

**ANALISIS *SEGMENTATION, TARGETING, POSITIONING* (STP) DAN
PREFERENSI KONSUMEN PRODUK NAGET AYAM HEMATO
PT. DAGSAP ENDURA EATORE YOGYAKARTA**
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ABSTRAK

Salah satu industri olahan makanan beku yang memproduksi naget ayam yaitu PT. Dagsap Endura Eatore Yogyakarta. Naget ayam merek Hemato merupakan produk unggulan. Segmen produk naget Hemato di *outlet* dan pasar tradisional. Perlu adanya pengkajian lebih dalam terhadap segmen naget hemato yang telah ditetapkan perusahaan.

Penelitian dilakukan dengan penyebaran kuesioner kepada konsumen naget Hemato untuk dianalisis berdasarkan *segmentation, targeting, positioning* (STP) dan preferensi konsumen. Wawancara mendalam sebagai informasi tambahan diperoleh dari pihak perusahaan, pedagang *outlet*, pedagang pasar tradisional, dan konsumen di Kabupaten Sleman. Metode *sampling* menggunakan *purposive sampling* dengan jumlah sampel memenuhi minimal *sampling* sebanyak 100 responden. Analisis kluster untuk mengetahui *segmentation*. Hasil segmentasi untuk mengetahui *targeting*. Analisis deskriptif untuk mengetahui *positioning*. Analisis faktor untuk menganalisis preferensi konsumen dari kluster terpilih.

Segmen konsumen naget Hemato membentuk dua kluster yaitu kluster 1 yang mengutamakan rasa, variasi bentuk, kemasan, nutrisi, harga terjangkau, harga sesuai kualitas, kemudahan memperoleh, informasi dan promosi, dan label halal dalam mempertimbangkan saat memilih naget dan kluster 2 yang kurang mempertimbangkan hal tersebut. Target pasar naget Hemato berasal dari kluster 2 yang merupakan konsumen potensial dengan jumlah presentase 57% yaitu wiraswasta berpenghasilan Rp 1.000.000-1.200.000 yang menjual kembali naget Hemato. Hasil *positioning* produk, naget Hemato lebih unggul dibandingkan naget Okey yang merupakan pesaing utama dalam hal variasi bentuk, harga terjangkau, kesesuaian harga dengan kualitas, kemudahan memperoleh, dan informasi dan promosi. Naget Okey unggul dalam hal rasa dan kemasan. Faktor-faktor yang mempengaruhi konsumen melakukan pembelian naget ayam hemato yaitu (1) faktor kemudahan, (2) faktor kualitas, (3) faktor harga dan lokasi, dan (4) faktor halal.

Kata Kunci : Naget, *Segmentation, Targeting, Positioning*, Preferensi konsumen.

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**ANALYSIS OF *SEGMENTATION, TARGETING, POSITIONING* (STP) AND
CONSUMER PREFERENCES TOWARD HEMATO CHICKEN NUGGET
PRODUCT OF PT. DAGSAP ENDURA EATORE YOGYAKARTA**

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ABSTRACT

One of the frozen food processing industry that produces chicken nugget is PT. Endura Dagsap Eatore Yogyakarta. The brand of Hemato chicken nugget is the best product. The market segment of Hemato nugget product is at outlets and traditional market. It is needed a deeper study toward the market segment of Hemato nugget that has been determined by the company.

The study was conducted by distributing questionnaires to the consumer of Hemato nugget and then analyzed by using segmentation, targeting, positioning (STP) and consumer preferences. In-depth interview as supported information was obtained from the company, outlet merchant, traditional market merchant, and consumer of Sleman regency. The sample used purposive sampling method which fulfilled the minimum number of sample, 100 respondents. Cluster was analyzed to determine the segmentation. The result was used to determine targeting. Descriptive analysis to determine positioning. Analysis of factors was used to analyze the consumer preference of the selected clusters.

Hemato nugget consumer segment formed two clusters. In choosing nugget, the first cluster had more consideration toward some variables such as taste, form variation, packaging, nutrition, acceptable price, price based on quality, information and promotion, and halal label but the second cluster had less consideration toward those variables. The markets target of Hemato nugget were from the second cluster who was a potential consumer in total percentage 57%, with income Rp 1.000.000 up to 1.200.000 as resellers of Hemato nugget. The result of product positioning of Hemato nugget was better than Okey nugget who was the main competitor in form variation, acceptable price, price based on quality, ease to get, and information and promotion. Okey nugget was better in tasting and packaging. Factors that influence consumer to consume Hemato chicken nugget are (1) the ease factor, (2) the quality factor, (3) the price and location factor, and (4) halal factor.

Keywords : Nugget, Segmentation, Targeting, Positioning, Consumer preference.

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