



# Planning and Development of INROLL Noodle Business as an Innovation of Instant Noodle-Based Snacks among the Younger Generation

Alexandria Oktavianta Emeia Tarigan, Hikmah Mardiana Shofa, Nayla Nahdiya Shani, Wanda Wulandari, Laila Nur Aini, Trias Amrina Rosyada\*, Maharani Ikaningtyas

Business Administration, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia

DOI:

<https://doi.org/10.47134/jpem.v2i3.751>

\*Correspondence: Trias Amrina Rosyada

Email: [23042010271@student.upnjatim.ac.id](mailto:23042010271@student.upnjatim.ac.id)

Received: 16-06-2025

Accepted: 23-06-2025

Published: 31-07-2025



**Copyright:** © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (BY SA) license (<http://creativecommons.org/licenses/by-sa/4.0/>).

**Abstract:** This study aims to examine the planning and development process of an innovative culinary business called *Mie Gulung* (INROLL), based on instant noodles and targeted at the younger generation. INROLL is presented as a modern snack that combines the familiar taste of instant noodles with an aesthetic appearance and appealing toppings such as cheese, nori, and beef slices. The method used is descriptive qualitative with a literature study and SWOT analysis approach. The results indicate that product innovation, attractive visuals, affordable pricing, and digital marketing strategies via social media are key factors in attracting young consumers. However, challenges remain, such as negative perceptions of instant noodles, short shelf life, and potential inconsistencies in product quality. With the right development strategies, including content-based promotion and collaboration with influencers, INROLL has great potential to become a new snack trend favored by millennials and Gen Z.

**Keywords:** Product Innovation, Young Generation, Marketing Strategy, Modern Culinary

## Introduction

The trend of snack consumption among the younger generation continues to increase along with a fast, dynamic lifestyle, and driven by the existence of social media. Snacks that are practical, affordable, and have an aesthetic appearance are the main choices to accompany daily activities. In this context, innovation is the main key to winning the hearts of consumers, especially in the highly competitive snack industry.

Several studies have shown that product innovation has a significant influence on consumer purchasing decisions. Tumbel et al. (2021) emphasized that innovation can increase product value and strengthen competitive advantage. Meanwhile, Fadhillah et al. (2021) explained that innovation includes aspects of product progress, technology, and services that support a comprehensive consumption experience. Research from Kotler and Keller (2020) also stated that targeted innovation can shape positive consumer perceptions. From a consumer behavior perspective, Schiffman and Wisenblit (2019) explained that

purchasing decisions are greatly influenced by lifestyle, motivation, and brand perception. Therefore, it is necessary to develop products that are not only tasty, but also visually and contextually attractive according to the preferences of the younger generation.

Referring to the study, this research raises Rolled Noodles (INROLL) as an object of culinary innovation. INROLL is an instant noodle-based snack combined with rice paper and contemporary toppings such as cheese, nori, and sliced beef. The concept of this product reflects innovation in terms of appearance, taste, and packaging that are in line with the needs of the urban youth market. The scientific novelty of this study lies in the combination of product innovation and brand imaging strategies (brand image) towards the development of local-based snack businesses and current global trends. Based on the description above, the formulation of the problem in this study is:

1. How is the planning and development process for the Mie Gulung (INROLL) business as an innovation in instant noodle-based snacks?
2. What strategies are used to develop products to attract consumer interest?
3. What factors are the advantages and obstacles in developing this business?

The purpose of this study is to examine the planning and business development stages of INROLL as an innovative product, explain its marketing and product development strategies, and analyze the potential and challenges that may be faced in the current culinary market.

## **Methodology**

### **A. Types and Approaches to Research**

This study uses a descriptive qualitative method which aims to describe the business planning and development process. INROLL Rolled Noodles systematically and factually. This approach allows researchers to explore the perceptions, preferences, and market potential of contemporary food products targeting young consumers, especially students, college students, and young workers in Surabaya.

The qualitative method was chosen because the main focus of the research is on the subjective meaning and experience of consumers towards innovative culinary products. This approach is in line with that proposed by Miles and Huberman (1994), who stated that qualitative methods are able to provide an in-depth understanding of complex social phenomena.

### **B. Location and Object of Research**

The research was conducted in the Surabaya area, with objects in the form of products and business plans. INROLL Rolled Noodles, which is a snack based on instant noodles combined with rice paper and contemporary toppings such as cheese, nori, and sliced beef.

This product is marketed to young consumers who are active on social media and follow modern culinary trends.

### **C. Data Collection Methods and Techniques**

Data collection was carried out through two main methods:

#### **1. Literature Study**

Literature studies are conducted by reviewing various scientific references such as journals, books, and official publications that discuss:

- a. Food consumption trends among the younger generation,
- b. Marketing strategies for culinary SMEs,
- c. Consumer behavior towards instant noodle products.

This literature is the basis for building a theoretical framework and understanding market behavior and product innovation opportunities.

#### **2. SWOT Analysis**

SWOT analysis is used to identify strengths, weaknesses, opportunities, and threats to INROLL's business development. This technique was chosen because it is able to provide a systematic and structured strategic thinking framework. Data for the analysis were obtained from literature studies and market observations. The SWOT model refers to the principles of Hasanah and Rahardjo (2019), which are effective in developing culinary MSME business strategies.

### **D. Data Analysis Techniques**

The data were analyzed using the thematic descriptive-qualitative analysis method, namely by grouping information into strategic themes such as product innovation, marketing strategy, and competitiveness. The analysis process follows the Miles and Huberman (1994) model, with the following stages:

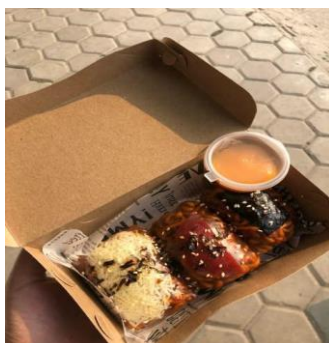
1. Data Reduction: Filtering relevant data based on main topics.
2. Data Presentation: Arrangement in narrative form and thematic tables.
3. Drawing Conclusions and Verification: Formulating conclusions based on the patterns and themes found.

### **E. Data Validity**

Data validity is maintained through theory and method triangulation. Theory triangulation is done by comparing the results of the analysis to various scientific references, while method triangulation is done by combining the results of literature studies and field observations. This step is taken to ensure consistency and accuracy of data interpretation.

## Results and Discussion

### A. Product Innovation Findings



**Figure 1.** Product INROLL

Noodle Roll Product is a culinary innovation based on instant noodles packaged in the form of rolls with contemporary toppings. The scientific findings of this concept are that visual innovation (food aesthetics) contributes significantly to attracting the interest of young consumers. This is in line with the theory of Kotler & Keller (2020) which states that product innovation is the key to success in a competitive market, as well as the theory of consumer behavior according to Schiffman & Wisenblit (2019), which emphasizes that the younger generation is very responsive to the visual aspects and digital experiences of products. INROLL not only answers the need for practical fast food, but also brings together two big trends: the K-Wave trend and the Indomie trend as a local identity. This combination creates a strong emotional and cultural appeal. This explains why INROLL has a great chance of going viral among consumers aged 13–30 years.

### B. Market Analysis

#### 1. Industry Trends and Growth

Fast food and contemporary food in Indonesia are growing rapidly, driven by culinary trends that continue to change according to Gen Z and millennial preferences. This young generation loves unique dining experiences and combines local and international flavors, such as ramen, burgers, Korean beef, and sushi rolls. The K-wave trend has also contributed to the popularity of Korean food, such as Samyang. InRoll combines the K-wave trend with local Indonesian food, in line with Purwadi & Manurung's (2020) theory that the younger generation is easily influenced by trends and likes visually appealing food. Products such as Indomie Roll are innovations that fit today's fast and dynamic food industry, supported by urban lifestyles and online delivery services.

#### 2. Strategic Opportunities

Working with influencers and food vloggers to generate buzz on social media and using promotions on digital platforms like TikTok and Instagram Reels to swiftly go viral are

two strategic options for Indomie Roll's early marketing. To boost brand value, you can utilize appealing and eco-friendly packaging, add a range of tastes (Korean hot, cheese, rendang, BBQ, vegetarian, and halal), and create a franchise next to a school or university for medium-term growth. Young consumers' digital behavior supports this strategy, according to Nugroho & Pramudyo (2022), because visually appealing products are more likely to become viral and foster customer loyalty.

### 3. Market Overview

Students, college students, and young workers seeking affordable, useful, yet distinctive, and delectable fast cuisine are Indomie Roll's primary customers. InRoll intends to join this urban food industry. Campus areas, commercial malls, and street food vendors are all possible sites for market penetration. Online delivery services like GoFood, GrabFood, or Shopee Food can also sell products like InRoll. Even if there are a lot of new street food brands competing in the market, there are still openings if they can provide something different from regular fried noodles.

## C. SWOT Analysis

**Table 1.** SWOT Analysis of INROLL Products

Aspect	Description
<b>Strengths</b>	<ol style="list-style-type: none"> <li>1. Based on the Indomie brand which is well known and trusted by the public.</li> <li>2. Visual innovation and interesting roll concepts suit the tastes of the younger generation.</li> <li>3. Affordable prices and familiar local ingredients.</li> <li>4. Aesthetic and easy to promote on social media (Instagram/TikTok).</li> <li>5. In accordance with the Product Innovation theory (Kotler &amp; Keller, 2020).</li> </ol>
<b>Weaknesses</b>	<ol style="list-style-type: none"> <li>1. Consumer expectations are high because it carries the big name of Indomie.</li> <li>2. The product may be considered less filling as a main meal.</li> <li>3. Short shelf life when packaged as ready-to-eat food.</li> <li>4. Consistent visual control is needed to avoid disappointing consumer expectations.</li> <li>5. Requires careful distribution and storage.</li> </ol>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Viral food trends and social media drive organic promotion.</li> <li>2. Can collaborate with MSMEs and food vloggers.</li> <li>3. Potential expansion into modern cafes, campus canteens, and franchises.</li> <li>4. Opportunity to become a culinary specialty of Indonesia with a contemporary touch.</li> <li>5. Strengthened by the digital-based consumption behavior of the younger generation (Nugroho &amp; Pramudyo, 2022).</li> </ol>
<b>Threats</b>	<ol style="list-style-type: none"> <li>1. Tight competition in the street food and snack industry.</li> <li>2. The negative stigma of instant noodles as unhealthy food.</li> <li>3. Culinary trends change very quickly (products can quickly become obsolete).</li> <li>4. Risk of inconsistent quality and appearance across different points of sale</li> <li>5. The importance of product communication to change negative perceptions (Schiffman &amp; Wisenblit, 2019).</li> </ol>

#### **D. Comparison with Other Studies**

Similar products such as Samyang Roll tend to be more expensive because they are made from imported ingredients and target the upper middle class. In contrast, INROLL relies on local ingredients but still maintains aesthetic elements and a pleasant consumption experience. This approach is more in line with the segmentation of the Indonesian market, which mostly prioritizes utility and price (Purwadi & Manurung, 2020).

Thus, the locality approach based on aesthetics has proven to be more effective in penetrating a wide market, especially in the student and college student segments. This is an important scientific finding in the culinary UMKM product strategy.

#### **E. Confirmation of the Problem Formulation**

All the results of the above analysis answer the formulation of the problem in the introduction, among others:

1. INROLL's business development stages have been outlined starting from product ideas, innovation, to marketing strategies and financial projections.
2. Visual differentiation strategies, digital marketing, and the use of affordable local materials have proven effective in attracting young consumers.
3. Strengths and weaknesses have also been identified, with an emphasis on the importance of continuous adaptation and innovation.

#### **Conclusion**

This study found that INROLL Rolled Noodles is a form of culinary innovation that successfully combines local elements (instant noodles) with modern, aesthetic and practical presentation. Scientific findings show that the combination of attractive visuals, familiar flavors, and contemporary packaging greatly influences the appeal of young consumers. Aesthetic-based differentiation strategies and promotional digitalization have proven to be key in building brand awareness and purchasing decisions in the Gen Z and millennial segments.

The results of the study also show that the success of an innovative product such as INROLL does not only depend on taste and price, but also on the ability to create a strong narrative through social media and adapt to rapidly changing trends. This supports the hypothesis that a product innovation strategy combined with a digital marketing approach will increase the potential for success of MSME-based culinary businesses.

In the future, the development of this business idea can be directed at improving production standards (for example: durability, consistent shape, and environmentally friendly packaging), as well as exploring wider product variants (such as seasonal flavor



editions or vegetarian variants). Further research can also focus on evaluating customer satisfaction and collaboration models with digital communities to expand the market base.

## References

- [bithourproduction.com]. (2022). Indomie marketing strategy: Flavor innovation, market research, new variant development, and strong branding.
- esb.id. (2023). Example of snack food business planning.
- Hasanah, N., & Rahardjo, B. (2019). Culinary MSME business development strategy based on product innovation and competitiveness. *OSF Preprints*.
- Hidayat, A., & Machmud, R. (2020). Evaluation of marketing strategy of PT. Indofood Sukses Makmur Tbk North Sulawesi towards the company's flagship product (Indomie) using the SWOT method. *EMBA Journal: Journal of Economics, Management, Business and Accounting Research*, 8(2), 1234–1243.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson Education.
- Malini, H. (2021). Generation Z consumer consumption style and behavior in coffee shops. *Proceedings of the SATIESP National Seminar, 2020*, 34–44.
- Nugroho, R. A., & Pramudyo, H. (2022). Digital marketing strategies for the millennial generation in making decisions about purchasing fast food. *Scientific Journal of Digital Economy*, 5(1), 75–86.
- PT. Bahtera Adi Jaya. (2024). F&B industry trends in Indonesia 2025: Health and convenience are priorities.
- Purwadi, A., & Manurung, A. H. (2020). Consumer behavior of Generation Z in the digital era. *Journal of Business and Management Research*, 13(1), 45–53.
- Putra, R., & Haryanto, J. (2021). The impact of packaging and branding on purchase intention of Generation Z. *Advances in Economics, Business and Management Research*, 176, 312–318.
- Sagala, P. M., Tarigan, K. M. B., Andarini, S., & Kusumasari, I. R. (2024). Analysis of the importance of business planning and development in improving company performance. *Work: Journal of Community Service*, 4(1), 150–159.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Septiana, E., & Damanuri, A. (2024). Changes in consumer behavior of millennials and generation Z towards purchasing consumer goods in the digital era in Beton village. *IJMA (Indonesian Journal of Management and Accounting)*, 5(2), 248–261.
- Wafi, A. (2019). Innovation of local culinary products based on global tastes: A study of food SMEs in Jakarta. *Journal of Innovation and Entrepreneurship*, 6(2), 112–120.
- Wibowo, H., Nugroho, R. A., & Dewi, A. (2020). Innovation of local-based culinary products as a creative economy development strategy. *IOP Conference Series: Earth and Environmental Science*, 485(1), 012126. <https://doi.org/10.1088/1755-1315/485/1/012126>