

## Marketing Strategy of Samyang Foods Co., Ltd in Samyang Noodle Sales in Indonesia

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### ABSTRACT

South Korea began its journey in spreading its various types of culinary delights to the world through local shows that they created and which can be accessed internationally in various parts of the world. Of the many South Korean foods that are world famous, Mie Samyang is one of them. Indonesia is one of many countries where people like to consume Samyang noodles, which is a type of spicy noodle produced by Samyang Foods Co., Ltd. This research aims to find out and understand the marketing strategy of Samyang Foods Co., Ltd from South Korea in selling Samyang Noodles in Indonesia using the Global Marketing Strategy concept which has been reduced to the 7P Marketing Mix concept. This research uses descriptive qualitative research methods with primary and secondary data analysis techniques through data sources obtained from interviews and mass media. The research results show that Samyang Foods Co., Ltd has succeeded in adapting aspects of the 7P Marketing Mix to suit market preferences in Indonesia and its regulations.

**Keywords :** *Marketing Strategy, Samyang, Marketing Mix 7P*

### INTRODUCTION

South Korea is one of the countries in East Asia that is rich in culinary diversity. Like other countries, South Korea began its journey in spreading its various types of cuisine to the world. One of the policies implemented by South Korea is Korean Cuisine for the World and is used as a tool to introduce and promote South Korean culinary culture to the international community (Juniarti, Hidayat, & Safitri, 2021). One of the efforts to spread culinary culture to the world was carried out by South Korea by spreading it through K-Drama (Korean Drama) and K-Pop (Korean Pop Music) and then forming the K-Wave (Korean Wave) (Leong, 2014). With the Korean Wave, it creates a great opportunity for South Korea to promote its various culinary delights to various parts of the world.

South Korea has successfully attracted the attention of various world communities through the many local shows they have made and can be accessed in various parts of the world. Through these shows, various South Korean culinary delights have developed

and become known to various world communities. Many world communities, especially *K-Drama Lovers* (Korean Drama Lovers) and *K-Poppers* (Korean Pop Music Lovers) are interested in trying it and do not hesitate to go directly to South Korea. With easy access to communication now, it is increasingly easier for people to get various types of South Korean cuisine.

Of the many South Korean foods that are famous worldwide, Samyang is one of them. Samyang is a spicy instant noodle with its distinctive Korean seasoning. The noodles produced by Samyang Foods Co., Ltd are famous for their spicy taste that comes from Korean chili powder (*gochugaru*) and other spicy ingredients. Not only that, the chewy and wide texture of Samyang Noodles makes it different from other instant noodles, which is why Samyang Noodles are popular with spicy food lovers around the world.

The Samyang brand is known worldwide for the high spiciness of their products, such as Samyang Hot Chicken Flavor Ramen and Samyang Spicy Chicken Roasted Noodles. Reported from the official Samyang Foods website that specifically Samyang Hot Chicken Flavor Ramen noodles are the leading Korean Food brand (Samyang Foods). Samyang products have become a favorite among spicy food lovers in various countries, and their popularity continues to grow globally. Samyang continues to develop new product variants to meet the tastes of consumers who are looking for a unique and satisfying spicy sensation. With continuous innovation and quality assurance, Samyang has successfully positioned itself as one of the leading spicy food brands in the world.

Referring to the data in *Statistics Research Department* In 2021, a 2019 survey showed that 59.8% of Indonesians said K-Food (Korean Food) was very popular, 26.8% said it was quite popular, 11.6% said it was popular with fans and 1.8% said it was not (Statista Research Department, 2024). Through these data, it can be seen that K-Food is quite popular among Indonesian people, followed by the influence of taste which is not much different from Indonesian food which is predominantly sweet and spicy, which is considered to have similarities with the tastes of Indonesian people (Geun, 2014).

Indonesia is ranked second as the country with the most instant noodle consumers in the world according to the World Instant Noodles Association (WINA) from 2020 to 2023, where instant noodle consumption in 2020 reached 12.6 billion servings, which is equivalent to 10.84% of the total global instant noodle consumption (Bambani & Hafisa, 2021). and 14.54 billion servings in 2023, equivalent to 12% of total global instant noodle consumption. This certainly invites local instant noodle competitors to enter the Indonesian market because of the large potential in the instant noodle market in Indonesia compared to other countries. South Korea takes advantage of this opportunity to market its food products.

However, on the other hand, Indonesia is the country with the largest Muslim population in the world, namely 209.12 million people (Kusnandar, 2019). In contrast, South Korea in 2018 only had around 100,000 residents who adhered to Islam (Directorate General of Islamic Education, Ministry of Religion of the Republic of

Indonesia, 2018). This has led to adjustments in product regulations such as the composition used and its halalness. Indonesia is a target market for Samyang Foods Co., Ltd. to export.

Samyang Foods Co., Ltd is an instant food company from South Korea which was founded on September 15, 1961 by Jeon Jung Yoon (Utami, 2020). The flagship product of Samyang Foods Co., Ltd is instant noodles called Samyang Original Buldak. Samyang entered the Indonesian market in 2013 through imports carried out by PT. Korinus. Samyang was temporarily discontinued by BPOM in June 2017. The discontinuation of Samyang noodles was due to BPOM finding pork content in the composition of the instant noodles from South Korea (Aziza, 2017).

Samyang only received permission from BPOM in September 2017, accompanied by a change in Samyang's name to Samyang Green, which is in line with the MUI color (Iqbal, 2017). Samyang's halal status makes Samyang increasingly well-known to the wider community in Indonesia, which led to the "Samyang Challenge" on social media such as Instagram in 2019. In addition to the name change, there must be several other strategies used to attract consumers in Indonesia. Therefore, this study aims to see how Samyang Foods Co., Ltd.'s marketing strategy is in selling Samyang Noodles in Indonesia.

## LITERATURE REVIEW

Based on previous research by Yesenia Aziza & Hawignyo (2022) in their journal entitled "The Influence of Digital Marketing and Viral Marketing on Purchase Decisions for Samyang Noodle Products" researching marketing strategies using qualitative methods and the concept of digital marketing and viral marketing by Kotler and Keller (2016) resulted in both concepts influencing the decision to purchase Samyang noodle products in Karawang, West Java. This is proven by the results of the Simultaneous test that has been carried out showing a significant influence on the decision to purchase Samyang noodle products. Samyang Noodle products are increasingly selling well with digital marketing and viral factors both in online stores and supermarkets (Aziza Y. & Hawignyo, 2022).

Septyanto Galan Prakoso et al (2019) in his journal entitled "Analysis of Samyang Instant Noodles Market in Indonesia Using The Impact of Uncertainty Avoidance by Hofstede's Cultural Dimensions" studied marketing strategies using qualitative methods and the concept of The Cultural Dimension (The Uncertainty Avoidance) by Geert Hofstede, resulting in uncertainty avoidance having a significant impact on the decision to consume Samyang Noodles by the Indonesian people and the existence of great potential for the instant noodle market in Indonesia for Samyang Foods Co., LTD (Prakoso, Satria, Kinanti, & Puspitasari, 2019).

From the literature above, it only discusses the marketing strategy of Samyang products in Indonesia using the concept of digital marketing, viral marketing, The Cultural Dimension (The Uncertainty Avoidance) which can influence buyers' decisions to buy Samyang Noodles, especially in Indonesia. Therefore, we found a research gap about

the marketing strategy carried out by Samyang Foods Co., Ltd in selling Samyang Noodles in Indonesia using the Marketing Mix 7P concept consisting of Product, Price, Place, Promotion, People, Process, and Physical Evidence by Booms & Bitner (1981).

## METHODS

As a company engaged in spicy food, Samyang Foods Co., Ltd has great potential to grow and develop in the Indonesian market. By considering the dynamic market conditions and increasingly tight competition, Samyang Foods Co., Ltd needs to formulate the right marketing strategy to win the hearts of Indonesian consumers. Therefore, the author uses the concept of Global Marketing Strategy by Kotler & Amstrong (2010) which is then reduced to the concept of the 7P Marketing Mix strategy to examine the marketing strategy of Samyang Foods Co., Ltd in Indonesia.

According to (Booms & Bitner, 1981) in Vincent van Vliet (2022) Marketing Mix Strategy 7P is a development of the 4P marketing concept. This 4P marketing model has been refined by adding several components to make it more relevant or appropriate in improving marketing strategies in the business sector that sells services. Marketers engaged in the service sector at that time thought about improvements and also the right updates to be implemented in general marketing based on the knowledge that services here are certainly basically different from products, so they require different tools and strategies. Therefore, this refinement is known as the 7P marketing model or also known by another name, namely the Service Marketing Mix Model (Vliet, 2022).

Marketing updates include 7 important components that must be considered in marketing efforts for a product or service. The elements of the 7Ps consist of: Product, Price, Place, Promotion, People, Process, and Physical Evidence. The following is an explanation of the definition of 7P according to Booms & Bitner in 1981:

1. Products is an item that satisfies consumers based on the desires and needs of consumers. Products can be in the form of tangible goods or intangible goods such as ideas, experiences and services.
2. Price refers to the amount paid to obtain a product. Price can also refer to the sacrifice (time/effort) paid by consumers to obtain a product. Price is the only significant variable that affects revenue. Pricing also includes consideration of perceived value to customers.
3. Place is a marketing strategy that refers to a location or place of sale that provides access to customers and is convenient for consumers.
4. Promotion is an aspect that focuses on communication in marketing, such as relationships between people in sales promotions, marketing that directly focuses on advertising a product.
5. People refers to human resources. Humans are an important component for marketing a product or professional service. A human being is not a producer but a product itself where they look like tangible consumer goods so that they can influence public perception of a company. This is related to the quality of service, how to dress, how to interact and communicate.

6. Process here refers to a number of activities that can result in the presentation of product benefits. The process also refers to the obligations of workers or employees and a series of company obligations related to the rules stated in the SOP (Company Standard Operating Procedures).
7. Physical Evidence is of a product, such as brochures or interior design. Physical Evidence is based on non-human elements of the service encounter, including furniture, facilities and equipment. Physical Evidence is also based on abstract environmental components where the service encounter occurs such as color schemes, layouts and interior design. Supporting aspects of Physical Evidence provide lasting evidence that services such as artifact patterns, invoices, souvenirs and mementos.

In accordance with the understanding of the concept of the Marketing Mix 7P strategy, the marketing strategy research of Samyang Foods Co., Ltd. in Indonesia can be analyzed using the Marketing Mix 7P strategy. The Marketing Mix 7P concept is relevant in this study. By using the Marketing Mix 7P concept, it can create brand stability in Indonesia and throughout the international market. This can also help the company to strengthen its brand image in the global market.

This study uses a method with a descriptive qualitative research type where the data obtained by the author will be collected directly in the form of descriptions. The author uses this descriptive qualitative research to find out how Samyang Foods Co., Ltd's marketing strategy is in selling Mie Samyang in the Indonesian market. For the scope of the research, here the author will focus on each element of the 7P marketing mix which includes aspects of Product, Price, Place, Promotion, People, Process, and Physical Evidence in the context of the Indonesian market. In this study, the author uses primary and secondary data analysis techniques. This study uses data sources in the form of direct interviews with several Mie Samyang consumers and conducts research on the official website/social media of Samyang Foods Co., Ltd as well as some written information from the mass media of Mie Samyang consumers.

## **RESULT AND DISCUSSION**

### **A. Marketing Strategy Components That Make Adjustments in Indonesia**

The product adjustment by Samyang Foods Co., Ltd. is carried out in an effort to expand their market internationally, including when marketing in Indonesia. In this case, there are several strategies that do need to be adjusted, so that they are easy to implement. There are 3 adjustments to the 7P Marketing Mix strategy that were originally implemented in the company's home country, Korea, which need to be adjusted in Indonesia, namely Product, Price, and Physical advance.

#### **1. Products**

*Product* or a product is a form of goods sold or marketed by a company, in this case Samyang Noodles by Samyang Foods Co., Ltd, a product that also aims to meet the needs of buyers or consumers which is an important thing in carrying out a sales strategy (Chandrawardhani, 2024). The product itself refers to the embodiment of an item to meet consumer needs. In this case, the company Samyang Foods Co., Ltd uses this strategy to expand its wings to global consumers including Indonesia. The product components in the marketing strategy of Mie Samyang in Indonesia make adjustments that aim to differentiate in each marketing destination country. Therefore, there is an adjustment of Mie Samyang products according to the needs or desires of the people in the destination country, including Indonesia.

Mie Samyang products that come to Indonesia will be marketed or sold in the form of pcs or in Indonesian society are familiar with the word "retail" per pack. This is in contrast to the original country of production of Mie Samyang products, namely South Korea, which sells products per pack or usually 1 pack contains 4 - 5 pcs of Mie Samyang. This product adjustment strategy is carried out because Indonesian people tend to make purchases of Mie Samyang which can be said to be not much because of the price factor of Mie Samyang which is different from other instant noodles in Indonesia. The product adjustment is also carried out in the form of marketing/selling Mie Samyang products online.

Small-scale product adjustments are also made to the composition of Mie Samyang seasoning. Often this is considered trivial, but it actually has a big influence on the marketing of Mie Samyang products for both the country of origin and the destination country. The composition of the product cannot be seen from the outside physically, so it requires precision in its consumption. In Indonesia, adjustments to the composition of Mie Samyang seasoning are required by using halal ingredients.

Samyang Noodle products in South Korea have a seasoning composition with ingredients that are different from Indonesian people, such as the use of pork or pork fat. The use of these ingredients is because South Korean people like food with pork ingredients. Unlike in Indonesia, the adjustment of the Samyang Noodle seasoning composition is done because the majority of Indonesian people are Muslim. Therefore, Samyang Foods Co., Ltd pays close attention to product components as a marketing strategy to attract consumers.

## 2. Price

Price or price is a component that has a direct impact on the income or revenue section in sales. In marketing or sales, of course, the producer must pay attention to the profits obtained by the company. Here, for the consumer itself, it is not only necessary to consider the price, but also the time and effort of the consumer to get the product they want to consume, namely Mie Samyang. From the side of Samyang Foods Co., Ltd., using a marketing price strategy where the selling price of Mie Samyang is adjusted not only for one country, but also in many countries. This is done by trying to adjust the economic



figures in each region or country that are different. With this strategy, the marketing of Mie Samyang globally, including in Indonesia, will continue to increase.

In Indonesia, the sale of Mie Samyang is adjusted in price where Mie Samyang can be found at a price range of Rp25,800 per piece. This price is a consideration for Indonesian consumers because of the customs tariffs on imported products which make the price of Mie Samyang more expensive when compared to other more affordable instant noodle products. Unlike in its country of origin, Samyang Foods Co., Ltd in South Korea which adjusts the price of Mie Samyang with sales per pack. Therefore, there is a price difference and tends to be cheaper because it is originally from the country where the price of Mie Samyang per pack touches the price of ₩4,680 or if converted into Indonesian currency at a price of around Rp51,500 per pack (5 pieces).

### 3. Physical Evidence

Physical Evidence is one of the most important components in a product's marketing strategy. Physical evidence refers to product packaging so that manufacturers must think about how to make the packaging as attractive as possible for consumers. Samyang Foods Co., Ltd also uses this marketing strategy to attract buyers of Samyang Noodles. The packaging of Samyang Noodle products is made differently in the country of origin with each destination country by adjusting each market including in Indonesia. The packaging of Samyang Noodles in its home country, South Korea, has a simple design. The packaging is black with the addition of a design of the Samyang mascot, namely "Hochi" a chicken, ready-made Samyang Noodles, and Korean writing that can attract consumers' attention. As with the market in South Korea, information about Samyang Noodles on the packaging uses Korean. That way, consumers from South Korea can easily understand and are interested in buying.

Unlike in South Korea, the packaging of Samyang Noodle products in the destination country has its own characteristics. In Indonesia, Samyang Foods Co., Ltd. has made adjustments to what is needed by the Indonesian people. Adjustments are made by writing "Samyang Green" which indicates that Samyang specifically for Indonesia is halal certified by MUI and has also obtained a distribution permit from BPOM and a halal logo is displayed on the packaging where the majority of Indonesian people are Muslim. In addition, the information on Samyang Noodles on the Samyang Noodle packaging in Indonesia is also written in Indonesian to make it easier and attract consumers from Indonesia. The packaging of Samyang Noodle products in Indonesia also has an attractive design with a large picture of Samyang Noodles plus fire elements and Korean writing which makes it different from the packaging of other instant noodle products in Indonesia.

## B. Marketing Strategy Components That Do Not Adjust in Indonesia

When the Korean company Samyang Foods Co., Ltd decided to expand its market in Indonesia, of course there were several strategies that needed to be adjusted and also did not need to be adjusted in implementing it. There are 3 components of the 7P marketing mix strategy implemented by Korea that do not need to be adjusted in Indonesia, namely Place, Promotion, and People.

## 1. Place

The marketing strategy of a product also needs to pay attention to the place, where the product is placed so that it is easily accessible to all people. Effective product sales placement can increase sales because the easier the product is seen and found, the more consumers will be interested in buying it. Samyang Foods Co., Ltd also pays close attention to the sales placement of their product, namely Samyang Noodles, as a form of its marketing strategy. Sales placement is carefully selected, where is the right place to market Samyang Noodles so that it is easy for consumers to find. That way, both in South Korea and abroad such as Indonesia, there are similarities in the place to market Samyang noodles.

Samyang Foods Co., Ltd markets Samyang Noodles in South Korea in very accessible places such as convenience stores and supermarkets. South Korea has many convenience stores that are popular because they often appear in Korean dramas such as GS25 and 7-Eleven which have complete facilities and are mostly open 24 hours (Rofiah, 2019). Samyang Noodles sold in minimarkets can also be made directly on site with existing facilities. Therefore, Samyang Foods Co., Ltd. chose minimarkets as a place to market Samyang Noodles that are very easy for the public to reach. In addition, Samyang Noodles are also available in large supermarkets and even online shops.

In global marketing, Samyang Foods Co., Ltd uses the same marketing strategy in the Samyang noodle sales outlets. In Indonesia, Samyang Noodles are very easy to find around the house. Just like in South Korea, Samyang Noodles are also sold in minimarkets and supermarkets such as Indomaret and Alfamart which have many branches. Although there are no facilities like in South Korea, Samyang Noodles are still widely sought after by Indonesians because of their distinctive characteristics that are different from other instant noodle products. Samyang Noodles can also be found in supermarkets such as Superindo and Hypermart which also have many branches and even in online shops such as Tokopedia and Shopee. Therefore, Samyang Foods Co., Ltd uses a marketing strategy in a marketing outlet in Indonesia that is very affordable for the surrounding community.

## 2. Promotion

Doing promotions or promoting products to many people so that they are interested in buying the products offered is the most important marketing strategy. In promoting products, of course, it can be done in various ways to attract the attention of consumers. The success of the promotion section in promoting products will certainly increase sales



and also income from the product because many people buy it. The same thing is done by Samyang Foods Co., Ltd. is promoting by introducing or promoting Samyang Noodles through K-Dramas (Korean Dramas) which are broadcast in several countries including Indonesia.

In this case, Samyang Foods Co., Ltd. pays close attention to the appropriate promotional strategy to be implemented in Indonesia in order to attract consumers' attention, namely through K-Drama. As we know, there are quite a lot of Korean Drama lovers and enthusiasts in Indonesia, almost all of whom are young people who certainly follow the booming trend. By introducing the Samyang Noodle product through this Korean Drama, it certainly invites high curiosity from the audience who are ultimately interested in trying Samyang Noodles. The marketing strategy for the promotion carried out by Samyang Foods Co., Ltd. in Korea and also in Indonesia is quite successful. Therefore, the promotion of Samyang noodles in these two countries did not experience any adjustments because they both implemented the same thing, namely promoting through Korean Drama.

### 3. People

In carrying out promotions, of course it is needed people, as a tool or media that is highlighted. People namely humans here are very important as a tool in marketing or promoting a product or service in order to influence the perception of others. This section is also an important part of the marketing strategy implemented by Samyang Foods Co., Ltd in Korea and also in Indonesia. Samyang Foods Co., Ltd here collaborates with famous artists to be Brand Ambassadors in an effort to influence consumer perception widely.

After the marketing strategy people successfully implemented in Korea, then Samyang Foods Co., Ltd also implemented it in Indonesia. What was implemented was to make a contract or cooperation with famous Indonesian artists to be Brand Ambassadors of Mie Samyang in order to influence the perception of the Indonesian people. The strategy implemented in Indonesia went quite smoothly, seen from the many enthusiastic consumers who love Mie Samyang. Therefore, the marketing strategy of people from Korea did not experience any adjustments when entering Indonesia.

## C. Marketing Strategy Components That Have Not Been Proven

### 1. Process

The next 7P marketing strategy is the Process component which is an important component in a company's marketing strategy to market its products. Samyang Foods Co., Ltd also uses this strategy by involving workers or employees in carrying out company duties to provide the best service to consumers. However, due to limitations in accessing data both primary and secondary, researchers have not been able to prove that this component is a strategy used by Samyang Foods Co., Ltd in selling Mie Samyang in Indonesia.

## CONCLUSION

Based on the explanation and analysis above, it can be concluded about the marketing strategy of Samyang Foods Co., Ltd. in selling Samyang Noodles in Indonesia. Sales of Samyang Noodles in Indonesia can be analyzed using the concept *Marketing Mix 7P* which contains 7 components. Of the 7 components, there are 3 components that can be proven that Samyang Foods Co., Ltd. made policy adjustments in the sale of Samyang Noodles in Indonesia, namely the Product, Price and Physical Evidence components. In addition, it is also proven that there are 3 other components that Samyang Foods Co., Ltd. did not make policy adjustments in Indonesia, namely the Place, Promotion and People components. However, due to limitations in accessing data, there is also 1 component that researchers have not been able to prove, namely the Process component.

The researcher's limitation in this study is the lack of access in searching for data both primary and secondary. Due to differences in research locations that cannot be reached by researchers, researchers have not been able to collect data through direct interviews with the company Samyang Foods Co., Ltd. Researchers have also not been able to access secondary data because the data that researchers want to collect is important company data that cannot be published openly. The suggestion that researchers can convey through this study for further research is to try to carry out primary and secondary data searches directly with the company Samyang Foods Co., Ltd both in Indonesia and South Korea.

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