Summary

ERVINA APRIANTI. Positioning Analysis of Biofertilizer (case study PT. Karya Anugrah Rumpin). Supervised by BUDI SUHARJO and ISTIQLALIYAH MUFLIKHATI.

Positioning is important to be applied in each company, in order to form consumer perceptions that will influence consumer purchasing decisions. The company carries out positioning in order to have a special place in the minds of consumers and can be distinguished by competitors, given the existence of several companies to serve the same target market. Important factors to consider in forming a strategic position a brand in the minds of the target market that makes the concept of positioning, designing a positioning strategy that includes a combination of marketing mix strategies, as well as evaluating the positioning strategy that the company has done. Positioning is dynamic, it can always be changed along with changing tastes and preference of consumers, competitors, and technology.

One product that also require positioning strategy is the fertilizer. Almost all agricultural activities require fertilizer. The most widely used fertilizer in Indonesia is inorganic fertilizer, inorganic fertilizer that is use excessively can harm human health and interfere organisms in the soil. Therefore, it is necessary to apply an integrated fertilizer management which combine inorganic, organic and biofertilizers. The importance of biofertilizer to support agriculture causes many biofertilizer brand in the market, one of them is Sumber Subur produced by PT. Karya Anugerah Rumpin. Companies should always develop positioning strategies in order to compete.

The aim of this study is to identify the attributes that are considered important by consumers in the use of biofertilizers, analyze the biofertilizers current position which is perceived by consumers based on product excellence, as well as providing an alternative biofertilizer positioning strategies recommendations.

This study uses a quantitative approach using cross sectional design. The collection of data carried out by direct interview to farmers using a questionnaire that has been prepared. The population in this study were farmers in Bogor who know at least one brand of biofertilizers. The sample used in this study were 120 respondents. The sampling technique used in this study consists of purposive sampling and simple random sampling. Descriptive analysis, Thurstone Case V, and Correspondence is used to analyze the data obtained.

The three main attributes that are considered important by respondents in choosing a biofertilizer is the quality, price and content of the product. Other attributes are also considered important that the brand reliable, easy to use, availability products, advertising attractive attributes, as well as discount.

Sumber Subur has the advantage of its position as a product that always want to use. In addition, Sumber Subur is also considered as a fertilizer that is reliable and has a cheaper price. However, Sumber Subur not yet have advantages in terms of availability and promotion. Farmer’s knowledge of Sumber Subur still concentrated in some groups. The position occupied by the EM-4 is a product reliable, dependable, have advertisements scattered everywhere, easy to obtain and
cheaper price. EM-4 has largely been occupied positions in accordance with the respondent overlooked factor in decision-making use of biofertilizers.

Based on consideration of the characteristics of the farmer, behavior of the use of biofertilizers, attributes that are important to farmers in the use of biofertilizer and biofertilizer current position, then the company should always maintain the quality of biofertilizers. Changes in packaging size and price is not necessary because accordance with the expectations of the majority of respondents. Even Sumber Subur price is still the most inexpensive price biofertilizers among other brands. Fertilizer distribution should always be taken by a company that no longer there is a shortage of products. Combined farmer groups can be used as a biofertilizer distribution channels.

Companies must undertake appropriate promotional strategies, so that the information to be conveyed well received by consumers. One form of promotion that can be done to improve the knowledge of the brand (brand awareness) is an ad in the bulletin distributed by regular agricultural extension workers to each farmer group. Another form of promotion can be done in the form of demonstration plots, if necessary combined with the distribution of free samples, because with this promotion form the farmer can directly see the quality of biofertilizers. The company also should provide complete information about the advantages and how the application of the product to consumers that can be listed on the label. Promotion should be expanded in the areas of potential, because there are many farmers who do not know and understand the benefits that can be provided by a biofertilizers and most farmers in the group know of only one brand of a particular biofertilizer. Sumber Subur known only by 16.67% of respondents and only focused on some farmer groups, has not spread to the whole area of research. Companies can cooperate with agricultural extension agents to approach through farmers’ groups as well as educate the farmers regarding the use of biofertilizers.

Key words: biofertilizer, correspondence analysis, positioning, thurstone case v