STRATEGI PEMASARAN KOMODITAS PANGAN

By : Suyatno, Ir. MKes
Office : Dept. of Public Health Nutrition, Faculty of Public Health Diponegoro University, Semarang
Contact : 081-22815730 / 024-70251915
Definition

Pemasaran = marketing = tataniaga

- A system for increasing acceptance and use of food products
- A system for satisfying wants and needs of people.
- Marketing is different than selling
Marketing is an organizational function and a set of processes for creating, communicating, and delivering **VALUE** to customers and for managing customer **RELATIONSHIPS** in ways that benefit the organization and its stakeholders.
“..The Marketing Concept means that an organization aims **ALL** its efforts at satisfying its customers...”

“... give the customers what they need/want seems so obvious”
the Marketing Concept

All of the people in the company aim all efforts to satisfy the customer.

1. Customer satisfaction
2. A total company effort
3. Profit (not just Sales) as an objective
Commercial Marketing vs Social Marketing

Commercial Marketing Advantage:

• Resources and infrastructure to sell a product
  – Sales force, established distribution channels, research and development, pricing history
• Defined marketplace and competitors
• Strong policy support through member associations and lobbyists
Social Marketers:

- Lack the resources and infrastructure of commercial marketers
- Need PARTNERS to help fill the gap
Problems in food marketing

- Commodity price uncertainty
- Low involvement of consumers
- Mature market
- Cross-cultural marketing
- Product quality variability
- Changing lifestyles
Food Marketing Steps:

1. Market research
2. Market segmentation
3. Product strategy
4. Pricing strategy
5. Channels (intermediaries) strategy
6. Communication strategy
7. Organization design and planning
8. Implementation and Evaluation
Market research

• The use of social research for marketing purposes
• Research Methods:
  – Focus Group Discussion
  – Depth Interviews
  – Sample Surveys
  – Small Surveys
  – Retail Studies, etc.
• When can market research help?
  – Planning, product development, launch and evaluation
Food Marketing Strategy:

1. Segmenting and Characteristic
2. Targeting → focus on potential market
3. Positioning:
   – Differentiation
   – Marketing Mix
   – Value → Brand and Service
4. Marketing budget
**Market Segmentation**

- Refers to the focusing of marketing efforts on the particular group
- Variables:
  - geographic
  - demographic
  - attitudinal
  - behavioral
MARKETING MIX Strategies (Bauran Pemasaran)

• Marketing Mix as “Four P’s”:
  – Product
  – Price
  – Place
  – Promotion
1. Product Strategy

- Including: thing, service, Idea and practice
- Important aspect:
  - Core or basic ingredients
  - Brand name
  - Packaging materials
  - Information product
  - Standardization
2. Price Strategy

- Exchange money for a given product
- Or money involved, charged as well, psychic prices and physical prices

Food Price:
- consumer
- retailer
- wholesaler
- concessionaire discounts
- economic cost
3. Place Strategy

• Place Including:
  – distribution channels
  – storage
  – delivery
  – logistics
  – displays
Providing place:

- Accessibility (transportation)
- Competitors site
- Parking area
- In the centre of activity/traffic
- Near Central town/business area
- Near suppliers
- Indirect marketing, need:
  - Networking
  - Competitive price
4. Promotion Strategy

- Promotion = marketing communication
  - product
  - place
  - price

- Including:
  - Advertising (broadcast, newsletter, internet etc)
  - personal selling (friend, potential segment)
  - sampling
  - special events
  - public relations
• Communication channels:
  – face to face
  – graphics
  – broadcast
Food Marketing Targeted Toward Young Children
Food Marketing Targeted Toward Adolescents and Teens
Food Marketing Targeted Toward Parents
– Has Normalized a Junk Food Culture

“My child just won’t eat anything but McDonald’s french fries. Why is he so picky?”

Mother of a 3 year old boy, 2007
$10 billion is spent annually advertising food and beverages to children.

IOM, 2005
Marketing strategies

• Market growth
  – Market penetration
    • Persuade existing consumers to consume more
    • Drink orange juice in the afternoon
  – Market development
    • Look for new customers (e.g. in other countries)
  – Product development
    • New products for existing market
  – Diversification (extension)
    • Products outside the present line

• No growth (maintaining share)
FOOD POSITIONING

• Penempatan produk di pasar.
• “Product Positioning”
  “Positioning is not what you do to the product, it is what you do to the mind!”

Caranya:
- Menonjolkan karakteristik produk.
- Penonjolongan harga dan mutu
- Penonjolongan Penggunaan.
• **Menonjolkan karakteristik produk/ide/gagasan**

**Misalnya:**

– dalam iklan tentang bahaya rokok, tidak dipilih: "rokok dapat mengganggu pernafasan" tetapi yang dipilih: “merokok dapat menyebabkan impotensi”

Ini karena, orang pada umumnya lebih takut menderita impotensi dari pada sesak nafas (?)

– Untuk menarik agar penduduk mau menggunakan kelambu yang mengandung pestisida bisa mengemas dalam pesan:

  “gunakan kelambu spesial, tidak hanya melindungi tetapi juga membunuh nyamuk”
• **Penonjolan harga dan mutu.**

  **Misalnya:**
  – untuk mempromosikan pemberian ASI maka dapat dibuat pesan “ASI adalah makanan begizi dengan manfaat Tri in One”

• **Penonjolan Penggunaan.**

  **Misalnya:**
  – untuk memasyarakatkan penggunaan kondom untuk kontrasepsi, bisa dibuat pesan “gunakan kondom, tetap nikmat tanpa penghalang”

  Cobalah Saudara buat contoh-contoh yang lain
Promosi:
Pesan singkat dalam bilboard atau poster dalam struktur dan urutan berikut:

- **Headline**, atau sering juga disebut judul atau kepala tulisan.
  - Letaknya selalu di awal tulisan dan merupakan bagian yang pertama dibaca orang.
  - Digunakan kata-kata yang menarik dengan pemilihan kata (digisi) yang baik dan ditulis dengan huruf yang menarik perhatian.

- **Subheadline**.
  - Harus mengatakan sesuatu yang penting kepada audiens, kadang tidak peduli dalam suatu kalimat yang panjang atau pendek.
  - Jika kalimatnya cukup panjang, maka biasanya headline lazim diikuti dengan subheadline biasanya ditulis pada penggalan terpisah atau huruf yang berbeda dengan headline.

- **Amplifikasi atau perluasan** adalah naskah atau teks pesan yang mengikuti headline.
  - Sering pula disebut body copy atau body teks.
  - Pada bagian ini ditulis apa yang hendak disampaikan kepada audiens dengan lebih rinci.
Food Marketing System: An Overview

Consumers

Retailers

Food Service

Large-scale Retailers

Wholesale markets

B2B Electronic commerce

Assemblers

Cooperatives

Direct Marketing (Farmers markets, Consumer Coops, B2C)

Producers
### Conventional Agro-food Marketing System

- Undifferentiated agricultural commodities (poor grading and standardization) and not sufficient market information
- Wholesale markets play a key role in the food marketing system
- Cooperative marketing is in an early stage
- Retailers and middlemen are small in scale and multiple layers
- Producer oriented marketing system
The role of marketing in the agribusiness system

• The goals of an agribusiness firm:
  – To identify market needs and demand in the firm’s area
  – To obtain information about segments of the market demand that have special needs
  – To develop a line of products and a name for the firm that achieve recognition in the market
  – To obtain financing for business operations and expansion
  – To develop a pricing strategy that will ensure reasonable profits and long-term growth
  – To maintain the ability to develop marketing innovations
Food firms marketing objectives

• Understanding consumer tastes and preferences
• Providing variety
• Addressing use-by and freshness concerns
• Ensuring food safety
• Providing nutritional information
• Pricing and providing price information
• Special displays and promotions
• Time-saving shopping services
The food chain and its contrasting objectives

**Producers**
- Sell large quantities and at high prices

**Commodity merchants**
- Buy at the lowest possible price
- Sell competitively at the highest possible price
- Sell large and standardised quantities

**Processors**
- Adequate and regular supplies
- Meet quality requirements and changing market needs

**Wholesalers and retailers**
- Buy and store just the optimal quantity of products
- Set a balanced marketing mix to maximise profits

**Consumers**
- Needs are satisfied
The Rise of New Consumers and New Retailers

- Development of new consumers who are more sensitive to good quality and food safety
- From agricultural commodities to agro-food products
  (differentiation, safety, quality, tastes)
- New retail formats are developed (supermarkets, discount stores, supercenters/ hypermarkets, convenience stores, etc)
Changes in Food Distribution Channels

- Traditional marketing system
  - The importance of wholesale markets was great.
  - Small scale producers and small scale retailers.
  - Poorly graded and standardized agricultural products.

- New marketing system
  - Direct transactions between large-scale retailers and shippers (assemblers or cooperatives).
  - Importance of large-scale retailers and marketing cooperatives
  - Standardized and branded products
  - Effective market information system
  - Application of post-harvest and physical distribution technologies
  - Various vertical coordination mechanism: contracts, VI
### Performance of New Marketing System

<table>
<thead>
<tr>
<th></th>
<th>Conventional Marketing system</th>
<th>New Marketing system</th>
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<tbody>
<tr>
<td>Physical Efficiency</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Pricing Efficiency</td>
<td>High</td>
<td>Medium</td>
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<tr>
<td>Stability</td>
<td>Low</td>
<td>High</td>
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<td>Transaction Cost</td>
<td>High</td>
<td>Low</td>
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<td>Accessibility</td>
<td>High</td>
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- Marketing margins of the new marketing system is **lower**
  - by simplifying distribution stages
  - by improving physical distribution (i.e. adoption of mechanized loading and unloading systems)

- New marketing system provides better opportunities for **high-quality and branded products**
Four Major Marketing Channels

• Conventional Channels: *wholesale markets*
• *Large-scale Retailers*
• *Consumer Coops*
• *Local Direct Marketing*
The advantages of retail marketing

- Market power of retailers
- Direct contact with customer
- Evolution of information systems
- International dimension
- Non-store retailing
The retail marketing mix

• Product range
• Product (store) image
• Consumer franchise (own-brands)
• Shelf price
• Distribution
• Shelving
• Advertising
• Store location
• Selling environment
Is the consumer rational...

- **Cognitive paradigm**
  - Rational decision

- **Reinforcement paradigm**
  - Progressive learning

- **Habit paradigm**
  - Just habits…
…when choosing about food?

• Characteristics of a food product
  – Low price (=low involvement?)
  – Frequent purchasing
  – Quick decision
  – Experience good
  – High transaction costs for information (relatively to price)
  – High brand and store loyalty
Consumer Cooperatives as an Alternative Marketing Channel

- Business which belong to the people who use them (not for profit)
- Organized to serve and save money for consumers
- Can serve their members at low cost
- Can provide safe food to members
- Increase competition among retailers
- Provides rural producers with alternative sales opportunities
- Italy

- 160 consumer coops, 1,290 sales outlets, 6 million members, sales of 11.3 billion Euro

- 9 major coops control 90% of members and sale (concentration of consumer coops)

- Large-scale sales outlets like hypermarket increase sharply

- Consumer coops is the largest retailer (18% of food retail market)

- Prices of consumer coop are lower than regular food chains (inflation rate 2.2% national vs. -0.5% coop)

- Emphasis on safe food and environment

- Strong ties with ag coops (Purchasing about 20% of food from ag coops)

- Fair trade: support coops in the 3rd world by buying reasonable prices (coffee, honey, cocoa, banana, etc)
- 5,000 food coops, 3 million members, 600 million dollar sales
- Require members to work a certain number of hours
- 35% gross margin, 0.7% net surplus
- 3 types of food coops: retail cooperative food stores, cooperative buying clubs (preorder coops), cooperative food warehouse
  - *Cooperative buying club*: buy directly from wholesalers and substantially save on groceries
  - *Retail coop food stores*: supermarket or specialty stores
  - *Cooperative food warehouse*: warehouses owned by food coops
- Emphasis on natural foods, selection of good rather than fancy quality
Japan

- 549 consumer coops, 22.2 million members, 2,688 sales outlets, 3,280 billion yen (33 billion dollars)
- Consumer coops takes a 2.8% of total retail market
- Small-scale stores: on average 1,071 sq. meters of selling floor
- Net surplus is 1.3% of total sales
- Coop stores or home delivery which is organized by 5 households
- The size of home delivery (58.2%) is a little larger than store sales (41.2%)
- Food accounts for 79% of coop sales
- Emphasis on food safety and environmental conservation
Korea

- Consumer coops are in an early stage of development
- Consumer coops were organized to save small farms and to provide consumers with natural and organic foods.
- 144 consumer coops, 250 thousand members, sales of 4.7 billion won (4.5 million dollars)
- Net surplus is 0.6% of total sales
- Store sales and home delivery is about same
- Sensitive to food safety and environment
- Solidarity with rural farmers
- Challenged by large-scale retailers in the sales of natural and organic food
Food Marketing:
Supplying High Quality and Safe Products

• Consumers emphasis on quality attributes like freshness, taste, appearance, and convenience

• Consumers’ safety concern is great

• More consumers are looking for better and healthier food

• Efficient application of **post-harvest technologies** are needed (pre-cooling, cold chain system, sorting, packaging, transportation, etc)

• Adoption of **GAP** (Good Agriculture Practice) and **HACCP** (Hazard Analysis and Critical Control Point)
Structure Post-harvest Technologies

1. Producers (1st Production)
   - Production (farm, ranch)
   - Harvesting
   - Transporting
   - Inspection-Grading
   - Packing, Cooling
   - Storing
   - Transporting
   - Selling
   - Repacking
   - Storing
   - Transporting
   - Consumption

2. Packing House (2nd production)
   - Transporting
   - Storing

3. Retailers
   - Transporting
   - Storing

4. Consumers
Adopting Local Based Marketing Strategies

- *Linkage of local production to local consumption*

- *Community supported agriculture*: consumers pay an annual fee to contract with local farmers, enduring food safety and quality

- *Farmers markets*: fresh and safe food. Providing selling opportunities to small farmers

- *Cooperative farm stores*: small grocery stores operated by farmers