

Digital Marketing Communication Model of Trendy Noodle Station @youneedmie.official

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ARTICLE INFO

Keywords: Digital Marketing Communication, MSME Studies, Indomie, Creative Marketing

Received : 2 August

Revised : 19 August

Accepted: 22 September

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ABSTRACT

This study examines a digital marketing communication model utilized by Trendy Noodle Station @youneedmie.official, a Micro, Small and Medium Enterprises (MSMEs) in Indonesia. This study is driven by the increasing prevalence of micro, small, and medium enterprises (MSMEs) in Indonesia, with a specific focus on Warmindo (Warung Mie Indonesia or Indonesian Noodle Stall). Warmindo offers employment prospects for persons who are currently unemployed, enabling them to generate income. This study examines the context and significance of micro, small, and medium enterprises (MSMEs) within the economic framework of Indonesia. It highlights the inherent characteristics of MSMEs, such as their simplicity and adaptability, which facilitate self-management. The author used Krippendorff's content analysis approach to investigate the role of micro, small, and medium enterprises (MSMEs) in facilitating self-employment opportunities for those who are currently unemployed. This approach enables a methodical analysis of the several facets pertaining to the digital marketing methods employed by @youneedmie.official. The results of the study demonstrate the efficacy of digital marketing communication techniques in augmenting consumer engagement and improving sales performance. The findings of this study indicate that the adoption of a professional digital marketing communication strategy can have a substantial positive impact on the business performance of micro, small, and medium enterprises (MSMEs)

INTRODUCTION

Indomie, a brand recognized with instant noodles, has left an everlasting imprint on Indonesia's gastronomic and cultural environment. This essential instant noodle brand has not only pleased the palates of millions of Indonesians, but it has also become a symbol of convenience, affordability, and flexibility in Indonesian society. In this article, we will look at Indomie's convoluted effect in Indonesia, diving into its history, popularity, and the unique ways it has woven itself into the nation's fabric (Irsyad Arkan & Anik Lestari Andjarwati, 2022; Izzaty & Nuri Aslami, 2021).

To comprehend Indomie's influence in Indonesia, we must first examine its earliest days. Indomie is manufactured by Indofood, one of Indonesia's largest and most significant food corporations (Apasrawirote et al., 2022). The brand debuted in the late 1960s, when global instant noodle business had only recently started. Indomie initially emerged as a premium product designed for middle and upper-class consumers, but it quickly adapted to Indonesia's economic reality. As the brand developed, it became an economical and handy source for nourishment for the masses, especially after economic downturns. Indomie's versatility, in terms of both tastes and price, was critical to its quick climb to popularity.

Indomie's greatest influence in Indonesia is its popularity as a culinary staple. Indomie noodles are prevalent in Indonesian communities. The diversity of flavors and varieties offered is astounding, catering to an extensive spectrum of tastes and preferences. Indomie has it all, whether you're craving traditional *Mi Goreng* (fried noodles) with its signature sweet, salty, and spicy flavor or the milder and less spicy *Soto* smell and flavor (Masrianto et al., 2022; Rizvanović et al., 2023).

Indomie's versatility extends beyond typical instant noodles. It has become a key component of several Indonesian savory dishes. Popular types include "Indomie Rendang" and "Indomie Telur Mata Sapi," where the noodles are blended with traditional Indonesian recipes in order to create fusion nourishment that combine convenience with authentic palates (Wang et al., 2022). Indomie is also a common ingredient in "nasi goreng," a popular Indonesian fried rice dish. Many locals enrich the texture and flavor of their fried rice by adding crushed Indomie noodles. The mixture of instant noodles and traditional Indonesian food displays Indomie's flawless integration into Indonesian culinary culture (K & - Trimamah, 2023; Keren & Sulistiono, 2019).

The expensive nature of Indomie has played a significant factor in its enormous appeal. Indomie provides an inexpensive means of food in a country where a major section of the population is economically disadvantaged (Daud et al., 2022; Langan et al., 2019). The company has continually kept its prices reasonable, making it accessible for individuals of all kinds of socioeconomic backgrounds. Given its affordable price and ease of preparation, Indomie has grown into an attractive dinner option for students, laborers, and even those who can afford higher-end options (Shalihah et al., 2022). The renowned Indomie packaging, which is made up of a square block of noodles and flavor sachets, is not only effortless, but also an extremely effective manner for providing a

mouthwatering dish. A tasty and fulfilling dinner may be made within minutes utilizing only a kettle of boiling water. This convenience is especially valuable in the modern world.

The well-known Indomie packaging, which consists of a square block of noodles and flavor sachets, is not only convenient, but also a highly effective method of giving a scrumptious food. A wonderful and full supper may be prepared in minutes using only a pot of boiling water. This ease is very significant in today's society. The widely available Indomie packaging, which is made up of a square block of noodles and flavor sachets, is not only convenient, but also an excellent way of presenting a scrumptious food. A wonderful full-bodied dinner may be prepared in minutes using only a substance of boiling water. This ease is very significant in today's society.

Indomie has the capacity to connect people. Indomie has a way of fostering communal moments, whether it's students sharing a late-night study snack, friends addressing for an unexpected meal, or families sitting down for a quick and tasty supper. It's more than a mere meal; it's an experience to be shared with others. It's fairly common in Indonesia to hear stories about folks dining together over a dish of Indomie and exchanging stories, guffaw and feelings of affection. The company is recognized for its ability to transform a simple meal into a memorable social event. Indomie's communal characteristics has further increased its influence in the country.

Indomie's importance in Indonesia extends above its present services to customers. To meet constantly changing tastes and demands, the enterprise has continuously invented and modified. It creates limited-edition tastes on a regular basis and participants with local culinary influencers and chefs in creating new and intriguing variations. Indomie's responses to Indonesians' distinctive palates has been impressive. The corporation has proven a dedication to health and sustainability by introducing low-fat, low-sodium, and even organic other options, The corresponding with shifting consumer preferences.

While Indomie's influence is most evident in Indonesia, it additionally has left an impact on across the globe. It has acquired recognition in numerous nations with important Indonesian communities, along with among worldwide audiences drawn to its unique tastes and cultural appeal. Indomie has also become a symbol of Indonesia's culinary prowess. It illustrates the ability of a nation to establish an international known brand out of an apparently essential commodity. Many Indonesians perceive it as a symbol of their country's inventiveness and flexibility, and it is a source of pride for people.

The popularity and popularity of Indomie are not without challenges and critics. Some declare that as a result of their high sodium chloride and preservative content, fast noodles may lead to medical issues. Indomie's convenience has caused worries about overconsumption and the demise of more nutritious meal alternatives. Indofood, Indomie's parent company, is additionally under fire for its business methods, particularly in the extraction and processing of palm oil. Critics have expressed concerns about the negative environmental impact of palm oil farming as well as its implications for society in the places where it is grown.

Indomie's influence in Indonesia is an interesting example of how a basic and affordable product can move beyond its culinary limitations to become a cultural icon. It has not only satisfied the public's need for a simple, fast, and delicious dinner, but it also played a role in social bonding, adjusting, and national pride. Indomie's metamorphosis from an expensive item to a household name and a symbol of resilience indicates Indonesian culture's dynamic character and capacity to adapt to changing financial circumstances. As the brand develops and adjusts to new trends and preferences, it is predicted to remain a popular and significant part of Indonesia's culinary and cultural personality traits.

LITERATURE REVIEW

➤ The Trend of Warmindo

Indonesia, with its diversified culture and rich culinary tradition, has been known as a gastronomical hotspot. One of the most intriguing modern occurrences to emerge from this archipelagic nation is the advent of "Warmindo." This spicy and sizzling meal has won the hearts and palates of both Indonesians and foreigners. In this article, we take a look at the Warmindo trend in Indonesia, addressing its origins, the reasons behind its appeal, regional variations, and the dish's potential future. Warmindo, a mix of "warung" (little food stall) and "mie" (noodles), is a relatively new culinary innovation that has immediately gained popularity through Indonesia. The rich tastes of native spices are paired with the adaptability of noodles in this meal, which is essentially a blend of Indonesian and Chinese culinary substances (Subawa et al., 2022). The basic idea is simple but effective: freshly cooked noodles served alongside a variety of appealing broths, meats, veggies, and sauces. Warmindo could possibly be traced back to the bustling streets of Jakarta, Indonesia's capital city. It was here that innovative street food sellers began experimenting with novel ingredients in order to appeal to the local appetite. These small street kiosks developed in popularity over time, and Warmindo became a genuine trends that quickly spread throughout the archipelago (Pranoto et al., 2022)

1. **Flavor Explosion:** Warmindo is defined by its strong and varied palates. The broth has a powerful umami characteristics since it is often cooked for hours with an amalgamation of herbs, spices, and meats. This richness of flavor, along with the chewy texture of fresh noodles, provides an unparalleled taste impression.
2. **Versatility:** Warmindo provides a broad spectrum of other options, allowing guests to modify their dish to their preference. Warmindo serves to a wide range of preferences, from the protein (chicken, beef, fish) to the amount of spiciness.
3. **Affordable Comfort Food:** One of the driving substances behind the Warmindo popularity is its low cost. It's comfort food for everyone, from students to working professionals. The affordable price point contributes to its attraction, making it a popular choice for a quick and filling dinner.

The distinctive culture and geography of Indonesia have contributed to the creation of regional variants of Warmindo (Ardhayanti et al., 2018; Ramadhani D W et al., 2018). As you travel around the archipelago, you are bound to come across multiple variations of this renowned meal, each inspired by local culinary traditions and ingredients (Abidin et al., 2021).

1. Jakarta - The Birthplace: Jakarta is where Warmindo initially appeared, and it is now site to some of the country's most iconic Warmindo kiosks. The Jakartan version has an influential broth that is frequently seasoned with a great deal of meat and served with a variety of clean veggies.
2. Surabaya - The Spicy Twist: The Warmindo is known in Surabaya for its consuming spiciness. The locals opt for their noodles with a substantial amount of chili, making it a popular option for individuals who want somewhat heat in their cuisine.
3. Medan - The Northern Flare: Warmindo takes on a distinct northern Indonesian taste in Medan, which lies on the island of Sumatra. The broth usually is made using coconut milk as a basis, culminating in a creamy and pleasant representation of this meal.
4. Bali - The Seafood Delight: The island of Bali features its own version of Warmindo, with fresh seafood as its primary protein. This coastal variant frequently features shrimp, squid, and fish, making it a seafood lover's paradise.

The emergence of social media has played a major role in the Warmindo movement in Indonesia. Instagram, Facebook, and YouTube are flooded with pictures and videos of people consuming their favorite Warmindo food items. This exposure appeals for both local foodies and foreign visitors and food preparation aficionados. Warmindo is a common topic for food photography and filming due to its visually attractive aspect, featuring vivid broths, elegantly piled toppings, and steam rising from the bowl. The power of social media transformed Warmindo from a street food hit to a culinary icon, drawing people from all walks of life to venture into its delectable depths. Food influencers, bloggers, and vloggers have contributed spread Warmindo by capturing their culinary trips and sharing recommendations with their following.

As the Warmindo trend continues to develop, it meets both potential and obstacles in Indonesia's culinary environment. The immense popularity of Warmindo in community markets has sparked interest in international markets. Indonesian immigrants and guests who have tasted Warmindo's different flavors are beginning to demand it back at home. As a result, Warmindo stalls might show up in cities throughout the world, giving the cuisine to a broader audience on every continent. Maintaining consistency and quality becomes a key focus as its popularity develops. As the Warmindo stalls grow, it guarantees the flavor of the dish (Kusuma et al., 2023).

➤ **Indomie Development in Culinary Business**

Few tales stand out as remarkable in the ever-evolving landscape of culinary sector as the development of Indomie, a brand synonymous with instant noodles in a variety of the world. Indomie's journey from a modest Indonesian noodle supplier to a global household name exemplifies the ever-evolving nature

of the food sector. This story explores the meteoric rise of Indomie and its effects on the evolution of culinary businesses around the world. Indomie, which refers as "Indonesian noodle," is the product of PT Indofood CBP Sukses Makmur Tbk, a subsidiary of Indofood Sukses Makmur, one of Indonesia's substantial food conglomerates. Indomie was brought to the market by a company in the late 1960s and soon gained popularity among Indonesian customers. Indomie's success may be ascribed to a number of aspects, the most important of which includes its cost, convenience, and variation. Indomie emerged as a solution that appealed to a broad variety of individuals in an area where street food and affordability are critical.

As Indomie gained in recognition in Indonesia, the brand experienced an ongoing process of reinvention. In order to cater to a wide range of consumer tastes, several flavors, spice, and packaging alterations were produced. This drive to innovation allows Indomie to maintain its market dominance amidst competition from other instant noodle companies.

The 1990s represented a historic moment in Indomie's history. The company began a global expansion, utilizing its solid foothold in Indonesia to enter other markets. Reaching worldwide meant more than simply offering noodles; it meant adjusting to the distinctive tastes and preferences of each market. Indomie modified its tastes, creating new fascinating potential that were well received by the local community. From Nigeria to Saudi Arabia, the final result was an instant success. Indomie's success in Nigeria is quite outstanding. In order to cater to the Nigerian palate, the corporation understood the necessity of localization by producing flavors such as "Indomie Chicken" and "Indomie Onion Chicken." This strategy proved popular by the Nigerian market, ensuring Indomie into a staple food item (Susilo & Chen, 2023).

Indomie's relevance in the creation of culinary entrepreneurs is one important characteristic that defines its path. Street sellers and tiny cafes all around the world have profited on Indomie's around the world appeal by inventing creative recipes incorporating the instant noodles. The brand has inspired numerous culinary entrepreneurs to develop their own touch on the product, from Indomie fried noodles to Indomie soup variants. The concept of "Indomie Business" isn't limited to a single area. Street sellers providing Indomie meals with a local twist, such as the inclusion of distinctive sauces, veggies, and meats, are prevalent in countries such as Indonesia and Nigeria. This culinary innovation, born of necessity and creative thinking, has enriched local food cultures besides spawning a plethora of small companies (Susilo & Santoso, 2023).

Indomie's story illustrates how a basic culinary product may become a cultural phenomenon. Indomie began to merge with the culinary culture of each place it entered as it grew internationally. It quickly grew into a staple of the Nigerian street food scene, appearing in kiosks, small restaurants, and even high-end restaurants. In Indonesia, it effortlessly merged into people's everyday life, providing a simple, tasty, and cost-effective lunch alternative. The brand also sparked culinary competitions, wherein chefs and food aficionados experimented with Indomie, developing innovative recipes and meals. These

events proved Indomie's flexibility due and the creative thinking it sparked, cementing its legacy as a culinary icon (Margaret & Sukendro, 2022).

Despite its enormous achievement, Indomie encountered its share of difficulties. Concerns about the nutritional content of instant noodles have developed all over the world, triggering arguments about the health consequences of a high-processed-food diet. Indomie has widened its product line in response to these concerns, delivering more nutritious options and emphasizing the worth of moderation in consumption. Indomie has also had to deal with the difficulties of international commerce and logistics, which were brought to light during the COVID-19 epidemic. Supply chain disruptions and shifting demand patterns necessitated immediate adaption techniques (Parningotan & Sari, 2021).

Indomie took initiatives to get in touch with these ideals as customers globally grew more conscious of environmental problems and corporate social responsibility (Rizan et al., 2015). It also began to put emphasis on sustainable ingredient sourcing and adopted eco-friendly packaging. These steps look for to minimize the brand's environmental footprint and demonstrate a commitment to long-term sustainability.

Indomie's path demonstrates the constant shifts of the food industry. Indomie emerged as a humble local brand in Indonesia and has grown into a global hit by embracing local flavors, allowing culinary entrepreneurs, and adjusting to changing customer demands. It has made an indisputable influence on culinary cultures both domestically and around the world. Indomie's trip is an intriguing investigation in the rise and fall of a culinary business, pointing out the worth of innovation, localization, and social responsibility in the modern food industry.

METHODOLOGY

Social media monitoring is one of the more prevalent uses of content analysis in digital marketing. Marketers can collect and analyze data from social media platforms to gain insights into customer sentiment, opinions, and engagement. Through applying content analysis techniques, they can categorize and quantify user-generated content, extract keywords, and identify trends and patterns. Beyond advertising, digital marketing entails comprehending client comments and assessment. Marketers can apply content analysis to methodically examine customer testimonials, comments, and feedback on various online platforms. Businesses could improve the products, services, and advertising approaches by classifying attitudes and discovering repeating patterns. Content is essential for a successful digital marketing strategy (Susilo & Chen, 2023). Analysis of content may be used in evaluating the effectiveness of numerous sorts of material, including as blog posts, videos, infographics, and social media updates. Marketers can determine what connects with the audience they're targeting, promotes engagement, and drives conversions. This knowledge allows them to improve their content strategy for more favorable results (Luthansa & Susilo, 2022).



Understanding how competitors are doing is vital in the digital marketing world. Content analysis may be used to evaluate rivals' content strategy by studying their blog advertisements, social media activity, and online promotion. Marketers can utilize this method to find gaps and opportunities, leading them to formulate more successful plans. Influencer marketing is a recognized digital marketing strategy. By exploring their material and its fit with the brand's values and target audience, content analysis might help in figuring out suitable influencers. This makes influencer collaborations seem more genuine and fruitful (Astadi et al., 2022; Supari & Anton, 2022).



While content analysis is essential in digital marketing, it also presents its own set of issues, particularly in the context of digital material. Among the difficulties are the sheer quantity and diversity of digital material may be daunting. Marketers must deal with data that consists of text, photos, videos, and audio from a variety of sources (Simanjuntak et al., 2021). The variety of content kinds hinders analysis (Dinutistomo & Lubis, 2021; Sari & Kusumawati, 2022). Real-time analysis is crucial in the fast-paced world of digital marketing. Businesses must be fast and responsive to trends and client feedback. This requirement must be met by content analysis innovations and methods. In order to deal with the abundance of digital material, organizations frequently rely on automation and AI-driven content analysis technologies. These tools can be helpful but they should be meticulously configured and monitored in order to ensure accuracy. Analyzing digital data raises concerns regarding privacy and ethics. When collecting and analyzing data, marketers must be cautious of consumer privacy and ethical rules.

Content Analysis by Klaus Krippendorff is a complex approach with several applications in digital marketing. The value it brings in areas like as social media monitoring, customer feedback analysis, content strategy optimization, competition analysis, and influencer marketing cannot be emphasized (Silalahi et al., 2023). However, it is critical to recognize all the challenges related to evaluating information in digital form, such as data volume, real-time analysis, automation, and repercussions for ethics. As digital marketing changes, and content analysis continues to be an important tool for firms trying to make data-driven choices and improve their online presence.

RESEARCH RESULT

Table 1. Krippendorff Content Analysis

| Content | Caption | Details |
|---|---|--|
|  | <p>Realita tak sesuai ekspektasi #youneedmie #warmindo #franchisemurah #franchisemakanan #idebisnisrumahan #usaharumahan #usahamodalkecil #peluangusaha #waralaba #bisnismodalkecil #kemitraanmur</p> | <p>@Youneedmie.official posted a content about optional job for freshgraduate as Warmindo owner.</p> |
|  | <p>Jadi mending mana nih? #youneedmie #warmindo #waralabacepatbalikmodal #franchisemurah #kemitraankuliner #peluangusahakuliner #usahasampingan #bisnissampingan #bisnissampingankaryawan</p> | <p>@Youneedmie.official posted a content about the cheap price to start the business.</p> |
|  | <p>Tertarik ambil paket yang mana nih? #warmindokekinian #youneedmie #warmindoviral #paketusahamurah #franchisemurah #ideusaharumahan #bisnismillennial #waralabaindonesia #waralabamurah</p> | <p>@Youneedmie.official posted about the variant of their business package aimed at MSMEs.</p> |
| | <p>Siapa yang masih bingung cari lokasi buat tempat usaha?</p> | <p>@Youneedmie.official posted about the strategic location to sell Warmindo.</p> |

| | | |
|--|--|--|
|  | <p>#youneedmie #warmindo #franchisemurah #franchisemakanan #idebisnisrumahan #usaharumahan #usahamodalkecil #peluangusaha #waralaba #bisnismodalkecil #kemitraanmurah #ideusaha #indomie #mieinstant</p> | |
|  | <p>Ingat! Mulailah usaha untuk berhenti bekerja #youneedmie #warmindo #indomie #franchisemurah #kemitraankuliner #paketusaha #usaharumahan #peluangusaha</p> | <p>@Youneedmie.official posted about encouraging people to not only working in office but also settle a business for their future.</p> |

Based on the data above is that we get five posts in total to be examined using Krippendorff Content Analysis. The Content involved promoting the business to anyone who graduated from university. This also counts with how the Youneedmie promoted the package in cheap price; indicating that Youneedmie exists to develop channel of micro-based business with Warmindo concept. However there's more to explore than merely building micro-based business but also implication that it will be harder for Indonesian young generation to get a job or more chance in career. In order to fill the gap, Warmindo trend is created for the youngsters to get more courage in building micro-business.

DISCUSSION

➤ The Role of MSMEs to Fill Career Gap

Micro, Small, and Medium Enterprises (MSMEs) serve as vital sources of innovation, employment, and economic growth in the global economy. Following the COVID-19 epidemic, the world experienced an increase in unemployment rates. This circumstance prompted many individuals without employment to seek additional sources of income (PURNAMASARI et al., 2020; Sudjatmoko et al., 2023). MSMEs are an appealing choice for folks who are unemployed or are seeking to diversify their revenue streams. In this paper, we shall look at the importance of MSMEs as practical options for jobless individuals, as well as their potential advantages and critical success factors (PURNAMASARI et al., 2020; Rahayu et al., 2023).

Individuals may encounter substantial psychological, social, and financial effects as a result of a career gap, especially is frequently caused by unemployment. It can cause sentiments of irritation, weakness, and self-esteem loss. Unemployment can impact one's sense of identity and create anxiety about the future. MSMEs provide a solution to this difficulties by providing the following (Mutiara et al., 2022; Redjeki & Affandi, 2021):

1. Economic Independence: MSMEs allow individuals to take control of their financial future. They provide the means to allow them to earn a living and preserve their families .
2. Self-Esteem Restoration: Entrepreneurship allows people recover their self-esteem and belief in their purpose. It provides you an awareness of accomplishment and self-worth.
3. Career Development: MSMEs enable those without employment to gain useful skills that could potentially be used to future career potential. Marketing, financial management, and customer service are example of such ability.
4. Job Markets Change: MSMEs provide an adaptable alternative as industries develop and labor markets shift. Entrepreneurs can pivot and adjust their business models to meet the needs of evolving market trends.
5. Job Creation: MSMEs create work chances for others in addition to benefiting the owner. They help encourage community development and economic progress.

Micro, Small, and Medium Enterprises (MSME) are an acceptable remedy to the career gap produced by unemployed. They empower people to take responsibility for their economic fate, recover self-esteem, develop important skills, and adapt to changing work markets. Starting a micro, small, and medium-sized enterprise (MSME) provides independence, potential for income, adaptability, and the path to recovery and self-sufficiency. As jobless people begin on this entrepreneurial path, essential factors for success including as cautious planning, financial management, legal compliance, marketing and branding, mobility, and good customer service must be considered. Jobless individuals may alter the way they live, contribute to their communities, and participate in financial growth by adopting the possibilities given by MSMEs.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion for this research is that business and industry innovations in micro-scale tend to be used as a tool to fill career gap for the unemployed. With the emergence of AI taking some jobs from human, the risk and disruption resulted in the massive amount of unemployed individuals even though they already graduated from college. Not only that, the micro business modelling as the tool to fulfill a career gap also means government effort to create more job field. Many people in Indonesia doesn't know coding and digital marketing; hence selling Indomie at Warmino is more affordable to their skills than repeating lesson to work. The Warmino innovation itself is cool and inspiring to create more professions between Indonesian, however it also means that the country is failed to create substantial industry that they are focusing on mass empowering through Warmino's MSMEs.

Recommendation for this research is that for more research develop a method to not only rely on Warmino micro business but another experimental job that could boost Indonesian achievement such as producing good films like Joko Anwar or selling Lapindo tourism. With this, the stigma of Micro-business for unprepared people are not to be a threat in the future.

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