



© Copyright Kemala Publisher  
All rights reserved

Science, Engineering and Social Science Series  
ISSN/e-ISSN: 2541 – 0369/2613 – 988X  
Vol. 3, No. 3, 2019, Printed in the Indonesia

# Implementation Marketing Mix Strategy in the New Frozen Food Business: Nugget Duck-Duckan

Riskung Karim Marsuki<sup>1,\*</sup>, Tantri Yanuar Rahmat Syah<sup>1</sup>, Rhian Indradewa<sup>1</sup>, Semerdanta Pusaka<sup>1</sup>

<sup>1</sup>Faculty of Economic and Business, Esa Unggul University

The frozen food business is one of the most desirable businesses and has a good prospect. There have been many businesses that have made a huge profit from the frozen food business. This is evidenced by the increasing number of frozen food businesses that stand from day to days with a product offering each of them. But there are also frozen food businesses that go to a bankrupt due to the marketing strategies does not right and the quality of service is less than optimal. It means that the success of a frozen food business in winning competition is determined by the application of an appropriate marketing strategy. The strategy of maturity to support competitive advantage products that have a competitors. Basically, almost for all successful businesses they are really understand the 4P concept (Product, Place, Price, Promotion) marketing mix, how to run, where a business will go, and who should be involved. The implementing a marketing strategy begins by analyzing the overall situation of the company. Marketers must conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) in company as a whole seller. Besides SWOT, Segmenting, Targeting Positioning is also needed to classify the market that will be targeted. Here, SWOT analysis can be used to understand a company business mechanism to be a better condition also competitive for company strength and deter threats.

**Keywords:** Marketing Mix 4P, STP, and SWOT.

## 1. INTRODUCTION

The entry of the fast food industry in Indonesia makes the frozen food business ventures competing in creating innovation. Fast food also has other types such as those currently available in the form of a medium-cooked package such as nuggets, sausages, potatoes and others [1]. The consumers need a few minutes to serve process until these foods can be consumed. The packaged fast food can be found in shopping centers such as supermarkets or minimarkets who have being easy to buy half-cooked food in packets. The nutritious food needed by families for children and teenagers who like favorite fast food choices to meet their daily nutritional needs. The improvement of food & beverage industry in Indonesia is underlies PT. BEFINDO FOOD who takes the food industry as a business focus, specifically the frozen food business [2, 3].

The various types of fast food in Indonesia are commonly chosen by the public ranging from potatoes, sausages, and nuggets. Sausages or nuggets are generally each of these types using basic ingredients of processed meat, consisting of chicken, beef, or fish. Here, Duck meat it's one of source that has a nutritional value. Here, nuggets has made from duck meat it's like different like chicken-based nuggets [4]. Thus, in this study the rationale for implementing the 4P marketing mix are introduced by selling nugget Duck-Duckan over PT. BEFINDO FOOD. The opportunities arising from this problem is PT. BEFINDO FOOD producing nuggets made from duck meat with other ingredients also producing delicious flavors and have nutritional value. Then implements for 4P marketing mix based on its strengths to compete with chicken nuggets on the markets.

\*Email Address: riskungkarim@gmail.com

2. METHODOLOGY

2.1 SWOT Analysis

SWOT refers to strengths, weaknesses, opportunities and threats. SWOT analysis is a process where the management team identifies the internal and external factors that will affect the company’s future performance over nugget Duck-Duckan business. The company’s strengths and weaknesses are the internal factors [5, 6]. Opportunities and threats deal with factors external to the company – environmental factors (see Table I).

**Table I.** SWOT Analysis over nugget Duck-Duckan business

SWOT	
Strength	<ol style="list-style-type: none"> <li>1. Innovative products</li> <li>2. Using digital marketing</li> <li>3. Quality production processes</li> <li>4. Companies registered with the Ministry of Industry and the Ministry of Trade</li> <li>5. Have a plan for developing human resources</li> <li>6. Has a corporate accounting software</li> </ol>
Weakness	<ol style="list-style-type: none"> <li>1. Befindo Store distribution range is still limited</li> <li>2. Production capacity is still limited</li> <li>3. Products depend on a certain temperature</li> <li>4. The lack of knowledge about the processed meat industry in production employees</li> <li>5. High initial investment</li> </ol>
Opportunity	<ol style="list-style-type: none"> <li>1. Consumption of duck meat increases</li> <li>2. Food and beverage industry has increased</li> <li>3. Building the existence of local products to the community</li> <li>4. Large government support for small and medium businesses</li> </ol>
Threats	<ol style="list-style-type: none"> <li>1. Inflation affects the increase in raw material prices</li> <li>2. The image of duck meat in the community is still not good in terms of health</li> <li>3. Natural disasters</li> <li>4. Political conditions that are not conducive</li> <li>5. The bad impact of electronic media that can cause a bad image of the product</li> </ol>

2.2 Advance Analysis Competitive

To understanding market situation we must learn important factors to make a starting point such as collecting data and information related to the frozen food business (see table II).

**Table II.** Indonesian duck meat consumption data 2010-2016 in Java Province

Province	Consumption of duck meat (Ton)						
	2010	2011	2012	2013	2014	2015	2016
DKI JAKARTA	2.962	3.315	2.889	1.424	1.888	2.340	2.602
JAWA BARAT	6.183	6.417	5.892	6.182	5.838	5.203	7.099
JAWA TENGAH	3.081	2.651	4.544	4.531	4.533	3.603	3.379
DI YOGYAKARTA	451	467	318	464	507	606	500
JAWA TIMUR	1.906	2.481	3.525	5.777	6.514	5.972	7.385
BANTEN	3.490	4.789	4.154	4.515	2.571	2.118	4.895
<b>TOTAL</b>	<b>18.073</b>	<b>20.120</b>	<b>21.322</b>	<b>22.893</b>	<b>21.851</b>	<b>19.845</b>	<b>25.862</b>

Source: Badan Pusat Statistik (BPS)

The increase in consumption of duck meat in Indonesia is an important point as a duck meat in the main menu in the nugget Duck-Duckan business [7, 8]. In addition, Table III shows the interest of Indonesian people in fast food or processed meat. This increase is proof that nuggets are a trend of public consumption in the current era.

**Table III.** Consumption Indonesian citizens on March 2017-March 2018

Fast Food Data	March 2017	March 2018
Ayam/daging matang ( <i>fried chicken</i> )	20,18%	22,75%
Daging olahan matang ( <i>nugget</i> )	20,33%	27,31%

Source: Badan Pusat Statistik (BPS)

3. RESULTS AND DISCUSSION

3.1 Segmenting

Market segmentation divides a market into well-defined slices. A market segment consists of a group of customers who share a similar set of needs and wants. The marketer’s task is to identify the appropriate number and nature of market segments and decide which one(s) to target. The division of market segments can be done based on geographic, demographic, psychographic and protection among buyers. Following is the segmentation of PT. Befindo Food (see Table IV)

**Table IV.** Segmenting over PT. Befindo Food

Segmentation	Information
Geographic	<p>Country: Indonesia</p> <p>City, Population: Jakarta (10.117.000), Bogor (1.010.557), Depok (1.838.671), Tangerang (2.139.891), Bekasi (2.431.480), Bandung (2.412.458), Semarang (1.765.396), Yogyakarta (3.720.912), Surabaya (3.065.761), Banda Aceh (241.202), Medan (2.232.730), Padang (936.440), Pekanbaru (1.057.032), Jambi (616.963), Palembang (1.589.637), Bengkulu (363.083), Lampung (1.015.910), Denpasar (906.273), Mataram (423.701), Kupang (394.786), Tanjung Selor (52.516), Samarinda (820.723), Balikpapan (743.209), Banjarmasin (836.144), Palangkaraya (286.448), Pontianak (560.312), Manado (474.609), Gorontalo (195.837), Palu (346.417), Polewali (417.456), Makassar (1.667.657), Kendari (292.606), Ambon (432.213), Jayapura (619.359). Source: Badan Pusat Statistik</p>
Demographic	<p>Age: 0-2 tahun, 2-5 tahun, 6-12 tahun, 13-17 tahun, 17-55 tahun, &gt;55 tahun</p> <p>Gender: Pria, Wanita</p> <p>Education: SD, SMP, SMA, S1, S2, S3</p> <p>Income: &lt;1 million, 1-3 million, 3-6 million, &gt;6million</p> <p>Status: Menikah, Belum Menikah</p> <p>Number of family member: 2 orang, 2-5 orang, &gt;5 orang</p> <p>Profession: Pelajar, Pegawai Negeri, Pegawai Swasta, ABRI, Polisi, Wirausaha</p>
Psychographic	<p>Social Class: Bawah, Menengah, Atas</p> <p>Lifestyle: Modern, Hemat, Sehat</p>



3.2 Targeting

Market segment opportunities, it must decide how many and which ones to target. Marketers are increasingly combining several variables in an effort to identify smaller, better-defined target groups. This targeting aims to make it easier to reach the segments you want to achieve and provide more satisfaction to consumers. From the results of segmentation analysis, the following are the targets of PT. Befindo Food (see Figure 1).



Figure 1. Targeting over PT. Befindo Food

The convergent validity calculation aims to find out the instrument items that can be used as indicators of all latent variables. Convergent validity test results are measured based on the value of the factor loading (outer loading) of the construct indicator. The test results show that all convergent values of construct indicator validity have values above 0.5. Thus, the conclusion in this measurement with validity requirements showed in Table 1 while AVE roots in the study variables have values greater than AVE values. In Table 5 determining potential target market chosen by the company, career woman and housewife as a decision maker to buy the product Nugget Duck-Duckan.

Table V. Targeting market over PT. Befindo Food

Targeting				
Demographic			Psychographic	
Gender	Profession	Age	Social Class	Lifestyle
Woman	Government Employees, Private Employees, Entrepreneur	20 – 45 Years Old	Middle, Top	Modern, Saving, Health
Woman	Housewife	23 – 58 Years Old	Middle, Top	Modern, Saving, Health

The growth of career women and housewives can be seen in Figure 1 and Table 6. This amount will be the target of marketing Nugget Duck-Duckan.

Table VI. Data of Indonesian Housewife 2017-2018

Main Types of Activities	February 2017	August 2017	February 2018
	Million People		
Housewife	36,08	39,92	36,01

Source: Badan Pusat Statistik (BPS)

3.3 Positioning

Positioning is a communication strategy to engage the windows of the consumer's brain so that products, brands, names or businesses are made using certain meanings. Positioning reflects the superiority of the product, brand, name or business in the form of associative relationships or relationships with one another. Positioning is one of the dynamic communication strategies and is related to marketing events and product attributes. The product attributes chosen must be unique and different from other products that are already on the market. Product placement or positioning is intended to position the product in order to be the customer's attention and continue to cling to consumers' minds so finally determine the product. PT. Befindo Food presents differentiation through social media marketing this follows the development of the habits of people who see more promotion through digital marketing. Innovations that are the basic strength of marketing will continue to be made to position the brand in the minds of potential consumers.

Table VII. Positioning PT. BEFINDO FOOD

Position	Requirement
Target Market	Career women (20-45 Years old). Housewife (23-58 Years old).
Influence Buyer	Child and head of house hold.
Brand Name	Nugget Duckan-Duckan.
Frame Of Reference	Frozen food.
Point of Differentiation	Nugget made from duck meat with a mixture of natural ingredients and quality. Produce good taste and affordable prices.
Competitive Advantage	a) Nugget made from duck meat with a delicious taste. b) Packaging that uses a zip lock. c) Practical food that has nutritional value.

Promoting through digital marketing and public relations conducted at certain events. Innovations that are the basic strength of marketing will continue to be made to position the brand in the minds of potential consumers.

3.4 Marketing Mix B2C

Business to customers is a business that sells goods or services to individual customers or groups directly. In other words, the business conducted is directly related to consumers not companies or other businesses. Business to customer has that which is owned by the marketing mix or marketing mix. The marketing mix used by PT. Befindo Food [9, 10].

3.5 Product

In the discussion of product offerings to customers helped him have five ratings that provide more value to customers. The Five Levels are the core benefits of the product, basic products, expected products, additional products and potential products (see Figure 2).

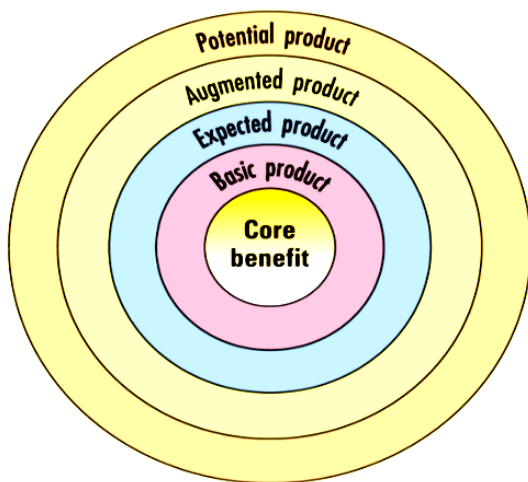


Figure 2. Five Product Levels

The five product levels of the nuggets Duck-Duckan as follows:

- a) *Core Benefit*: Quality and nutritious Duck Nuggets
- b) *Basic Product*: Original and halal duck meat
- c) *Expected Product*: Good taste liked by the people of Indonesia
- d) *Augmented Product*: Attractive packaging
- e) *Product Potential*: Variant of nuggets based on weight in the package

3.6 Price

There are six steps that must be taken in determining the price of the product. These stages will help the company to offer the right price to consumers [11].



Figure 3 Pricing Strategy

The first is selecting pricing objective. The company's objective is product quality leadership, where the company tries to be superior compared to competitors. Second, is determining demand by company identifies that its products have an elastic tendency, if the price offered by the company is high or low it will affect the demand for the product. Third, is estimating cost in determining the selling price, the company considers the costs incurred. The company must estimate the cost of goods manufactured and the cost of goods sold, after that, the company can determine the selling price of the product. The fourth, is analyzing competitor costs, prices and offers. Before determining the price, PT. BEFINDO FOOD made observations of competitors' products, in order to provide information for determining market prices so that products can remain competitive. The fifth, is selecting a pricing method. The company offers a variety of advantages compared to similar competitors with markup pricing method in determining the price offered to its users. The sixth, is selecting the final price. Based on the analysis of determining product selling prices, PT. Befindo Food has made decisions based on cost of goods manufactured, cost of goods sold and competitor prices.

3.7 Location

In this study, we choose PT. Befindo Food as location to get the observation data. This company located in Jalan Raya Narogong Blok PV. Timur RT.3 / RW.1, Ciketing Udik, Bantargebang, Bekasi City, West Java 17153. It is very suitable in the food industry, besides the suppliers who work with PT. Befindo Food not too far from the JABODETABEK area with adequate access to the Toll road will smoothen the distribution activities that will be carried out by the company.

3.8 Distribution

PT. Befindo Food has three distribution methods. Direct distribution, is the distribution of goods from consumers directly without going through intermediaries. For direct distribution, PT. Befindo Food sells products directly to consumers, like doing promotions and sales on car free day event, and the center of the residential crowd (see Figure 4).



Figure 4 Direct Distribution PT. BEFINDO FOOD

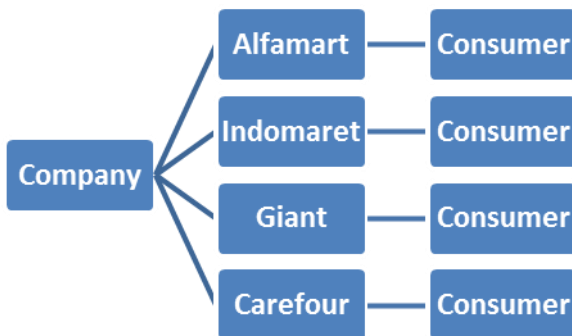


Semi-direct distribution is the distribution of goods from producers to consumers through the company's own channel. For semi-direct distribution, PT. Befindo Food distributes products at Befindo Store. Befindo Store is a distributor owned by PT. Befindo Food.



**Figure 5.** Semi-direct Distribution PT. Befindo Food

The indirect distribution is the distribution of goods from producers to consumers through intermediaries.



**Figure 6.** The indirect Distribution over PT. Befindo Food

For indirect distribution, PT. BEFINDO FOOD distributes products to supermarkets and hypermarkets such as Carefour, Giant, Alfamart and Indomaret.

### 3.9 Promotion

Promotion is a very important effort to do marketing or product offerings with the aim of attracting consumers to buy or consume them [12]. First is creating a website. Website is a document in the form of a collection of web pages that are interconnected and their contents consist various information in the form of text, sound, images, video, etc. While all the data is stored on the hosting server. The website is interpreted as an office that is open 7 x 24 hours. Second, is Google AdWords. Google AdWords is an advertising platform from Google where companies can subscribe to advertisements. The purpose of PT. Befindo Food uses the platform so that the company's website is on the page and ranks first in Google search. Third, Social media is an online media that can be used by anyone, anytime and anywhere (online Advertising). Offline advertising is a promotional medium that is not via the internet network. PT. Befindo Food still uses offline advertising because it is still effective in carrying out marketing activities. Business

card, card is a card that conveys information about a company that is conveyed only as a reminder in a formal introduction. In general, business cards contain company names, logos, addresses, telephone numbers, cellphone numbers and e-mail. One of the business cards used is when the management and employees of PT. Befindo Food meets with clients or consumers. Banner, is one of the promotional media that is printed with digital printing that is made specifically in the form of portrait or vertical. Banners are used incorrectly by companies only when promoting at certain events. Brochure is a sheet of paper containing small messages that are provided to be distributed to the public as information about an event or event. The brochure is used by companies, one of which is the compilation of marketing and sales teams doing product promotions and sales. Neon box is a form of promotion media in the form of boxes or other forms in fluorescent lighting. Neon boxes are installed in the front position at the company location and Befindo Store.

## 4. CONCLUSION

The Understanding market conditions is important before designing a marketing strategy. Using SWOT as a tool to analyze strengths and weaknesses and look at opportunities and threats that exist, the goal is that the marketing strategy has a clear direction. STP for market classification is the next important thing to obtain target market share and positioning over products.

## References

1. Anthony Robbins (2005). Unlimited Power. Batam Center: Karisma Publishing Group.
2. Broad M.L and J.W Newston. (1992). Transfer of Training. Addison Wesley Publishing Co.
3. Drucker, Peter F. (1984). *Inovasi dan Kewirausahaan, Praktek dan Dasar-Dasar*. Erlangga.
4. Hermawan Kartajaya. (1999). *Siasat Memenangkan Persaingan Global*. Gramedia Pustaka Utama.
5. Hermawan Kartajaya. (2004). On Becoming a Customer – Centric Company. Jakarta: Gramedia Pustaka Utama.
6. Ir. FI. Titik Wijayanti, MM. (2017). *Marketing Plan Dalam Bisnis*. Edisi 3. Jakarta: Kompas Gramedia
7. Kotler, P. Keller, K. (2014). *Marketing Management*. 15<sup>th</sup> Edition, Prentice Hall, Saddle River.
8. Kotler, P. Armstrong, G. (2018). *Principle of Marketing* 17<sup>th</sup> Edition, Pearson Education.
9. Kotler, P. Kartajaya, H. Setiawan, I. (2016). *Marketing 4.0, Moving From Traditional To Digital*, John Wiley & Sons.
10. Muchtar A.F. (2014). *Business Plan dan Rencana Aksi*. Bandung: Yrama Widya
11. Osterwalder, Alexander & Pigneur, Yves. (2010) *Business Model Generation*. New Jersey. John Wiley & Sons Inc.
12. Porter, Micheal E. (1985). *Competitive Advantage*. New York: Free Press.

Received: 20 July 2019, Accepted: 15 September 2019