

Marketing Research for Market Share Development of Retail Feed Products in The Jabodetabek Area

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ABSTRACT

Market research has the main function of understanding products, evaluating, predicting, knowing consumer needs and wants, so that companies can find product gaps that can be developed in the long term. This study aims to evaluate marketing strategies by understanding consumer behavior, evaluating consumer behavior and preferences (Understanding), and evaluating consumer needs and wants (Predicting). evaluating the current position of retail feed products (Controlling) and market share progress. The method used is primary data collection through surveys, interviews and direct observations conducted at Shops or Poultry Shops in the Jabodetabek area, while secondary data is taken from the sales report sources at PT New Hope Indonesia (NHI). Based on information from the results of market research, it can be a basis for determining what retail feed products need to be marketed, namely retail feed for native broiler chickens, roosters, hybrid meat ducks and quail, this is proven by the sales volume of retail feed products, namely native chickens, increased by 8-10%, roosters 107%, meat ducks 20%, and quail 20% compared to 2021 when market research was conducted. The conclusion of the market research conducted indicates that a research-based approach can help feed companies to be more adaptive to market dynamics and consumer needs, thereby supporting market share growth in the Jabodetabek area.

Keywords: customer, feed, marketing, market research, products

ABSTRAK

Riset pasar mempunyai fungsi utama memahami produk, mengevaluasi, memprediksi, mengetahui kebutuhan dan keinginan konsumen, sehingga perusahaan dapat menemukan celah produk yang bisa dikembangkan dalam jangka panjang. Penelitian ini bertujuan mengevaluasi strategi marketing dengan memahami perilaku konsumen, evaluasi perilaku dan preferensi konsumen (*Understanding*), evaluasi kebutuhan dan keinginan konsumen (*Predicting*). evaluasi posisi produk pakan retail saat ini (*Controlling*) dan kemajuan pangsa pasar. Metode yang digunakan yaitu pengumpulan data primer melalui survei, wawancara dan observasi langsung yang dilakukan ke Toko atau Poultry Shop di wilayah Jabodetabek, sedang data sekunder diambil dari sumber laporan penjualan di PT New Hope Indonesia (NHI). Berdasarkan informasi dari hasil riset pasar dapat menjadi dasar untuk menentukan produk pakan ritel apa yang perlu dipasarkan yaitu pakan ritel untuk ayam buras pedaging, ayam jantan, bebek hibrida pedaging dan puyuh, hal ini terbukti volume penjualan produk pakan ritel yaitu ayam buras naik 8- 10%, ayam jantan 107%, bebek pedaging 20%, dan puyuh 20% di bandingkan tahun 2021 saat riset pasar dilakukan. Kesimpulan dari riset pasar yang telah dilakukan mengindikasikan bahwa pendekatan berbasis riset dapat membantu perusahaan pakan untuk lebih adaptif terhadap dinamika pasar dan kebutuhan konsumen, sehingga mendukung pertumbuhan pangsa pasar di kawasan Jabodetabek.

Kata kunci: riset pasar, produk, pemasaran, pakan, pelanggan

INTRODUCTION

Farm poultry is the fastest-growing industry. High market demand, fast cash turnover, growth of fast broiler chickens, and time maintenance give the business broiler chickens a chance to keep developing. Besides that, the poultry population has increased yearly, which aligns with the increasing need for meat poultry. According to BPS (2022), the native population is 308,601,685 heads, broilers 3,114,027,615 heads and ducks 56,728,470 heads, while the quail population is quail 16,481,000 heads Direktorat Jendral Peternakan dan Kesehatan Hewan (2022).

Maximize this opportunity, Market research is research in the marketing field done systematically, starting from the formulation of the problem, formulation of the objective, data collection, data processing, and interpretation of results (Sachari 2007). Market research has several functions, such as understanding products and evaluating and predicting Ranguti & Freddy (2013). Market research on product retail feed has been done since 2021 in Jakarta, Bogor, Tangerang, Depok and Bekasi (Jabodetabek). This study aimed to evaluate marketing strategies by understanding consumer behavior so that companies can determine effective product marketing strategies. Evaluate consumer behavior and preferences (Understanding), so that companies can design retail feed products that are more relevant and attractive. Evaluate consumer needs and desires (Predicting), so companies can find product gaps that can be developed in the long term. Evaluate the current position of retail feed products (Controlling) and progress in market share.

MATERIAL AND METHODS

Market research was conducted in 2021 in 69 stores or Poultry shops in Jakarta 6 stores, Bogor 20 stores, Depok 10 stores, Tangerang 18 stores and Bekasi 15 stores.

This market research was conducted using primary and secondary data collection methods to understand the dynamics of the poultry industry in the Jabodetabek area. Primary data collection was conducted through surveys, interviews, and direct observation at various Poultry Shops. The survey was conducted by distributing questionnaires to respondents to gather information on consumer preferences and market trends. In contrast, interviews were conducted with shop owners to gain deeper insights into operations and the challenges they faced. Direct observation was also conducted to understand consumer behavior and purchasing patterns at the location. In addition, secondary data was obtained from PT New Hope Indonesia (NHI) sales reports, which provide additional information on sales trends and product performance. Through this combination of primary and secondary data, this market research can identify consumer needs and wants and analyze the position of NHI products in the market.

Analyse existing marketing strategies done by competitors, specifically for product feed retail goods at the introductory level product until the consumers purchase. Calculate market demand so that we can learn financing

strategies, market initiatives, purchasing, and so on. It is hoped that a new market will be formed for product feed retail and that many breeders will be able to buy feed retail previously They cannot do it (Santo & Hery 2008). Gather bait and come back. To overcome failure in marketing product feed retail, the method of evaluation results in market research.

RESULTS AND DISCUSSION

Recognize Character Customer

Based on market research through direct observation and based on purchase data, product feed retail. The total number of shops (poultry shops) in the Jabodetabek area is 69 pieces. From the total customers, based on character customers, to product feed retail from PT New Hope Indonesia (NHI), Customers grouped become Loyal Customers, New, Customer Potential, Customer Passive and Customer Agent presented in Table 1.

Table 1 Type customers, volume and quantity customer average per year 2021-2024

Type Customer	Amount	Average Volume per year (tons) per store	Potential (tons) per store
Loyal customer *	27	5.805	8.000-13.500
Customer new *	14	3.010	5.000-7.000
Customer Potential *	15	8	10.000-15.000
Customer Passive *	7	1.505	3.000-4.000
Customer Agent *	6	11.255	18.000-20.000
Total	69	14.811	30.000-40.000

Source: PT. New Hope Indonesia (2021-2024)

Note: * Shop or Poultry Shop

Analysing Marketing Strategy

The marketing strategy is analyzed based on the 4P concept: product, price, place, and promotion.

Product

Based on market research, products that feed the most dominant retail circulating in the market are grouped into feed native chicken, feed duck, feed quail and feed chicken male. Type products and sales volume are presented in Table 2.

Table 2 Types of product feed retail and sales volume 2021-2024

Year	Native Chicken (Ton)	Duck (Ton)	Chicken male (Ton)	Quail (Ton)	Amount (Ton)
2021	3.656	3.015	654	612	7.937
2022	6.500	5.550	1.356	1.123	14.529
2023	7.142	6.655	2.800	1.400	17.997
2024	7.700	6.800	2.850	1.432	18.782
Total	24.998	22.020	7.660	4.567	59.245

Source: PT. New Hope Indonesia (2021-2024)

Price

Based on market research conducted through direct observation, the price sold from the factory for product feed retail to customer shop varies between manufacturers and others. Product prices feed retail can be seen in Table 3.

Table 3 Product prices feed retail 2024

Type Feed Retail	Highest Price (Rp/kg)	Lowest Price (Rp/kg)	NHI Price (Rp/kg)
Native Meat Chicken	8.000	7.500	7.600 – 7.800
Chicken stud	8.000	7.500	7.600 – 7.800
Duck meat (hybrid)	7.300	7.000	7.000 – 7.300
Quail	7.300	7.000	7.000 – 7.300

Source: PT. New Hope Indonesia (2024)

Place

Based on the results of interviews with direct customers, several considerations are referred to when buying a product feed retail, including easily reachable locations, no traffic jams, and the time it takes to reach the destination. Place parking at the factory-wide so that the

car transport feed (truck) can park freely. At the location factory, there is a place room. Wait or place the Rest driver transport feed. Loading time feed in the factory is done fast. Service officer factory friendly and polite.

Promotion

From the results of market research, promotions conducted by NHI show a comparison of the performance of native chicken between New Hope feed and competitors presented in Table 4. A comparison of the duck hybrids with New Hope feed can be seen in Table 5 and the comparison performance of quail is presented in Table 6. Based on Table 4,5,6, the performance of native chickens, ducks hybrid meat, quail egg production fed with NHI retail feed products showed better results compared to competitor feeds. This can be seen from the higher body weight, low feed conversion and performance index in native broiler chickens and hybrid broiler ducks. Meanwhile, quail fed with NHI feed has advantages in terms of QDP, lower feed conversion compared to quail fed with competitor feed products.

Determine Market Needs and Demands

One of the market research studies was to know market needs and demands, especially for the product feed

Table 4 Comparison performance of native chicken between feed NHI retail with competitor

Farm	Population (Tail)	Harvest (g)	Mortality (%)	Weight (g tail -1)	Feed conversion	Feed Consumption (g tail -1)	Performance Index
Sente 1*	21.575	14332	11,43	750	2,431	1823	42
Sente 2*	23.450	15736	11,12	755	2,286	1726	53
Knight**	19.020	14468	9,87	844	2,646	2233	42
RK**	10.054	7719	7,72	832	2,698	2245	42

Note: * Using New Hope Indonesia feed

** Using Competitor feed

Table 5 Comparison of the performance of duck hybrid meat farmers who use feed NHI retail with competitor

Farm	Population (Tail)	Mortality (%)	Weight (g tail -1)	Feed conversion	Feed Consumption (g tail -1)	Performance Index
Lia*	1.100	2	2045	1,962	4012	244
Peng an*	1.040	2,4	1988	1,933	3842	252
Hendi*	1.700	1,29	1932	2,04	3942	243
John**	6.000	1,83	1905	2,069	3942	235

Note: * Using PT New Hope Indonesia feed

** Using Competitor feed

Table 6 Comparison of production egg quail that uses NHI feed with competitor

Farm	Population (Tail)	Age (Day)	Number of Eggs (Item)	Mortality (%)	Egg Weight (gr)	Egg Mass (gr)	QDP (%)	Feed Conversion
Sent 1*	10.000	295	8.777	2,06	11,5	10,31	81	2,79
Sente 2*	16.000	390	11.200	6,83	11,3	8,49	75,1	3,328
Knight*	15.000	409	10.100	4,71	11,5	8,3	70,7	3,538
RK**	8.000	393	5.234	6,86	11	8,3	70,2	3,559

Note: * Using New Hope Indonesia feed

** Using Competitor feed

QDP: Quail Day Production

retail. From the data in Table 2, the product feed retail that is in demand by the market in the Jabodetabek area that is feeding native chickens occupy order first (42%), feed duck order to two (37%), feed chicken male order to three (13%) and last feed quail order to 4 (8%). Distribution product feed retail is presented in Figure 1.

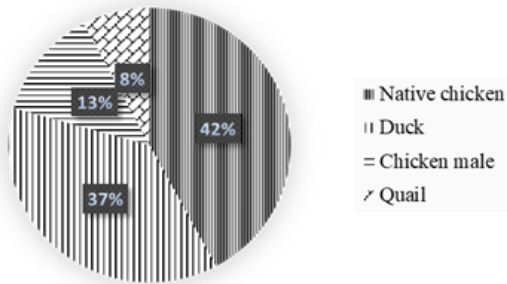


Figure 1 Distribution product feed retail

Market Development

When the first market research was conducted in 2021, product feeds Ritek were for sale only around the Bogor and Tangerang areas. After seeing the market potential for product feed, retail expanded to the Jabodetabek area. Based on the data presented in Figure 2, the development product feed retail can be seen in the graph below.

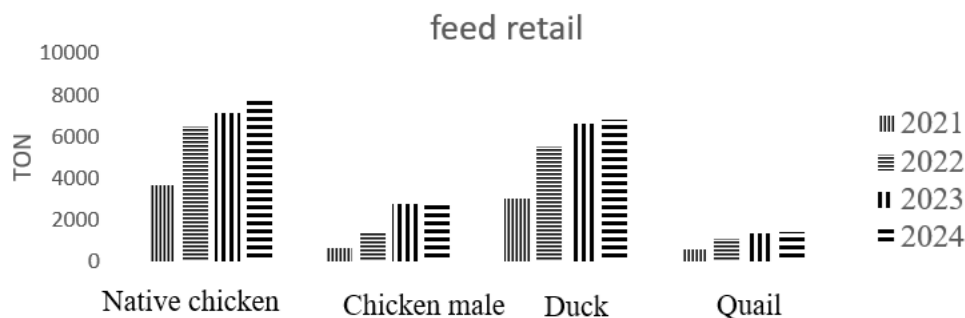


Figure 2. Sales feed retail per type poultry per year 2021-2024

Development Sale Feed Retail Native Chicken

Compared to 2021, in 2022, retail feed products for native broiler chickens increased by 78%, in 2023 it increased by 88%, and in 2024 until September 2024 it increased by 96%. When compared to the development from the previous year (Year Over Year/YoY), starting from 2022 to 2024, the increase in sales volume increased by around 8-10%. The increase in retail feed sales volume for native broiler chickens from year to year was driven by increasing market demand, the quality of NHI feed products, which were proven to be better, competitive prices, and increasing consumer trust in NHI feed. This shows that retail feed products are still acceptable to the market.

Development Sale Feeds Retail Chicken Males

Retail feed for roosters compared to 2021, with the following year in 2022, to 2024. Retail feed products for roosters have increased by more than 100%. When compared to the development from the previous year (Year Over Year/

YoY), starting from 2023 to 2022, the increase in sales volume increased by around 107%. Meanwhile, in 2024, compared to 2023, there was an increase in sales volume of around 2% because in 2024, sales were recorded until September 2024. The drastic increase in sales of retail feed for roosters was caused by the increasing market demand for roosters, encouraging farmers to switch to more efficient feed such as NHI feed, which has a low feed conversion, making it the main choice, as well as competitive prices that play a role in increasing sales of NHI feed. This shows that retail feed products for roosters are still acceptable to the market.

Development Sale Feeds Retail Duck Meat

There has been an increase in retail sales of broiler duck feed. When compared to the development from the previous year (Year Over Year/YoY), starting from 2023 to 2022, the increase in sales volume increased by around 20%. Meanwhile, in 2024, compared to 2023, there was an increase in sales volume of around 2% because in 2024, sales were recorded until September 2024. The increase in retail sales of broiler duck feed was due to NHI feed having better performance advantages compared to competitor feed in terms of higher body weight and low feed conversion. Hence, farmers like NHI feed and have competitive prices compared to the competitor feed. This shows that the broiler

duck retail feed product is one of the retail feed products that the market can still accept.

Development Sale Feed Retail Quail

Increase in retail quail feed sales when compared to the development from the previous year (Year Over Year/YoY) starting from 2023 to 2022, the increase in sales volume increased by around 20%. Meanwhile, in 2024, compared to 2023, there was an increase in sales volume of around 2% because in 2024, sales were recorded until September 2024. The increase in quail feed sales from year to year is influenced by several factors, such as the increasing demand for quail eggs, encouraging farmers to increase the quail population so that farmers are looking for quality feed to increase daily egg production productivity. This shows that quail retail feed products are still acceptable to the market.

Overcome Constraint

Constraints in marketing product feed retail Lots are grouped into internal constraints, external constraints and constraints breeders. Internal constraints are that the NHI company is still classified as a new existence in Indonesia, so the breeder still does not know more about the product feed retail produced by NHI. Internal constraints can be overcome based on product market research feed retail. Only 4 products are accepted by the market: product feed retail chicken free-of-charge meat, duck hybrid meat, chicken male and quail. Obstacles external ten (10) factories feed livestock in Jabodetabek and Banten, which produce the product feed retail. Offering strategy, product feed retail with good quality and lower prices than competitors. This strategy was arguably successful because after 2021, sales of product feed retail rose sharply, and sales volume of product feed retail was recorded as increasing continuously every year.

Constraint breeders still traditionally maintain small-scale poultry, system housing is simple, and maintenance management is far from perfect. Obstacles that stick on the farm traditionally have been going on for a long time; even if something is down, hereditary breeder poultry is eye main livelihood.

Based on market research, constraints This Can handled by carrying out service strategy and finished sale (after-sale service) with form a Technical Service and Support (TSS) team that is ready to accompany the breeder to give service technical, service problem problem-solving, and fast response If required For Handling problems in the breeder. The goal of the formation of *the Technical Service and Support* (TSS) Team was to guarantee quality that the NHI feed is of high quality and has been tested, giving excellent service and support to customers, providing a response fast to every complaint from customers (*Voice of Costumers*) and provide Mentoring to Customer.

CONCLUSION

Market research has Lots of benefits, including;

1. Implementing marketing strategies that refer to the 4P concept, including product, price, place, and promotion, has been proven to attract consumers' desire to buy products, thereby encouraging increased sales volume and expanding market dominance.
2. The four retail feed products, namely retail feed for native broiler chickens, hybrid broiler ducks, roosters, and quails, have been accepted by the market based on an evaluation of consumer behavior and preferences (*Understanding*).
3. Based on the needs and wants of consumers (Predicting), product feed retail can be developed in the long term. Is the product feed retail for native chicken, duck hybrid meat, chicken male and quail.
4. Product early retail feed first produced only can accepted in the Bogor and Tangerang areas; this has already been developed in the Jabodetabek area, with a market share reaching 35 % of the total product market share feed retail.

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