

## Marketing Strategy of Mixue Franchise in Bengkalis

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**Abstract.** *This study aims to determine how the mixue franchise marketing strategy in Bengkalis. This research uses a qualitative descriptive method. The data collection techniques used are interviews and documentation. The object of this research is Mixue Bengkalis. The results of this study are the marketing strategy used by Mixue to market its products, namely market segmentation and marketing mix. The market segmentation used by Mixue Bengkalis is demographic segmentation because this segmentation describes consumer groupings based on generalizations, such as age, gender, religion, income and occupation. In the marketing mix strategy, mixue bengkalis determines the strategy in several ways, including the following: Product strategy mixue bengkalis adds the latest menu to meet market needs and innovates its menu, price strategy mixue bengkalis applies a national price strategy. The place strategy or mixue distribution channel can be reached offline, namely at the store's operational location and online through gobeng. The promotional strategy carried out by mixue bengkalis is to provide promos at certain events which are announced through mixue bengkalis social media accounts.*

**Keywords:** *Marketing Strategy, Market Segmentation, Marketing Mix.*

**Abstrak.** Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemasaran waralaba mixue di Bengkalis. Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi. Objek penelitian ini adalah Mixue Bengkalis. Hasil dari penelitian ini adalah strategi pemasaran yang digunakan Mixue untuk memasarkan produknya yaitu segmentasi pasar dan bauran pemasaran. Segmentasi pasar yang digunakan oleh Mixue Bengkalis adalah segmentasi demografis karena segmentasi ini menggambarkan pengelompokan konsumen berdasarkan generalisasi, seperti usia, jenis kelamin, agama, pendapatan dan pekerjaan. Dalam strategi bauran pemasaran, mixue bengkalis menentukan strategi dengan beberapa cara, antara lain sebagai berikut: Strategi produk mixue bengkalis menambah menu terbaru untuk memenuhi kebutuhan pasar dan melakukan inovasi terhadap menu, strategi harga mixue bengkalis menerapkan strategi harga nasional. Strategi tempat atau saluran distribusi mixue dapat dijangkau secara offline yaitu di lokasi operasional toko dan secara online melalui gobeng. Strategi promosi yang dilakukan oleh mixue bengkalis adalah dengan memberikan promo pada event-event tertentu yang diumumkan melalui akun media sosial mixue bengkalis.

**Kata kunci:** Strategi Pemasaran, Segmentasi Pasar, Bauran Pemasaran.

## **INTRODUCTION**

Advances in the field of economics resulted in the development of the business world also experienced rapid growth and progress. This allows producers to think more critically, creatively and innovatively about changes taking place, both in the social, cultural, political and economic spheres. All this is demonstrated by the emergence of new companies. Like that move in the food and beverage sector, entrepreneurs strive to produce products that can meet the increasing needs and desires of consumers. The food and beverage industry is currently experiencing the strongest industrial development because eating and drinking are the basic needs of all living beings. There is a wide variety of food and beverages in terms of taste, shape and appearance of unique and interesting food and drink so that it can attract the attention of potential consumers and make them curious. Especially in the business of beverages, every year there are always new drinks that become the coverage of the entire layer of society. More and more new trends and innovations are emerging and rapidly expanding to Southeast Asian countries especially in Indonesia such as ice cream to tea drinks with boba for example.

One example of a tea drink with boba that is currently trending in Indonesia is mixue ice cream & tea. Mixue is a beverage outlet originating from China, founded in June 1997. Mixue began entering Indonesia in 2020, its first outlet in Indonesia was located in Cihampelas, Bandung (Rahman, 2022). The outlet serves a variety of drinks and ice cream. Several consumer factors prefer Mixue products compared to other brands because of their attractive packaging, softer texture and have a variety of flavors that can increase consumer purchasing decisions (Saleh, 2022). The featured menu is boba ice cream which is in demand by many people from various circles.

Currently, Mixue is being favored by the public because of its distinctive taste and attractive marketing methods that can attract consumers to make purchases (Suryati, 2022). Mixue now has the largest number of beverage outlets in Southeast Asia. Momentum Works data notes that there are more than 1,000 Mixue outlets spread across Vietnam, Singapore, Malaysia, Thailand, the Philippines, and Indonesia (Pahlevi, 2022). It only took a fairly short time, Mixue outlets have been found in various regions in Indonesia. now almost every corner of the city will definitely find this Mixue ice cream including in Bengkalis, Riau, Indonesia. Mixue started entering Bengkalis in 2023. The presence of mixue in Bengkalis makes mixue a competitor to other contemporary drinks in Bengkalis. With the increasing number of contemporary beverage businesses developing in Bengkalis, there will also be more competition between entrepreneurs. Entrepreneurs must think creatively and innovatively to

promote their products. With the right marketing strategy, of course, the better the sales level of the company itself.

Marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. According to Melydrum (2016) Marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in the context of a competitive strategy. Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to time, at all levels and references and allocations, especially the company's response to an ever-changing environment and competitive conditions. Marketing strategy according to Kotler and Keller (2013) is a mindset used to achieve marketing objectives in a company regarding strategy specifications for target markets, positioning, marketing mix and the amount of marketing expenditure. Marketing strategy becomes a core ingredient in marketing products, mostly short-term designed to stimulate faster or larger purchases of certain products or services by customers or trade. The success of the marketing strategy implemented by the company depends on careful analysis and observation by the company of the factors that can affect the company's marketing strategy.

The researcher's interest in investigating in depth the background above, is the basis for knowing how the franchise mixue marketing strategy takes the object of research specifically the franchise mixue in Bengkalis. Thus, the author chose the thesis title as follows: "Marketing Strategy of mixue franchise in bengkalis".

The research objective, to find out how the marketing strategy of mixue franchise in Bengkalis.

## **LITERATURE REVIEW**

There are several general theories in this study, According to Kotler and Keller (2013) marketing strategy is a mindset used to achieve marketing objectives in a company regarding the specification of strategies for target markets, positioning, marketing mix and the amount of marketing expenditure. According to Keller in Suhairi et al (2022) in describing the marketing strategy identified with the marketing mix or marketing mix that there are 4 types of aspects that must be analyzed in determining a marketing strategy in the company. Marketing management with a marketing mix foundation will provide supervision, planning to implementation and evaluation to organize and produce transaction activities in accordance with market needs.

According to Abdurrahman (2015) Market segmentation is the grouping of heterogeneous markets into homogeneous ones with a certain marketing mix. Through market segmentation, companies divide large and heterogeneous markets into smaller segments that can be reached efficiently and effectively with products and services that suit customer needs. According to Kotler and Armstrong in Yusuf & Said (2021) Marketing Mix is a set of marketing variables, which are used by companies to pursue the desired sales targets.

In this study, it cannot be separated from the results of previous research that has been conducted as a comparison and study, including research with the title Marketing Strategy Analysis to Increase Sales of Square Coffee Shop Drinks in Bandar Lampung City (Yuliana and Ardansyah, 2022) The results showed that the application of a suitable marketing strategy at Square Coffee Shop in an effort to increase sales is a strategy of growing selective needs in maintaining old consumers and attracting new consumers in accordance with Simamora's opinion, by applying 4 parts of the marketing strategy concept, namely segmentation, targeting, positioning, and marketing mix. Square Coffee Shop provides affordable prices by prioritizing product quality, friendly and polite service, facilitating the transaction process, providing attractive promotions or discounts, promoting them through social media that can be known to the entire community. Marketing strategy plays a very important role, therefore efforts must be made to retain consumers, increase the number of consumers, attract consumers, so that it can advance sales. In this situation, the implementation of marketing strategies has been implemented and carried out properly at the owner of Square Coffee Shop.

Meanwhile Hadyan Romadhona (2022) with the title: "Marketing Strategy for Spotless". The results showed that this study aims to identify marketing strategies or activities that can be used to effectuate and optimize marketing costs. These marketing strategy activities can help to increase sales and reduce marketing costs that now account for up to half of sales. This study used qualitative research methods. the results of external analysis, it can be seen that the shoe industry in Indonesia is increasing both in terms of shoe production and shoe purchases, especially the proliferation of local brand shoe products that now can be found anywhere with different designs. This increase in the shoe industry certainly impacts Spotless, especially with the rampant COVID-19 pandemic in Indonesia. It makes the hobbies or activities that can be done at home increase. In addition, internet users in Indonesia are also expanding their territory, which adds to the increase in internet users. With these external factors and the existence of digital marketing and all online activities by Spotless, it is a supportive environment for Spotless to develop and increase sales. From the internal analysis, it can be seen that there are still many things Spotless has to do to make it even better and

effectuate and optimize the performances of each division. Because Spotless problems can impact Spotless waste in marketing costs, there are still many operational improvements that must be addressed immediately. Otherwise, Spotless will suffer losses if it is allowed to happen. There must be strategies and innovations that Spotless must carry out in the business strategy to get even more sales and production efficiency from Spotless.

## **RESEARCH METHOD**

The type of research used in this study is qualitative descriptive. The location of this research was conducted at the Mixue Franchise Bengkalis which is located at Ahmad Yani Street, Bengkalis District. The data analysis method in researching the marketing strategy of the mixue franchise in bengkalis was completed using a qualitative descriptive analysis method. Source data of this study namely primary and secondary. In this study, the data collection techniques used by researchers namely interview and documentation.

## **RESULTS AND DISCUSSION**

The research was conducted in Bengkalis city. The object of research to be carried out is Mixue Bengkalis. Mixue Bengkalis does not use the four market segmentations that have been mentioned, namely segmentation based on geography, demographic or socio-economic segmentation, psychographic based segmentation and behavioral based segmentation. Mixue Bengkalis focuses more on demographic segmentation. Demographic segmentation is dividing the market into groups based on variables, such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation and nationality.

Demographic segmentation of Mixue Bengkalis is divided into buyer groups based on age, gender, religion, income and occupation. In terms of age, Mixue Bengkalis can be consumed from children to the elderly. For children, Mixue Bengkalis provides ice cream variants which are usually preferred by children. For teenagers-adults usually prefer a comprehensive flavor variant because at the age of adolescence-adult curiosity is higher so they tend to taste all variants. Meanwhile, parents usually prefer light flavors such as fresh tea, fruit and milk tea variants. Regarding gender, Bengkalis is a product that can be consumed and enjoyed by all genders, both men and women. Mixue Ice Cream and Tea has also received a halal certificate from MUI (Indonesian Ulema Council) so that it can be consumed by Muslims, which means it can be consumed by all religions. In terms of income and occupation, Mixue Ice Cream and Tea is a product that is sold at an affordable price of Rp.8,000-Rp.22,00 which is suitable for middle to lower income and suitable for all types of work

Table1. Results of Market Segmentation

Market Segmentation	Research Results
Demographic Segmentation	<ul style="list-style-type: none"> <li>- Age: Buyers' ages range from childrens to the adults</li> <li>- Gender: Male and female</li> <li>- Religion: All religions</li> <li>- Income: bottom- up income</li> <li>- Occupation: All</li> </ul>

Source: Processed Data, 2023

Based on table 1, it explains that from the results of interviews conducted by researchers regarding the market segmentation of Mixue Bengkalis, Mixue Bengkalis focuses more on demographic or socio-economic segmentation. The demographic segmentation of Mixue Bengkalis consists of age, gender, religion, income and occupation.

Marketing mix of Mixue Bengkalis include product, price, place and promotion. Mixue Bengkalis sells a variety of products where mixue bengkalis not only sells ice cream and mixue tea but also sells fresh drinks and milk tea. This varied product is a mixue strategy to continue to attract consumers by continuing to add new variants that make consumers curious about the various variations it has. For those who are bored with the sweet taste mixue has a variant of fresh drinks and also a fruit variant that can be used as an alternative for consumers who don't want to enjoy sweet flavors.

Table2. Mixue Bengkalis Product

No	Categories	Name of Product	Price
1.	Ice Cream	Mixue Ice Cream	Rp. 8.000
		Sundae (Boba/oreo)	Rp. 16.000(U)
		Strawberry Mi-Shake	
		Boba Mi Shake	
		Chocolate Cookies Smoothies	
		Mi-Sundae (Mango/cookies/Red bean)	
		Lucky Sundae (Strawberry/chocolate)	
		Smoothies with ice cream (Mango/Strawberry/kiwi/grape)	
		Ice Cream Tea (Ice Cream+Earl Grey Tea/Jasmine Tea)	
		2.	Milk Tea
Supreme Mixed Milk Tea (pearl+coconut jelly+Brown sugar jelly)	Rp.22.000(L)		
Pearl Milk Tea	Rp.19.000(M)		

		Oats Milk Tea	Rp. 22.000(L)
		Coconut Jelly Milk Tea	
		Red Bean Milk Tea	
		Milk Tea with 2 Toppings (Pearl/coconut jelly/oats/sugar jelly/red bean)	Rp.19.000(M) Rp.22.000(L)
3.	Fruit Tea	Fresh Squeezed Lemonade	Rp.10.000(L)
		Fruit Tea (Grape/kiwi)	Rp.15.000 (U)
		Lemon Jasmine Tea (Fresh lemon slice + Jasmine Tea)	Rp. 12.000(L)
		Lemon Earl Grey Tea (Fresh lemon slice + Jasmine Tea)	
		Peach Earl Grey Tea	Rp. 16.000(L)
		Mango Oats Jasmine Tea	Rp. 16.000(M)
		Passion Fruit Jassmine Tea (sweet, sour and chewy)	Rp. 20.000(L)
		Hawaiian Friut Tea (Sweet+Passion Fruit+Mango+Jasmine Tea)	Rp. 22.000(L)
		Creamy Mango Boba (Mango+Boba+Coconut Jelly+Ice Cream)	Rp. 22.000(M)
4.	FreshTea	Original Jasmine Tea	Rp. 10.000(L)
		Original Earl Grey Tea	
		Jasmine Tea with 2 Toppings ( Pearl+Coconut Jelly+Jasmine Tea)	Rp. 13.000(M)
		Earl Grey Tea with 2 Toppings ( Pearl+Coconut Jelly+Earl Grey Tea)	
5	Spesial Hot Milk Tea Series	Brown Sugar Pearl Hot Milk Tea	Rp. 19.000(M)
		Supreme Mix Hot Milk Tea	Rp. 22. 000(L)
		Red Bean Hot Milk Tea	Rp. 19.000(M)
		Coconut Jelly Hot Milk Tea	Rp. 22.000(L)
		Oats Milk Tea	
		Pearl Hot Milk Tea	

*Source: Processed Data, 2023*

Based on table 2, it explains that Mixue Bengkalis products consist of several categories. Consists of ice cream, milk tea, fruit tea and fresh tea. Each category consists of several product variants. Entering the rainy season, Mixue Bengkalis issued a new variant, namely hot milk tea which is suitable to be enjoyed in cold weather

Table3. Mixue Bengkalis Product

Categories	Name of Products
Spesial Hot Milk Tea Series	Brown Sugar Pearl Hot Milk Tea
	Supreme Mix Hot Milk Tea
	Red Bean Hot Milk Tea
	Coconut Jelly Hot Milk Tea
	Oats Milk Tea
	Pearl Hot Milk Tea

*Source: Processed Data, 2023*

Table 3 shows that mixue has issued a new product variant, namely the Special Hot Milk Tea Series variant. This variant consists of several product variants, namely Brown Sugar Pearl Hot Milk Tea, Supreme Mix Hot Milk Tea, Red Bean Hot Milk Tea, Coconut Jelly Hot Milk Tea, Oats Milk Tea and Pearl Hot Milk Tea.

Mixue Bengkalis sells its products at national prices, it shows that the pricing of mixue products that use this national price is a rule that must be obeyed by all Mixue Ice Cream and Tea outlets. This pricing is also in accordance with the Mixue Ice Cream and Tea Mission, which is to bring high quality and affordable products to everyone around the world. Mixue's marketing strategy which sells its products with the middle to lower target market which is in accordance with the company's mission Mixue Ice cream and Tea.

Mixue Bengkalis is located on Jalan Ahmad Yani, Bengkalis city. Determination of this location point has passed several stages of survey from the Mixue marketing team. Jalan Ahmad yani itself is a very strategic location to open Mixue because this road is a location located in the center of bengkalis city and is in the center of the crowd. by choosing the right target market place, Mixue Bengkalis would get more consumers. By choosing the target market place at that location, many people are interested in Mixue products because the location is very strategic from the city center. Determination of business location is important in establishing a business. Because the more strategic the location of the business, the more it will have a good impact on the company such as increasing company revenue, increasing company consumers, and so on. So that the impact of location selection affects the sales level of a business. Mixue Bengkalis distribution channels are available online and offline. Online, that is, it can be ordered via whatsapp which is then delivered via gobeng. Gobeng is Bengkalis' instant transportation that makes it easy to find motorcycle taxis, food delivery, documents, and the like.



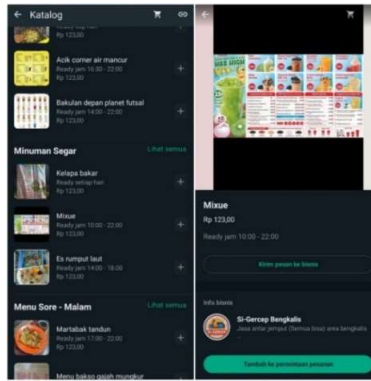


Figure1 si-Gercep Catalogue

*Source:si-Gercep Bengkalis,2023*

Figure 1 shows the Mixue Bengkalis distribution channel which is available online. The provision of this online distribution channel is very effective because the online distribution channel can make it easier for consumers to buy Mixue products without having to come directly to the store. While offline consumers can directly buy by coming directly to Mixue Bengkalis. Mixue provides a comfortable place with an air-conditioned room to relax and enjoy ice cream and drinks. Mixue Bengkalis is also very instagramable which is suitable for taking pictures.



Figure2 Mixue Bengkalis

*Source:Processed Data,2023*

Figure 2 shows Mixue Bengkalis distribution channels that are available offline. The online distribution channel means the Mixue Bengkalis shop. The atmosphere of the Mixue Bengkalis shop is very comfortable, clean and suitable for taking pictures or gathering because the place is instagrammable.

Mixue Bengkalis introduces its presence or products to the Bengkalis community by endorsing Insta-gram @Bengkalisku. Mixue Bengkalis has a personal Instagram and tiktok account, namely @mixue\_bengkalis as its promotional media. Mixue Bengkalis social media accounts are not only used as promotional media but also to introduce ice cream and beverage

products to their customers. The way to introduce the product is by posting or making short videos related to the product.

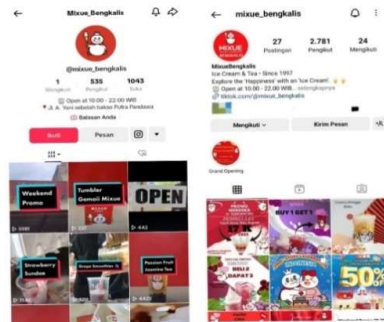


Figure3 Tiktok and Instagram Mixue Bengkalis account

*Source:Processed Data,2023*

In its promotional activities, mixue bengkalis does not have a special strategy, but mixue bengkalis also conducts monthly promos or at certain events such as independent promos, cheerful August, October series etc.

## CONCLUSIONS AND SEGGESTIONS

The marketing strategy used by Mixue Bengkalis to promote its products is to use market segmentation and marketing mix. In terms of market segmentation, Mixue Bengkalis does not use the four existing market segmentations. Mixue Bengkalis focuses more on demographic segmentation, because this segmentation describes consumer groupings based on generalizations, such as age, gender, religion, income and occupation. By applying this market segmentation strategy, Mixue Bengkalis can plan products that are really needed and suitable for consumers.

In the marketing mix strategy, mixue bengkalis determines the strategy in several ways, including the following: Product strategy mixue bengkalis adds the latest menu to meet market needs and to innovate its menu, price strategy mixue bengkalis applies a national price strategy. The place strategy or mixue distribution channel can be reached offline, namely at the store's operational location and online through gobeng. The promotional strategy carried out by mixue bengkalis is to provide promos at certain events which are announced through the mixue bengkalis social media account.

Researchers provide several suggestion, For future researchers, this research can be used as a reference in conducting further research on marketing strategies. However, the researcher suggests that research can be carried out on other companies such as marketing strategies that the company can use. For companies, it is hoped that this research can provide

benefits and important information in the company. Researchers hope that companies can improve their marketing strategies and social media management in order to achieve the desired goals

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