

## **HEALTHY ME: INNOVATIVE SOLUTIONS THROUGH HEALTHY FAST-FOOD INNOVATION**

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### **ABSTRACT**

*Everyone wants to live healthy. In addition to a regular lifestyle, diligent exercise, of course food is also a determining factor for one's health. In the current pandemic, public awareness to eat healthy food is increasing. Eating healthy foods every day is highly recommended to meet nutritional needs and maintain immunity. Modern lifestyle makes Indonesian people prefer fast food because it is considered more practical when cooked and consumed. However, fast food is not good for health if consumed too often because it contains saturated fat and food ingredients that are harmful to the body, such as chewing agents, preservatives, and dyes. Fast food can be prepared quickly, and dishes are ready to eat as soon as they are served. Processing and preparation of these foodstuffs is easier. Many types of food that can be an option for those who are busy. There is a stigma in Indonesian society that considers fast food to be junk food, even though not all fast food is unhealthy. HEALTHY ME is here to overcome this problem by providing fast food that prioritizes consumer health, by offering a variety of healthy fast food menu options, HEALTHY ME does not use food ingredients that contain animal protein, so it is safe for consumption by most people, and most importantly HEALTHY ME uses quality ingredients and no preservatives.*

**Keywords:** *healthy, fast food, lifestyle, Indonesian, innovation*

### **1. INTRODUCTION**

It is undeniable that Micro, Small, and Medium Enterprises (MSMEs) in economic growth are significant. MSMEs are currently a major milestone which will later become an important pillar to support the Indonesian economy. Currently, the number of MSMEs has reached 64.2 million, contributing to a GDP of 61.07%. The level of contribution of the MSME sector to Indonesia's economic development includes the ability to absorb 97% of the total workforce and be able to contribute 60.4% of Indonesia's total investment. MSME is a relatively small business unit but has the advantage as a business unit that is highly resilient and flexible to changes in the strategic environment. With this strategic role, MSMEs certainly play an essential role in supporting Bank Indonesia's policy mix to maintain macroeconomic and sector stability finance and national efforts to support economic transformation towards Indonesia Maju. MSMEs are one of the sources of Indonesia's economic recovery in the digital era. The target level for the national entrepreneurship ratio has been included in the planning. The National Medium-Term Development (RPJMN) is 3.9%, and the growth of new entrepreneurs is 4% in 2024.

The adaptation and transformation of MSMEs in digitalization will encourage the formation of MSMEs that are more resilient, more advanced, and strong. The rapid development of the digital economy and finance has spawned various digital platforms that offer innovation in production, consumption, collaboration, and sharing activities—utilization of digital media, including digitization. The existence of MSMEs linked to digitalization will make market access more extraordinary and affect Indonesia's economic recovery prospects. A survey

predicts that the digital economy will be able to contribute US\$130-US\$150 billion to Indonesia's GDP growth in 2025. Furthermore, in the long term, the amount of its contribution will reach 3.0%.

Healthy products are products free from harmful ingredients and contain nutrients that are beneficial to the body. One of the healthy products is organic products. Nowadays, organic products have become a community need or lifestyle because organic products are safer and of higher quality for consumption.

Organic products can provide balanced nutrition during the COVID-19 pandemic, which is very important for human lifestyles because by consuming balanced nutrition, people can maintain health so that the virus does not easily enter the body and thus can break the chain of spreading the corona virus. Fear and vigilance against Covid-19 impact people's attitudes and lifestyles that are more protective through healthier lifestyles such as not smoking, often exercising even though it is done at home, and consuming healthy food.

## **2. PROBLEM IDENTIFICATION**

Vegetables are an essential component in supporting a healthy lifestyle. Behind the benefits produced from vegetables, not all vegetables will positively impact when consumed in large quantities. The recommended daily serving of vegetables is 250 grams or 2.5 cups of vegetables. The harmful effects that arise from consuming vegetables in excess will cause health problems, such as:

### **Malnutrition**

Vegetables are an excellent source of carbohydrates, but it is important to balance them with good fat or protein content. Based on the Recommended Dietary Allowance (RDA), the amount of protein needed per day is 0.8 grams for every kilogram of body weight (a healthy diet). The calculated amount of protein is assumed to be 10 per cent (10%) of the daily dietary requirement. Suppose a consumer is a person who has a history of being very active in sports or has high-intensity activity. In that case, the portion of protein consumed can be double the daily amount of protein. Protein intake (diet) can be obtained from consuming vegetable protein foods (tofu; tempeh) or from animals.

### **Poor mineral absorption**

Excessive consumption of vegetables will cause nutritional imbalances and interfere with the absorption of essential minerals, such as zinc, iron; magnesium; and calcium.

### **Digestive effect**

When consumed in excess, vegetables with high fibre will interfere with digestion, such as gas; bloating; and cramps.

### **Weight gain**

Excessive consumption of vegetables can also lead to weight gain. This is because consumers do not understand the calorie content of vegetables in detail. Vegetables such as peas, corn, and potatoes have a high-calorie range, so paying attention to the portion of vegetables in one

consumption is necessary. Vegetables that are considered healthy, not everyone chooses to eat. One of the reasons someone decides not to eat vegetables is genetic factors. People with the "supertaster gene" (an estimated 25% of the population) have a stronger sense of taste and experience taste sensations, especially bitter tastes. People choose foods according to their preferences and refuse vegetables, such as spinach, broccoli; bean sprouts; and others. Psychological factors also affect people's preference for vegetables. For example, since childhood, a person is forced to eat broccoli, so that person tends to have negative or traumatic thoughts about broccoli, so that person chooses not to eat broccoli.

### **3. ANALYSIS**

#### **SWOT Analysis**

SWOT analysis is a strategic planning method that aims to evaluate the strengths, weaknesses, opportunities, and threats of the sectors contained in a business to identify good and profitable internal and external factors to achieve the business objectives. SWOT is the systematic identification of various factors to formulate a service strategy to maximize opportunities and minimize deficiencies and threats.

**Strength.** HEALTHY ME has a steak menu that uses tempeh as the primary ingredient, has a unique menu that doesn't exist in general, such as fried broccoli. There is a halal label that highlights the taste of Indonesian cuisines, such as chili kecombrang.

**Weakness.** HEALTHY ME has low brand awareness. Using soybean ingredients which for some people have allergies to soybeans. The availability of dine-in locations that do not yet exist. Sometimes it is considered healthy home food is not hygienic.

**Opportunity.** Since the pandemic, people have become more concerned about their health and consuming healthy food; There is a trend for delivery services; people use delivery services more when buying food; The existence of technological developments that facilitate the transaction process; The result of promotions through promising social media in the culinary business field

**Threat.** There is still a lot of stigmas in Indonesian society that fast food is unhealthy; There are thoughts of some people who consider that healthy food is expensive; Since the pandemic, a home cooking trend; There are still around 41% of the people who are not aware of a healthy lifestyle.

#### **Pestle Analysis**

PESTEL analysis is a tool or instrument used to analyze the factors that exist in a market and examine the influence of these factors on the success of market competition. By using PESTEL Analysis, the effects of potential threats can be reduced while increasing strategic thinking skills and identifying new opportunities, and looking for difficulties from penetrating new markets. For a company, PESTEL analysis has two basic functions. First, the PESTEL analysis provides a complete picture of the environment in which the company will operate. Second, in this PESTEL analysis there is a collection of data and information that can later be used by the company to predict and predict conditions and situations that are felt to occur in the future.

Politics: (a) The existence of PPKM, of course, creates problems for entrepreneurs, even though the food and beverage industry is an industry that is still operating normally; (b) Provision of stimulus by the government in the form of a loan restructuring policy, additional capital assistance, relief from electricity bill payments, and other financing support.

Economy: (a) The food and beverage industry became the industry that contributed the most to the non-oil and gas processing industry sector in the second quarter of 2021, which reached 38.42%; (b) The presence of MSMEs in Indonesia is essential for the national economy because it creates jobs for the community.

Social: (a) The outbreak of Covid-19 has increased public awareness of a healthy lifestyle; (b) Increased use of food delivery services and online food purchases. This will undoubtedly positively impact HEALTHY ME, which also uses online-based services.

Technology: (a) The existence of technology 4.0 in the F&B industry hopes that companies can improve the quality of products and make them more efficient; (b) Healthy food is one of the most popular culinary delights on digital platforms. During this pandemic, healthy food is a target for consumers, so that various variants of healthy food menus appear on digital media.

Legal: (a) The existence of Law No.33 of 2014 concerning Halal Product Guarantee. This regulation requires that every product that enters, circulates, and is traded in the territory of Indonesia must be certified halal, except for haram products; (b) Presidential Regulation Number 80 of 2017 (Perpres 80/2017) concerning the Food and Drug Supervisory Agency (BPOM). BPOM is tasked with carrying out government affairs in drug and food supervision.

Environment: (a) Food waste in Indonesia reaches 48 million tons per year. This waste impacts environmental aspects that cause heaps to produce total greenhouse gas emissions that come to 1,702.9 megatons of CO<sub>2</sub>; (b) Quality local food. Indonesia has quality agriculture and many variants of complete food ingredients.

### **Porter Five Force's Analysis**

In Porter's Five Forces analysis, which is a simple framework that is effective in evaluating and assessing competitive strengths and the existence of an organization's position. This theory was originally based on the concept that there are five determining forces that will determine the intensity of industry competition and determine the attractiveness of the market that the company will enter. Porter's five strengths help identify where a company's strengths lies in the position of the business situation. It also aims to increase understanding of the various strengths of the organization's competitive position which may aim to increase the competitive strength of the organization.

In conducting strategic analysis, companies often use Porter's five strengths, to better understand whether a particular product or service is potentially profitable. By having a level of understanding about where the company's strengths lie, this theory can also be used to identify various sectors that have the potential to be a company's strengths, and aim to correct weaknesses and avoid possible mistakes. Porter's five forces analysis is a framework that aims to analyze the level of industry competition in order to develop a business strategy to obtain the five forces that determine the intensity of competition and the attractiveness of an industry which refers to the profitability of the industry as a whole.

Changes in any of these forces usually require business units to reassess the market more brightly than the degree of change in the information industry as a whole. In this case, the attractiveness of the industry as a whole does not mean that every firm in the industry will have the same rate of return on profitability. The company will later be able to apply core competencies, as well as form new business network models to achieve a level of excellence that exceeds the industry average level. Porter further developed the Five Forces analysis. This is an emerging form of reaction to SWOT analysis, which is accompanied by other forms of Porter's strategic framework including value chains and general strategies.

Bargaining power of buyers. High because consumers can choose and buy healthy food anywhere because many start-ups offer healthy food in Indonesia.

Bargaining power of suppliers. Low because there are many raw material suppliers, such as vegetables in Indonesia. Indonesia is an agricultural country where most of the population are farmers.

Rivalry among competing firms. High because there are many competitors in the healthy food industry such as Gorry Gourmet, Forking Clean, and 3 Skinny Minnies. This makes the healthy food industry competitive, which requires HEALTHY ME to be more observant and sensitive in taking every opportunity that exists.

The threat of substitute products. Moderate, because there are very few substitute products from HEALTHY ME that highlight healthy food with an archipelago taste, but the ordinary Indonesian people must which the company considers the market situation to set the Price. In other words, HEALTHY ME focused on the customer (demand) and competitors. We will often serve Indonesian food so that more and more Indonesian people are familiar with various types of Indonesian cuisine.

The threat of new entrants. High because amid the current Covid-19 pandemic, of course, the culinary industry will undoubtedly, have many competitors in the healthy food category because it will get more attention from the community today.

#### **4. STRATEGY**

The marketing strategy is carried out so that the marketing of HEALTHY ME products runs effectively and productively, for that the Marketing Mix (4P) concept is used as a reference. There are several descriptions of strategies using the 4P component concept, namely:

##### **Product**

HEALTHY ME is a product in the form of healthy food with vegetable raw materials originating from local agricultural products of the Indonesian people. The marketing strategy on the product side is to establish a product positioning strategy. HEALTHY ME creates a unique differentiation in the minds of target customers. HEALTHY ME products will show a positioning as healthy food with ingredients originating from Indonesia and technology 4.0 in business, and HEALTHY ME is also an instant healthy food, so you don't have to wait long;

## Price

The marketing strategy on the product price side is to apply a market-based pricing strategy, which is a pricing strategy in which the company considers the market situation to set the price. In other words, HEALTHY ME focuses on customers (demand) and competitors;

## Place

In the process of distributing HEALTHY ME to consumers, the strategy applied is to use a strategy of two distribution channels. The first strategy is through direct personal selling. HEALTHY ME products will be directly distributed to consumers after completing the purchase transaction. The next strategy is through Virtual Storefront. In this strategy, what is highlighted is direct sales of physical products, while delivery will be done non-digitally using GO-JEK/GRAB service facilities. It is hoped that the existence of this virtual store can streamline the long distribution channel to be shorter, namely from the producer directly to the final consumer. This strategy will cut distribution costs because there are no agents, distributors, or retailers involved;

## Promotion

The HEALTHY MEAL promotion strategy aims to increase the awareness of potential consumers about the existence of HEALTHY ME products. Various promotional strategies are carried out using online, offline media, various interactive media, social media, as well as using an integrated marketing communication strategy.

## 5. FINANCIAL ANALYSIS

The following is a description of the required cost data as follows: Investment Rp200,000,000 ; Working Capital Rp75,000,000 ; Residual Value Rp15,000,000; WACC 14.5%; *Total cost* Rp287,800,000 ; *Total revenue* Rp532,639,291 ; Project Period in 5 years and estimated revenue growth 8% per year.

**Table 1. Net Present Value**

Description	Period Project				
	1	2	3	4	5
<i>Total Revenue</i>	532,639,291	575,250,434	621,270,469	670,972,107	724,649,875
<i>Total Cost</i>	287,800,000	302,190,000	317,299,500	333,164,475	349,822,699
<i>Depreciation</i>	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
<i>EBIT</i>	239,839,291	268,060,434	298,970,969	332,807,632	369,827,176
<i>Tax (22%)</i>	52,764,644	58,973,296	65,773,613	73,217,679	81,361,979
<i>EAT</i>	187,074,647	209,087,139	233,197,356	259,589,953	288,465,198
<i>Operational Cash Flow</i>	192,074,647	214,087,139	238,197,356	264,589,953	293,465,198
<i>NPV Based OCF</i>	192,074,647	214,087,139	238,197,356	264,589,953	383,465,198
<b><i>Net Present Value</i></b>	<b>638,516,806</b>				

Net Present Value is 638,516,806 more than 0, so the business project is feasible to run. Payback Period =  $0 + (200,000,000 / 192,074,647) = 1.04$ . Based on the payback period analysis, the investment return period is 1 year.

$$\begin{aligned}\text{ROI} &= (\text{Earning After Tax} / \text{Investment}) \\ &= (\text{Net Present Value} / \text{Total Cumulative Cash Flow}) \\ &= 638,516,806 / 2,243,958,960 = 28.45\%\end{aligned}$$

HEALTHY ME business investment return rate is 28.45%.

## **6. DISCUSSION**

HEALTHY ME wants to innovate more on "Bento" products. "Bento" is generally animal protein, but what makes HEALTHY ME different is "Bento", which sells healthy food. HEALTHY ME aims to introduce "Vegetable Bento" with a modified style using vegetable raw materials with different models and variants. HEALTHY ME pays attention to the effectiveness of packaging with a 5 in 1 model. The packaging used by HEALTHY ME is also an environmentally friendly food box. Fast food HEALTHY ME applies the concept of fast food to its food products. HEALTHY ME would like to introduce to the public that vegetables can also be used as models for ready-to-eat food. Another factor in the formation of HEALTHY ME started from housewives who cannot or do not have time to cook but want to serve delicious, healthy, and hygienic food with quality raw materials. HEALTHY ME answers the needs of housewives with concepts, variants, and packaging such as catering. The menu provided by HEALTHY ME is also food with local flavors.

## **7. LIMITATIONS**

The limitation of this research is in terms of strategy analysis using only SWOT, PESTLE, and Porter's Five Forces analysis. In addition, another limitation is that the discussion of the scope of the strategy is only based on the 4P's strategy.

## **8. CONCLUSIONS**

HEALTHY ME is a business engaged in Food and Beverages that serves healthy food menus combined with seaweed to provide a quality and nutritious taste. However, HEALTHY ME has various challenges and obstacles, namely the low awareness and interest of potential consumers, the presence of more well-known competitors, as well as a negative stigma in society that healthy food is more expensive than fast food, and its taste bland and not tasty food. For this reason, a series of analyzes have been carried out to formulate integrated digital marketing programs and strategies as solutions to these problems. Based on the plans and programs that have been prepared, it is believed that the existence of HEALTHY ME will become a market leader and can be an example of success for other MSMEs.

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