

INTISARI

Gula semut kelapa dan aren merupakan produk alternatif yang hadir untuk meningkatkan kualitas produk gula merah cetak di pasaran. Perbedaan antara atribut gula semut kelapa dan aren dengan produk pemanis lainnya, akan membedakan sikap dan preferensi konsumen. Penelitian ini bertujuan: 1) mengkaji sikap konsumen terhadap atribut produk gula semut kelapa dan aren yang diproduksi di Yogyakarta; dan 2) mengkaji preferensi konsumen terhadap produk gula semut kelapa dan aren di pasaran. Melalui survei *online*, penelitian ini mengambil data dari 100 konsumen yang dipilih secara purposif berdasarkan pengalaman dalam mengkonsumsi gula semut kelapa dan aren. Data dianalisis dengan menggunakan analisis Multiatribut Fishbein dan Analisis Konjoin. Hasil penelitian menunjukkan bahwa sikap konsumen terhadap produk gula semut kelapa dan aren secara keseluruhan baik. Selain itu, tidak ada perbedaan yang signifikan antara sikap konsumen yang mengkonsumsi gula semut kelapa dan aren. Hasil analisis preferensi konsumen, konsumen lebih menyukai gula semut kelapa dengan harga Rp 9.750-12.000, ukuran 250 gram, dan kemasan *stand-ziplock* yang dijual di toko *offline*. Sedangkan untuk gula semut aren, konsumen lebih menyukai gula pasir dengan harga Rp. 12.000-16.000, ukuran 250 gram, dan kemasan *stand-ziplock* yang dijual di toko *offline*.

Kata kunci: gula kelapa pasir, gula aren pasir, preferensi konsumen, sikap konsumen, analisis konjoin

ABSTRACT

Granulated coconut and palm sugar are alternative products aimed to improve quality of brown sugar products in the market. The differences in attributes of the granulated coconut and palm sugar compared to other sweetener products will differentiate the consumer attitudes and preferences. This study aims: 1) to examine consumer attitudes towards attributes of Yogyakarta-produced granulated coconut and palm sugar products; and 2) to analyze consumer preferences on granulated coconut and palm sugar products in the market. Through an online survey, this study took data from 100 consumers, who were selected purposively based on their experiences in consuming granulated coconut and palm sugar. The data were analyzed by Fishbein Multiattributes and Conjoint analysis. Results showed consumer attitudes towards granulated coconut and palm sugar were overall good. Also, there were no significant differences between the attitudes of granulated coconut sugar consumers, and granulated palm sugar consumers. Regarding the consumer preferences, consumers preferred granulated coconut sugar at the price of Rp. 9,750-12,000, with 250 grams size, and stand-ziplock packaging that are sold in offline stores. As for the granulated palm sugar, consumers preferred those with the price of Rp. 12,000-16,000, with 250 grams size, and stand-ziplock packaging that are sold in offline stores.

Keywords: granulated coconut sugar, granulated palm sugar, consumer preference, consumer attitude, Conjoint analysis