ABSTRACT

Strategy Marketing Formulation of CURMA (curcuma plus honey)

PT Biofarmaka Indonesia

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The objectives of this research were to (1) analyze external and internal factors that influence business development of CURMA PT. Biofarmaka Indonesia, (2) identify and analyze costumer’s perceptions and preferences of healthy drink and CURMA, (3) analyze industrial competition intensity in industrial estate of healthy drink, (4) formulate alternative marketing strategy, and propose priority marketing strategy for CURMA PT Biofarmaka Indonesia.

Based on IE Matrix, products of CURMA PT. Biofarmaka Indonesia is in Grow and Build position. Alternatives strategy that could be suggest were implementing market penetration, market development, product development, forward and backward integration. The recommended order of strategy priorities that can be applied to PT. Biofarmaka Indonesia in marketing CURMA product is (1) by advertising CURMA in print and electronic media with emphasis on aspects of usefulness and quality of products, additionally use of the Internet facilities, (2) building a distribution channels and increasing direct sales force of CURMA products in the old and new regions will improve and expand the marketing territory with its partners, (3) it is worthy of notice that establishing partnerships with traditional clinics and drug stores as sales agents of CURMA, (4) benchmarking against other companies that are considered successful to obtain a reference to the company’s competitiveness, especially for products CURMA, (5) strengthen corporate image internally and externally. This can be achieved by always doing the socialization or CURMA seminars to new markets and through its CSR activities, (6) taking into accounts the variation of CURMA product packaging in the form of sachets, (7) In the attempts to reduce the cost of shipping firms, the search for suppliers of standardized ginger around the company and (8) creating a health drink products CURMA with a variety of flavors and aroma of fruit will also be beneficial.

Keywords: Healthy drink CURMA, temulawak (Curcuma xanthoriza Robx), marketing strategy, functional analysis, PEST analysis, internal-external matrix, TOWS Matrix, Porter’s Five Forces analysis, Multiattribute Fishbein analysis, QSPM matrix.