

MARKETING STRATEGY AND ADDED VALUE OF HALAL CERTIFICATION IN HERBALIFE BEVERAGE BUSINESS DEVELOPMENT



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Abstract

Health" is a difficult word to define, but health is very important in our lives. Islam can be interpreted as the results achieved by individuals or groups. Considering that Indonesia is the country with the largest Muslim population in the world, halal certification is a basic requirement for every product sold. The purpose of this study is to contribute to formulating an effective strategy for the development of Herbalife's business in the country. The research method used is a qualitative approach. The data collection method used in this study is interviews. The data analysis method in this study is data reduction, data presentation, and conclusion. The study results indicate that a marketing strategy that integrates halal certification can positively impact the Herbalife beverage business. By implementing the right market segmentation, product differentiation, and effective promotion and distribution strategies, Herbalife can increase its competitiveness in the global market. Halal certification is not only a requirement for regulatory compliance, but also an important factor in increasing consumer loyalty and expanding market reach. Therefore, the researcher suggests that a marketing strategy that integrates halal certification can positively impact the Herbalife beverage business. By implementing appropriate market segmentation, product differentiation, and effective promotion and distribution strategies, Herbalife can increase its competitiveness in the global market.

Keywords: Marketing Strategy, Halal Certification, Herbalife Beverages

INTRODUCTION

"Health" is a difficult word to define, but health is very important in our lives. Humans make various efforts to maintain their health. Public health awareness is still very low. Public health is an effort to produce nutritious food for our health. Therefore, there are many ways to be healthy, including consuming Herbalife. This Herbalife product is very helpful in maintaining our health (Supit et al., 2016).

The business world today is becoming increasingly competitive with technological advances in various fields. This is especially true in Indonesia. Indonesia has many companies that offer high-quality and competitive products in the market. In this competitive environment, we continue to strive to ensure survival, grow our business, and achieve optimal profits. One of the reasons for the decline in market share is the decline in buyer interest. Poor quality, especially when it comes to consumer or end-user purchasing decisions, can result in customers getting products they cannot trust and can mislead customers into buying the product. Business development in the field of health and nutrition products is currently growing rapidly. This is marked by the increasing awareness of public health supported by the government's Healthy Living Community Movement (GERMAS) program. Many companies offer products for healthy nutrition, and one of them is Herbalife. Herbalife offers a variety of nutritional supplements that can help you increase stamina, gain or lose weight, so you can achieve the body you want. Herbalife products are currently consumed by people in around 100 countries around the world, including Indonesia.

Herbalife has been present in Indonesia since 1998 and has been registered with BPOM and has been certified Halal by MUI (Longdong et al., 2024). To stay healthy, the body needs energy for organ function, body movement, maintaining body temperature, enzyme function, growth, and replacing damaged cells. Therefore, nutrition is very important for the body because it is important for all living organisms. Consuming unhealthy nutrition three times a day for decades can turn it into a toxin that will make you sick later. Nutrition is also very beneficial for our bodies. Because without nutrition, our bodies do not have nutrients. This can cause disease and malnutrition, so consumers need to improve their diet. The importance of this research lies in the development of instant body slimming products such as fat burning corsets, slimming creams, diet milk, and even weight loss sandals.

Because of this situation, people, especially those who are overweight, are more susceptible to advertisements in various media. Therefore, it is not surprising that slimming products of various brands and forms have emerged on the market. In addition, more and more people are attracted to the slim body shape that this drug promises.

Herbalife drinks have many other benefits besides diet programs. These drinks contain various essential vitamins and minerals that help increase energy and stamina. The high-quality protein found in Herbalife drinks helps build and maintain muscle mass and supports the recovery process after physical activity. In addition, Herbalife drinks contain antioxidants and essential nutrients that help support the immune system. A balanced formula that helps maintain digestive and metabolic health. Some Herbalife drinks contain dietary fiber, which can be beneficial for digestive health. These drinks can also be a practical and healthy breakfast or snack for those with busy schedules. Complete nutritional content helps meet daily nutritional needs.

For physically active people, Herbalife drinks are a great companion to support performance and recovery. Users also report benefits such as better sleep quality and more consistent energy levels throughout the day. The combination of B-complex vitamins and minerals in these drinks optimizes energy metabolism and supports nervous system function. However, it is important to remember that results may vary from person to person. Therefore, it is advisable to consult a doctor before starting a new diet program, especially if you have health problems (Rakhmawati et al., 2021)

Halal certification contributes significantly to the marketing of Herbalife products in several ways: Increasing Muslim Consumer Confidence. Expanding the Global Market, especially where the majority of the population is Muslim, such as Indonesia, Malaysia, and the Middle East, has strict regulations regarding halal products. Halal certification allows Herbalife to penetrate these markets more easily. Competitive Advantage, where halal certification provides an advantage over brands that do not have it. It shows that Herbalife products have higher standards of cleanliness and safety, which also appeals to non-Muslim consumers who care about product quality. Increasing Credibility and Brand Image, and complying with local regulations.

Table 1
Product Name and Benefits

No.	Product name	Benefit
1	Herbalife NRG (Nature's Raw Guarana)	Herbal tea is good for your health. Guarana tea comes from South America and is mixed with other herbs. NRG Tea Herbalife helps boost immunity, digest food faster, burn fat and calories for energy.
2	Herbalife Shake Mix	A health drink that provides healthy nutrition to every part of the body. Herbalife Shake Mix is available in four flavors: Dutch Chocolate, French Vanilla, Wild Berry, and Mint Chocolate. If consumed regularly, weight will decrease slowly until reaching ideal weight.
3	Konsentrat Teh Herbal	Herbalife tea products are low in fat and calories. Herbal tea concentrate is also known as thermos tea because it helps burn stored fat in the body, speeds up metabolism and improves digestion.
4	Cell U Loss	This product is in tablet form. It helps reduce body fat, removes unnecessary fluids from the body, and maintains the body's pH levels within the normal range. Herbalifeline is a drink rich in omega-3. Its benefits include stronger bones and joints, prevention of heart disease and cancer, increased brain absorption, prevention of dizziness, and other health benefits.
5	Tri-Shield	Can be consumed by people who suffer from cholesterol and heart disease and whose cholesterol levels do not decrease. The cause of this disease is unhealthy eating habits and a lack of exercise.
6	Herbal Concentrate Aloe	Effective product from Herbalife. Some of the benefits that can be obtained from consuming this drink include smoothing the digestive process, strengthening the body's immunity to avoid disease, reducing obesity, and removing dangerous toxins from the body.
7	Fiber & Herb Tablets	Healthy Solutions for People with Digestive Problems.

Source: (Nyuwito Hari, 2021)

The increasing halal lifestyle of the world's population has an impact on the demand for halal products. Many countries that focus on the business of providing Halal products and regulations on the Halal nature of products comply with Islamic law. Although Muslims are

a minority, the development of the halal product industry in developed countries such as the United States has led to the practice of purchasing and consuming food according to halal standards, just like in other countries. Islam regulates every aspect of human life. All of this is contained in the Qur'an, which is a guide to life for humans and is considered a blessing for the universe, also contains rules for consuming these drinks. (Yulia, n.d.)

This is in accordance with the word of Allah in the Qur'an, Surah Al-Baqarah 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا ۚ وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

“O mankind! Eat of what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, he is to you an open enemy”.

Given that Indonesia is the country with the largest Muslim population in the world, halal certification is a basic requirement for every product sold. Since the implementation of Law No. 33 of 2014 concerning Halal Product Assurance, compliance with this certification is not only a regulatory obligation, but also a vital marketing strategy for Herbalife to expand market share and build trust among Muslim consumers. In facing increasingly tight business competition, both from local and international brands in the health and nutrition sector, Herbalife needs to overhaul its conventional marketing strategy, which has so far relied on the Multi-Level Marketing (MLM) system. Adjusting to the development of digital technology and changes in consumer behavior is very important, especially after the COVID-19 pandemic, which has changed people's consumption and interaction patterns. Another challenge is building credibility and overcoming negative perceptions that often arise towards the MLM system.

Therefore, Herbalife must design an effective communication strategy to educate the market about the values of its products and business systems, while building consumer trust through transparency and compliance with regulations, including halal certification. Developing an effective distribution network and training members is also a challenge. The right approach is needed in recruiting, training, and retaining quality members to ensure sustainable business growth. This includes developing a comprehensive training program and adequate support system for members. On the other hand, rapid changes in consumer preferences force Herbalife to continue to innovate in product and service development. The

demand for organic, gluten-free, or low-sugar products is increasing and needs to be considered in the product development strategy. In this context, halal certification is not only a regulatory requirement, but can also be an added value that differentiates Herbalife products from competitors.

Considering the complexity of these challenges, an in-depth study is needed on Herbalife's comprehensive business development strategy, with halal certification as one of the strategic components in the Indonesian market. This study is expected to contribute to formulating an effective strategy for Herbalife's business development in the country.

REVIEW OF LITERATURE

Marketing Strategy

Marketing strategy is a philosophy used to achieve a company's marketing goals. This includes specific strategies regarding target markets, positioning, marketing mix, and marketing expenditure levels. (Daulat, 2020). According to Seran et al. (2023), marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying customer interactions and build and maintain successful relationships with stakeholders in a dynamic environment. Meanwhile, according to (Bisnis & Setyaningsih, 2021), marketing strategy is a company's comprehensive program to identify target markets and satisfy consumers by combining marketing mix elements such as products, distribution, promotion, and price. By implementing a marketing communication strategy that includes promotions, creative marketing, and consumer trust factors in digital platforms, this study shows that marketing elements such as the 4P mix (Product, Price, Place, Promotion) play a very important role in building brand awareness and increasing product competitiveness in the digital market (Ridho Irawan, 2022).

Elements of Marketing Strategy

1) Product

Customers can be sure that they will always receive consistent and high-quality products, wherever they buy or consume them. The products offered also have very good and diverse quality and are always ordered through official distributors, so that customers feel satisfied and happy with the products they receive. (Supit et al., 2016)

2) Price

Price is the amount or value set or paid in an exchange. Four indicators determine the price: affordability, price competitiveness, suitability of product quality and price, and suitability of price and benefits (Ida Rachmawati & Nurul Hidayatinnisa', 2024)

3) Place

One of the keys to success is location. The location will be chosen by the community. This means that a retail store that is strategically located will be more successful than a retail store that is less strategic, even if it sells the same product. Same product.

4) Promotion

Advertising through social media. Social media is also very useful in marketing Herbalife products. Based on informant data, all activities are uploaded on social media accounts, both trainers and consumers upload about products, so that interest in joining this healthy community has increased (Amalia Batubara et al., 2022)

5) Process

A study conducted by Susetyohadi et al. (2021) found that Herbalife consumers maintain an active and healthy lifestyle that combines a nutritious diet with regular exercise. From Michel Foucault's self-technology perspective, this lifestyle reflects a kind of self-control over the body, where consumers consciously follow certain patterns to achieve a healthy and ideal body shape. (Dwi & Utami, 2022)

6) People

In a study conducted by Nurriqli & Pancasetia Banjarbaru (2024) found that word of mouth (WOM) promotion plays an important role in building consumer trust in Herbalife products. Recommendations from friends, family, and the Herbalife user community are the main factors that influence whether someone buys a product or not. Interpersonal trust has a greater impact than advertising or direct sales promotions because the information provided is considered more authentic and sincere by consumers. In addition, the role of influencers and digital communities also contributes to Herbalife's marketing strategy.

7) Physical Evidence

The physical environment of the company, where the service is created and where the service provider and consumer interact, and the tangible elements used to communicate or

support the role of the service. In the context of marketing services and products, physical evidence includes everything that can be seen, felt, and experienced by consumers

Halal Certification

Halal certification for Herbalife products ensures that Herbalife products, including their ingredients, production processes, and distribution, meet the Halal standards set by Islamic law. This certificate is issued by a recognized institution such as the MUI (Indonesian Ulema Council) and ensures that Muslim consumers can consume products without any doubt about their halalness.

The Role of Halal Certification in Business

The Importance of Halal certification brings many benefits beyond simply preventing the use of products containing haram or Halal ingredients. Researchers in this study examined whether halal certification institutions guarantee the halalness of food and beverages, how the legitimacy of halal certification institutions can be verified, and how halal certification impacts the food and beverage industry. We addressed the question of how well we deliver and how we can improve it. Many beverage producers in Langkat City are halal certified. This can be seen from the Langkat Regency Ministry of Religion Office, which has held a socialization of the Free Halal Certification Program (SEHATI) to Islamic Religious Instructors. This program aims to assist in the halal product certification process for business actors in the Langkat area.

Relevance of Halal Certification in Developing Health Drink Business

Halal certification is a key element in developing Herbalife's health drink business. This certification not only opens up opportunities for wider market expansion but also increases consumer confidence, strengthens brand image, and helps the company meet regulatory standards required in various countries. Leveraging halal certification not only allows Herbalife to reach the Muslim consumer market but also strengthens its position in the global market where quality, ethics, and sustainability are increasingly valued.

RESEARCH METHOD

This study uses a qualitative approach to deeply understand the factors that influence marketing strategies and the added value of halal certification in the development of the

Herbalife Health drink business. The qualitative approach was chosen because it is able to explore the experiences, perceptions, and motivations of Herbalife owners and distributors more broadly and deeply. In addition, it is able to explore the experiences, perceptions, and motivations of Herbalife owners and distributors more broadly and deeply.

In conducting this research, a qualitative methodology or approach is used because the aim is to describe and represent a particular variable, symptom, condition or social phenomenon. In this case, a detailed and comprehensive analysis will be carried out on the data obtained from to determine the extent of the role of the community in shaping the self-concept of individuals in groups in building a healthy quality of life. (Susanti & Kholisoh, 2018). This research was conducted in Babalan District, Langkat, where Herbalife has developed as one of the Health products in demand by the Community. The selection of this location is based on the potential for a growing market, the presence of Herbalife distributors, and consumer acceptance of Health products with Halal certification.

The data collection method used in this study was an in-depth interview with the owner of Herbalife, a health drink manufacturer. The data analysis method in this study was designed to produce an in-depth understanding of the role of halal certification in Herbalife's marketing and business development strategies, by (Miles et al., n.d.). Data Reduction, Data Presentation, and Conclusion Drawing. Data validity testing in qualitative research includes several important aspects, namely credibility testing (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). Each of these aspects plays a role in ensuring the accuracy of the data obtained. The methods used to collect data consist of observation, interviews, and document analysis.

RESULTS AND DISCUSSION

In doing business, an entrepreneur is required to be able to create and have the best strategy, because the strategy used will provide a significant contribution and influence on the survival of the business. Given that in the business world an entrepreneur will encounter various external variables that influence them, such as policies, decisions on raw materials used, management resources, business management policies, including the emergence of competitors or creators of new products that resemble the goods we produce. At times like

this, the right strategy is needed in making decisions or taking certain steps to maintain the business. Competitive strategies are also needed related to the techniques or methods that will be carried out for business development. A halal certificate is an acknowledgment of the halalness of a product issued by the Halal Product Guarantee Organizing Agency (BPJPH), based on a written halal fatwa issued by the Indonesian Ulema Council (MUI) (Ministry of Religion of the Republic of Indonesia, 2021). Halal certification is a formal procedure in which people or institutions that have been accredited or have the authority to assess and verify products, both attributes, characteristics, quality, qualifications of goods, procedures or processes, and events or situations, according to the requirements or standards set.

The business that is implied by Halal certification is an important part of the production process in terms of production. In general, halal certification is a way for the government to protect consumer rights. In terms of value, the concept of halal is considered a standard that includes things like health, cleanliness, safety, sustainability, and integrity. This is a characteristic of modern society and a global standard for halal quality. Halal products have become part of a very profitable global business that targets Muslims and non-Muslims. The production of halal food and beverages is not only related to operational and material aspects, but also has a deeper spiritual dimension when compared to other products that generally only focus on safety and security. Halalness is the main requirement in the production of food and beverages in providing legal certainty to consumers.

The large market for halal products at home and abroad is a great potential that can encourage the development of the domestic halal product industry. Indonesia with a majority Muslim population, is a strength in itself in reviving the halal product industry. The large potential of the domestic market will be a strong impetus that can drive the halal product industry. Moreover, supported by a moderate religious life and good religious harmony, moving product trade in Indonesia will strengthen each other. The growing public awareness of the halalness of consumed products is one indication of increasing religious awareness in society. Increasing awareness needs to be in line with efforts to improve government services regarding the protection and counseling of halal product guarantees.

These rights are inherent rights for anyone who is in the position of a consumer, as well as a subject. Consumers must be positioned as subjects. As legal subjects, interests and

safety must be protected legally, and the protection process must also be supervised by the government. Producers, distributors, and sellers must have a conscience not to harm consumers. This is very important to note, because if consumers are harmed, then producers, distributors, and sellers must be responsible; this responsibility is not only from the legal aspect, but also from the social and moral aspects.

Halal product guarantees for the Indonesian Muslim community are also part of the constitutional rights guaranteed by the 1945 Constitution. Therefore, the birth of the Halal Product Guarantee Law in 2014 is a tool that regulates this. With the existence of regulations governing the implementation of halal product guarantees in our country, it will become a force that can grow and develop the domestic halal product industry.

The formulation of the right strategy can overcome the weaknesses of the domestic halal product industry and become a solution step in solving its problems. Therefore, the lack of experts in the field of halal products, the lack of public knowledge about halal products, and the infrastructure and technological devices that do not yet support, must be resolved immediately. In the socialization and education of halal products, for example, the Government, together with all Islamic Community Organizations, can actively increase the action of the halal-conscious community movement. (Hayati et al., 2018) The addition of a marketing strategy that meets the four basic elements, it is also necessary to apply other elements that can increase consumer confidence in buying marketed products. On the other hand, the use of marketing technology also needs to be considered so that the marketing process can run smoothly and consumers can reach it more easily. Research conducted by Amalia et al. (n.d.) entitled "Analysis of Business Development Strategies in Semarangan Batik SMEs in Semarang City.". The results of this study are that the strategy in product development greatly influences the development of the products being developed. Starting from the management, manufacture, and promotion of the products used.

Entrepreneurs must be made aware that including a halal label will have a positive effect on company performance and will also make the public more confident in the products they produce. Most consumers believe that products with halal brands have higher quality and safety standards than non-halal goods.

The halal agro-industry will be able to become the locomotive of the Indonesian economy in the future if development in the halal product sector continues to be improved following global standards. Related to this, in the academic field, there needs to be an effort to develop science based on halal science, one of which is by establishing a Halal Center, as a center for research and development of the halal product industry.

Halal products are products that are produced based on halal standards in Indonesia, of course to get a halal label, many requirements must be met, and many laboratory tests must also be met, and if the laboratory tests cannot be met, then the product will fail to get a halal label on the product that has been produced (Ofera & Pradesyah, 2019). Culture partially influences people's understanding of halal certification. So cultural variables are influential and significant. 2. The strategy for implementing halal certification is to disseminate halal product fatwas and the reasons for haram, principles, and requirements for halal product certification. (Hayati et al., 2024)

The growth of the halal product market will trigger growth and development in other fields that support the halal product industry, especially those related to technology. For halal product actors, the implementation of the ASEAN Economic Community and free trade can be viewed from two different sides; as an opportunity and a threat. However, in general, halal product entrepreneurs in Indonesia view it more as a threat. Likewise, the respondents of food entrepreneurs in this study felt more unprepared to face the free market. With lower quality than the products of competing countries, especially Malaysia, Singapore, and Thailand, they view the free market more as a threat than an opportunity.

Based on the mapping as described above, several strategies for developing the Indonesian halal product industry can be formulated as follows:

1. Building Human Resources with expertise in the field of halal products. The implementation of the halal community movement in Indonesia has not reached all levels and levels of society, also because the number of human resources in the field of halal products is very lacking, so that resource persons and extension workers are not comparable to the number of Indonesian Muslims.

2. Encouraging communication, information, and education actions in the field of halal products with all elements of society so that the number of halal-conscious people will increase.
3. Coordinating the production and distribution of halal products. The existence of one-party coordination from the domestic halal product business can make the policies of each agency not overlap, so that there is one voice in moving business actors in the field of the halal product industry.
4. Strengthening the role of the halal community. The halal community, which has been increasingly formed, must be strengthened by the government so that it is able to network producers and consumers to develop the halal product industry.
5. Building a halal product trade network at home and abroad. Facing increasingly strong competition in the global market, the government needs to play a role in creating business networks for halal product business actors, especially for MSMEs, such as establishing international cooperation in the halal product business.

In this case, Herbalife products have halal certificates so that sales in the market can be more competitive. Muslim consumers have a high level of trust in Herbalife products that have halal certification. They consider this certification as a guarantee of quality and safety.

Herbalife distributors admit that the inclusion of halal certification in promotions increases purchasing interest. Many customers feel more comfortable consuming products because of the certainty of halalness.

Marketing experts suggest a storytelling approach in marketing campaigns. Emphasizing the product journey from raw materials to halal certification can strengthen emotional connections with consumers.

Community-based campaigns and consumer testimonials are effective in increasing customer loyalty. Consumers tend to recommend products they believe are halal to family and friends.

Research (Muhnidin & Br Pinem, 2024) entitled "The Role of Halal Certification and Brand Image in Increasing Consumer Trust (Case Study of MSMEs Crispy Masjef Bananas)". The results of the study showed that halal certification and brand image have a significant

effect on increasing consumer trust, with a t-value of the halal certification variable of 4.963 and a t-value of the brand image variable of 9.512, which is proven to be greater than the t-table value of 1.673. Furthermore, this study also shows that the owner of the Masjef Crispy Banana MSME plays a role in increasing consumer trust by taking care of halal certification and re-branding according to surveys and market demand, namely changing from "Bersama Pisang Tanduk Masjef" which uses the main ingredient of horn bananas to "Crispy Banana Masjef" which uses the main ingredient of kepok bananas.

CONCLUSION

Marketing strategies that integrate halal certification can have a positive impact on Herbalife's beverage business. By implementing the right market segmentation, product differentiation, and effective promotion and distribution strategies, Herbalife can increase its competitiveness in the global market. Halal certification is not only a requirement for regulatory compliance, but also an important factor in increasing consumer loyalty and expanding market reach. Halal products are *rahmatan lil alamin* for all people, especially for those who consume them and the business actors involved. In the development of the halal product industry, the implementation of sustainable policies that follow Islamic law will be oriented towards fair business and be able to create a just and prosperous society. In this case, the emphasis of the strategy is carried out by prioritizing the development of aspects of the domestic halal product industry and creating a business network in the global market that will grow the Indonesian halal product industry to dominate the global market. This is expected to increase the effectiveness, efficiency, and sustainability in the development of the halal product industry and make development priorities rational and on target. Therefore, community involvement in the process of developing the halal product industry is very important to optimize existing resources and create a good communication climate between the government and the community.

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Hopefully the results of this study can provide benefits for the progress of the development of halal products in Indonesia, especially herbalife.

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