ABSTRACT

JODI PERDANA. Analysis of Market Segmentation and Product Positioning Belfoods Royal Chicken Nugget of PT Belfoods Indonesia. Under direction of Kirbrandoko and RETNANINGSIH.

The objective of this study were to analyze market segmentation of Belfoods Royal; to analyze positioning of Belfoods Royal and competitors based on product attributes; and to recommend marketing strategies to Belfoods Royal chicken nugget based on segmentation and positioning. Data was analyzed from 180 respondents through the distribution of questionnaires in several places such as residential and office environments in Bogor. Segmentation was analyzed by k-means cluster analysis, correspondence analysis was used to identified product positioning. The result of this study are: segmentation analysis could be divided into: Experiencer (4.4%), Rational (13.9%), and Conventional (81.7%), conventional segment is the most potential target for Belfoods Royal product based on number of markets and amount of ability to purchase the product. The closest product attributes to Belfoods Royal is the good taste, but good taste attribute is as close to Golden Fiesta. To be able to use the market opportunity is children segment. Above the line and below the line promotion has to be considered to build brand desire and to increase the brand awareness of Belfoods Royal.

Keywords: Segmentation, Positioning, Chicken Nugget, K-Means Cluster, Correspondence.