

CHAPTER II

GENERAL OVERVIEW, AND RESPONDENT PROFILE

2.1 General Overview of Herbalife Nutrition

Herbalife Nutrition is an international health and wellness organization established in 1980 by Mark R. Hughes in the U.S. The firm is based in Los Angeles, California, and functions globally in the nutrition and dietary supplement sector. Herbalife concentrates on creating and promoting products that enhance healthy living, especially in weight management, sports nutrition, and personal care.



Figure 2.1 Mark R. Hughes

Source: <https://www.nutrilife.com.au>

Herbalife provides a diverse array of products, such as meal replacement shakes, protein supplements, vitamins, herbal drinks, and nutritional items designed to help achieve wellness objectives. A highly recognized product within its lineup is the Formula 1 Nutritional Shake, frequently utilized in weight management and balanced nutrition initiatives. The company markets its products within a wider strategy for healthy living that includes adequate nutrition, exercise, and enhancements to lifestyle.



Figure 2.2 Herbalife Nutrition Logo

Source: <https://www.herbalife.com/>

Herbalife Nutrition employs a direct selling and multi-level marketing (MLM) business approach. In this structure, products are supplied by independent distributors who sell straight to customers. Distributors can also generate extra income through commissions linked to the sales success of other distributors they bring into their network. This business model enables Herbalife to broaden its market presence via personal sales and relationship-focused marketing.

Moreover, Herbalife enhances customer involvement via community-oriented initiatives like Nutrition Clubs, which function as arenas for interaction among distributors and clients. These clubs create a setting where clients can obtain products, gain coaching assistance, and engage in wellness programs. By blending product distribution, individualized coaching, and community engagement,

Herbalife seeks to promote lasting customer contentment and sustainable lifestyle modifications.

2.2 General Overview of Rimbun Herbalife Nutrition Club Bekasi

2.2.1 History/Profile of Rimbun Herbalife Nutrition Club Bekasi

Rimbun Herbalife Nutrition Club Bekasi, referred to as Rimbun Nutrition Club (Rimbun NC), was founded in 2015 initially as Fresh Club. In 2023, the organization went through a rebranding initiative and officially updated its name to Rimbun Nutrition Club. Mr. Derry and Mrs. Annisa Rizkiapriani founded the club and currently oversee its management.

Rimbun Nutrition Club was created to help the public incorporate Herbalife nutrition products into their everyday lives. The founders sought to alter the belief that Herbalife products are costly by offering daily nutritional portions in a cheaper format, like serving products by the glass rather than needing customers to buy complete can packages. Furthermore, Rimbun NC seeks to inform the community about the significance of nutrition in aiding body regeneration and enhancing overall health.

Additionally, Rimbun Nutrition Club synchronizes its goals with government health programs like Germas (Movement for a Healthy Society) and Gentas (Archipelago Movement to Reduce Obesity Rates), while also aiding initiatives aimed at decreasing stunting through proper nutritional consumption. The club

highlights the significance of meeting daily nutritional requirements as a foundation for fostering a healthier community in the future.

The club has around 40 to 50 visitors each day, offering a comparable amount of nutritional servings daily. This is due to the fact that a single customer might have between one and three servings during each visit, based on their health objectives and dietary requirements.

2.2.2 Logo of Rimbun Herbalife Nutrition Club Bekasi



Figure 2.3 Rimbun Nutriotion Club Logo

Source: <https://www.instagram.com/rimbunnutritionclub/>

2.2.3 Vision of Rimbun Herbalife Nutrition Club Bekasi

"To develop a vibrant community platform where individuals can enhance their health via appropriate nutrition and consistent physical activity, fostering healthier and happier people."

This vision embodies Rimbun Herbalife Nutrition Club Bekasi's dedication to being a reliable wellness community that aids individuals in enhancing their overall health status. Rimbun NC focuses on merging nutritional intake with

healthy. lifestyle practices to assist individuals in attaining improved well-being while fostering a positive, supportive atmosphere that encourages sustainable healthy habits.

2.2.4 Mission of Rimbun Herbalife Nutrition Club Bekasi

“Educating the community on the significance of everyday nutrition for enhancing and safeguarding health.”

This mission highlights Rimbun NC’s role in raising public awareness about the advantages of nutrition and the significance of fulfilling daily nutritional requirements. By means of ongoing education, the club aims to assist individuals in grasping how nutrition aids in bodily regeneration and general well-being.

2.2.5. Location of Rimbun Herbalife Nutrition Club Bekasi

Rimbun Herbalife Nutrition Club Bekasi is located at Jl. Raya Kodau No. L12, RT.007/RW.002, Jatimekar, Kecamatan Jatiasih, Kota Bekasi, West Java 17411, Indonesia. The club operates as a community-based nutrition center that provides health and wellness programs for customers in Bekasi and its surrounding areas. Rimbun NC mainly serves residents located near the Pondok Gede and Jatiasih area, including communities around Jalan Raya Kodau.

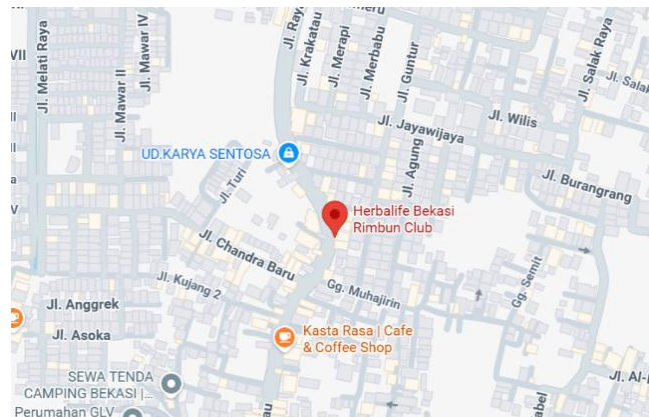


Figure 2.4 Rimbun Herbalife Nutrition Club Location

Source: Google Maps, Herbalife Bekasi Rimbun Club

Rimbun Herbalife Nutrition Club Bekasi operates daily from 06.00 a.m. to 12.00 p.m. on weekends and from 06.00 a.m. to 19.00 p.m. on weekdays. These flexible hours allow customers to easily access nutrition services and coaching support throughout the day.



Figure 2. 5 Rimbun Herbalife Club Bekasi Parking & Inside

Source: Google Images, May 27, 2026

2.2.6 Herbalife Products Used at Rimbun Herbalife Nutrition Club Bekasi

The Herbalife products provided and commonly used at Rimbun Herbalife Nutrition Club Bekasi include the following:

1. Herbalife Formula 1 (F1) Nutritional Shake
2. Herbal Aloe Concentrate
3. Mix Fiber
4. Herbal Concentrate Tea
5. Green Tea Pomegranate
6. Personalized Protein Powder (PPP)
7. Herbalife24 Rebuild Strength (RS Pro)
8. Niteworks
9. Collagen Plus Powder
10. Immunoturmeric
11. Immulift
12. NRG Tea

2.2.7 Online Coaching Implementation System at Rimbun Herbalife

Nutrition Club Bekasi

2.2.7.1 Customer Acquisition and Marketing Channels

The majority of clients become members of Rimbun Herbalife Nutrition Club Bekasi via recommendations from others. Clients who have effectively finished the Healthy Ideal Weight program and reached their desired outcomes

frequently encourage relatives, friends, and family to join the same program. Moreover, certain customers are drawn in by promotional signs shown at the entrance of the Nutrition Club. Rimbun NC also utilizes a method of distributing flyers or brochures to targeted communities or areas to encourage potential customers to visit the club and sample free nutritional products.

2.2.7.2 Program Enrollment Flow (Step-by-Step Process)

At Rimbun NC, customers first undergo a body fitness evaluation to assess indicators such as body fat, muscle mass, hydration level, visceral fat, and metabolic age. They are also asked about any existing health conditions and their fitness goals. Based on the assessment results, suitable nutrition products and personalized program plans are recommended to support objectives such as weight loss, fat loss, or weight gain.

After joining the program, participants are added to a WhatsApp group for continuous guidance and support. Their progress is monitored through regular weigh-ins and evaluations conducted throughout program stages, such as 10-day, 20-day, and 30-day plans. These assessments are typically carried out at the Nutrition Club, while customers who live farther away may receive coaching and progress tracking through Zoom sessions.

2.3 Respondent Characteristics

The identity of the respondents pertains to the demographic details of the individuals who took part in this study. The participants in this study were active customers or members of the Rimbun Herbalife Nutrition Club Bekasi. They had

engaged in online coaching services for a minimum of one month and were prepared to answer the questionnaire truthfully based on their experiences.

The data from the respondents were gathered via an online questionnaire that was distributed through Google Forms. In this research, the identity of respondents is categorized into various groups, including gender, age, place of residence, educational qualifications, job status, monthly expenses, length of time as a customer or member, and the frequency of engaging in online coaching sessions.

2.3.1 Based on Gender

The identification of respondents by gender is utilized to categorize them into male and female groups. This classification is crucial for offering a comprehensive overview of the demographic traits of the customers participating in this study, as well as for comprehending the variations in customer viewpoints and experiences regarding online coaching services at the Rimbun Herbalife Nutrition Club in Bekasi.

Table 2.1 Respondent based on Gender

Gender	Frequency (People)	Percentage (%)
Female	77	82.8%
Male	16	17.2%
Total	93	100%

Demographic data based on gender shows that the majority of individuals involved in this study were female. This indicates that women tend to demonstrate a higher level of interest and participation in the health, nutrition, and wellness

programs offered by the Rimbun Herbalife Nutrition Club Bekasi. The results also show that female customers are the main group that consistently uses the club's online coaching services. Meanwhile, the involvement of male participants indicates that the program also draws people who have personal goals related to health, fitness, or managing their body image, although their level of engagement is still somewhat lower than that of female customers.

2.3.2 Based on Domicile

The identification of respondents based on their place of residence involves categorizing individuals according to the location in which they live. This information is significant because a person's place of residence can affect their consumer habits, their ability to access services, and their level of familiarity with the online coaching programs provided by Rimbun Herbalife Nutrition Club Bekasi.

Table 2.2 Respondent based on Domicile

Domicile	Frequency (People)	Percentage (%)
Pondok Melati	17	18.3%
Bantar Gerbang	16	17.2%
Jatiasih	20	21.5%
Bekasi Barat	6	6.5%
Bekasi Timur	1	1.1%
Bekasi Selatan	15	16.1%
Pondok Gede	18	19.4%
Total	93	100%

Demographic data based on domicile shows that the participants in this study were fairly spread out across various regions in Bekasi, specifically Pondok Melati, Bantar Gebang, Jatiasih, Bekasi Selatan, and Pondok Gede. This indicates

that the Rimbun Herbalife Nutrition Club Bekasi has successfully attracted customers from various nearby areas, particularly those residing close to the club's location. Meanwhile, the small number of participants from Bekasi Barat and Bekasi Timur might be due to their greater distance from the club's location in Jatiasih, which could impact how easily customers can access and take part in the online coaching program.

2.3.3 Based on Education

The identity of the respondents, categorized by their educational level, refers to the highest degree of formal education that each respondent has achieved. The educational background offers a summary of the respondents' academic achievements and may relate to variations in their knowledge, awareness, and perspectives regarding health-related programs and online coaching services.

Table 2.3 Respondent Based on Education

Last Education	Frequency (People)	Percentage (%)
Bachelor's Degree	56	60.2%
Master's/Doctoral	21	22.6%
Diploma 3	12	12.9%
SHS/ VHS	4	4.3%
Total	93	100%

The data on demographic characteristics based on education shows that the participants in this study typically had high levels of education, with the majority having completed higher education. This indicates that a significant number of respondents likely possess sufficient understanding and awareness about health, nutrition, and the value of engaging in organized wellness initiatives. However, the presence of respondents who have lower educational backgrounds, such as those

with a Senior High School level education, might be affected by family involvement, as some individuals participated in the program either along with or under the encouragement of their parents, especially their mothers. Overall, the results indicate that most participants in the online coaching program had higher levels of education.

2.3.4 Based on Occupation

The identity of the respondents, categorized by their educational level, refers to the highest degree of formal education that each respondent has achieved. The educational background offers a summary of the respondents' academic achievements and may relate to variations in their knowledge, awareness, and perspectives regarding health-related programs and online coaching services.

Table 2.4 Respondent Based on Occupation

Occupation	Frequency (People)	Percentage (%)
Civil Servants/Military/ Police	28	30.1%
Housewife	14	15.1%
Self-employed	4	4.3%
Student	4	4.3%
Private Employee	43	46.2%
Total	93	100%

The data based on occupation indicates that the people involved in this study were mostly individuals who had worked in formal jobs, especially those employed in private companies and those in government positions. This suggests that a significant number of respondents typically have consistent income sources and organized daily schedules, which could contribute to their readiness to engage in health, nutrition, and wellness initiatives provided by Rimbun Herbalife Nutrition

Club Bekasi. Meanwhile, other respondents, including housewives and self-employed individuals, may also show a strong interest in maintaining a healthy lifestyle. This is because they often have more flexibility in managing their daily routines, and self-employed participants are typically already running their own businesses. In addition, student participants were included in the study, which might indicate family influence, as some individuals enrolled in the program due to encouragement from their parents. The results indicate that the online coaching program draws individuals from various different job backgrounds.

2.3.5 Based on average Monthly Expenses

The identity of respondents is categorized based on their monthly expenses, which classifies individuals according to their average monthly spending. This feature offers a summary of the spending habits of the respondents and aids in outlining the economic profile of the customers involved in the study. In addition, information regarding monthly expenses can provide a better understanding of respondents' purchasing behavior and their financial ability to allocate resources toward health, nutrition, and wellness-related products or services.

Table 2.5 Respondent Profile based on Monthly Expenses

Monthly Expense	Frequency (People)	Percentage (%)
≤ Rp 2.500.000	13	14.0%
Rp 2.500.001 – Rp 5.000.000	48	51.6%
Rp 5.000.001 – Rp 7.500.000	21	22.6%
≥ Rp 7.500.001	11	11.8%
Total	93	100%

The demographic data based on monthly expenses shows that participants in this study represented a variety of spending categories, though most fell within the moderate spending group. This implies that individuals who took part in the online coaching program typically have enough financial resources to spend a portion of their money on products and services related to health, nutrition, and overall well-being. However, the ability of respondents to spend money may differ based on their job situation, as some participants were housewives and students who might still rely on financial support from their families. Overall, the results show that the customers of Rimbun Herbalife Nutrition Club Bekasi come from different economic backgrounds, which suggests that the wellness programs provided are capable of attracting a wide variety of consumers.

2.3.6 Based on duration of Membership

The identity of respondents, determined by the duration of their membership, refers to the period during which they have engaged with the programs or services provided by Rimbun Herbalife Nutrition Club Bekasi. This feature demonstrates the respondents' degree of experience and knowledge regarding the club's online coaching services.

Table 2.6 Respondent Based on duration of Membership

Duration	Frequency (People)	Percentage (%)
< 3 Months	14	15.1%
3 - 6 Months	27	29.0%
6 - 12 Months	23	24.7%
> 1 Year	29	31.2%
Total	93	100%

Demographic data indicating how long members have been part of the Rimbun Herbalife Nutrition Club Bekasi shows that a large number of respondents have been actively involved for a considerable amount of time, with many continuing their membership for several months or even over a year. This shows that most participants have acquired sufficient experience and are familiar with the club's services, allowing them to more effectively understand and assess the online coaching program. The results also indicate that customers generally stay involved with the membership program as time goes on, showing a fairly high rate of customer retention in the club.

2.3.7 Based on online coaching frequency per week

The identity of respondents, determined by the frequency of online coaching sessions they attend each week, illustrates the regularity with which participants engage in the online coaching offered by Rimbun Herbalife Nutrition Club Bekasi during a standard week. This feature aids in demonstrating the extent of participants' involvement with the online coaching program.

Table 2.7 Respondents Based on Online Coaching frequency per week

Frequency	Frequency (People)	Percentage (%)
One Time	25	26.9%
Two – Three Times	42	45.2%
Four – Five Times	14	15.1%
> Five Times	12	12.9%
Total	93	100%

Demographic data based on online coaching frequency per week shows that participants generally participated in online coaching sessions on a regular basis. This suggests that most participants continued to engage regularly with the online

coaching services provided by Rimbun Herbalife Nutrition Club Bekasi, and a significant number of them took part in the sessions more than once each week. However, around a quarter of the respondents attended online coaching sessions only once a week, indicating that some participants showed a relatively lower level of engagement with the program. Overall, the results indicate that customers were engaged and showed a considerable level of dedication in working towards their health and wellness objectives by consistently taking part in the program.