Research Paper

Marketing Planning "Pineapple Drink" Innovation of Subang Honey Pineapple Processed Drink

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ABSTRACT

Background - The people's need is for healthy, fresh, safe, and very high-quality drinks. PT Limatra designs and manages the pineapple beverage product business with various variants. PT Limatra provides pineapple juice product that are packaged from pineapple essence close to 100% without the addition of preservatives. With 100% pineapple juice content, of course, it has a high vitamin C content as well. With Ultra High Temperature (UHT) technology in the service industry and the use of aseptic paper packs, it can produce good quality fruit juice products, maintain fruit freshness, and have relatively long product durability. By looking at consumer needs, PT Limatra provides solution, namely : (1) providing pineapple juice products with variants of flavors (a mixture of apple, mango, and orange); (2) providing pineapple juice products using aseptic paper pack packaging technology; (3) use UHT technology to maintain product freshness and durability; (4) product that provide 100% pure fruit juice with no added formula. To run a business, really requires sales planning. This journal will direct sales planning regarding target consumers, terget markets, and about sales targets that will ensure this business is sustainable.

Method – Using STP and 7P'S marketing mix.

Result – The results of this analysis can help business marketing strategies in the packaged fruit juice beverage industry.

Keywords: Marketing planning, Innovation, Pineapple drink.

1. INTRODUCTION

Awareness of people's healthy lifestyle and thinking back to nature makes people in Indonesia choose healthy and fibrous foods such as vegetables and fruits. Drinks made from fruit are natural healthy drinks that are natural and traditional in Indonesia. Unfortunately, the types of healthy drinks made from fruits with no artificial sweeteners and artificial preservatives are still very limited invariants. Currently, Indonesia has the largest number of businesses in the culinaru field. In addition, the public's desire for entrepreneurship through MSMEs, especially in the food and beverage sector is also very large. This is a potential opportunity for the community to enjoy life through advanced businesses in the beverage sector. Pineapple itself i West Java is a very productive commodity. However, a lot of fruit is produced at harvest but only sold in the dorm of raw fruit without further processing. Further processing in marketing science will provide more value from the marketing aspect which will increase the income of pineapple farmers and their distributors.

However, any product without marketing with the right product information to its consumers will not be able to sustainably the product will be known, purchased, and enjoyed by the public. Happy customers will tell others about the customer's experience when using a product or service. In other words,

customers create communities on a "word of mouth" basis.

The establishment of PT Limatra is by RI Law No. 40/2007, online by appointing a notary through the Ministry of Law and Human Rights Administration System. For the submission of the name of the PT based on the Law on PT and the Ministerial Regulation Number 43/2011 concerning Procedures for Submitting and Using the name of PT. Making a Certificate of Company Domicile (SKDP) submitted by the local sub-district office.

2. MATERIALS AND METHODS
2.1. Marketing Objective
Building a business is very important to set the goals to be achieved by the business. These goals must be measurable so that they are easily achieved by the company's vision and mission. The products sold by PT Limatra do not only focus on one product but also develop new innovative products for product development [1].

2.2. Segmenting, Targeting, Positioning
PT Limatra's business focus is on direct sales to customers, known as the Business to Customer concept. With this concept, the company divides customers' info several groupings based on segmentation, targeting, and positioning. The determination of the target is based on the segment that has been determined. Management of the right target market will make it easier to reach an efficient and effective market [2].

2.3. Marketing Mix
PT Limatra focuses on Business to Customer (B2C). Business to Customer is one of the company's strategies to sell directly to individuals [3]. Therefore, the right strategy used by the company is 7P. The 7P marketing mix is used by B2C because this strategy has incorporated all marketing tools ranging from product, price, promotion, place, people, processes, and physical evidence[4].

2.4. Sales
PT Limatra builds a sales force to achieve sales success. Sales success is created if the sales force prioritizes good service. The regulation of sales activities in the business aims to make the sales process in line with company goals[2].

2.5. Revenue Stream Projection
Determining the number of costs for marketing activities will greatly determine the success in marketing national products. The company's marketing management feels the need to determine the estimated amount of revenue so that the growth of its business can be seen.

3. RESULT & DISCUSSION
Based on the theoretical explanation above, the following are the results of PT Limatra's marketing plan for pineapple juice products.

3.1. Marketing Objectives
The following are the marketing objectives of PT Limatra in the bellow:

Table 3. 1 Marketing Objectives of PT Limatra

Category	Marketing Objective
Short-Term (1-3 years)	1. Creating an image as a healthy and refreshing drink through social media 2. Doing marketing throughout the Subang
Medium-Term (3-5 years)	1. Increase social media engagement rate 2. Expanding the marketing area throughout West Java
Long-Term (More than 5 years)	Selling of 1 L family pack products to the entire island of Java

Source: Author, 2021

The target that will be carried out to achieve these marketing objective in the bellow :

Table 3. 1 Target of PT Limatra

Category	Target
Short-Term (1-3 years)	1. Increase freelance sales force of 100 people 2. Do canvassing with sales of at least 45 bottles/day 3. Offer various promotional items and samples at events and sponsorships as a product introduction every month

Table 3.2 Continued…		
Medium-Term (3-5 years)	1.	Routinely post products on social media at least 3 times/day
	2.	Create a loyalty program by giving vouchers to customers for every product purchase
	3.	Adding freelance sales force up to 240 people
Long-Term (More than 5 years)	1.	Produce 1 L family pack products
	2.	Opened 5 representative branches in 5 big cities in Java
	3.	Adding freelance salesforce 2 times from the total for the fourth years

Source : Author, 2021

3.2. Segmenting, Targeting, Positioning

Sales of nasnas product focus on Business to Customer (B2C) so that the segment taken by PT Liatra is teh end-user. PT Limatra makes segmentation for this end-user divided into geographic, demographic, and psychographic. Geographical segmentation consists of the island of Java. Meanwhile, for demographics, PT Limatra divides age into several generation, namely Gen Z (8-23 years), Millennials (24-39 years), Gen X (40-45 years), and Baby Boomers (56-74 years). This division is based on the results of the 2020 BPS population census. For income from end-users, they are grouped into several groups according to their income, namely poor (<IDR 354,000/month), vulnerable (IDR 354,000-IDR 532,000), to medium (IDR 532,000-IDR 1,200,000), medium (IDR 1,200,000-IDR 6,000,000), and upper (>IDR 6,000,000).

From the results of segmentation carried out by PT Limatra, the targets to be achieved are in the bellow:

Table 3. 2 Stages of Target Achievement

Variable	Target Achievement		
	Short Term	**Medium Term**	**Long Term**
Geographics Region	Subang	West Java	Java Island
Demographics 1. Age 2. Gender 3. Income Level 4. Expenditure Rate	24-39 years (millennial) M & F Middle Class To middle to high	24-39 years (millennial) M & F Middle Class To middle to high	24-39 years (millennial) M & F Middle Class To middle to high
Psychographics 1. Social Class 2. Lifestyle	To middle to high Driven by speed, variety, and desire	To middle to high Driven by speed, variety, and desire	To middle to high Driven by speed, variety, and desire

Source: Author, 2021

PT Limatra strives to become a business that is known for its pineapple juice drink products with high vitamin content, practicality, and a different taste. The product will become a competitive advantage. PT Limatra has to compete with similar business actors who offer more pineapple juice product with a mixture of sweeteners and preservatives. Therefore, PT Limatra determined its positioning as a business that orders fresh pineapple juice and can be consumed in different ways. The following picture show a map of the positioning of nasnas product offers a good taste with a variety of products at an affordable price :

Figure 3. 1 Positioning of PT Limatra
Source: Author, 2021

3.3. Marketing Mix

PT Limatra's business obtains with the target market of Business to Customer (B2C). The marketing mix for B2C is 7P, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence.

a. Product

PT Limatra offers products with the Nasnas brand and focuses on maintaining the quality of its products which is ensured without using preservatives of artificial flavors. The product is also added to several other fruit mixtures with a ratio of 60% pineapple and 40% other fruits such as apples, mangoes, and oranges.

The logo used by trade products with the nasnas brand describes the freshness that consumers will fell when drinking it. The packaging that will be used for this product ranges from paper pack aseptic packaging to mass product, besides that, nasnas also offers 1L family pack products for the long term. The following packaging designs will be offered:

Figure 3. 2 Product Packaging
Source : Author, 2021

b. Price

PT Limatra took a strategy with the same prices as competitors but using the natural taste of fresh pineapple, so that it could attract customers and a larger market share. Pricing for nasnas products is determined base on competitors which are often referred to as competitive-based pricing. Nasnas will be offered to consumers in the size of 250 ml in paper pack aseptic and 1L family pack for the long term. Comparison of product prices from competitors in the bellow:

Table 3. 3 Price Comparison by Brand

Company	Brand	Price/Pcs		
		Original	Mix	Family Pack
PT Great Giant Pineapple	Duta 250 ml	IDR 10,000	n/a	n/a
PT Diamond Clod Storage	Jungle Juice 200 ml	IDR 7,000	n/a	n/a
PT Limatra	Nasnas 250 ml	IDR 7,000	Rp 7,500	Rp 12.5000

Source : Author, 2021

c. Place

Nasnas product can be obtained by end-user through MSMEs, social media, to certain events that have been determined by the company. The marketing method used by PT Limatra includes indirect marketing to end-user which are described in the following flow:
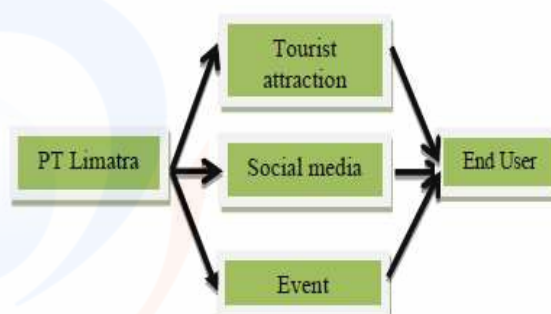

Figure 3. 3 B2C Distribution Channel
Source : Author, 2021

d. Promotion

Efforts to achieve the marketing objectives of nasnas product, PT Limatra strives to introduce and set prices. This is done so the consumers can find the existence of the product offered. The promotional strategy carried out by PT Limatra is carried out to create customer awareness for healthy and different products. Some of the promotions used by PT Limatra include the following:

1. Advertising
2. Sales promotion, including freelance sales
3. Publication Public Relations
4. Digital Marketing (Social media, Ecommerce)
5. Events
6. Cooperation (Partnership)

e. People

People in PT Limatra's marketing mix refer to the human resources in the organization. PT Limatra employs experienced and trained staff to be able to provide effectively and quality service and product offerings to customers. PT Limatra has a team to test and develop the products offered, a product design team to make products more attractive to consumers, and a pool of freelancers for different tasks.

f. Process

PT Limatra ensures fast product delivery to end-users. The company also uses chatbots to handle the first interactions with customers via social media.

g. Physical Evidence

Consumers will feel helped by the physical evidence of a product offered by the company. This is to make it easier for them to assess a product to be purchased. Physical evidence of national service includes various customer reviews and stories on the company's social media. PT Limatra also promotes its products through the company's social media so that consumers feel confident to buy nasnas products.

3.4. Sales

The marketing management of PT Limatra will build a superior sales force to achieve success in sales. The sales success of the sales force for national products will be created if the sales force prioritizes good service. Many aspects can drive success in sales some of which are the structure and role of the sales force, salesforce, activities, customer, and company results.

Tabel 3. 4 The Sales Effectiveness Drivers

| The Sales Effectiveness Drivers | | | | | Result | |
Definer Drivers	Shaper Drivers	Enlightener Drivers	Exciter Drivers	Controller Drivers	Customer Result	Company Result
- Marketing area is Subang (Short-term) - The marketing leader in management is a manager	- Marketing managerial structure with a min bachelor degree in the appropriate fied - Learning and development is carried out through training	The company provides a budged to support marketing operations such as research costs, support costs for survey and branding throught collaboration with third parties	Provide an incentive budget for salespeople who have achieved sales targets that are monitored regularly	- Determination of sales targets - Sales reports are comiled systematically - Coordination and communication between areas	- Have loyal customers who are built with deep relationships - The value of the product owned is higher than competitors - Have guaranteed product quality	- The company's short-term goals can be met - Expanding a wider market area than set in the short-term goals
Sales Force Structure and Roles	Sales People	Activities			Customer Result	Company Result

Source: Author, 2021

3.5. Revenue Stream

Marketing costs managed by the company are for sales promotion costs, event cost, and price discounts provided by the company. Determination of marketing costs to determine revenue from sales is made based on the scenarios and assumption presented in the bellow:

Table 3. 5 Assumption of Revenue Stream Projection

No	Assumption	Description	Prjection ke-1	Prjection ke-2	Prjection ke-3	Prjection ke-4	Prjection ke-5
1	Market penetration: End user	Marketing region	Subang	Subang	West Java	West Java	Java Island
2	Product Development: Variant with other mix fruits	- Market research - Compile mixed formula - Choose a maklon - Production and test samples - Product evaluation	The product are made in maklon partner, so it does not prepare building and production equipment, only prepares formulas and agreements				
3	Sales Growth	Sales growth mass product original and mass product mix	n/a	30%	60%	30%	70%
4	Product Sale	Comparison sales of mass product original and mass product mix			80% : 20% Original : Mix		
5	Cost Marketing	Marketing cost of nasnas product every year is stable	20% from sales	20% from sales with growing marketing cost 30% form previous year	20% from sales with growing marketing cost 68% form previous year	20% from sales with growing marketing cost 30% form previous year	20% from sales with growing marketing cost 81% form previous year
6	Mark-up	Increaase in selling price and COGS			5%		

Source: Author, 2021

CONSLUSION

Proper marketing planning is very important for a new company to introduce its products to the market. Without proper marketing planning preparation, it will be difficult to achieve the desired target. PT Limatra with its business focus on Business to Customer (B2C) is more appropriate to use the 7P strategy. This strategy can run optimally equipped with a well-planned financing plan that has been carried out by PT Limatra.

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