An Analysis of the Promotion Strategy of Noni Fruit Juice
at PT Krya Pangan Indonesia
Tiara Timuriana

The purpose of this research was to study the consumer behaviour of noni fruit juice (with special reference to the brand Klasik Nonie) and to evaluate the promotion strategy undertaken by the industry. Data and information were collected by undertaking a series of interviews (by using structured questionnaire) with the management of the industry and the Klasik Nonie consumers. Sampling were taken in Jakarta, Bogor, Bekasi, and Cibinong.

Data were analyze with Thurstone analysis, correspondent analysis, as well internal and external factor evaluation. It is found that the information dissemination of the Klasik Nonie is affected by words of mouth communication. Taste, restorative power, aroma, expired date, and production permit from Ministry of Health represent five attributes considered important by consumers in choosing noni fruit juice. Taste, aroma, ingredients, and restorative power closely correlated to Klasik Nonie so that it can be used for introducing the superiority of the product. Further, it is found that PT Krya Pangan Indonesia is capable of using the strength and to eliminate its weakness, but it is unable to utilize the opportunity and to avoid threat from their competitors. It is recommended that the company should be undertaken both promotion above the line (putting advertising in mass media) as well promotion below the line (show, sponsorship, talk show). Beside that it is suggested that the company should strengthen its distribution network to facilitate easy access of its product by the public and to avoid the unavailability of its product in the market.