

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Industry Usaha Mikro, Kecil, dan Menengah (UMKM) industry in Indonesia plays a strategic role in the national economy (Wati, et al., 2024). Based on data from the Ministry of Cooperatives and UKM, UMKM contribute more than 60% to the Gross Domestic Product (GDP) and absorb around 97% of the national workforce (Sidin, et al., 2020). UMKM are an important foundation in maintaining domestic economic resilience, especially amid global uncertainty and post-pandemic economic challenges (Budisusila, 2021). With such great potential, the development of product innovation within UMKM is crucial to encourage competitiveness, sustainability, and market expansion, especially in the food and beverage industry sector which is very close to the daily needs of the community (Riswanto, et al., 2023).

In the context of UMKM, this industry shows a very dynamic development (Purba, et al., 2021). Indonesian consumers' diverse tastes and culinary cultures create ample room for businesses to present innovative food products that are unique, practical, and in line with modern lifestyles. On the other hand, people's preference for food that is not only tasty but also healthy and easy to serve encourages UMKM players to diversify their products and increase their added value (Armielia et al., 2024). The government also provides various supports such as easier licensing through the OSS system, training assistance, and digital marketing facilitation, all of which encourage the growth of UMKM (Marthalina, et al., 2022).

The instant food industry as part of food UMKM has experienced significant growth in line with the changing lifestyles of increasingly busy urban communities (Nasution, et al., 2024). Instant food is no longer synonymous with low-nutrient or unhealthy products. Businesses are starting to innovate by paying attention to the composition of more natural ingredients, minimal preservatives, and using technologies such as drying or dehydration to extend the shelf life without

sacrificing quality. Products such as instant noodles, instant soups, and instant side dishes are increasingly popular because they are practical but still have flavors that are acceptable to the local tongue. Innovation in packaging and presentation is also an important factor in winning over consumers in the instant food market.

One of the great opportunities that can be utilized by UMKM players is the development of potato-based instant noodles. Potatoes are a healthier source of carbohydrates compared to regular wheat flour, and contain higher levels of fiber and Vitamin C (Hidayanti, et al., 2025). Given the increasing consumer awareness of healthy and low-gluten foods, potato based noodles offer a promising alternative. With the dehydration method, these noodles can have a long shelf life and can simply be boiled before consumption, making them ideal for consumers who need a quick meal while keeping their nutritional intake in mind. In addition, the potential availability of local potato raw materials also encourages production efficiency and supports national food security.

Selling instant potato noodles online provides a significant competitive advantage. E-commerce platforms and social media allow UMKM players to reach a wider market without having to open a physical store (Maghfiroh, et al., 2023). Consumers today are increasingly accustomed to online food shopping, especially products that are unique and not widely found in the market. With the right digital marketing strategies, such as healthy product storytelling, reviews from food bloggers, and pre-order and bundling systems, instant potato noodle products can reach a loyal market. The use of digital channels also enables the collection of consumer data for further product development (Andirwan, et al., 2023). Therefore, the writer adds that making a profit by marketing instant potato noodles online not only answers the needs of modern consumers, but also provides growth opportunities for innovative UMKM players in Indonesia.

1.2 Company Description

Noodle Time is an innovative online-based noodle brand that will be marketed and sold through leading e-commerce platforms such as Shopee and Tokopedia, catering to modern consumers who seek both convenience and healthier food

alternatives. The business is founded by Nadya Elena, a Semester 6 student of Hotel Operations at Universitas Multimedia Nusantara (UMN), as part of writer final project exhibition in 2024. With a passion for culinary innovation and a deep understanding of consumer trends in the hospitality and food industry, the writer aims to build a brand that reflects values of quality, health, and modern practicality.

The name Noodle Time is intentionally chosen to create a strong brand recall while establishing a unique moment for customers to enjoy their noodles anytime, anywhere. The idea is to define a special "noodle time" in everyone's daily routine, encouraging people to enjoy a comforting bowl of noodles easily, whether at home, in the office, or during study breaks. The logo, which combines an image of a bowl of noodles with a clock, symbolizes both the product and the brand's core message: convenience, time-saving, and consistency in quality.

This business is officially registered as a Micro Business (UMKM) in accordance with Indonesian regulations and will be operated under home-based production with food safety practices in place. Noodle Time's core commitment lies in offering 100% organic potato-based noodles, which are an ideal choice for customers who are allergic to wheat flour or seeking gluten-free options. The brand not only promotes healthy consumption but also aims to introduce bold and diverse flavors through creative sauces and packaging suitable for the online marketplace.

This aligns with the growing demand for simple, nutritious, and ready to make food products among digital savvy consumers.

Vision:

To provide 100% tasty organic noodles for active and health-conscious consumers.

Mission:

- a. Provide only high-quality ingredients.
- b. Offering products at affordable prices.
- c. Ensuring that the noodles are easy to prepare and consume even for busy individuals or beginner cooks.

The logo of Noodle Time:



Figure 1.1 Noodle Time Logo
(Source:Writer's data)

1.3 Product and Services

Noodle Time is a modern online-based noodle brand that offers gluten free, convenient, and flavorful noodle products designed for today's digital consumers. The brand reflects her passion for culinary innovation and understanding of modern food trends. Noodle Time provides 100% organic potato-based noodles, specially crafted for individuals with wheat allergies or those seeking gluten-free alternatives. The noodles are sold through major e-commerce platforms such as Shopee and Tokopedia, making it easy for consumers to access and enjoy them wherever they are. There are four variants, it's Potato Noodle with Chili Oil, Potato Noodle with Peanut Butter, Potato Noodle with Gochugaru, Potato Noodle with Black Bean sauce.

The name "Noodle Time" is deliberately chosen to create strong brand recall, encouraging customers to dedicate a moment in their day to enjoy a warm, comforting bowl of noodles—whether at home, in the office, or between study sessions. The logo combines the image of a bowl of noodles and a clock, reinforcing the brand's core message of convenience, time-efficiency, and consistent quality. Officially registered as a Micro Business (UMKM) in Indonesia, Noodle Time is produced under safe, home-based kitchen operations. It not only promotes healthier food choices but also introduces a variety of unique sauces and packaging designed for online retail. With its mission to provide affordable, easy-to-make, and delicious organic noodles, Noodle Time stands at the intersection of health, taste, and modern practicality.



Figure 1.2 Noodle Time Product
(Source: Writer's data)

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