

# Analysis of e-Branding Strategic on Indomie Instant Noodles Before and During the Pandemic

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## ABSTRACT

Instant noodles existed for more than 6 decades and there must be a reason it can stand up until now and even more popular. This study aimed to analyse e-branding strategic of Indomie instant noodles before and during the pandemic on Instagram and Facebook. This research used a qualitative descriptive methodology with development approach. The strategy used to analyze e-branding on social media in this study is the SOSTAC model which stands for Situation analysis (S), Objectives (O), Strategy (S), Tactics (T), Actions (A) and Control (C). The result of this study shown that overall, Instagram and Facebook KPIs assessment before and during the pandemic achieved average to good criteria.

**Keywords:** E-Branding Strategic, Indomie, Instant Noodles, Pandemic, SOSTAC

## 1. INTRODUCTION

Instant noodles were first introduced and marketed in 1958 in Japan. Instant noodles were popular worldwide, including Indonesia. Instant noodles entered Indonesian market in 1969. Indomie instant noodles brand launched in 1971 with Indomie chicken flavour. After launching its first product, the name of Indomie products has also increased to get all titles in the Indonesian market.

Soon after, the company developed and launched the first dry instant noodles which consumed without broth, named Mi Goreng, in 1982. Indomie Mi Goreng quickly gained popularity. Since then, Indomie has become the powerhouse of instant noodles in Indonesia and keep inovating a variety of flavors to suit the tastes of consumers in various markets all over the world under two main based noodles products, dry-based noodles and soup-based noodles products [1]. Indomie is produces by Indofood, the pioneer of instant noodles manufacturer in Indonesia and one of the largest instant noodles' manufacturers in the world. Due to its popularity, Indomie itself is commonly used as a generic termination that refers to instant noodles in Indonesia. Indomie comes in many varieties from the classic soup flavours such as Chicken, Vegetable, and Chicken Curry, to the most popular flavour Indomie Mi Goreng. The company started to export Indomie in 1998 and now

available in over 100 countries around the world such as Australia, New Zealand, USA, Canada, throughout Asia, Africa, Europe and Middle Eastern countries. With 19 billion packs annual production capacity, it's no wonder that Indonmie is flavour, favoured by the world [1].

All the succed Indomie have achieved begin with it's branding strategy. The CEO of PT Indofood Indonesia uses a social media strategy to attract foreign markets to try Indomie's product. Therefore, many people choose to consume Indomie as a substitute for rice which has become a culture until now. Besides that, the economical price and the flavours of Indomie that suitable for most countries' taste, makes it common for Indonesian to travel overseas with Indomie, either to overcome the availability of practical food which suitable for Indonesian tongue or to introduce Indomie to their foreign friends [2].

Wheeler stated in her book that as competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product [3].

Brand identity is tangible and appeals to the senses. Brand identity fuels recognition, amplifies differentiation, and

makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

Branding is a disciplined process used to build awareness and extend customer loyalty. Mandate from the top and readiness to invest in the future are the requirements. Branding shall seize every opportunity to express why people should choose one brand over another. Companies leverage branding due to the desire to lead, outpace the competition, and give employees the best tools to reach customers [3].

Thus, it is interesting to analyse the e-branding strategic on Indomie instant noodles before and during the pandemic.

**2. RESEARCH METHODOLOGY**

This research used a qualitative descriptive methodology with development approach. The descriptive research is conducted using literature related to analysis of e-branding strategic on Indomie instant noodles before and during the pandemic. Descriptive reviews are not intended to expand the literature, but rather provide further explanation of existing literature [4]. While qualitative method is intended to understand the phenomenon of what is experienced by the subject itself by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods, which are then compiled into a written report. In essence, research using qualitative methods has the advantage of wanting to find out something in depth.

The strategy used to analyze e-branding on social media in this study is the SOSTAC model. The SOSTAC model created by PR Smith in 1990 is used to enable the systematic design and implementation of digital marketing plans. The name of the model SOSTAC stands for each step that the model contains: Situation analysis (S), Objectives (O), Strategy (S), Tactics (T), Actions (A) and Control (C).

PR Smith's SOSTAC® Planning System



Figure 1 SOSTAC Planning System [5]

The framework is the main flow of research with a sequence of problem, opportunity, approach, identification and assessment, a proposed, evaluation and result. This research is based on the problem of analysis of

e-branding strategic on Indomie instant noodles before and during the pandemic, namely the absence of an e-branding feature.

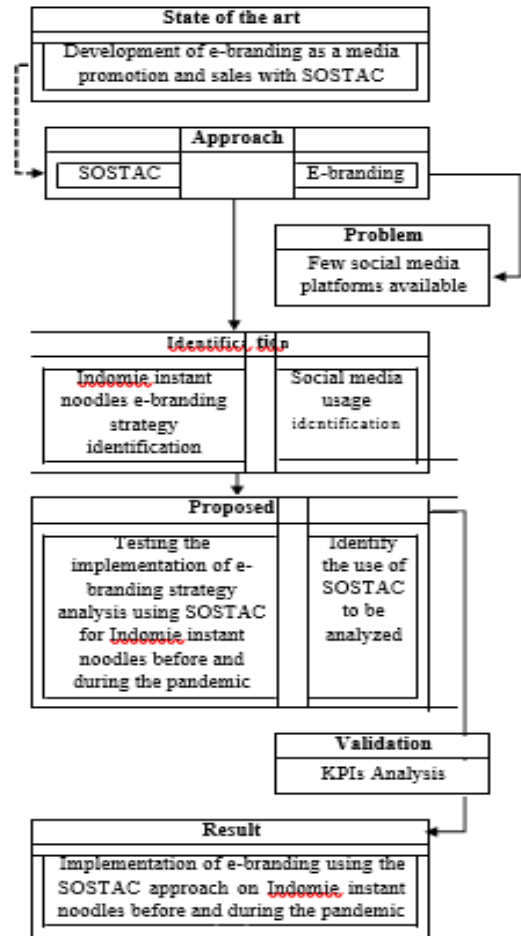


Figure 2 Planning Framework

**3. RESULTS AND DISCUSSION**

The discussion in this study uses the SOSTAC model by analysing as follows:

a. Situation Analysis

The purpose of the situation analysis is to understand the environment before and during the pandemic on Indomie instant noodles products on social media so the strategic goals become realistic in the market.

Situation analysis used in this study is by looking at consumer insight to understand why consumers care about brands and the motivations, desires, also aspirations that trigger attitudes and underlie consumer actions.



Figure 3 Consumer insight on Instagram

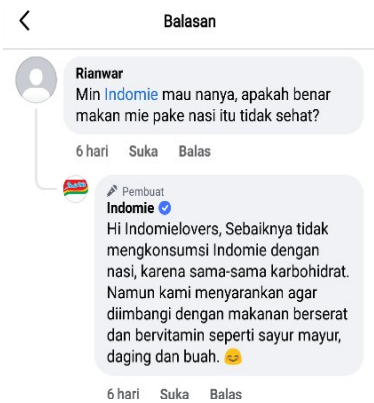


Figure 4 Consumer insight on Facebook The consumer insight shows the stages

The consumer insight shows the stages used to respond to customer responses such as complaints, questions, and suggestions from customers.

b. Objectives

The objectives are defined using SMART approach, which stands for specific, measurable, actionable, relevant, and timely [6]. The marketing objectives of Indomie are to create new eating experiences for new and current Indomie consumers, increase the Indomie brand awareness via social media platforms, trigger the urge and desire of purchase through contents developed, convert as much competitor’s consumers to Indomie, and embed “Mi Goreng” as Indomie to targeted audience.

c. Strategy

The strategy used in this study is the Online Value Proposition (OVP) method. The online value proposition aims to analyze why customers prefer Indomie over other instant noodles companies’ brand. The advantage obtained from the application of the

online value proposition is the marketing can be expanded, which automatically increase the consumer awareness of Indomie as instant noodles provider and lead to an increasement of sales.

d. Tactics

Tactics are the detail, including tools and channels to use, on how to achieve goals and objectives that have been set [7]. Choosing the right channels and actions lead to the easier purchasing experience of the products for the customers, while the promotion of products is at the core of the activities. The chosen tactics include the social media channels Indomie already has and updating the existing website, but also introducing new tactics such as search engine optimization, customer reference marketing, customer satisfaction survey, giveaway, and other entertaining contents. In this stage, the art of drafting is necessary to ensure that the planning can be carried out properly.

e. Actions

Actions play an important role in SOSTAC. All the preparations and plans will be executed in this stage. The tactics need to be planned and scheduled well so the action will be more realistic for the company to execute. Each tactical tool requires planning and implementation, which define who is responsible for the action and how and when it should be implemented [7].

Action is used to plan a step to be taken in a marketing plan, such as schedule activities for social media platform, planning posts with various type of contents and contests to achieve definite marketing goals, and give informative post which have chance to be reposted. Instagram post can be attached with hastags and serving different marketing purposes, like engaging customers or attracting new potential customers.

f. Control

Control aims to periodically check and evaluate whether the actions in accordance with the company's objectives have been successful. The control used in this research is Key Performance Indicators (KPIs). Key Performance Indicators are used to monitor certain areas of overall social media activity.

KPIs assessment on share of voice stated the voice assessment’s share results on social media marketing such as Instagram and facebook were obtained from the number of users who mentioned Indomie instant noodles and the total competitors of similar products on those platforms. KPIs assessment in this study will focus on Social Share of Voice (SSoV), Conversation Reach, and Post Reach Percentage.

SSoV Percentage	= $\frac{\text{Brand Mentions}}{\text{Total Mentions}}$
Conversation Reach	= $\frac{\text{Total People Participate}}{\text{Total Audience Exposure}}$
Post Reach	= $\frac{\text{post views}}{\text{total followers}}$

Figure 5 KPIs Formula [8]

**Table 1** KPIs assessment results

Description	Formula	Instagram		Result		Facebook		Result	
		Before Pandemic	During Pandemic			Before Pandemic	During Pandemic		
SSoV Percentage	Brand Mentions	43.700	37.300	0,71%	0,79%	4.400	3.000	0,77%	0,75%
	Total Mentions	61.700	47.300			5.700	4.000		
Conversation Reach	Total People Participate	901.871	1.175.865	2,68%	11,42%	3.720.571	480.056	1,44%	0,37%
	Total Audience Exposure	337.000	103.000			2.575.507	1.298.054		
Post Reach Percentage	Post View	11.442.826	66.819.965	33,90%	648,74%	38.927.277	25.882.514	15,11%	19,94%
	Total Followers	337.000	103.000			2.575.507	1.298.054		

Assesment Criteria:

>1% = Good  
 0,5% - 0,99% = Average  
 <0,5% = Bad

while Facebook reach 15,11% and 19,94%. Both are still considered as good.

1) Assessment on Social Share of Voice (SSoV)

The aimed of SSoV is to know how popular Indomie in the market and be a guidance to invent the right strategy in promotion and marketing. The result of SSoV assessment on Instagram and Facebook obtained from the total users of those platforms' that mentioned Indomie and total competitors for the similar product such as Mie Sedaap. As the assessment result shown in Table 1, SSoV on Instagram before the pandemic is 0,71% and during the pandemic is increased to 0,79%. Meanwhile, the SSoV on Facebook before the pandemic is 0,77% and during the pandemic is decreased to 0,75%. The results in both Instagram and Facebook, before and during the pandemic are still in average criteria of SSoV.

2) Assessment on Conversation Reach Conversation reach describes users' interaction setting in social media. The people participate number obtained from the number of comments and likes on the uploaded posts of products, while the total audience exposure obtained from the number of followers on Instagram and Facebook before and during the pandemic. As the assessment result shown in Table 1, conversation reach on Instagram before and during the pandemic is 2,68% and 11,42% consecutively, which are included into good criteria. Meanwhile, the Facebook conversation reach before the pandemic reached 1,44% which is good and decreased during the pandemic to 0,37% which means having a bad conversation reach.

3) Assessment on Post Reach Percentage

Post reach percentage aimed to see the total user seen the post since it uploaded and the user think the post is insightful and attractive. Total post view and total followers are needed to know the post reach percentage assessment. Before and during the pandemic, Instagram reach 33,90% and 648,74%,

#### 4. CONCLUSION

Products branding makes the consumer able to differentiate company's product easier to competitor's product which works in the same field. Branding as product identity maintain costumer's loyalty to the product and help to reach new potential customer. In this modern era, e-branding plays a big role in easier way to develop a good brand image.

The analysis conducted shown that Instagram and Facebook KPIs assessment before and during the pandemic on Social Share of Voice (SSoV) have an average result. In the other hand, post reach percentage for both Instagram and Facebook received good result. Instagram assessment result for conversation reach on both before and during the pandemic are good, while Facebook conversation reach before the pandemic are good but it decreased and considered as bad during the pandemic.

The results of this study are expected to serve as a consideration in decision making for companies related to e-branding strategic to be adjusted to current trends without eliminating the available product using SOSTAC method and can help product marketing activities. In addition, for academics it is hoped that this research can be a reference for further research with a greater scope so that it can strengthen and complement previous research, and is expected to add other variables such as digital marketing and brand image.

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