

Marketing Thirst

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Abstract

Drinks are an indispensable part of human daily life. Various types of drinks are present to meet various needs and tastes. One of Jakarta's most popular beverage brands today is HAUS, which offers various variants of refreshing drinks. Culinary tourism is one of the tourism concepts that are developing throughout the world. Culinary is also one of the supporting elements that are very important in the success of tourism in a destination. Culinary, especially local culinary, is even able to describe the entire culture of the people in an area. Likewise, in Indonesia's Special Economic Zone (SEZ), the development of local culinary is an opportunity to encourage the development of this region. Drinks are an indispensable part of human daily life. Various types of drinks are present to meet various needs and tastes. One of Jakarta's most popular beverage brands today is HAUS, which offers various variants of refreshing drinks. The purpose of this journal is to understand more deeply the HAUS brand beverage, how to market its integrity, marketing mix or 4P, and STP (Segment, Target, Positioning). Not only that, we also analyzed the SWOT of Albert Humphrey on the HAUS beverage brand.

Keywords: Marketing Mix, Beverage, 4P, SWOT Analysis.

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1. Introduction

Tourism is one of the largest foreign exchange income sectors, not only for the country, but tourism is also beneficial to improving the economy of the community and the region. (Pradini, et al. 2022)

The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects cultural villages with community-based tourism. (Pradini, 2023)

The tourism industry based on local wisdom is a business field that jointly produces products and services needed by tourists that make elements of culture and local wisdom as tourist attractions including culinary. Various components of the tourism industry, one of which is the culinary field. Culinary is part of the tourist destination that cannot be ignored because culinary is one of the basic human needs. Even culinary can be a special attraction when someone decides to visit the tourist area. (Zahruliadiningyah, A. 2018)

Restaurants are a business that has developed quite rapidly because competition between companies is getting tighter because of the increasing number of similar restaurants offered. This competition will have an impact on the company because the tighter the competition, consumers will have a selection of the product. (Ananda, 2022)

The economy of a region has a good opportunity to develop in the tourism sector. The tourism industry has the potential to significantly improve the economy of a region and improve the standard of living and welfare of its population. (Mulya, 2022)

Culinary Tourism is a form of tourism that is increasingly popular around the world. It involves travel and exploration to places that are famous for their culinary wealth and cultural heritage. Many travellers today are looking for unique and authentic experiences while on vacation, and one of them is to try local food from a destination. Culinary tourism involves travelling to explore and taste a variety of traditional dishes and specialties of a region. (Kusumaningrum, et al, 2023)

Food and beverage experiences (FBEs) are an important travel motivator in tourists' decision-making process. This study determines how food tourism destinations within North Carolina (NC), U.S.A. can optimally market FBEs to different types of food tourists.

Drinks can now also be an attraction for people who are already regular customers. Attractiveness is a factor, especially in developing tourism, whose existence wants to pressure tourists to visit it, not only does the attraction also succeed in government activities to celebrate the nation's customs and culture as relics given to tourists. Tourist activities in a region are incomplete if there is a tourist attraction, attraction is the main focus of tourism change in a destination. Proven by the thirsty customers until now. (Pradini, et al, 2021)

Culinary tourism is one of the tourism concepts that are developing throughout the world. Culinary is also one of the supporting elements that are very important in the success of tourism in a destination. Culinary, especially local culinary, is even able to describe the entire culture of the people in an area. Likewise, in Indonesia's Special Economic Zone (SEZ), the development of local culinary is an opportunity to encourage the development of this region. (Suteja, I. W., et al. 2019)

Drinks are an indispensable part of human daily life. Various types of drinks are present to meet various needs and tastes. One of Jakarta's most popular beverage brands today is HAUS, which offers various variants of refreshing drinks.

HAUS started its business in June 2018, currently, the brand is quite famous among teenagers to adults because the price is cheap and affordable starting from Rp. 5,000 to Rp. 10,000 are no longer surprised that the brand is famous.

After three years of HAUS in business, the brand managed to establish more than 190 branches in Indonesia. The goal of HAUS is to create a drink that everyone can enjoy at an affordable price.

The effective way of good sales is with a good infrastructure (place). The results of this study show that most articles related to railway transport infrastructure for tourism are published in scientific journals, compared to others, where they received the highest citations. Based on network visualization, the most dominant term is tourism development as the key term related to several other issues of railway transport, tourism, transport infrastructure, and economic growth.

The purpose of this journal is to understand more deeply the HAUS brand beverages, how to market their integrity, marketing mix or 4P, and STP (Segment, Target, Positioning). Not only that, but we also analyzed the SWOT of Albert Humphrey on the HAUS beverage brand.

2. Research Methods

We collected data through a HAUS article/journal/website and interviewed one of the HAUS employees at Haus! Store Pejaten on Jl. Pejaten Raya No.10 A, RT.4/RW.6, Pejaten Bar., Ps. Minggu, South Jakarta City.

3. Results and Discussion

3.1. History of HAUS

PT. PT. Inspirasi Bisnis Nusantara is a company engaged in Food and beverage and known as the brand "HAUS, "HAUS" is a brand that offers all beverage products made from tea and coffee that are trending in the market at more affordable prices for certain market segments. Established in June 2018, "HAUS" was founded by five friends, namely Gufron Syarif (founder), Daman Wijaya, Fery, Sigit and Lutfi. THIRSTY! Developed with a partnership system (franchise), currently "HAUS" has 197 outlets spread across various 18 areas of Java Island City. The products offered by "HAUS" are not specifically tied to one particular product. This strategy was chosen to avoid changes in food and beverage trends that are indeed fast occurring in the age of the information revolution like now. However the brand "HAUS" is more positioned as a brand that sells drinks that are currently hits in the market at affordable prices.

Integrated Marketing

Marketing is one of the main activities that need to be carried out by companies to maintain the viability of their businesses. (Moses, M. 2019). HAUS Integrated marketing is an approach that combines various marketing elements in one coherent and coordinated strategy. For beverage products, such as thirsty drinks, integrated marketing can be an effective strategy. Here are some steps you can consider in the integrated marketing of thirsty drinks:

Identify Goals and Target Markets. Define your goals in thirst beverage marketing, such as increasing sales or brand awareness, Identify your target market, including age group, taste preferences, geographic location, and more.

Develop Brand Message and Identity. Create a strong and consistent message that reflects the brand identity of your thirsty drink, Consider attractive design elements and recognizable logos.

Use Social Media. Take advantage of social media platforms to build an online presence. Post photos and thirst drink-related content regularly.

Website and E-Commerce. Create an official website that showcases your products and allows customers to buy online if possible. Make sure your website is responsive and easy to navigate.

Integrated Advertising Campaign. Use a variety of forms of advertising, including online ads, print ads, and radio or television ads if your budget allows, Make sure all ads follow the same message and brand identity.

Alliances and Partnerships. Consider teaming up with restaurants, cafes, or stores that can sell or serve your thirsty drinks, Alliances like these can help you reach a wider audience.

Events and Promotions. Host special events or promotions related to your thirsty drink, Events like this can increase awareness and bring customers closer to your product.

Loyalty and Rewards Program. Consider loyalty programs or gift cards to introduce new customers and retain loyal customers, Gifts or discounts can be an effective incentive.

Evaluation and Analysis. Monitor and evaluate the performance of your marketing campaigns regularly, Use customer data and feedback to make improvements.

Consistency. Make sure that all elements of your marketing are consistent with your thirsty beverage brand, including logos, colours, and messaging.

Integrated marketing of thirsty drinks requires careful planning and consistency in executing your strategy. By engaging multiple marketing channels, you can reach a larger audience and build strong brand awareness.

Marketing Mix

The marketing mix, also known as the "marketing mix," is a combination of elements used by companies to promote and sell their products or services. The marketing mix includes four main components known as the "4Ps": Product, Price, Place, and Promotion. In the context of thirsty drinks, here's how to apply the marketing mix:

Product

The products sold by HAUS are drinks and food

Table 1. Drink

1	Choco Series	<ul style="list-style-type: none">• Choco Lava Milo• Choco Avocado• Choco Hazelnut
2	Boba Series	<ul style="list-style-type: none">• Boba Brown Sugar Fresh Milk• Boba Brown Sugar Fresh Milk Tea
3	Tea Series	<ul style="list-style-type: none">• Strawberry Tea• Mango Tea• Black Jasmine Tea
4	Yakult Series	<ul style="list-style-type: none">• Mango Yakult• Lychee Yakult• Grape Yakult
5	Cheese Series	<ul style="list-style-type: none">• Strawberry Cheese• Mango Cheese• Taro Cheese• Ovaltine Cheese• Oreo Cheese• Greentea Cheese• Choco Lava Milo Cheese• Choco Avocado Cheese• Choco Hazelnut Cheese
6	Classic Series	<ul style="list-style-type: none">• Thai Tea

	<ul style="list-style-type: none"> • Green Thai Tea • Lemon Tea • Ovaltine • Taro • Oreo • Milo Greentea
7	Coffee Series <ul style="list-style-type: none"> • Palm Sugar Milk Iced Coffee • Kampung Milk Iced Coffee
8	More Menu <ul style="list-style-type: none"> • Red Velvet • Catton Candy
9	Topping <ul style="list-style-type: none"> • Brown Sugar Boba • Grass Jelly • Egg Pudding • Caramel Boba • Lychee Jelly • Mango Jelly • Grape Jelly

Table 2. Food

1	Steamed Buns Series <ul style="list-style-type: none"> • Chocomaltine Steamed Buns • Cheese Brown Steamed Buns • Steamed Blueberry Cheese Buns • Chocomaltine Cheese Steamed Buns
2	Maryam Bread Series <ul style="list-style-type: none"> • Maryam Milk Bread • Brown Maryam Bread • Maryam Cheese Bread • Maryam Strawberry Bread • Maryam Blueberry Bread • Maryam Chocomaltine Bread • Maryam Bread Brown Cheese
3	Toast Series <ul style="list-style-type: none"> • Room Butter Toast • Brown Room Toast • Cheese Room Toast • Strawberry Room Toast • Blueberry Room Toast • Chocomaltine Room Toast • Toast Room Brown Cheese • Room Toast Blueberry Cheese • Toast Room Chocomaltine Cheese
4	Menu Pedes Cyin <ul style="list-style-type: none"> • Fried Meatballs • Fried Macaroni • Fried Tempeh Chips • Fried intestines

Price

The price of food and food provided by HAUS is various. Here's the explanation:

Beverages

The price of drinks given is divided according to the size of the glass, namely: (1) Small: average Rp6.000 to Rp13.000; (2) Medium: average Rp10.000 to Rp14.000; (3) Large: average Rp12.000 to Rp21.000; and (4) For topping prices Rp3.000 to Rp4.000

Food

The price of food provided by HAUS, namely: (1) Steamed Bread and Maryam Bread: average Rp8.000 to Rp20.000; (2) Toast: average Rp20.000 to Rp30.000; and (3) Pedes Cyiin: average Rp11.000 to Rp15.000

Place

The main office of Haus Indonesia is located on Jl. Kebon Jeruk Raya No. 11, West Jakarta. This office works during office hours from 09:00 to 17:00. On Saturdays and Sundays, the office is closed. In addition, the office also organizes special events and other activity programs. At this moment THIRSTY! Already has 197 outlet branches spread across 18 cities in Java. Here are the scattered outlet locations.

Table 3. The scattered outlet locations

City Name	Branch
Central Jakarta	4 Branches
West Jakarta	15 Branches
East Jakarta	14 Branches
South Jakarta	17 Branches
North Jakarta	6 Branches
Tangerang	24 Branches
South Tangerang	14 Branches
Bekasi	17 Branches
Bandung	15 Branches
Depok	11 Branches
Bogor	16 Branches
Surabaya	11 Branches
Karawang	3 Branches
Arrowroot	1 Branches
Attack	2 Branches
Yogyakarta	9 Branches
Sukabumi	3 Branches
Cilegon	1 Branches
Gresik	1 Branches
Semarang	15 Branches
Cirebon	3 Branches
Surakarta	5 Branches
Sidoarjo	4 Branches
Cikarang	1 Branches
Total	212 Branches

Promotion

THIRSTY! Using mouth-to-mouth methods and also utilizing digital social media platforms such as Instagram and Facebook accounts to promote their products and use paid promotion on their Instagram accounts by endorsing celebrities to reach wider consumer engagement.

2.4 SWOT Analysis

SWOT analysis is a tool used to evaluate the strengths, weaknesses, opportunities, and threats of a business or product. In the context of thirst drinks, SWOT analysis allows us to identify crucial factors that can affect the performance of thirst drinks in the market.

Table 4. SWOT Analysis

Strength	<ul style="list-style-type: none"> • Unique and refreshing taste • Branding is strong and known by consumers. • Wide distribution. • Using high-quality raw materials. • Innovating constantly in products. • Committed to environmental sustainability. • Attractive packaging. • Marketing campaigns are effective. • Strategic partnerships. • Investment in product research and development. • Experienced management team. • Competitive price. • Sustainability in the supply chain. • Consistent production quality. • Responsive customer support.
Weakness	<p>Competition is fierce in the beverage market.</p> <ul style="list-style-type: none"> • Dependence on imported raw materials. • Limited human, financial, and infrastructure resources. • Prone to changes in consumer trends. • Limitations of global presence. • Dependence on distribution partners. • Limited variety of flavours. • Health risks associated with energy drinks. • Lack of brand awareness in some markets. • Depending on the digital marketing strategy. • Prone to fluctuations in raw material prices. • Specific sales seasons. • Limited access to distribution channels. • Lack of physical presence. • Changing regulatory challenges.
Opportunity	<ul style="list-style-type: none"> • Growth of the healthy beverage market. • Consumer demand for functional drinks. • Strategic partnerships with food and beverage brands Leading. • Exploration of global markets. • Innovative product development. • Increased brand awareness through marketing strategies effective. • Online market penetration. • Demand from different consumer segments. • Eco-friendly packaging. • Expansion into new distribution channels. • Increased investment in research and development. • Connectedness with the healthy lifestyle community. • Use of technology in production and marketing. • Benefit from changing consumer habits. • Diversify product portfolio.
Threats	<ul style="list-style-type: none"> • Fierce competition from established competing brands. • Changes in regulations on beverage content. • Global economic uncertainty. • Political and social uncertainty. • Instability of raw material supply. • Rapid changes in consumer trends. • Impact of COVID-19 on the beverage industry. • Health concerns related to energy drinks.

- Changes in consumer preferences.
 - Increased price of raw materials.
 - Climate crisis and water availability.
 - Logistical disruptions in the supply chain.
 - Imitation of products by competitors.
 - Lost consumer trust.
 - Currency fluctuations in international trade.
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Interview Section

Conclusion of the interview:

In conducting a SWOT analysis, we can see that Thirst drinks have significant strengths, such as strong branding, unique taste, and consistent production quality. However, there are also disadvantages such as intense competition and dependence on imported materials. Opportunities in the healthy beverage market and expansion into new distribution channels provide significant growth potential for thirsty beverages. However, it must be realized that there are challenges such as changing consumer trends and regulatory changes that can negatively impact thirsty drinks. In conclusion, Thirsty Drinks has the potential to become a successful beverage brand if it can leverage its strengths, overcome its weaknesses, and take advantage of the opportunities that exist in the market. Thirsty beverages need to continue to innovate, maintain production quality, and provide added value to consumers. By doing this, thirsty drinks can achieve sustained success and remain a relevant player in the beverage market.

4. Conclusion

Although the market is THIRSTY! target is a class C (Mid-Low) market, does not reduce the sense of passion to present the best products and branding. Because we realize that consumers' purchasing decisions are not only limited to logical elements (low prices), but emotional elements (trends, beauty) also play an important role in their decisions to buy goods. Departing from that idea, HAUS! Determined to become a deep national brand in all cities in Indonesia, presenting the best products at affordable prices for all levels of Indonesian society.

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