts so that people who are conscious about their health can receive information and are interested in buying Lemonilo products. Health consciousness is one of the factors that can influence consumers in determining purchasing decisions for a food product. Consumers in the modern era especially Gen Z are now more selective in choosing food products. Individuals who are drive committed to living a healthy lifestyle and prefer more to a more nutritious lifestyle can drive demand for products that lead to health (Fathin et al., 2023) . And therefore, consumers drive to purchase food products is influenced by their health.

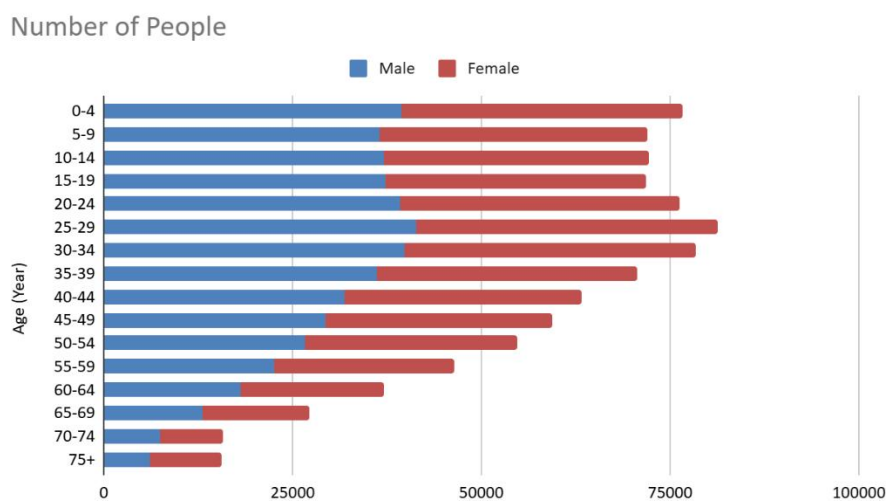
Not only that, According to Wang et al. (2021) many instances of food safety breaches have captured the public's focus and driven consumers to search for products that are both safer and healthier food safety became one of the factors that influence people to do purchase intention. According to Ducker (2021) in their article retrieved from azolifesciences.com, the significance of food safety concern is growing, bringing together diverse scientific research fields to reduce the risks associated with waterborne and foodborne diseases. Priherdityo (2016)

stated that in their article retrieved from CNN Indonesia, Indonesians are starting to care more about the food they consume, consumers are now aware of healthy eating patterns, therefore they want to adopt a lifestyle that can overcome various health problems. Food safety concern entails the state and actions taken to safeguard food from potential biological, chemical, and other impurities that could disrupt, damage, or pose a risk to human health. If a product intended for consumption is perceived as unsafe, threatening, or potentially detrimental to health, consumers are unlikely to make a purchase (Khairani, 2018). Due to food safety issues, the relationship between brands and consumers is now an important role in research topic, and the appropriate research results is needed as a reference in the process of handling consumer relationships (Gu et al., 2020).

Lemonilo also ensures that its products are under strict supervision so that their quality is maintained. According to Riadi (2017) In their article retrieved from Seluler.id, Lemonilo is an e-commerce business that offers organic food or other healthy foods to support a healthy lifestyle. Not only do they offer healthy food, the products at Lemonilo are obtained directly from producers so they can offer prices up to 20-50% cheaper. To ensure the quality of the products available in the Lemonilo service, they have a team of food analysts whose job is to check the ingredients used to make each product that will be sold. The aim is to ensure that the products that enter Lemonilo do not make claims that the products are healthy. Lemonilo also strive to produce environmentally friendly products, the packaging materials are made from naturally biodegradable materials, so they do not leave traces of pollution that are detrimental to the environment.

The reason why researcher chose Gen Z in Padang as the objectives of the study is because by Gen Z is the largest internet user in Indonesia. According to Francis & Hoefel (2018) Gen Z is known as digital natives because they grew up with the internet and other digital technologies. Lemonilo also stated that they targets the young generations to consume Lemonilo for a healthy lifestyle, it can be seen from their Brand Ambassador NCT Dream who's the members that was born around 1999-2002 which categorized as Gen Z. Gen Z is also one of the largest residents in Padang. This can be seen in the table below:

Figure 1.10 Total Population by Age Group of Padang City in 2022



Source: Statistics of Padang Municipality (2022)

Therefore, based on the background that we have discussed and based on the current phenomenon that happened today, the researcher is interested in conducting further research on Social Media Marketing, Brand Ambassador, Health Consciousness, Food Safety Concern and Purchase Intention of Lemonilo of Gen Z in Padang.

1.2 Statement of Problem

1. How does Social Media Marketing affect the Purchase Intention of Lemonilo to Gen Z in Padang?
2. How does NCT Dream as Brand Ambassador affect Purchase Intention of Lemonilo to Gen Z in Padang?
3. How does Health Consciousness affect Purchase Intention of Lemonilo to Gen Z in Padang?
4. How does Food Safety Concern affect the Purchase Intention of Lemonilo to Gen Z in Padang?

1.3 Research Objectives

1. To determine the effect of Social Media Marketing on Purchase Intention of Gen Z in Padang.
2. To determine the effect of NCT Dream as Brand Ambassador on Purchase Intention of Gen Z in Padang.
3. To determine the effect of Health Consciousness on Purchase Intention of Gen Z in Padang.
4. To determine the effect of Food Safety Concern on Purchase Intention of Gen Z in Padang.

1.4 Contribution of the Research

1. For the Researcher. Researchers hope that this will provide knowledge and add insight that will be useful for future learning.

2. For the Lemonilo Brand. For the Lemonilo brand, this research provides insights that are expected to be useful for the company and improve its strategy in the field of marketing.
3. For the Community. this research provides benefits and deepens knowledge on the subject offered.

1.5 Scope of Research

1. Theoretical Scope: To avoid confusion and overly broad discussion, researchers will limit research studies and focus on social media marketing, brand ambassadors, health consciousness, food safety concern and purchase intention.
2. Conceptual Scope: Researchers will focus on Gen Z in Padang to obtain the results of the study as it would make the research reliable.

1.6 Organization of the Research

CHAPTER I: INTRODUCTION

This chapter discusses general to specific phenomena regarding something that will be the problem of this research, objectives for the research, and benefits of the research.

CHAPTER II: LITERATURE REVIEW

This chapter describes the establishment of the hypothesis, and the hypothetical rationale and hypothesis.

CHAPTER III: RESEARCH METHOD

This chapter explains the techniques used in analyzing research such as research design, population, sampling techniques, operational variables, to analyze data to get the results of this study.

CHAPTER IV: DATA ANALYSIS AND DISCUSSION

This chapter presents the characteristics of respondents, the descriptive analysis, test of instrumental the results of research that has been researched and explains whether the independent variables affect the dependent variables.

CHAPTER V: CLOSING

This chapter includes conclusions regarding this research, research implications, limitations of research and what can be done for future research

