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## **Innovative Marketing of Traditional Thai Luk Chup as a Healthy Snack Option**

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### ***Abstract:***

*In the development of the 4.0 technology industry, many people realize the importance of healthy living through the internet media. Researchers conducted observations in the field of digital marketing business. Balanced with increasingly sophisticated technology, the level of public awareness is also increasing. This is illustrated by the large number of people sharing sports content and healthy food preparations. This kind of lifestyle is also widely found in Batam City. Through observation, researchers found that 7 out of 10 people choose to live with a good pattern. However, many of them complain that it is difficult to get healthy food in Batam City. Researchers are motivated to create innovations to help people who choose a healthy lifestyle. Designing the Scottytasty Instagram account by offering Thai snack products, namely Lok chup. Food processed with various forms of fruit with green bean filling makes healthy consumers easy to consume. This study uses a qualitative research method with a Design Thinking stage approach to healthy food consumers. Design thinking has several stages in its work, namely empathy, definition, idea, prototype, and testing. Through these stages, researchers can combine creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained. This research is expected to help people with a healthy lifestyle easily access healthy food and help in the marketing strategy process, especially in the digital era.*

**Keywords:** *Healthy Lifestyle, Food Choices, Digital Marketing*

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## **1. Introduction**

The rapid transformation of technological development, currently at the Industry 4.0 stage, has significantly impacted various aspects of life, including technological, social, economic, and political domains. This transformation has reshaped human mindsets, interactions, and activities, with implications for areas such as social structures, economies, and politics. For example, technological advancements have replaced many human roles, such as the adoption of e-money for payment transactions or the use of robotics in housework and hospitality. In Indonesia, these changes also affect lifestyles, as people increasingly rely on technology to facilitate daily activities (Kingsnorth, 2022).

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At the same time, Indonesia faces a "triple burden" of diseases—infectious, non-communicable, and emerging diseases—which underscores the urgency of implementing healthy lifestyles. A balanced diet and regular exercise can enhance quality of life and foster positive environmental impacts. However, rapid technological advances in food production have also led to unhealthy lifestyles, increasing susceptibility to various diseases (Santoso & Ranti, 2009). A healthy lifestyle, including proper nutritional intake and stress management, is essential (Stantrock, 2016).

Technological advancements and social media have empowered people to make more informed choices about healthy lifestyles. For instance, consumer decisions regarding food are influenced by factors such as food quality, preferences, and accessibility (Siró et al., 2008). Current consumer trends emphasize health, with a focus on organic and plant-based foods. These products, free from harmful chemicals, are increasingly popular for their health and environmental benefits (Rahma, 2024). Research highlights that emotional, mental, physical, and spiritual health are intertwined, driving consumers toward healthier food choices (Unpuzzle Health, 2023).

In Indonesia, the organic food trend is on the rise. In 2024, organic food sales increased by 7.9% compared to the previous year, driven by greater consumer awareness and the growth of the healthy food market (KumparanFOOD, 2024). Nielsen Indonesia predicts a 15% annual growth in Indonesia's healthy food and beverage market over the next five years due to changing consumer preferences and lifestyles. However, there remains a gap in healthy food availability, particularly in regions like Batam City, where unhealthy food consumption is prevalent, especially among teenagers.

Thai Lukchup, a traditional dessert made from mung beans shaped into miniature fruits, offers potential as a healthy snack alternative. Its unique appeal, nutritional value, and suitability for a healthy diet make it ideal for addressing the growing demand for nutritious foods in Batam City. Despite its potential, the sales and awareness of healthy snacks like Lukchup remain limited in the region.

While previous studies have extensively explored consumer preferences for healthy foods (Siró et al., 2008; Martin et al., 2016), research on integrating traditional snacks like Thai Lukchup into modern healthy lifestyle trends remains scarce. Additionally, most studies focus on large-scale markets or urban centers, leaving a gap in understanding healthy food consumption in smaller cities like Batam. This study seeks to address this gap by examining the potential of Thai Lukchup as a healthy snack and its accessibility in the context of Batam City.

The novelty of this research lies in its approach to integrating traditional Thai snacks into Indonesia's healthy food market, particularly targeting teenagers. By promoting Lukchup as a nutritious snack and improving accessibility, the study contributes to healthy food innovation and education.

Therefore, this research chooses to provide healthy food education for teenagers starting from healthy snacks such as typical food from Thailand, namely Thai Lukchup and the ease for teenagers to obtain healthy food or snacks in Batam City.

The title taken by the researcher is "Lukchup Sales Innovation of Traditional Thai Food as a Healthy Snack".

## **2. Theoretical Background**

### **Digital Marketing**

Digital marketing first emerged as a term in the 1990s, when the world was undergoing major changes. Initially, this was characterized by the emergence of web 1.0 which tended to be static with limited interaction and community (Annamalai et al., 2021). This development was followed by the launch of the first advertising banner in 1993 and the creation of the first web crawler in 1994, which was the beginning of what we now know as search engine optimization. All of this happened about four years before Google appeared, more than a decade before YouTube was born, and even before social media became a real concept, showing how quickly technology evolves in such a short period of time (Uva et al., 2023).

The rapid growth of Google and the emergence of Blogger in 1999 marked the beginning of the modern internet era. At the same time, Blackberry, previously unknown for innovation, introduced mobile email, while MySpace became one of the first sites to resemble social media as we know it today. However, despite MySpace being a pioneer in social media, its user experience was unsatisfactory, which eventually led to its decline in popularity (Kingsnorth, 2022).

The introduction of Google AdWords became an important milestone in their digital development and remains their main source of revenue to this day. Their innovations, which include a simple yet accurate interface and superior algorithms, make them hard to match, although Bing has made some progress in recent years. The use of cookies has been key in their development, although this has also been controversial in terms of privacy over the past few years. Although cookies have been a source of privacy-related controversy, they also play an important role in providing relevant content and personalizing the user experience (Kingsnorth, 2022).

In this case, digital marketing in the modern era is stated as a marketing strategy that uses digital platforms and internet technology to achieve business goals. This includes various tactics such as content marketing, social media, search engine optimization (SEO), paid advertising (SEM), email marketing, and others (Helianthusonfri, 2019). With the widespread adoption of technology and the shift in consumer behavior towards digital, digital marketing is more important than ever in building brand awareness, increasing sales, and engaging with audiences. The advantages of digital marketing include its ability to precisely target relevant market segments, measure campaign performance in real time, and provide unlimited room for creative innovation.

## **Healthy Food**

Understanding Healthy Food is a fundamental need for human life. The food eaten every day must meet nutritional needs in accordance with health standards, because adequate nutritional growth makes intelligence increase and healthy life. Consuming healthy food is very important, especially in supporting children's growth and development. There are several theories that support the above statement, among others, according to Hanifa and Luthfeni (2006: 2) in her thesis (Nurchayati & Pusari, 2014) food is the main requirement in human daily life. Therefore, nutritious food is needed in sufficient quantities for the growth and maintenance of the body. Food is useful to meet human needs in sustaining life because in food there are nutrients needed by the body. Meanwhile, according to (Santoso & Ranti, 2009) food for humans is a basic need that must be met to survive and run life. Eating is needed to obtain adequate nutritional needs for survival, health recovery after illness, activity, growth and development. For a child, eating can be used as a medium to educate children to accept, like, choose good and healthy food, as well as to determine the amount of adequate and quality food. Another opinion from Nuraini (2007: 14) that healthy food is food that has sufficient and balanced substances, and does not contain elements that can harm or damage health. It is very important for parents to direct children with regard to choosing healthy and halal food or snacks from an early age, which will provide good psychological development, especially in the formation of noble morals in children. In the journal Sandro Malakkiano (2014: 5), according to nutritionists healthy food is nutritious food found in staple foods, vegetables, side dishes, and fruit. Staple foods are foods that contain a lot of carbohydrates or starchy substances such as rice, cassava, sago, and corn. Carbohydrates are substances that are needed by the body as a source of energy. By getting enough carbohydrate intake and can do various kinds of activities. According to Hulme quoted by Sandro Malakkiano (2014: 6) healthy food is food that must consist of main food and supporting food. Healthy food is also known as 4 healthy 5 perfect, but its popularity has begun to fade for various reasons. Eating a side dish of tofu, tempeh, a piece of meat and a bowl of vegetables is still not enough to fulfill nutritional needs. In Sandro Malakkiano's journal (2014), healthy food is food that contains substances needed by the body. Healthy food contains balanced nutrition, which is food that is full of nutrients and is good for consumption by the body. Meanwhile, according to Prasetyo in his journal Suparyanto (2016: 12) said that healthy food is by concocting various types of balanced food, so that all nutritional needs are met for the body and can be felt physically and mentally. From some of the above opinions it can be understood that healthy food is food that meets health requirements and if eaten does not cause disease and poisoning, and contains substances needed by the body in adequate amounts and is diverse, nutritious, and balanced, and safe when consumed.

## **Food Choice**

Food choice in adolescents is related to food access and food availability. Food choice factors in adolescents are advertising media on social media, the price of food products, limited access to food and adolescents' awareness of healthy lifestyles. The

advertising media factor affects food choices in adolescents because adolescents are currently the most active users of social media. The affordable price factor also has an influence on food choices in adolescents, this is seen from the average teenager who does not have a stable economy. The factor of adolescent awareness of healthy living, the COVID-19 pandemic that hit Indonesia made the mindset of clean and healthy living the main reference to maintain body immunity which can reduce the risk of exposure to the COVID-19 virus. Food choices that tend to be influenced by the surrounding environment have an impact on the nutritional status of adolescents. It is hoped that this research can benefit many parties, especially adolescents in food choice awareness to reduce the level of nutritional status of obesity or underweight. If this research is published in a journal publication, it can be information for the community and for the government regarding adolescent health policies and program planning.

### 3. Methodology

The research method used is a qualitative research method on the grounds that the research conducted is a socio-cultural phenomenon in a real or natural setting, and produces descriptive data (Sugiyono, 2019). The approach taken uses *Design Thinking*. *Design Thinking* is an iterative process where we seek to understand users, challenge assumptions, and redefine problems in an effort to identify alternative strategies and solutions that may not be immediately apparent with our initial level of understanding. At the same time, *Design Thinking* provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods (Sirait et al., 2022).

### Research Design

The research design began with the researcher's motivation for a healthy lifestyle. Researchers collected data through observation and surveys. This research found the idea of healthy snacks such as Thai Luckhup that can help the process in healthy living. Thai kanom luk chup is a cake of fine mung beans shaped into mini fruits. Some people call it mini fruit cake or fantasy fruit cake. Luk chup recipes are starting to make the rounds on TikTok. According to the makers of luk chup cake on TikTok, the ingredients are simple but the process of making it takes quite a long time. The reason is that the fine mung bean dough is formed into mini fruits one by one manually. After that, it is also manually smeared with food coloring. Then, a business idea was born to create a social media account such as Instagram to help market healthy food products. Researchers designed an Instagram account and healthy living content under the name @scottyasty. This social media design is expected to be a place for people to get a healthy lifestyle and healthy food in Batam City.

### Data Collection

Data collection by researchers used several methods, namely observation, interviews and collecting references both *offline* and *online*. The following is a description of the data collected by researchers, namely:

1. Observation

In this method, the researcher observed the culinary market in Batam City, especially for consumers who choose healthy style. The researcher found that consumers who have a healthy lifestyle find it difficult to buy or consume healthy food. This is because there are few sellers who sell healthy food. Those who sell healthy food are difficult to find, therefore, the researcher is interested in researching and implementing healthy food in Batam City.

2. Indepth Interview

In addition to observation, the researcher also took some samples in the field as many as 10 respondents who have a healthy lifestyle. Respondents argued that in Batam City it is quite difficult to find healthy food or healthy snacks. Some of them process healthy food themselves because of the difficulty in getting the food. They really hope for innovation from MSME entrepreneurs to sell healthy food and snacks. This is useful and practical for those who have a healthy lifestyle.

3. Reference

In this method, researchers take several quotations from various references such as books, articles and journals that are related to what will be discussed regarding healthy lifestyles, especially about healthy food preparations.

### **Stages in the *Design Thinking* Process**

The concept of *design thinking* in this research is a combined approach of practical-creative elements that can be applied to solve problems in several business sectors, especially for the purpose of product development and expansion of services offered to users. Incorporating design thinking into the innovation process helps create additional value. Therefore, the idea evaluation process helps companies improve performance to be more sustainable (Martin et al., 2016). All this interacts in one complete cycle based on the collective development of the project cooperatively. The main recommendation of this design development model is to find revolutionary or innovative solutions to all identified problems by focusing on the needs of social entrepreneurship. The definition and concept of design thinking was developed and created by Rolf Faste who was a professor at Stanford University in the United States. However, the idea was popularized by the founder of IDEO, David M. Kelley, which is one of the largest design and innovation firms to date (Maria, 2016). Unlike other development models, *Design Thinking* is not only based on statistical and mathematical data in each process it goes through (cycle) but also focused on empirical observation and direct contact with customers and other professionals responsible for each phase in the project development process (Linton & Klinton, 2019). In other words, *design thinking* can be considered as a more "humanized" duplication than others by going through the 5 process elements contained in it, namely empathy, definition, ideation, prototyping, and testing.

1. Empathy - has empathy value towards the target user.

This element is a process of assessing the degree to which empathy values fit the development goals of a particular project or assessing the extent to which designers can feel the desires of target users.

2. Definition - user needs, user problems, and solution provider views.  
This element is a phase where designers conduct detailed research and evaluation of each need and problem faced by users based on the empathy element. The designer or even the solution provider will present a comprehensive view once the request or requirement is defined together with the participating team.
3. Ideation - generating assumptions and creating ideas for innovative solutions.  
This element is the phase where the idea generation process takes place after the problem definition is identified.
4. Prototyping - developing prototypes to start creating solutions.  
This element of design thinking is used in this study to see how the target actions react to the solutions that have been identified for implementation. Whether they are comfortable developing prototypes first before implementing actions or vice versa. This element is also used to see if the targets are comfortable developing prototypes based on the identified solution actions or just using theory alone.
5. Test - run tests before the solution process.  
This element is the final phase in the design thinking process and is used in this study to look at the results of target acceptance of target user feedback on the solutions that have been provided. Aim for resource exploration to enhance new ideas for the future.

When the entire process in the *design thinking* phase is completed, the final product will not stop there as it will go through a refinement phase and go through a continuous evolutionary process. This will also depend on the final observations and the need for changes for the target users.

While there are some basic steps that need to be followed to obtain the final result, there is no definite hierarchical order between the phases in the development process. Each element in the design thinking process is constantly moving and interacting with each other in an attempt to refine the next outcome through a series of experiments from end-user feedback (Dijksterhuis & Silvius, 2017).

Data collection techniques through observation, document analysis off line and online, and in-depth interviews (indepth-interview), to get the right key informants, the selection of informants is done by means of purposive sampling techniques, because it already has a goal, namely consumers who have a healthy lifestyle. So that key informants can provide accurate and precise information and data.

#### **4. Empirical Findings/Results**

The product design process begins with the process of preparing various natural ingredients intended for making Thai Luckhup, where the main ingredients are 400 grams of green beans without skin, 300 ml coconut milk 600 grams of powdered sugar, food coloring (red, green, yellow), and enough water to color.

Regarding the outer layer, one packet of white gelatin or agar sheets and two tablespoons of powdered sugar are required. The first step in making Luckhup is to soak the mung beans in one liter of water for six to seven hours. After soaking, the water is removed and the mung beans are drained before being steamed until soft. Afterwards, the steamed mung beans are allowed to cool, then put into a food

processor along with sugar and coconut milk, and blended well into a soft paste. At this stage, the dough still looks a bit wet. Next, the batter is removed from the food processor and poured into a wide pan without oil, then heated over low heat while stirring with a wooden spoon. This heating process will make the dough thicker, so it can be shaped into miniature fruits and vegetables.

Once it reaches the right consistency, the flame is turned off and the pan is removed from the stove to allow the dough to cool. When the dough is cool enough, Luckhup cake making is done by taking the dough in small portions, rolling it out, and molding it to taste. The size of luk chup usually ranges from 1.5 cm to 2.5 cm. Stick a toothpick into each luk chup and use food coloring to color it. It is important to let the luk chup dry carefully without damaging the shape. For the drying process, the luk chup is poked into a thick and long piece of styrofoam.

Once the luk chup has dried, the next step is to dip it in agar-agar. For this, the agar-agar, water and sugar are cooked for five to six minutes according to the instructions on the package. Before dipping, make sure that the luk chup is completely dry so that no color stains appear during the dipping process. Carefully, each luk chup is taken out of the styrofoam and gently dipped into the agar mixture, then poked back into the styrofoam to dry. This process will give the luk chup an attractive shiny appearance, making the final product ready to be served and enjoyed.

## **1. Implementation Tool Design**

At this stage is the stage that researchers will do to introduce the innovations designed by researchers. Here are some of the design stages in this implementation:

- a) Create an Instagram account  
Starting with the process of creating an Instagram account with the name Scottytasty. The reason the researcher made the name is that the researcher wants to give a cheerful and happy feeling through the taste of the food offered. As well as the social media instagram which was chosen to be a place to share because instagram is a good visual platform to sell food and easily reach consumers.
- b) Create content and marketing strategies  
Scotty Tasty can develop a creative and innovative set of content on social media, particularly on its Instagram account. In this context, the content should be designed to capture the audience's attention and build engagement. Some of the types of content that can be produced include interesting photos of Luckhup Thailand products displayed in various settings, short videos of product presentation, along with unique stories behind each product that can make audiences feel more connected to the brand.



- c) **Carry out Instagram account promotion activities to marketing targets**  
Once the content is ready, the next step is to carry out promotional activities to increase the recognition of the Instagram account to the marketing target. This can be done in several ways. First, researchers can utilize paid ads on Instagram to reach a wider audience. By setting the right target demographics, such as age, location, and interests, these ads can be customized to attract the attention of people who are likely to be interested in Luckhup products. Furthermore, researchers can also cross-promote with other social media accounts, such as Facebook and Twitter, to attract followers from these platforms to the Instagram account. By sharing the Instagram account link and inviting the audience to follow, this can significantly increase the number of followers.

## 2. *Design Thinking Process*

This research explains the use and adaptation of elements contained in *design thinking*, namely empathy, definition, ideas, prototypes, and tests. In addition, *design thinking* can also combine creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained. The following are the stages of design thinking carried out in this study:

### a) **Empathy**

At this stage, researchers made observations of consumers who were interested in healthy food. Researchers found that 7 out of 10 people were interested in healthy food products. Researchers also asked consumers for various reasons. Many of the consumers answered to maintain body health so that they are not susceptible to disease. However, many of these consumers complain about food productivity problems that are difficult to consume easily and efficiently. This is because few UMKM sell healthy fast food and require an inefficient process in the manufacturing process. Therefore, researchers are interested in designing an implementation of this problem.

In this context, the results of this study indicate a large gap between consumers' desire for healthy food consumption and the reality of the market. In this regard, the limited number of MSMEs offering healthy food in Batam City indicates that there are significant opportunities for filling this gap. Moreover, complaints about the inefficient process of making healthy food can be a valuable clue for researchers in designing solutions that can meet health needs while offering convenience in terms of consumption and access to healthy food.

### b) **Definition**

At this stage, researchers use the empathy stage as the next foundation. At the empathy stage we have found the problem that consumers have difficulty consuming healthy food. At this stage, researchers will design what stages are needed in implementing tools to help consumers reach

healthy food. Using a business development strategy through social media will help researchers to reach a wide range of healthy food consumers. Researchers also plan to share insights about healthy lifestyles.

The approach taken at this stage underscores the importance of effective communication with the target audience. Through leveraging social media, the researcher was able to reach a larger number of consumers, especially the younger generation who are active on social media. In addition, the strategy is characterized by building new avenues to form *online* communities around healthy food, where consumers can share experiences and tips. In addition, educational content can help create an added value for the products offered, maximizing consumer loyalty along with their awareness of the importance of healthy eating.

**c) Ideation**

At this stage the researcher plans to create an Instagram account with the name @scottytasty. researchers want to provide a cheerful and happy feeling through the taste of the food offered. And the social media Instagram was chosen to be a place to share because Instagram is a good visual platform for selling food and easily reaching consumers. The food chosen by the researcher is Thai Lukchup. This food is made from green beans which are good for health. The ingredients used are natural and suitable for healthy food consumers.

In this context, the choice of Lukchup products as the main focus is very strategic, given consumers' increasing interest in food that is not only tasty but also healthy. Social media, especially Instagram, was chosen for its ability to present engaging visual content, which is very effective in attracting the attention of young audiences. Researchers understand that to compete in the healthy food market, it is important to offer not only quality products but also a pleasant experience for consumers. This opens up opportunities for various forms of creative and interactive marketing campaigns, which can increase engagement and brand awareness.

**d) Prototype**

At this stage, the researcher releases existing ideas with the initial stage of downloading an Instagram account with a predetermined name. Then, researchers look for content ideas that attract healthy food enthusiasts such as by sharing content with attractive designs and by adding insights into healthy lifestyles. This stage is also marked as an important step in realizing the ideas that have been designed. With an active Instagram account, researchers can begin to test the resonance of the content created with the target audience. Engaging and informative content would serve as both a promotional and educational tool, creating a deeper connection between brands and consumers. The initial evaluation of interactions on the platform also provided insights into consumer preferences, which can be used to adjust future content strategies.

**e) Test**

At this stage, researchers want to see responses from consumers who have a healthy lifestyle. Through the content and posts displayed on the @Scottytasty Instagram homepage, it can be an evaluation of researchers.

Responses to posts from these consumers will be a review to improve implementation in the future.

The results of the testing phase indicated that the strategy was effective in attracting consumer attention and building engagement. Positive responses from consumers indicate that they value the information presented and show interest in consuming the product. It can also provide initial validation of the idea developed. Furthermore, *feedback* from consumers is also important as a basis for further improvement and development, such as the exploration of new flavors, adjustments in presentation, or the addition of more educational content. Researchers should continue to adapt and respond to this feedback to ensure the product remains relevant and appealing to the audience.

## **5. Discussion**

### **Product Design Process and Its Contribution to Healthy Food Development**

The design and production process of Thai Lukchup highlights its alignment with modern consumer preferences for healthy, visually appealing, and sustainable food products. By using natural ingredients such as mung beans, coconut milk, and natural food coloring, the process reflects an emphasis on health and nutritional value. This approach addresses the gap identified by Siro et al. (2008) regarding consumer demand for food quality and accessibility, while also aligning with global trends in organic and plant-based foods (Unpuzzle Health, 2023).

The intricate preparation and artistic presentation of Lukchup underscore its potential to appeal to health-conscious consumers. The creative shaping and coloring of the snack cater to the psychological aspect of eating, which ADM (2023) highlights as critical for modern consumers seeking emotional and mental satisfaction from food. Moreover, the use of local and natural ingredients resonates with the increasing demand for sustainable food options, as discussed by Rahma (2024), Nestle and Wing (2012), and Vermeir & Verbeke (2008).

### **Implementation Tool Design and Its Role in Market Penetration**

The establishment of the @ScottyTasty Instagram account demonstrates a strategic move to leverage social media for reaching health-conscious consumers. Social media platforms, particularly Instagram, are highly effective in promoting food products due to their visual nature (Kingsnorth, 2022). By sharing visually appealing content, such as the artistic design of Lukchup and informative posts about its health benefits, the researchers effectively bridge the gap between product innovation and consumer awareness (Annamalai et al., 2021).

The promotional strategy employed, including paid ads and cross-promotion, aligns with the research by Nielsen Indonesia, which emphasizes the importance of targeted marketing in expanding the reach of healthy food products (KumparanFOOD, 2024). This approach not only increases brand visibility but also fosters a community of like-minded individuals interested in healthy living, as suggested by Santoso & Ranti (2009), Uva et al. (2023), and Linton & Klinton (2019).

### **Design Thinking and Consumer-Centered Innovation**

The design thinking process implemented in this study underscores the importance of empathy and consumer engagement in developing health-focused products. Observations at the empathy stage revealed a significant demand for healthy, convenient food options in Batam City, corroborating findings by Populix (2024) that highlight the growing consumer preference for healthy, ready-to-eat food. The definition and ideation stages further emphasized the importance of integrating consumer feedback into product and marketing strategies, a principle echoed by Martin et al. (2016) and Dijksterhuis & Silvius (2017).

The prototyping and testing stages provided valuable insights into consumer preferences and market dynamics. The positive responses to the @ScottyTasty Instagram account validate the potential of social media as a platform for promoting healthy food. Moreover, the feedback collected during these stages allows for continuous improvement of the product and marketing strategies, ensuring alignment with consumer needs (Siró et al., 2008; Sirait et al., 2022).

### **Addressing Health Challenges and Market Gaps**

The study's focus on Thai Lukchup as a healthy snack addresses critical health challenges, including the prevalence of obesity and poor dietary habits among teenagers. By providing a nutritious, visually appealing alternative, the research contributes to combating these issues, as highlighted by the World Health Organization's emphasis on balanced nutrition and healthy living (WHO, 2023; Wilson & Temple, 2020).

Furthermore, the study addresses the limited availability of healthy food options in Batam City, creating an opportunity for MSMEs to fill this market gap. This aligns with the findings of Nielsen Indonesia, which predicts significant growth in Indonesia's healthy food market over the next five years (KumparanFOOD, 2024). The educational content shared on social media not only promotes the product but also raises awareness about healthy eating, contributing to long-term behavioral change among consumers (Pollan, 2008; Katz & Meller, 2014).

## **6. Conclusions**

As a solution to overcome the problems in the form of health impacts caused by the consumption of unhealthy food and snacks, as well as by the difficulty of consumers in accessing healthy food, I propose the idea of innovating healthy snacks Lukchup. In this context, the researcher introduces Lukchup products by creating an Instagram account, creating innovative and creative content and marketing strategies to increase audience engagement, and carrying out Instagram account promotion activities to target marketing, by utilizing advertising strategies, setting target demographics, and by utilizing other strategies that are considered relevant.

Design thinking goes through several stages in the process, namely empathy, definition, ideation, prototyping, and testing. Through these stages researchers can

combine creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained. At the empathy stage, researchers made observations of consumer complaints who consumed healthy food. Then the researcher draws conclusions from the problems at the definition stage by creating a business idea specifically selling healthy foods. The first menu chosen by the researcher was Thai Luckhup. According to researchers, this menu is easy to make and suitable as a healthy snack for consumers. After that, researchers formulated several ideas at a later stage to create an innovation into an implementation tool that can help consumers. The implementation of the implementation output continued at the prototype stage by creating the @scottytasty instagram account with various content as a strategy in developing this healthy food business. In the last stage, researchers conducted testing on marketing to see consumer reviews or responses on healthy food marketing. However, in this study researchers have not tried to create other social media accounts as online sales media. As well as in menu creations that have not varied due to the limitations of researchers in the process. We recommend that in further research other healthy food menus be reproduced, in order to attract more consumers to the business offered.

Researchers also made suggestions for future researchers to express research by carrying out other product sales innovations in the form of other traditional foods, or by modifying food products with their presentation techniques, or conducting research related to the success of promotion through the implementation of effective and targeted digital marketing according to the target audience.

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