



TRENDSPOTTING STUDY
Eat, Drink, Repeat:
The Food and Beverage Industry's
Brand Impact in Indonesia

Get Filled Up With The Latest Trends

This report aims to provide the food and beverage (F&B) industry with an understanding of the potential consumers' behaviors. The report focuses on what kind of food or beverage netizens talk about and how they talk about F&B in general on different social media platforms.

Furthermore, the report could be a guideline for brand owners, media agencies, and other F&B industry players to see updates and opportunities based on conversations in social media platforms in escalating the business level.

In terms of media type, this report includes materials from:

Social - Such as Twitter, Facebook, Blogs, Forums, Youtube videos, Instagram posts

The date range for this study is April 15 – May 14, 2021.



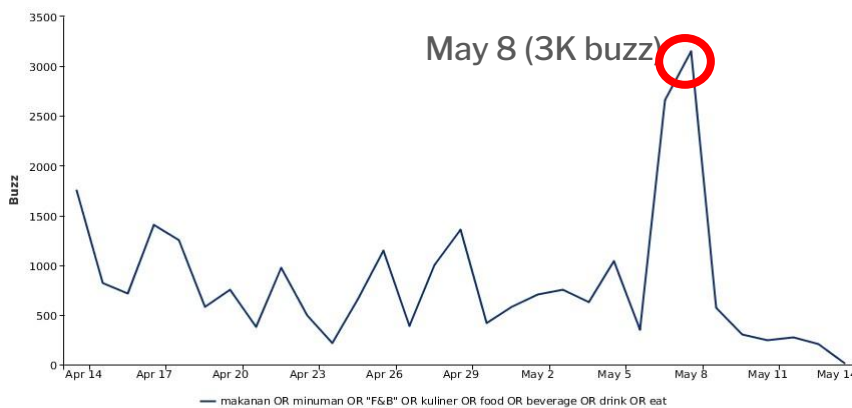
The Buzz for Food, the Buzz for Beverage

The Science and Art of Social Media Conversations

General conversations about food and beverage (F&B) in social media platforms roughly reached more than 25K social buzzes.

What's in the Hot Pot?

President Jokowi's speech that went viral on May 8 is the 'hot pot'. The President promoted Indonesian local cuisines, including "bipang ambawang" which is roasted pork from West Kalimantan. Being a country with the world's largest Muslim population, the mention of the non-halal food by the President caused an uproar among Indonesian netizens. Clarifications from several government officials on the matter also drove comments from netizens.



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Diner Diversity: Understanding the Halal Diet



As people were not allowed to “*mudik*” (homecoming) for the Eid holiday, President Jokowi suggested that they could order online the local foods they missed during the time they could not go back to their hometown.

One of the foods mentioned is “*bipang ambawang*” from West Kalimantan. It triggered controversy as “*bipang*” is known as roasted pork, though it can also refer to a kind of rice cake like what the President’s spokesman Fadjroel Rachman tweeted about.

Meanwhile, the Minister of Trade, Muhammad Lutfi, explained that the President aimed to invite Indonesian people to love and buy local products. The speech was made during the Trade Ministry’s event titled ‘*Hari Bangga Buatan Indonesia*’ (Proud of Indonesian-made products Day).

Likewise, the Presidential Office (KSP)’s expert staff member, Ali Mochtar Ngabalin, also said that there was nothing wrong with the President’s statement because he is the President of all religions in Indonesia.



Eat, Pray, Love: The Beauty of Religious Dietary Requirements

Some netizens felt insulted that the President suggested to order non-halal food during the Ramadhan period. However, many other netizens defended the President by arguing that he did not only address Muslim people because Indonesia is a diverse country and that the Eid celebration coincided with the Ascension Day of Jesus Christ which is a celebration for the Christian people.

Rafik Batista Pak kalo udah salah ngaku salah aja pak.. Biar cepet kelar lak.. nanti pas orang beli online di pikir bipang ambawang kalimantan itu di sangka jipang, gak tau yg dateng bipang maaf babi panggang. Nanti yang kecewa konsumen pak.. Sudah pak jangan bikin bingung rakyat pak.

Abdi Nugroho Susanto Kenapa tidak mempromosikan kuliner di Ramadhan fair?
Kq malah bipang Ambawang, kuliner menjijikkan!!
Presiden mana sih itu??
Buat malu aja!!

At the end, the Halal label has been a concern for people in selecting food and it could be attention for Food & Beverage brands in presenting and promoting their food and beverage products. In addition, In addition, the right moment should be considered in selecting food promotion.

Harun Kurnianto Jkw ga perlu/minta dibela...km pesan utamanya : "klo membeli makanan hendaknya melalui online" adapun contoh makanan yg disebut ada 5...salah 1 nya bipang....Dan yg sensi di" goreng" cuma bipang doang...knp ? Ya km kadrun mmng suka nyinyir



Armed with Midas' Touch: BTS Turns Brands Into Gold



The star of South Korean boy group, BTS, still shines like a diamond among netizens. The group's popularity prompted leading fast-food restaurant, McDonald's, to offer a global collaboration. Through the collaboration, McDonald's Global would launch a new meal called the BTS Meal, which would be available starting May 26, 2021, in 50 countries including Indonesia.



That K-Pop Branding Machine

Some social media accounts that seem to belong to ARMY – the official fandom name of BTS, garnered significant engagement from tweets mentioning BTS’s collaboration with several renowned brands, including McDonald’s. Though the tweets do not necessarily highlight the collaboration with McDonald’s itself, but considering the high traction they gained, McD x BTS campaign in Indonesia which would start in June 2021 is worth anticipating.

The collaboration with popular artists has been an good concept to be applied however, you must remain selective in choosing the ‘right’ and ‘appropriate’ artist with the brand.



Tintin_iny.sj Retweeted

INDONESIA BTS ARMY @INDOMYBTS01

Di 2021 BTS bekerjasama dgn

- Tokopedia (online shop)
- Smart & Samsung (telekomunikasi)
- Fila & Louis Vuitton (Pakaian)
- Chilsung Coca cola Kloud Beer (minuman)
- McDonalds (makanan)
- Hyundai (kendaraan)
- Coway (alat rumah tangga)

*Bahkan 4 diantaranya masuk brand teratas menurut forbes

Rank	Brand	Brand Value	Industry
1	Apple	\$241.2 B	Technology
2	Google	\$207.5 B	Technology
3	Microsoft	\$162.9 B	Technology
4	Amazon	\$135.4 B	Technology
5	Facebook	\$70.3 B	Technology
6	Coca-Cola	\$64.4 B	Beverages
7	Disney	\$61.3 B	Leisure
8	Samsung	\$50.4 B	Technology
9	Louis Vuitton	\$47.2 B	Luxury
10	McDonald's	\$46.1 B	Restaurants
11	Toyota	\$41.5 B	Automotive

11:11 AM · Apr 23, 2021 · Twitter Web App

17 Retweets 68 Likes



Effortless But Cashless: No Money, No Cry

Alternative payment methods are heavily promoted in the Food & Beverage industry. From bank to e-commerce and telco provider, all offer various benefits alongside their cashless payment services for hassle-free F&B shopping or dining experience.

Sarif Retweeted

Bank Indonesia @bank_indonesia

Chef Arnold aja sudah membuktikan praktisnya #PakaiQRIS utk bisnis kuliner. Jadi enggak repot bolak-balik ke bank, hemat waktu dan tenaga juga kan? #SobatRupiah sudah tahu cara mendaftarkan bisnis kamu biar #pakaiQRIS juga? Yuk, ikutan #berimakna pd kemudahan transaksi digital!

BANK INDONESIA
BANK SENTRAL REPUBLIK INDONESIA

12 JUTA MERCHANTS

FFI DJ Festival Ekonomi Keuangan Digital Indonesia

Kesuksesan QRIS Beri Makna Untuk Perekonomian Indonesia

“
Sebagai pelaku bisnis kuliner kita ingin semua itu lebih efisien, apalagi di era sekarang. Kalau dulu orang masih bayar tunai, kita masih harus setor ke bank, belum lagi ada perselisihan dan itu kan buang waktu. Kalau misalkan udah pakai QRIS kan langsung terverifikasi dan juga gak perlu ke bank lagi untuk setor cash.
”

ARNOLD POERNOMO
Chef & Penguasa kuliner

Bank BTN @BankBTNcoid

Mau cara hemat beli makanan atau minuman buat kumpul lebaran? Pesan GoFood bayarnya pake Kartu Debit BTN Visa bisa dapet diskon 50%, lho.

Promo ini berlaku hingga 31 Mei 2021! Banyak Promo dengan keuntungan menarik dengan Bank BTN Karena Hidup Gak Cuma Tentang Hari Ini.

Bank BTN

Tanam Kebaikan

ORDER gofood DISKON 50%*
dengan Kartu Debit BTN Visa
Periode s.d. 31 Mei 2021

VISA | **gojek**

KARENA HIDUP GAK CUMA TENTANG HARI INI

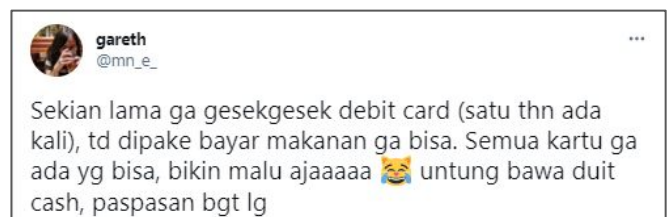
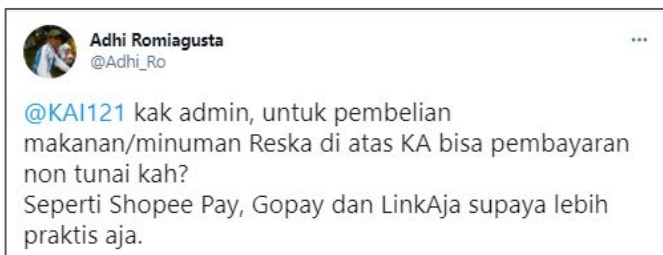


Grub And Go: Moving Towards A Cashless Society

Cashless payment is netizens' preferred payment method for buying food and/or drink, including via online food ordering platform. Netizens obviously love how cashless payment services give them **various benefits like discounts and cashbacks, aside from being practical.**

On the other hand, the bad news is netizens also face **technical issues** with the cashless payment services. They complained about e-wallets' top up problem, error in EDC machine and being unable to use cashless payment in online food ordering platform.

In other words, **ease of transaction and technology development are the main factors in increasing public trust.** In addition, **the many choices in digital payments can be a plus point for a brand in the eyes of the public.**



Added Value Experience: The Magic of Food Advertisements



Various foods and drinks are used by brands of different industries to engage with netizens in social media, often in a quiz or giveaway or as information. It has been a trend and those believe that 'FOOD' could attract more people's attention to see their ads.



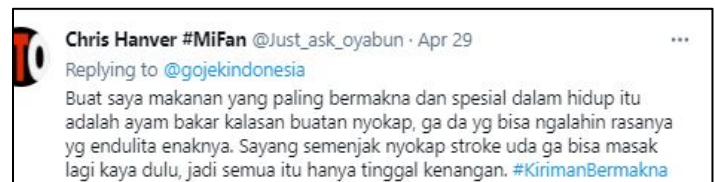
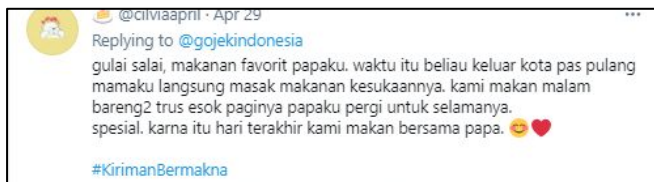
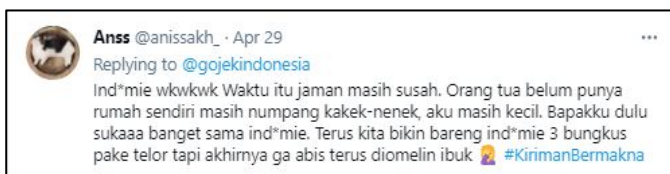
The industries include mobile game, automotive, telco and even on-demand platform. All the posts gained hundreds of comments from netizens. It could be the opportunities for Food & Beverage brands to engage and collaborate with other industries.

'Ad' Got You Under A Spell: How Food Advertisements Open Consumers' Wallets

Despite the various posts about food and drink from various industries, super app Gojek's giveaway post has caught people's attention. Gojek asked netizens about the food that reminds them of special memories.

A bunch of comments from netizens bring up the topic of family-related memories. Many netizens answered home-cooked meals as their favorite food, while others mentioned that foods they once ate together with their families are their favorites.

On the other word, food is still a prominent attraction for people and opens unp. opportunities for collaboration with other industries.



Go Local, Taste Global

A 'Local Taste' becomes a new business driver in F&B Industry. The new trend is encouraged by Indonesian government's effort to promote local food and also in line with the homecoming restriction policy.

Many of people start to miss the local food from their hometown and home-cooked meal. In addition, this could be an opportunity for culinary business to explore new menus inspired by local food and make them available for the wider society, for example by opening new shops outside the area or enabling long-distance food delivery.

What Isentia Can Do To Help Clients

We have created many **Trendspotting Reports** which identify any potential trends in various industries. In addition, **understanding the consumers' needs** could be easily reflected through a Brand Health Study focusing on **people's preference, what people like or do not like, and other variables.**



Show Your Super Powers

The popularity of South Korean boy group BTS is really over the top and leads to a collaboration with top fast-food restaurant, McDonald's. On the other word, **the popular idol has 'POTENTIAL POWER' to attract more consumers in certain segments.**

Therefore, **Food & Beverage industry can make use of a good endorser to boost brand image and even sales.**

What Isentia Can Do To Help Clients

Insights from trendspotting reports is a potential way to find out the 'TOP INFLUENCERS' for brand owners. Isentia can advise clients in **finding the 'right' and 'appropriate' Influencers for their brand and products.** This is not only determined based on the number of followers they have, but also considers the level of engagement with the brand, the level of correlation with the brand, how high the positive response received by the influencer is to the image formed by the influencer. **In the influencers space, NUMBERS ALONE ARE NOT EVERYTHING.**



Dawn of the Digital Dive

Cashless transaction has become more crucial amidst Covid-19 pandemic to prevent the spread of coronavirus. In F&B industry particularly, the rapid growth of online food ordering service also boosts the growth of cashless payment method. **The Food & Beverage industry should take digitalization to another level, particularly for small players like MSMEs** in Food & Beverage industry. Digital innovation in Food & Beverage industry could help prevent such incidents in the future. Digital is now a must.

What Isentia Can Do To Help Clients

It is not easy to evaluate your brand performance in social media. Isentia can monitor and dig insights about brands' campaign performance, : 1) before the campaign, 2) during the campaign and 2) after the campaign by assessing posts' timeline, sentiment on your posts, engagement, to provide word cloud on netizen's conversations in social media.

CNN Indonesia
26 April · 🌐

Satgas Penanganan Covid-19 Kota Medan mengatakan keramaian di pusat kuliner Kesawan City bukan bentuk kerumunan, melainkan sebatas banyak manusia.

CNNINDONESIA.COM
Satgas soal Kesawan: Itu Bukan Kerumunan, Tapi Banyak Manusia

👍👍👍 3 rb
908 Komentar 541 Kali dibagikan

Tribunnews.com
7 Mei pukul 11.25 · 🌐

SUDAH SIAPKAN MAKANAN BUKA BERSAMA, WARUNG INI KENA TIPU PEMBELI

Bahkan, pihaknya juga sempat mengkonfirmasi pemesan hingga dua kali, namun tetap ta kunjung datang dan merugi sebesar Rp 900 Ribu.

dan ga datang2 juga
tamunya utk berbuka
puasa sampai jam 7.30
pun ga ada yg datang

TEMPAT SUDAH DI
BOOKING DAN MINTA DI
BLOK SEMUA AREA
UNTUK BERBUKA

bertanggung jawab atas
pesanan yg sdh dipesan
kalo memang tidak sudi
tolong kasih pesan, biar
kita bisa kasih ke
pelanggan lainnya
tersebut memang future
sudah ah tolong sama

WARUNG MAKAN KENA TIPU PEMBELI

VIDEO.TRIBUNNEWS.COM
Sudah Siapkan Makanan Buka Bersama hingga Habiskan Rp900 Ribu, Warung Makan Ini Kena Tipu Pembeli - Tribun...

👍👍👍 4,9 rb
435 Komentar 122 Kali dibagikan

What Our Insights Leaders In Indonesia Say



Yudha Prawira, Insights Manager, Indonesia

"The COVID-19 pandemic had a devastating effect on nearly all industries, however the Food & Beverage industry was able to adapt and continue to survive amid the pandemic. Continuing to innovate and be creative is the key to continuing to grow."

Rendy Ezra Mangara, Research Manager, Indonesia

"Food is still a major necessity for society. This is considered to be an opportunity for brands to create collaborations, initiatives, campaigns, or programs related to the Food & Beverage industry."



Jessica Aditya, Senior Insights Analyst, Indonesia

"The massive disruption because of Covid-19 pandemic has triggered digitalization in various industries, including the Food & Beverage industry. Technology innovation plays a crucial role in helping F&B players, especially MSMEs, to recover from the economic hit. Thus, F&B industry needs to keep the innovation going by listening what people want."





Please do not hesitate to get in touch with us for more information on this whitepaper.

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f : [facebook.com/isentiacom](https://www.facebook.com/isentiacom)