

**ANALISIS *SEGMENTING*, *TARGETTING*, *POSITIONING* DALAM
PENYUSUNAN STRATEGI PEMASARAN BERAS BERWARNA
SEBAGAI PANGAN FUNGSIONAL**

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INTISARI

Perubahan gaya hidup masyarakat menjadi lebih sehat berpengaruh pada meningkatnya konsumsi pangan sehat, salah satunya beras berwarna. Tren permintaan beras berwarna di D.I.Yogyakarta meningkat tetapi petani masih kesulitan melakukan pemasaran beras berwarna. Penelitian ini bertujuan untuk (1) mengidentifikasi segmen dan target konsumen beras berwarna di D.I.Yogyakarta; (2) menyusun strategi pemasaran yang tepat untuk produk beras berwarna sebagai pangan fungsional di D.I.Yogyakarta.

Penelitian dilaksanakan di Kota Yogyakarta, Kabupaten Sleman, dan Kabupaten Bantul, D.I. Yogyakarta. Data diambil melalui kuesioner. Data yang didapatkan kemudian dilakukan analisis menggunakan analisis *cluster* non-hierarki *K-Means*. Pengelompokan konsumen dilakukan berdasarkan variabel motivasi, persepsi, kesadaran kesehatan, dan gaya hidup konsumen.

Terdapat 3 segmen yang terbentuk. Semua segmen didominasi wanita, 21-30 tahun, pekerja, dan berpenghasilan <Rp1.500.000,-. Namun segmen 1 dan 3 didominasi lulusan SMA/ sederajat dan lajang, sedangkan segmen 2 didominasi lulusan S1 dan sudah menikah. Segmen 1 (49%), segmen 2 (34%), dan segmen 3 (17%) memiliki motivasi kuat dalam mengonsumsi beras berwarna untuk kesehatan berturut-turut kuat, cukup kuat, dan tidak terlalu kuat. kesadaran kesehatan cukup tinggi, tetapi belum memiliki gaya hidup yang sehat. Segmen 1 memiliki kesadaran kesehatan cukup tinggi, tetapi segmen 2 dan 3 memiliki kesadaran kesehatan yang tinggi. Segmen 1, segmen 2 dan 3 berturut-turut memiliki gaya hidup yang belum sehat, sehat, dan cukup sehat. Target pasar yang dipilih adalah segmen 2 dan segmen 3. Strategi pemasaran beras berwarna adalah memposisikannya sebagai pangan fungsional. Petani dan kelompok tani sebagai produsen beras berwarna perlu melakukan promosi dengan menonjolkan manfaat kesehatan dari produk, promosi pada distributor dan retailer, meningkatkan mutu produk dan layanan, serta melakukan penetrasi harga kepada konsumen target beras berwarna.

Kata Kunci: Analisis *Cluster K-Means*, Beras Berwarna, *Segmenting*, *Targeting*, *Positioning*, Strategi Pemasaran

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SEGMENTING, TARGETING, POSITIONING ANALYSIS FOR DEVELOPING MARKETING STRATEGY OF PIGMENTED RICE AS A FUNCTIONAL FOOD

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ABSTRACT

The trend to people changing to healthier lifestyles has contributed to increased consumption of healthy foods, one of which is pigmented rice. Trends in demand for pigmented rice in D.I.Yogyakarta has risen but farmers are still having trouble marketing the pigmented rice that they produce. The research aimed (1) to identify segments of population and consumers targeted for pigmented rice sales in D. I. Yogyakarta; (2) to devise the marketing strategy for pigmented rice as a functional food in D. I. Yogyakarta.

The research was conducted in Yogyakarta, Sleman, and Bantul. Data were collected through a questionnaire. Data have been analyzed by non-hierarchy cluster analysis *K-Means*. Consumers were grouped based on motivation, perception, health awareness, and lifestyle.

There were 3 segments that were formed. All segments were dominated by females aged 21-30 who are employees earning income of less than Rp1,500,000.00 per month. However segments 1 and 3 were dominated by single high school graduates, whereas segment 2 was dominated by married bachelor program graduates. Segment 1 (49%) has a strong motivation to consume pigmented rice for health reasons; quite high health awareness, but unhealthy lifestyles. Segment 2 (34%) has a strong enough motivation to consume the pigmented rice for health; higher health awareness, and healthy lifestyle. Segment 3 (17%) do not have strong motivation to consume the pigmented rice for health; high health awareness, and fairly healthy lifestyles. The selected target market is made up of segment 2 and segment 3. The marketing strategy for pigmented rice was to position this as a functional food. Farmers as pigmented rice producers need to promote their product by highlighting the health benefits of the product, promotion to distributors and retailers, improvement of pigmented rice product and service quality, and penetration of prices to consumers targeted for pigmented rice sales.

Keywords: pigmented rice, K-Means analysis, marketing strategy, segmenting, targeting, positioning