

TARGETING ANALYSIS OF LEMONILO PRODUCTS AMONG THE COMMUNITY IN DENPASAR

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Abstract

The Lemonilo is a health-oriented instant noodle brand that offers products without preservatives, artificial coloring, or MSG, and uses a baking process to reduce fat. Founded in 2017, Lemonilo strives to provide a healthier alternative for Indonesian consumers. Despite its commitment to promoting healthier food choices and collaborating with influencers like the boyband NCT Dream to enhance brand awareness, Lemonilo faces challenges in expanding its market share. Competition from established brands like Indomie and Mie Sedaap, along with higher pricing, has limited Lemonilo's growth in the instant noodle market. This study analyzes Lemonilo's marketing strategy through the lens of targeting, focusing on its efforts to appeal to health-conscious consumers, especially mothers and younger generations. The brand leverages digital engagement, green marketing, and product differentiation to position itself as a premium, healthier option. However, Lemonilo must overcome several obstacles, such as consumer skepticism about its health claims, the need to improve taste and texture, and pricing concerns. By addressing these issues, Lemonilo can enhance its competitive positioning in a highly saturated market. Recommendations for Lemonilo include increasing consumer education about the health benefits of its products, improving flavor and texture, revising pricing strategies, and expanding its product line. In addition, building a community centered around healthy living and expanding its digital presence can help strengthen consumer loyalty. These strategies are vital for Lemonilo to increase market penetration and grow its brand in Indonesia's competitive instant noodle industry.

Keywords: analysis, community, lemonilo, targeting.

A. INTRODUCTION

Lemonilo is an instant noodle brand offering healthy products free from preservatives, artificial colors, and MSG, produced using a baked process to reduce fat. Founded in 2017, Lemonilo innovates to provide healthier instant noodle alternatives to Indonesian consumers. Their marketing strategy emphasizes health benefits and partnerships with influencers, such as the boyband NCT Dream, to attract consumers, particularly mothers and younger generations. While they have raised awareness about the importance of healthy food, Lemonilo faces challenges in gaining a larger market share amidst competition with popular brands like Indomie and Mie Sedaap. Despite showing growth, their sales remain behind these established brands. With the tagline "Healthy Every Day"

and "A Little More Price, Much More Benefit," Lemonilo aims to convince consumers that the slightly higher investment in their products is worth the quality and benefits offered.

Lemonilo (PT Lemonilo Indonesia Sehat) was founded on October 1, 2016, by Shinta Nurfauzia (CEO and Founder), Ronald Wijaya (Co-CEO), and Johannes Ardiand (Chief Product & Technology). Initially emerging from a health startup named Konsula in 2015, Lemonilo debuted as a marketplace for affordable, natural, and healthy products. In September 2017, Lemonilo officially launched its first product, Lemonilo Fried Noodles, through its online platform, lemonilo.com. The brand focuses on promoting a healthy lifestyle and commitment to providing healthier food products for Indonesians, with noodles processed without frying and free from harmful substances like preservatives, artificial coloring, and MSG. Over time, Lemonilo expanded its presence, both online and offline, in supermarkets and convenience stores across 28 regions in Indonesia. By 2020, Lemonilo had sold more than 40 products through its online platform and continues to innovate.

In marketing, targeting refers to selecting market segments to serve based on criteria such as sales potential, responsiveness, and alignment with company resources. Targeting aims to allocate resources effectively to meet consumer needs and wants better (San et al., 2020). Kotler & Keller (in Ismanto, 2020) explain targeting is the process of evaluating each market segment's attractiveness and selecting one or more to enter. Haque-Fawzi et al. (2022) said targeting is the selection of one or more market segments to focus marketing activities on (Rohman & Prananta, 2018).

Tjiptono & Chandra (2019) describe targeting is the process of choosing and evaluating attractive market segments to serve with specific marketing programs. Mujahidin & Khoiraningrum (2019) said targeting is selecting market segments for entry, allowing companies to determine more specific target markets. Aliami et al. (2022) explain targeting is a way to allocate resources effectively by selecting the right target market, aligning company resources with the needs of the selected market (Hurdawaty & Dhalillah, 2022). These explain that targeting involves aligning a company's resources effectively with the needs of the chosen target market.

B. RESEARCH METHOD

The study on targeting in marketing for Lemonilo products in Denpasar conducted using several research methods. These include quantitative surveys, secondary data analysis and social media analysis, focus group discussions, market observation, and Google Trends and Keyword Planner analysis. A Quantitative Survey means collecting demographic data and consumption behavior through surveys (Desak et al., 2024). This approach is effective for understanding consumption patterns of healthy products in a specific city (McDaniel & Gates, 2012; Damanik, 2018). Secondary Data Analysis and Social Media involve examining data from marketing reports and social media to understand local consumer preferences for a healthy lifestyle. These data sources strengthen the research with trend analysis (Kotler & Keller, 2016; Alghizzawi, 2019). Focus Group Discussion (FGD) entails group discussions with consumers in Denpasar to gain in-depth insights into their motivations and perceptions regarding healthy foods (Morgan, 1997; Nasir & Karakaya, 2014). Market Observation is conducted in physical and online stores to understand how consumers interact with products on the shelves and their purchasing behaviors (Gruber, 2017; Hawkins & Mothersbaugh, 2013). Google Trends and Keyword Planner Analysis involves monitoring search trends related to healthy products in Denpasar to understand local market interest digitally (Chaffey & Smith, 2017; Kumar & Mehta, 2019). With this approach,

Lemonilo can obtain comprehensive data to design a more effective marketing strategy in Denpasar.

C. FINDINGS AND DISCUSSION

Lemonilo, positioning itself as a healthy instant noodle brand, faces several challenges that hinder its growth in the market: low consumer interest, product taste and texture, relative high price, tight competition, lack of consumer awareness,

Low Consumer Interest due to despite Lemonilo's health claims, many consumers are not interested in trying Lemonilo Noodles. Some are skeptical of the health claims and prefer traditional instant noodles they find more familiar and flavorful. Product Taste and Texture. Lemonilo Noodles are perceived to lack the taste and texture of other popular instant noodle brands, which may deter potential customers. Relatively High Price, due to Lemonilo is priced higher than traditional instant noodles, which discourages some consumers from making the switch despite the healthier ingredients. Tight Competition, because Indonesia's instant noodle market is highly competitive, with well-established brands like Indomie and Mie Sedaap dominating sales. Lemonilo ranks fourth in e-commerce instant noodle sales, with a smaller market share compared to its rivals. Lack of Consumer Awareness. Many consumers are unaware of the differences between Lemonilo and traditional instant noodles, leading to hesitance in choosing the healthier option.

The Data Analysis of Targeting Strategy for Lemonilo

The management of Lemonilo's strategy of targeting are: target market selection, brand ambassador choice, digital engagement strategy, education and transparency in order to building costumer trust.

1. Target Market Selection: Health-Conscious Consumers and Household Decision-Makers

Lemonilo's focus on targeting health-conscious consumers, especially mothers, is a strategic choice grounded in the concept of "customer-centric targeting." Philip Kotler, in his foundational marketing management theory, stresses the importance of aligning target markets with the emotional and functional needs of consumers to build long-lasting relationships. By focusing on mothers, who are often primary decision-makers in family nutrition, Lemonilo leverages an emotional connection that fosters brand loyalty (Alfan, 2019). This aligns with *Maslow's Hierarchy of Needs*, as health-conscious food products fulfill the consumer's need for security (health and well-being) and love/belonging through family health (Kotler & Keller, 2016).

2. Brand Ambassador Choice: Increasing Awareness and Engagement with NCT Dream

Lemonilo's choice of NCT Dream as a brand ambassador strategically taps into the high visibility and emotional connection associated with celebrity endorsements, especially among younger demographics, a tactic supported by the *Social Influence Theory*. According to McCracken's model of "Meaning Transfer" (1989), the credibility and values of a celebrity can transfer to the brand, positively affecting consumer attitudes. The success of Lemonilo's campaign, with a 154.9% sales increase, highlights how selecting an ambassador whose values align with the brand (in this case, youthfulness, energy, and a healthy lifestyle) can lead to significant consumer engagement and drive conversions.

3. Digital Engagement Strategy: Adapting to Consumer Needs During the Pandemic

Lemonilo's pivot to digital marketing during the COVID-19 pandemic is in line with *Digital Consumer Behavior Theory*, which emphasizes the shift in consumer interaction due to digital accessibility. Lemonilo's active social media presence caters to consumers' need for digital engagement and interaction. This approach is reinforced by Chaffey's *Digital Marketing Framework*, which argues that high-quality digital content is crucial for maintaining relevance and engagement, especially during times when physical interactions are limited (Chaffey & Smith, 2017).

4. Education and Transparency: Building Consumer Trust Through Product Knowledge

Lemonilo's commitment to transparency about ingredients and production processes aligns with the *Trust-Based Marketing* model, which emphasizes that consumers are more likely to remain loyal to brands that align with their values of honesty and health consciousness. According to *Transparency Theory in Marketing*, consumers increasingly expect brands to provide comprehensive product information, which can significantly improve consumer trust (Marr, 2018). By educating consumers, Lemonilo establishes a credible position in the market, differentiating itself from competitors and promoting informed choices.

Recommended Solutions for Targeting Strategic Growth

1. Intensified Consumer Education

To deepen its educational efforts, Lemonilo can adopt *Integrated Marketing Communications (IMC)*, which uses consistent messaging across all channels to reinforce product benefits and the importance of health. This approach is crucial in creating coherent brand messages that stay with consumers long-term, as suggested by Schultz et al. (1993) in *IMC Theory*. Emphasizing the health benefits and uniqueness of Lemonilo products can aid in differentiating them from traditional noodles and reinforcing their value proposition (Hilmawan, 2023).

2. Product Improvement: Taste and Texture

Enhancing product quality to meet consumer expectations is fundamental, especially for a product like Lemonilo that competes with traditional instant noodles. Utilizing consumer feedback to improve taste and texture is consistent with *Total Quality Management (TQM)* principles (Mašić et al., 2022), which advocate for continuous improvement based on customer insights to boost product satisfaction and loyalty (Deming, 1986).

3. Competitive Pricing Strategy

An affordable pricing strategy can broaden Lemonilo's appeal to a wider audience, particularly in price-sensitive segments. Utilizing a *Value-Based Pricing* approach—where prices reflect consumer perception of product value—can position Lemonilo as a cost-effective choice for healthy foods. According to Monroe's *Pricing Theory* (1990), consumers are more likely to purchase products that deliver quality at a perceived value, especially in competitive markets (Sijabat et al., 2023).

4. Expanded Digital and Influencer Marketing

A broader digital marketing strategy, especially on platforms popular among younger demographics, can improve Lemonilo's reach. The *Theory of Social Media Marketing* posits that influencers play a pivotal role in shaping purchasing behaviors and brand perception among millennials and Gen Z (Raharja et al., 2010). Engaging with influencers who advocate for healthy lifestyles can increase Lemonilo's visibility among these younger segments (Alghizzawi, 2019).

5. Product Diversification

Expanding Lemonilo's product line with complementary health-focused offerings, such as snacks or beverages, can address a wider range of consumer needs, fulfilling *Ansoff's Growth Matrix* recommendation for product diversification (Mardiani et al., 2023). This diversification not only attracts new consumers but also provides current consumers with more reasons to remain loyal, reducing churn rates.

6. Building a Community Focused on Health

Creating a healthy community aligns with *Community-Based Marketing* principles, which support brand loyalty by fostering a sense of belonging. By hosting virtual events like cooking classes or wellness seminars, Lemonilo can create a supportive, health-oriented space that enhances brand attachment. This aligns with theories of *Engagement Marketing*, where brands build deeper relationships by providing value beyond the product itself (Pralhad & Ramaswamy, 2004).

The analysis above highlights how Lemonilo's targeting strategy aligns with established marketing theories and directly addresses the objective of building consumer engagement in Denpasar's health-conscious market. Each strategic component, from market selection and brand ambassador choice to digital engagement and product transparency, is scientifically interpreted through theoretical frameworks. For instance, by targeting health-conscious mothers, Lemonilo taps into *customer-centric targeting* principles, fostering emotional connections that lead to loyalty—a core objective in establishing a stable consumer base. Similarly, the selection of NCT Dream as a brand ambassador leverages *Social Influence Theory*, effectively broadening brand reach among younger audiences while showcasing a meaningful alignment with the brand's youthful, health-focused image.

These results are consistent with findings from other investigators who highlight the effectiveness of transparent, educational, and consumer-focused strategies in driving brand trust and engagement. The adoption of *Digital Consumer Behavior Theory* in Lemonilo's digital engagement, for example, reflects similar approaches reported in research by Chaffey and Smith, which emphasize the significance of digital content in consumer interaction. While the results affirm known strategies, Lemonilo's specific use of celebrity endorsement, paired with intensive consumer education and product diversification, may be uniquely effective in appealing to both young consumers and families seeking healthy food options. Any variance in outcomes compared to other studies may arise from cultural differences in consumer behavior or the specificity of the health-food niche in Indonesian markets, making this a valuable case study for regionally adapted marketing strategies.

D. CONCLUSION

In conclusion, Lemonilo's targeting strategy demonstrates a well-rounded approach to reaching health-conscious consumers in Denpasar by leveraging theories of customer-centric marketing, social influence, and digital engagement. Through focused strategies, such as targeting household decision-makers, selecting an impactful brand ambassador, and fostering consumer education, Lemonilo effectively builds brand loyalty and market reach. This strategy aligns closely with established marketing frameworks, supporting its potential to drive both consumer trust and product differentiation within a competitive market. While consistent with findings in broader research, Lemonilo's unique combination of celebrity endorsements, digital marketing, and community-building activities illustrates the benefits of tailoring marketing approaches to resonate with local cultural values and health trends, making it a strong model for growth in the Indonesian health-food sector.

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