Digital Marketing Communication Model of Healthy Instant Noodles from Lemonilo

Gatot Wijayanto[1], Achmad Suhendra Hadiwijaya[2], Leila Mona Ganiem[3], Mokhammad A'lan Tabaika[4], Robbi Rahim[5]

[1]*Universitas Riau*
[2]*Institut Teknologi dan Bisnis Ahmad Dahlan*
[3]*Universitas Mercu Buana Jakarta*
[4]*Universitas Islam Negeri Sunan Ampel*
[5]*Sekolah Tinggi Ilmu Manejemen Sukma*
gatot.wijayanto@lecturer.unri.ac.id

Abstract
Indonesia is a country that has strong instant noodle culture, most of them grows up with either Indomie or Mie Sedaap regardless they're rich or poor. Most people cannot resist the taste and flavor of instant noodle; hence, instant noodle becomes Indonesia's high-ranked product. This time, Lemonilo's Healthy noodles exists with a different value and core compared to the other instant noodle in Indonesia. Lemonilo's Healthy noodles exists with Sustainable branding that includes diverse health campaign. Lemonilo's Healthy noodles that healthy instant noodle with good digital content exists in Indonesian Instant Noodle industry.

Keywords*: Digital marketing communication; healthy lifestyle; advertising; branding*

INTRODUCTION

Sustainable branding is a strategic approach that focuses on creating a positive and lasting impact on the environment, society, and economy (Watkins & Lee, 2017). It involves integrating sustainable practices and values into a company's brand identity, messaging, and operations (Bharadwaj et al., 1993). In an era where consumers are becoming increasingly conscious of their environmental and social impact, sustainable branding has emerged as a powerful tool for businesses to differentiate themselves, build trust, and foster long-term customer loyalty (Batara & Susilo, 2022; Deng et al., 2010; Indrasari et al., 2019; Sudjianto & Japarianto, 2017; Suryawardani & Wulandari, 2020). At its core, sustainable branding encompasses a commitment to environmental stewardship. Companies adopting sustainable branding practices strive to minimize their ecological footprint by reducing waste, conserving resources, and adopting renewable energy sources. They

aim to create products and services that are environmentally friendly and promote a circular economy. By doing so, these brands align themselves with the growing consumer demand for eco-conscious solutions and contribute to a healthier planet.

However, sustainable branding goes beyond environmental considerations. It also encompasses social responsibility and ethical practices. Brands that embrace sustainable branding prioritize fair labour practices, diversity and inclusion, and community engagement. They establish transparent supply chains, ensuring that their products are produced under ethical conditions, free from exploitation or harm. By doing so, they not only demonstrate their commitment to social justice but also appeal to socially conscious consumers who value integrity and ethical behaviour. One of the key benefits of sustainable branding is the positive impact it has on a company's reputation and perception (Indrasari et al., 2019; Nunkoo et al., 2017; Samudro et al., 2018). By actively communicating their sustainability efforts, brands can enhance their image as responsible corporate citizens. They become associated with values such as innovation, integrity, and empathy. Consumers are more likely to trust and support brands that prioritize sustainability, leading to increased customer loyalty and advocacy. Sustainable branding can also attract socially responsible investors and partners, fostering strategic alliances that drive long-term growth and success (Middleton & Hawkins, 1998; Sibinovski et al., 2021).

Moreover, sustainable branding can be a source of innovation and differentiation. It encourages companies to think creatively and develop sustainable solutions that address societal and environmental challenges (Susilo, 2022). This focus on innovation can lead to the development of new products, services, and business models that cater to evolving consumer preferences and needs. Sustainable brands often have a competitive advantage in the market, as they offer unique and forward-thinking solutions that resonate with conscious consumers. Sustainable branding is not without its challenges. It requires a genuine and long-term commitment from companies to embed sustainability into their core values and operations. Greenwashing, where companies falsely claim to be environmentally friendly without substantiating their claims, can lead to reputational damage and erode consumer trust . Therefore, it is crucial for brands to back their sustainability claims with tangible actions, transparent reporting, and third-party certifications. Authenticity and credibility are paramount in sustainable branding (Agatha et al., 2023; Putri et al., 2022).

Sustainable branding represents a powerful approach for companies to create a positive impact on the environment, society, and economy while building a strong brand image. It involves integrating sustainability into every aspect of a company's operations, from product design to marketing and supply chain management. By embracing sustainable branding, businesses can differentiate themselves, foster customer loyalty, drive innovation, and contribute to a more sustainable future. As consumers increasingly prioritize sustainability, companies that align their brands with these values are well-positioned to thrive in a changing marketplace.

LITERATURE REVIEW

Sustainable branding has emerged as a powerful force in the world of marketing and business, representing a shift towards environmentally conscious practices and responsible corporate behaviour. This approach emphasizes the importance of creating brands that are not only profitable but also socially and environmentally responsible. The history of sustainable branding can be traced back to several key milestones and evolving consumer attitudes. This topic explores the evolution of sustainable branding and its significance in shaping the business landscape. The origins of sustainable branding can be traced back to the early 20th century when environmental conservation movements gained momentum. In the 1960s and 1970s, growing concerns about pollution, deforestation, and depletion of natural resources led to increased public awareness and calls for action. Brands such as Patagonia, with its strong focus on environmental activism, were pioneers in promoting sustainable values (Ko, 2022).

In the 1980s and 1990s, sustainability began to gain more attention within corporate circles. The concept of corporate social responsibility (CSR) gained prominence, and companies started incorporating environmental and social considerations into their strategies (Meramveliotakis & Manioudis, 2021). Brands like The Body Shop and Ben & Jerry's became known for their ethical sourcing practices and commitment to social causes. The late 1990s and early 2000s witnessed a shift in consumer attitudes towards sustainability. As access to information expanded through the internet, consumers became more aware of the environmental and social impacts of their purchasing decisions. This shift prompted brands to adopt more sustainable practices as a way to differentiate themselves and appeal to conscious consumers (Glavič, 2021).

One significant milestone in the history of sustainable branding was the introduction of certification standards and eco-labels. Organizations such as Fairtrade, Forest Stewardship Council (FSC), and Leadership in Energy and Environmental Design (LEED) provided frameworks for assessing and verifying sustainable practices (Gunnarsdottir et al., 2021). These certifications helped brands communicate their commitment to sustainability to consumers, building trust and credibility. The 2000s also saw the rise of sustainable branding as a marketing strategy. Companies began incorporating sustainability into their brand identities, using it as a key differentiator and a source of competitive advantage. Brands like Tesla and Whole Foods Market successfully positioned themselves as leaders in sustainable innovation and conscious consumption.

The 2010s marked a turning point in the history of sustainable branding. The United Nations Sustainable Development Goals (SDGs) were introduced in 2015, providing a global framework for addressing pressing social and environmental challenges. Many brands aligned their strategies with the SDGs, recognizing the business opportunities in addressing these issues. In recent years, sustainable branding has continued to evolve. Consumers, particularly younger generations like Millennials and Gen Z, have become increasingly vocal about sustainability and hold brands accountable for their actions. This has led to a rise in purpose-driven brands that integrate sustainability into every aspect of their operations. Examples include

companies like TOMS, which donates a pair of shoes for every purchase, and Everlane, known for its transparent supply chain.

Today, sustainable branding is more than just a trend; it has become a business imperative. Companies are realizing that integrating sustainability into their brand DNA not only helps them attract conscious consumers but also drives innovation, reduces costs, and enhances long-term profitability. The focus has shifted from greenwashing to genuine, measurable impact, with brands striving to become more circular, reduce their carbon footprint, and promote social justice (Mensah, 2019). In conclusion, the history of sustainable branding reflects a growing recognition of the importance of environmental and social responsibility in business. From its early roots in environmental activism to its current status as a mainstream business strategy, sustainable branding has transformed the way companies operate and engage with consumers. As the world faces urgent challenges like climate change and inequality, sustainable branding will continue to play a crucial role in shaping a more responsible and sustainable future (Fuentes et al., 2021).

Lemonilo noodle, also known as Lemonilo Mie, is a popular brand of instant noodles that offers a healthier alternative to traditional instant noodles. Developed in Indonesia, Lemonilo noodle has gained a significant following due to its unique features and commitment to promoting healthier eating habits. One of the standout qualities of Lemonilo noodle is its emphasis on using natural ingredients. Unlike many other instant noodles on the market, Lemonilo noodle does not contain artificial Flavors, preservatives, or MSG (monosodium glutamate). Instead, it is made with real spices, herbs, and vegetables, providing a more authentic and wholesome taste. This dedication to natural ingredients sets Lemonilo noodle apart from its competitors and makes it a preferred choice for health-conscious individuals (Andinadewi & Putri, 2022).

In addition to its natural ingredients, Lemonilo noodle is also notable for its lower sodium content. Excessive sodium intake is a common concern with instant noodles, as it can contribute to high blood pressure and other health issues. However, Lemonilo noodle offers a reduced-sodium option that allows consumers to enjoy their favorite instant noodles with less guilt. This lower sodium content makes Lemonilo noodle a better choice for individuals looking to manage their sodium intake without sacrificing taste (Therkelsen et al., 2021). Furthermore, Lemonilo noodle stands out for its commitment to transparency and consumer education. The packaging of Lemonilo noodle prominently displays detailed nutritional information, including the calorie count and the amount of fat, carbohydrates, and protein per serving. This transparency helps consumers make informed choices about their dietary intake and encourages them to adopt a more balanced approach to their meals.

METHODS

Krippendorff's qualitative content analysis is a research method widely used in the field of social sciences to analyse textual data. Developed by Klaus Krippendorff, a renowned communication scholar, this approach provides a systematic and rigorous framework for studying qualitative data, such as

interviews, focus groups, articles, or other written materials. With a focus on interpreting the underlying meanings and patterns within the data, Krippendorff's qualitative content analysis offers valuable insights into various phenomena and allows researchers to uncover rich and nuanced information. At its core, Krippendorff's qualitative content analysis involves a systematic process of coding and categorizing textual data to identify significant themes and patterns. The method begins with familiarizing oneself with the data, gaining a comprehensive understanding of its context and content. Researchers then develop a coding scheme, which is a set of categories or codes that represent the concepts or themes they want to explore. This coding scheme serves as a guide for systematically analysing the data. The coding process involves assigning appropriate codes to relevant segments of the text based on the predefined coding scheme. This can be done manually or by utilizing specialized software designed for content analysis. The codes can be descriptive, capturing explicit content, or interpretive, capturing implicit meanings and concepts. Researchers apply these codes consistently and systematically throughout the data set, ensuring reliability and validity in the analysis (Susilo et al., 2021).

Once the coding is complete, researchers engage in a process of categorization and theme development. They examine the coded segments, identify recurring patterns, and group related codes into meaningful categories. These categories represent the emerging themes or topics that are prevalent in the data. Researchers may refine and revise the categories as they progress through the analysis, ensuring that they capture the essence of the data accurately. Krippendorff's qualitative content analysis also emphasizes the importance of intercoder reliability (Gunawan & Susilo, 2021). To ensure the robustness of the analysis, multiple coders can independently code a subset of the data. The level of agreement between the coders is then assessed using statistical measures, such as Cohen's kappa coefficient. This assessment helps establish the consistency and reliability of the coding process and identifies areas of disagreement that may require further clarification.

Another key aspect of Krippendorff's qualitative content analysis is the interpretation and reporting of the findings. Researchers delve into the categories and themes, exploring the underlying meanings, relationships, and implications within the data (Susilo & Putranto, 2021). They provide detailed descriptions, illustrative examples, and contextual explanations to support their interpretations. The findings are often presented in a narrative form, weaving together the different themes and providing a coherent and comprehensive analysis of the data. Krippendorff's qualitative content analysis has several strengths that contribute to its popularity among researchers. Firstly, it offers a flexible and adaptable approach that can be applied to a wide range of textual data. It allows researchers to explore complex phenomena and capture the richness and depth of qualitative information. Secondly, it provides a systematic and rigorous framework that enhances the transparency and replicability of the analysis. The explicit coding and categorization process ensure that the analysis is grounded in the data and not driven by personal biases or preconceived notions.

However, like any research method, Krippendorff's qualitative content analysis also has certain limitations. The process of coding and categorizing data can be time-consuming and labour-intensive, particularly when dealing with large data sets. Furthermore, the interpretation of qualitative data is inherently subjective and influenced by the researcher's perspective. While efforts are made to ensure reliability and validity, there is always a degree of subjectivity involved in the analysis. Despite these limitations, Krippendorff's qualitative content analysis remains a valuable tool for researchers seeking to explore and understand textual data in a systematic and meaningful way. By providing a structured approach to uncovering hidden meanings and patterns, this method contributes to the advancement of knowledge in the social sciences and helps researchers gain valuable insights into various phenomena and contexts.

This qualitative research will be using the official Instagram account of @lemonilo and explores their content in order to find their actual branding in digital platform. The five chosen data will be put inside the table both visual and textual format. After that, the analysis will be conducted with the gathered data of Lemonilo's Healthy noodles.

RESULTS AND DISCUSSION

Content	Caption	Description
	Mie Lemonilo rasa Soto Koya dibuat sepenuh hati, terinspirasi dari alam. Mienya dibuat dengan daun bawang dan seledri untuk menghasilkan rasa khas Lemonilo untuk setiap langkah berarti.	Lemonilo's official Instagram account posted about the new product of Lemonilo which is related to nature.
	Baru! Mie Lemonilo rasa Soto Koya! 🍜 Pilihan lebih sehat, enak, dan terjangkau, cuma 5.000an! Tersedia di Alfamart, Alfamidi, Website/App Lemonilo, Tokopedia,	Lemonilo's official Instagram account posted about the new pricing of Lemonilo which indicate cheap price.

	Shopee, TikTok Shop, dan Supermarket terdekat 🛒	
	Mie Lemonilo favoritku sekarang Turun Harga lho 🥳 Cuma 5000an aja! PIlihan Lebih Sehat, Enak, dan Terjangkau. Yuk, beli sekarang juga!	Another Lemonilo's official Instagram account posted about the new pricing of Lemonilo which indicate cheap price.
	Yaaay! Sekarang gak perlu takut kebutuhan air putih kamu gak tercukupi karna udah ada fitur "Drink Tracker" di aplikasi Lemonilo 🥳🎉🎉 Selain bisa rutin minum air putih dengan fitur baru ini, kamu juga bisa ikutan challengenya! ✨7 Days Drink Water Challenge dan menangkan voucher Sodexo senilai jutaan rupiah 💵💵💵 Caranya: 1. Ikuti tantangan 7 Hari Terhidrasi di menu "Tantangan" fitur Drink Tracker melalui aplikasi Lemonilo 2. Screenshot pencapaian harian atau mingguan kamu di menu "Badge Saya" 3. Share screenshotnya ke Instagram Story	Lemonilo's official Instagram account posted about the importance of drinking water in total two liters a day.

kamu dengan hashtag #SetiapLangkahBerarti lalu mention instagram @Lemonilo serta mention juga 3 teman kamu untuk ikutan challenge ini!

4. Tim Lemonilo akan memilih 5 orang pemenang yang paling konsisten share di Instagram Story untuk mendapatkan voucher Sodexo senilai 300.000 untuk masing-masing pemenang.

5. Periode challenge: 01-26 Mei 2023

Yuk, cukupi kebutuhan air putih harianmu sekarang karna #SetiapLangkahBerarti 💚

Verified
Siapa yang mau dapetin hadiah jutaan rupiah? ✋

Yuk, ikutan ✨Diet Challenge✨ bareng Konjaqu #SahabatKaloriQu dan menangkan hadiah di bawah ini;

🏆 Juara 1: Sepeda Gravel 700cc
🥈 Juara 2: HUAWEI Smartwatch
🥉 Juara 3: XIAOMI Digital Scale

Cara ikutannya:
1. Bikin video aktivitas kamu pas lagi diet bareng Konjaqu (seputar aktivitas kamu saat

Lemonilo's official Instagram account posted about campaign of calories.

	menjalani diet, boleh pas lagi olahraga, nyiapin meal plan, makan Konjaqu, dll) 2. Upload video kamu ke INSTAGRAM STORY dan mention Instagram @Lemonilo dengan hashtag #SahabatKaloriQu 3. Periode Challenge: 14 Februari - 06 Maret 2023 4. Tim Lemonilo akan memilih 3 orang pemenang yang paling KONSISTEN upload progress dietnya bareng Konjaqu Yuk, upload di ig story dan menangkan hadiahnya!	

Based on the data above, according to visual presentation, Lemonilo's Healthy noodles is using representative materials from the data 1 to data 5 by using number of 5K price, using water for their sustainable campaign, or using calories related hashtag in their health campaign as well. Meanwhile their caption is diverse between campaign, rewards, and promotion. When a sustainable branded account joins the brand, it requires skill to promote their agenda in subtle way; hence, it makes them communicative on their own in building the sustainable brand of Healthy noodles.

Lemonilo noodle also caters to specific dietary needs. For those following a vegetarian or vegan lifestyle, Lemonilo offers a vegetarian variant that is free from any animal-derived ingredients. This makes it easier for individuals with dietary restrictions to enjoy a quick and convenient meal without compromising their beliefs or values (Rachmah, 2022). The popularity of Lemonilo noodle can be attributed not only to its healthier composition but also to its diverse range of Flavors. Lemonilo offers a variety of delicious options, including classic Flavors like chicken and beef, as well as more unique choices such as mushroom and vegetable. This wide range of Flavors ensures that there is something to suit every palate, making Lemonilo noodle a versatile and appealing choice for consumers of all ages.

Moreover, Lemonilo noodle has a strong social mission. The company actively supports education and nutrition programs for underprivileged children in Indonesia. By purchasing Lemonilo noodle, consumers contribute to this noble cause, making a positive impact on society while enjoying a tasty meal. In summary, Lemonilo noodle stands out in the instant noodle market

for its commitment to using natural ingredients, lower sodium content, transparent labelling, and catering to specific dietary needs. With its wide range of Flavors and social mission, Lemonilo noodle has successfully captured the attention of health-conscious individuals who seek a healthier alternative to traditional instant noodles. Whether you are looking for a quick meal, a vegetarian option, or a way to support a good cause, Lemonilo noodle offers a delicious and nutritious solution.

Lemonilo, a prominent company in the health and wellness industry, has made significant strides in sustainable branding. With a strong commitment to environmental stewardship and social responsibility, Lemonilo has positioned itself as a leading sustainable brand, setting an example for others to follow. By integrating sustainability into its core values and business practices, Lemonilo has gained the trust and loyalty of consumers who prioritize eco-conscious choices. One of the key aspects of Lemonilo's sustainable branding is its focus on sourcing sustainable ingredients (Wijaya & Dewi, 2022). The company carefully selects suppliers that adhere to strict sustainability standards, ensuring that the ingredients used in its products are ethically sourced and environmentally friendly. Lemonilo promotes organic farming practices and supports local farmers, fostering a more sustainable agricultural system that minimizes the use of harmful chemicals and reduces the carbon footprint associated with conventional farming (Baheti & Lenka, 2021; Chukurna & Nikolaiev, 2021).

In addition to ingredient sourcing, Lemonilo prioritizes eco-friendly packaging solutions. The company has made a conscious effort to reduce packaging waste by using recycled materials and minimizing the use of plastics. Lemonilo's packaging is designed to be easily recyclable, encouraging consumers to participate in responsible waste management (Shahbaz et al., 2022; Varelas et al., 2021). By choosing sustainable packaging options, Lemonilo not only reduces its own environmental impact but also inspires others to make more sustainable choices. Lemonilo's commitment to sustainability goes beyond just its products and packaging. The company actively engages in various environmental initiatives and supports causes aligned with its values. Lemonilo collaborates with environmental organizations and participates in community projects that promote sustainability, such as tree planting campaigns or beach cleanups. By actively contributing to environmental conservation efforts, Lemonilo demonstrates its genuine dedication to making a positive impact beyond its business operations (Dhaefina, Nur, et al., 2021).

Another noteworthy aspect of Lemonilo's sustainable branding is its transparency and communication with consumers. The company provides detailed information about its sustainability practices, allowing customers to make informed choices. Lemonilo openly shares its sustainability goals and progress, fostering a sense of trust and accountability. By being transparent, Lemonilo encourages its customers to be more conscious of their own environmental impact and empowers them to make sustainable decisions (Dhaefina, AR, et al., 2021; Sekar Dinny & Purwanto, 2022). Lemonilo's sustainable branding extends to its internal operations as well. The company strives to create a sustainable workplace by implementing eco-friendly practices and initiatives. From reducing energy consumption to promoting

recycling and waste reduction, Lemonilo ensures that its commitment to sustainability is embedded in every aspect of its business. This holistic approach sets Lemonilo apart as a true leader in sustainable branding.

The success of Lemonilo's sustainable branding strategy can be attributed to the alignment between its values and those of its target audience. Today's consumers are increasingly aware of the environmental and social impacts of their choices and seek brands that share their values. By embodying sustainability in its branding efforts, Lemonilo resonates with conscious consumers and builds strong brand loyalty. In conclusion, Lemonilo's sustainable branding sets a commendable example for companies in the health and wellness industry and beyond. Through responsible ingredient sourcing, eco-friendly packaging, community engagement, transparency, and internal sustainability practices, Lemonilo showcases a comprehensive approach to sustainability (Iffathurjannah & Harti Harti, 2021). By integrating sustainability into its brand identity, Lemonilo not only differentiates itself in the market but also contributes to a more sustainable future. As consumers continue to prioritize sustainability, Lemonilo's commitment to responsible business practices positions it for long-term success while making a positive impact on the planet.

The challenge of sustainable branding in the digital platform has emerged as a critical issue in today's fast-paced and interconnected world. As consumers become increasingly conscious of the environmental and social impacts of their choices, brands are under pressure to align their values and practices with sustainability goals. However, navigating the digital landscape presents unique hurdles and complexities (Khalid et al., 2021). One of the primary challenges is the sheer volume of information available online. With numerous brands vying for attention, it can be challenging for sustainable brands to differentiate themselves and capture the interest of their target audience. The digital platform requires innovative and engaging strategies to cut through the noise and effectively communicate a brand's sustainability initiatives (Laryea & Fabusuyi, 2021; Sobkowiak et al., 2020).

Another challenge lies in the transparency and accountability of digital platforms. While digital channels offer opportunities for brands to share their sustainability stories, they also open the door for greenwashing and false claims. Consumers are increasingly scrutinizing brands and demanding evidence of their sustainability claims (Mohammed, 2022). Maintaining transparency and credibility becomes crucial in establishing trust and loyalty with consumers. Moreover, the digital platform amplifies the speed and reach of information, making brands susceptible to public scrutiny and backlash. Inconsistent or contradictory actions related to sustainability can quickly go viral, damaging a brand's reputation. Brands need to ensure that their sustainability efforts are integrated into their core values and implemented consistently across all digital touchpoints to avoid accusations of greenwashing.

Additionally, the digital landscape demands agility and adaptability. Technology evolves rapidly, and brands must stay updated with the latest trends and tools to effectively communicate their sustainability message. They need to embrace digital innovations, such as interactive content, immersive experiences, and data-driven insights, to engage and educate their audience

about sustainability issues (Acevedo-Duque et al., 2023). In conclusion, sustainable branding in the digital platform is a multifaceted challenge. Brands must overcome the hurdles of differentiation, transparency, accountability, reputation management, and technological advancements. By embracing sustainability as a core value, communicating transparently, and leveraging digital tools strategically, brands can create a strong and credible presence in the digital realm while contributing positively to a more sustainable future.

Lemonilo's Healthy noodles Answering The Problem of Common Instant Noodle

Common Instant Noodle is noodles known for its wide range of flavors and convenience. While instant noodles are a quick and easy meal option, they have been criticized for their high calorie content and lack of nutritional value. Here are some problems associated with the instant noodles (Destiani et al., 2021):

1. High in calories: Indomie noodles are typically high in calories, mainly derived from carbohydrates and fat. One serving of Indomie noodles can contain around 300-400 calories, which is a significant amount for a single meal.
2. Lack of essential nutrients: Indomie noodles are primarily made from refined wheat flour and contain minimal amounts of essential nutrients such as fiber, vitamins, and minerals. They are generally low in protein and do not provide a well-rounded nutritional profile.
3. High sodium content: Another issue with Indomie noodles is their high sodium (salt) content. Excessive sodium intake can contribute to high blood pressure and other health problems, especially when consumed regularly or in large quantities.
4. Unhealthy additives: Indomie noodles often contain various additives, including flavor enhancers, preservatives, and artificial colors. These additives may have negative health effects when consumed in excess or on a regular basis.
5. Lack of satiety: Due to their low fiber and protein content, Indomie noodles may not provide a feeling of fullness or satiety for an extended period. This can lead to overeating or snacking on additional unhealthy foods, potentially contributing to weight gain and poor dietary habits.

It's important to note that occasional consumption of instant noodles as part of a balanced diet may not pose significant health risks. However, relying on them as a staple meal or consuming them frequently without considering their nutritional content can lead to potential health issues in the long term. Therefore, Lemonilo exists as proof that Instant Noodle can serve as good enough nutrient if it is branded properly and composed with right ingredients.

Lemonilo Exists to Debunk Indonesia's Instant Noodle Bad Image

In Indonesia, Indomie, Mie Sedaap, Mie Gaga, Sarimi, etc had their own fame and some of them reached international market. However, the common Indomie brand is known for their dangerous quality. It also constructs that healthy instant noodle is expensive to produce; therefore, Lemonilo exists to

perfect what they lack of. Lemonilo's Healthy noodles is not only a Sustainable product but also making a good price of healthy product. Lemonilos' Healthy noodles is not to beat Indomie or Sedaap brand, but it exists to preserve the influence of Indonesian Instant Noodle business and influence (Destiani et al., 2021).

The influence of instant noodles in Indonesia has been nothing short of remarkable. Over the past few decades, these affordable and convenient food products have made an indelible mark on the Indonesian culinary landscape, revolutionizing the way people eat and reshaping the country's food culture. Instant noodles first entered the Indonesian market in the 1970s, primarily imported from neighboring countries such as Japan and South Korea. However, it wasn't until the 1980s that domestic production and consumption of instant noodles truly took off. As the popularity of these quick and easy meals grew, local Indonesian companies began to produce their own versions, catering to the specific tastes and preferences of Indonesian consumers (Keren & Sulistiono, 2019).

One of the key reasons for the widespread popularity of instant noodles in Indonesia is their affordability (Sulastri, 2017). They provide an inexpensive and filling meal option for people from all walks of life, including students, office workers, and those living in low-income households. In a country where millions struggle with poverty, instant noodles offer a convenient solution to hunger. The convenience factor cannot be overstated. Indonesia is a country with a fast-paced lifestyle, and instant noodles perfectly cater to the demands of a busy population. They require minimal cooking time and effort, making them an ideal choice for those with limited access to proper kitchen facilities or lacking cooking skills. It's as simple as boiling water, adding the noodles and flavoring packets, and waiting a few minutes for a satisfying meal (Istiqomah et al., 2021).

Moreover, instant noodles have become deeply ingrained in Indonesian cuisine and have influenced traditional dishes. Indonesian culinary traditions were known for their rich and diverse flavors long before the introduction of instant noodles (Hidayah & Rahmawan, 2021). However, the versatility of these quick meals has allowed Indonesians to incorporate them into various traditional recipes. For example, instant noodles are often used as a base for popular dishes like mie goreng (fried noodles) and mie kuah (noodle soup), which now have unique Indonesian twists. The popularity of instant noodles has also had a significant impact on the economy and job market in Indonesia. The domestic production of instant noodles has grown exponentially, leading to the establishment of numerous manufacturing plants, and providing employment opportunities for thousands of people across the country. Additionally, the success of Indonesian instant noodle brands has fueled export markets, contributing to the national economy, and increasing Indonesia's presence in the global food industry (Dewi, 2016).

However, the influence of instant noodles in Indonesia is not without its concerns. Some critics argue that the high consumption of instant noodles, which are often high in sodium and low in nutritional value, has led to negative health consequences. Excessive consumption can contribute to issues such as obesity, hypertension, and other diet-related diseases. In recent years, efforts have been made to address these concerns by introducing

healthier instant noodle options, emphasizing the importance of a balanced diet, and promoting nutrition education.

After knowing the influence of Instant Noodle in Indonesia, it is why Lemonilo's Healthy noodles is an important business. The quality of Indomie damaged Indonesian business capability and make a label that Indonesia lacks quality to ensure safety of their customers or giving them poisonous product. With the existence of Lemonilos's Healthy noodles, their sustainable branding of Instant noodle could boost Indonesian business capability in international market. Instead of brand competition, Lemonilo perfecting Indomie is an attempt to boost Indonesian noodle industry's safety (Figure 1).
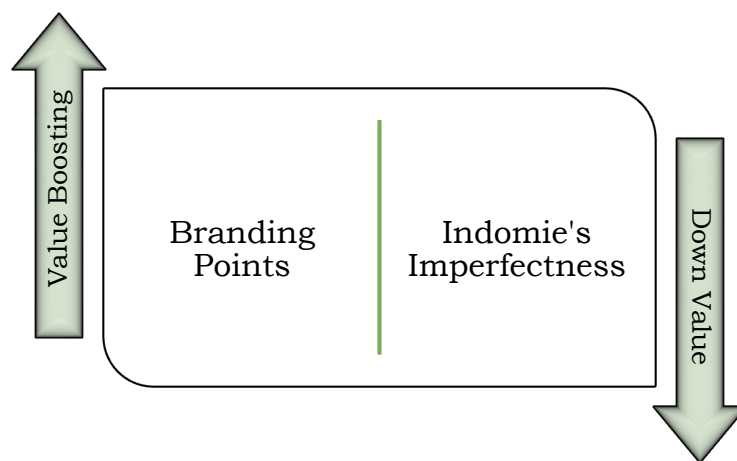

Figure 1. Model of Branding of Lemonilo

CONCLUSION

The conclusion of this research is that Sustainable Branding exists to fix what the industry lacks. This kind of PR strategy is the specific one because it requires a whole new product and brand while it is being neutral product. The existence of Lemonilo's Healthy noodles also proves that business product isn't always mean to kill the other mascot, but it can be to perfect what the industry lacks while continue to co-exist with the famed brand like Indomie or Mie Sedap. It also proves that Sustainable Branding leans on more quality and society balance instead of building irresponsible capital.

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