The objectives of this study is to identifying consumer characteristics of growing up milk’s regular users and to identifying consumer characteristics of Indomilk Biokids’s users, analyzing product attributes that consider by growing up milk’s regular users and Indomilk Biokids’s users, analyzing position of Indomilk Biokids to its competitor for all product attributes according by consumer judgment, and formulating marketing strategy that can be applied for marketing Indomilk Biokids.

Sampling technique is conducted by nonprobability sampling. Sampling technique using purposive sampling. Sample of this study is a respondent who have a toddler and are located Jakarta. Using percent inaccuracy due to the looseness of sample taking mistake can still be tolerated (d) 10 percent, then the number of sample in this study is the 70 respondent. To find out the factors that affect consumption variables thought to be related will tested simultaneously. The measurement of the probability of consumption using the logit method.

The result showed that consumer characteristics who decided to use growing up milk dividend at range age 26-35 years, with minimum level of education is Academy, the gender is female and the amount expenditure per month for growing up milk consumption is at range Rp 500.000 – Rp 1.000.000,-. While consumer characteristics of Indomilk Biokids dividend at range age 26-35 years, minimum level of education is high school, the gender is female and the amount expenditure per month for Indomilk Biokids consumption is less than Rp. 500.000,-.

Based on logistics regression analysis, it was conclude that a significant factor that influential in deciding to use growing up milk is nutritional value, suitability for their toddler, product safety, and ease of obtaining product. While significant factors that influential in deciding to use Indomilk Biokids is suitability for toddler, clarity of expiration date, and ease of obtaining product.

Strategy priority that can be done by PT. Indolakto is making product easier to obtain over the counter. To be able to doing this, Marketing must doing market research about areas where demand of Indomilk Biokids is high. With discovery of this area, then product supply to that area raised in number. Researching market more precesion, will resulting better product distribution, so that Indomilk Biokids not difficult to obtained. Next up is reformulate Indomilk Biokids Ingredient. It can be done by research and development departement to find proper ingredient so that toddlers can consume without incurring effect that was not expected. Next up Marketing can doing some observations on product competitor, in order to find how to put the expiration date so that can searched by consumer easily. Based on consumer characteristic, PT Indolakto can do an event to educate consumers and promote Indomilk Biokids new formula with the participants target based on age, education level, the amount of expenditure and gender match to study result. In addition PT. Indolakto can leverage factor af
influencers through event activity or health seminars that led by doctor or child nutritionist.