

Analisis strategi dan taktik pemasaran beras pandan wangi dan manisan khas Cianjur

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Abstrak

Every region or place is commonly has such a specific region potency, which is special and can be attractor for the visitors to come to the place. One of the attracting factors for a region is the existing of unique best region food. Rice of Pandan Wangi and manisan are couples of product that admit as the Cianjur's special food. K-Means Cluster and Biplot Analysis are two methods, that been used in this research. Cluster analysis used to describe the characteristic of every formed groups. A development marketing strategy model was gained based on these characteristic. Biplot analysis has been done in order to get graphical map, which was describe the comparison between product and analyzed attribute. From the combination of biplot analysis and marketing mix analysis result, a model of marketing development tactic was expected for those two products. The chosen cluster group for rice of Pandan Wangi consumer was the group with the average monthly income between Rp. 1.000.001- Rp. 2.000.000 (28%). Seemingly, the chosen cluster group for manisan consumer was the group with the average monthly income between Rp 1.000.001- Rp. 2.000.000 (21%). Those groups were main target as consumer of those two products. One of positioning for rice of Cianjur was "Cianjur's fragrance rice - guaranteed quality". In oilier side, one of manisan positioning was "Manisan Cianjur special souvenirs - regions best product". Marketing tactics for rice of Pa nd an Wangi were package diversification, M aintenance ce of product originality, and the speciality of product characteristics, create a new license wit/i a brand new image, targeting middle up society consumers, build special outlet to sell Cianjur's special products. Marketing tactics for manisan were package diversification, maintenance of a unique product characteristic, create product brochure and place it in every outlet, amid offering discount for some transactions.