

CHAPTER II

GENERAL OVERVIEW OF MINUM

2.1. History and Development of MINUM Indonesia

"MINUM" is a contemporary beverage business which was opened on August 19 2019. The main business location which is also the first central branch is located on Jln. Prof. Soedarto No. 52, Sumurboto, Banyumanik District, Semarang City, Central Java, 50269, Indonesia. To date, MINUM has 10 business branches with very strategic locations in the Semarang area itself.

The business idea for establishing MINUM started from the owner's awareness of the importance and need for water for all humans in everyday life. Then, seeing the many contemporary beverage products appearing at that time and the public's very high buying interest, made the owner of MINUM want to create a flavored beverage product at a very affordable price with a variety of flavors.



Figure 2.1 MINUM Logo

Source: Official MINUM LinkedIn Account, 2019

With MINUM's experience that has been running for approximately 5 years, this beverage business has made a strong footprint in the beverage industry in Indonesia. With dedication, innovation and a strong commitment to quality and service, MINUM has achieved extraordinary success. Currently, MINUM has established itself as one of the leading brands in the beverage segment in Indonesia, especially in Central Java.

In this time span, MINUM has succeeded in developing a very extensive branch network, with a total of 31 branches spread throughout Indonesia. This success is not only reflected in the number of branches spread out, but also in the impressive sales figures. With average sales of more than 700 cups a day, MINUM has succeeded in attracting consumer attention and building a large customer base.

MINUM's success cannot be separated from the hard efforts of the management team and dedicated employees. By carrying out a clear vision and mission, and continuing to innovate in creating attractive and high-quality beverage products, MINUM has succeeded in maintaining its position in the competitive market.

Apart from that, MINUM's success is also supported by an effective marketing strategy and an adaptive approach to consumer trends and preferences. By understanding market needs in depth, MINUM is able to present products that suit customer tastes and desires, so as to maintain customer loyalty and attract the interest of new consumers.

2.2. MINUM Logo, Vision, Mission, Values and Goals

2.2.1. Logo



Figure 2.2 MINUM Logo

Source: Official MINUM LinkedIn Account, 2019

2.2.2. Vision

To become a leading beverage brand that is recognized and loved by the younger generation in Indonesia, by providing high quality and varied drinks, but still affordable for all groups, and being widely present in various strategic locations to meet consumer needs for fresh and delicious drinks.

2.2.3. Mission

1. Providing high quality drinks with a variety of attractive flavors, according to the tastes of the younger generation.
2. Provides a comfortable and enjoyable drinking experience, both when traveling and at public places or events.

3. Offering very affordable prices, so that all groups can enjoy quality drinks without having to spend a lot of money.
4. Placing MINUM products in strategic locations so that they are easily accessible to consumers and fulfill their needs for fresh drinks anytime and anywhere.
5. Showing that delicious and delicious drinks can be obtained at affordable prices, while paying attention to sustainability aspects in the company's operations.

2.2.4. Values

1. **Quality:** MINUM is committed to providing high quality products from the best ingredients.
2. **Creativity:** The company always creates innovative and attractive drink flavor variants for consumers.
3. **Accessibility:** MINUM ensures that its products are easily accessible to all levels of society at affordable prices.
4. **Customer Satisfaction:** The company gives top priority to customer satisfaction by providing friendly and responsive service.
5. **Sustainability:** MINUM pays attention to and prioritizes business practices that are responsible for the environment and society.

2.2.5. Goals

1. **Increase Sales:** One of MINUM's main goals is to significantly increase sales of its products. This can be achieved with effective marketing strategies, expanding distribution networks, and developing new products that are attractive to consumers.
2. **Increased Brand Awareness:** MINUM aims to become a beverage brand that is recognized and loved by the younger generation in Indonesia. Therefore, one of the goals is to increase brand awareness through creative and efficient marketing campaigns.
3. **Increased Customer Satisfaction:** MINUM strives to maintain and increase customer satisfaction levels. This can be achieved by providing high quality products, friendly and responsive service, and adapting products to consumer preferences and needs.
4. **Expansion of Branch Network:** MINUM has the aim of expanding its branch network throughout Indonesia. By having more branches, companies can be more easily accessible to consumers and increase market penetration.
5. **Sustainability:** MINUM is committed to paying attention to sustainability aspects in company operations, including the use of raw materials, waste management and responsible business practices. One of the goals is to increase sustainability efforts to create a positive impact on the environment and surrounding communities.

2.3. Company Location

The main business location which is also the first central branch is located on Jln. Prof. Soedarto No. 52, Sumurboto, Banyumanik District, Semarang City, Central Java, 50269, Indonesia.

2.4. MINUM Tagline

MINUM has a tagline, namely "Haus? MINUM aja..". This tagline is inspired by the awareness of the need for fresh and delicious drinks in everyday life, as explained in the business idea for the founding of MINUM which started from awareness of the importance of water for all humans in everyday life. This tagline reflects simplicity and practicality in meeting the need for drinks, and emphasizes that MINUM is the right and affordable solution to overcome thirst. With this tagline, MINUM invites consumers to choose their products as the main choice when they feel thirsty, emphasizing their position as a provider of drinks that are suitable for all situations and activities.

2.5. MINUM Products

MINUM offers a wide variety of products that can meet the needs of its consumers. These products are classified into several categories, namely:

Table 2.1 MINUM Product Category

No	Product Category	Product
1.	Original	<ul style="list-style-type: none">• Choco Classic• Bubble Gum• Greentea• Kopi Susu

		<ul style="list-style-type: none"> • Milo Avocado • Milo Dinosaur • Oreo • Red Velvet • Strovel • Taro • Thai Tea • Tiramisu • Brown Sugar Coffee • Choco Avocado • Choco Nestle Signature • Korean Strawberry Milk • Milky Boba Brown Sugar • Ovaltine • Tiramisu Cheese
2.	Yakult Series	<ul style="list-style-type: none"> • Grape Yakult • Lychee Yakult • Mango Yakult
3.	Soda Series	<ul style="list-style-type: none"> • Lychee Soda • Strawberry Soda • Blue Ocean • Mango Squash
4.	Cheese Series	<ul style="list-style-type: none"> • Bubble Gum Cheese • Greentea Cheese • Oreo Cheese • Ovaltine Cheese • Red Velvet Cheese • Taro Cheese • Thai Tea Cheese
5.	Ice Cream	<ul style="list-style-type: none"> • Oreo Sundae • Chocolate Sundae • Mango Sundae • Taro Sundae • Strawberry Sundae



Figure 2.3 MINUM Menu

Source: MenuKuliner.net

2.6. Respondents Characteristics

The selection of respondents in this research used purposive sampling technique. The respondent requirements are people from general public who have purchased products from MINUM Tembalang. The researcher determined the sample by asking each member of general public whether they had met the sample criteria or not. The identity of the respondent is described to understand the actual conditions in the field. The respondents needed for this research were 100 people spread across Semarang by filling out a questionnaire. Researchers will distribute questionnaires via social media and specifically ask whether the person meets the criteria. If they do, they will be asked to complete the questionnaire.

The characteristics of respondents in this study were clarified according to occupation, respondent's region, occupation, age, and time of product

2.6.1. Characteristics of Respondents Based on Gender

To compare the total number of male and female users who participated in this study as respondents, data regarding the gender of the respondents was collected. This research succeeded in collecting participants and classifying them based on gender, as shown in table 2.2.

Table 2.2 Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Female	63	63
Male	37	37
TOTAL	100	100.00

Source: Processed Primary Data, 2024

Table 2.2, which includes data from 100 respondents, shows that 63 people (63%) are female customers of MINUM, while only 37 people (37%) are male.

2.6.2. Characteristics of Respondents Based on Age

In conducting this research, the object of this research is that customers of MINUM products are teenagers and adults. With an estimated age of 19-23 years. Respondents according to age show the age trend of respondents in table 2.3.

Table 2.3. Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
1	19 years old	1	1

No	Age	Frequency	Percentage
2	20 years old	18	18
3	21 years old	41	41
4	22 years old	34	34
5	23 years old	6	6
TOTAL		100	100

Source: Processed Primary Data, 2024

Table 2.3. shows that of the 100 consumers who consumes MINUM products, the majority are aged 20-22 years with a total of 93 respondents (93%), with age of 20 years old with a total of 18 respondents (18%), age 21 years old with 41 respondents (41%), and age 22 years old with 34 respondents (34%). This shows that the majority of MINUM consumers in the city of Semarang are aged 20-23 years, which is an age with a high lifestyle so they need fresh beverages to fulfill their needs in activities such as work, school and other activities.

2.6.3. Characteristics of Respondents Based on Last Education

In carrying out this research, recent education is also required. This is because education can be a difference in people's tastes and attractiveness in buying something. So this can influence consumer shopping interest. Table 2.4. presents the respondent's last level of education.

Table 2.4 Characteristics of Respondents Based on Last Education

No	Level of education	Frequency	Percentage
1	Senior High School	73	73

2	Bachelor	27	27
TOTAL		100	100

Source: Processed Primary Data, 2024

The majority of respondents have a high school or equivalent education with a total of 73 respondents (73%), followed by Bachelor with a total of 27 respondents (27%). It could be said that the majority of MINUM consumers in the city of Semarang has a high school education. At this age, people are more likely to explore various kinds of flavor of beverages to refresh themselves

2.6.4. Characteristics of Respondents Based on Occupation

The type of work can influence a person's interest in deciding on a purchase and product. Because, every job has its own and different needs. This job can also affect a person's income, so it will affect expenses. Table 2.5. presents the respondent's work

Table 2.5 Characteristics of Respondents Based on Occupation

No	Occupation	Frequency	Percentage
1	Employee	3	3
2	College Student	90	90
3	High School Student	2	2
4	Private Employee	1	1
5	Self-employed	4	4
TOTAL		100	100

Source: Processed Primary Data, 2024

Table 2.5. shows that 90 respondents (63%) have college student status. This is because the population in this study is dominated by respondents aged between 20-22 years old with a total of 93 people (93%), where usually in this age range people still have the status of college students. The other reason as to why this study is dominated by college students is because this research was conducted in Tembalang area, where a lot of college students live to carry out their studies.

2.6.6. Characteristics of Respondents Based on Income

Because each person's needs are different and varied, each individual has different expenses. In general, a person's income will reflect the size of their needs in daily life. To fulfill these needs, a person must spend his income to be able to meet his needs. So, it can be concluded that income can influence someone's decision to buy something. In this study, the characteristics of respondents' expenditure were obtained from their monthly income estimates.

Table 2.6. presents the level of expenditure of respondents.

Table 2.6 Characteristics of Respondents Based on Monthly Income

No	Expenditure	Frequency	Percentage
1	≤ Rp.1.000.000	21	21
2	> Rp.1.000.000 - Rp.3.000.000	43	43
3	> Rp.3.000.000 - Rp.5.000.000	21	21
4	> Rp.5.000.000	15	15
TOTAL		100	100

Source: Processed Primary Data, 2024

Table 2.6. shows that of the total of 100 respondents studied by MINUM consumers, the majority of respondents has > Rp1,000,000 – Rp.3,000,000 income per month with a total of 43 respondents (43%), followed by 21 people (21%) whose income every month is ≤ Rp.1.000.000 and the other 21 respondents with > Rp 3,000,000 - Rp 5,000,000 income every month. It can be said that the majority of MINUM consumers in the city of Semarang has an income of > Rp 1,000,000 - Rp 3,000,000 per month for living needs including purchasing MINUM products. This indicates that MINUM products have affordable prices.

2.6.7. Characteristics of Respondents Based on Frequency of Purchasing MINUM products

The respondent categories in this case are based on how often or how many respondents purchased MINUM products over the last 3 months. Based on the total respondents, this category is divided as in table 2.7. below this

Table 2.7 Characteristics of Respondents Based on Frequency of MINUM Purchases

No	Intensity	Frequency	Percentage
1	2 – 5 times	9	9
2	6 - 10 times	73	73
3	> 10 times	18	18
TOTAL		100	100

Source: Processed Primary Data, 2024

The table above shows that out of 100 respondents, with 73 people (73%) purchased MINUM products 6-10 times within 3 months. Meanwhile, 18 people (18%) purchased MINUM products more than 10 times within 3 months, and 9 people (9%) purchased MINUM products 2-5 times within 3 months. The majority of MINUM consumers in the city of Semarang has purchased and consumed MINUM products 6-10 times over the last 3 months as a sign that consumers are suitable and loyal to MINUM.