

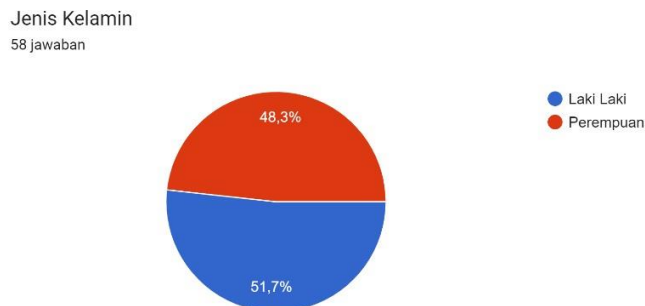
CHAPTER II MARKETING PLAN

2.1. Market Size

Market research is defined as the process of evaluating the feasibility of a new product or service, through research conducted directly with potential consumers. This method allows businesses to find their target market, collect and document opinions and make informed decisions (Cinthy, 2020). In order to analyze and understand the target market, a company must first conduct research and understand the size of the market. Ultimately, the goal is to determine how many people will buy our product in your target market.

Researching consumer behavior is very important for businesses to understand consumer preferences. Collected data is used to analyze behavior and customers, helping businesses develop appropriate marketing plans. Accumulated knowledge can be used by businesses to offer their customers the right product at the right time. Understanding consumer preferences and behaviors can greatly increase your business' profits. This makes market research one of the most numerous studies. Planning is important in developing a business. Every new business competes with another. These market selection also aims to see if there are opportunities or potential prospects for the business of goods and services. In addition, the purpose of market selection is to understand the structure of the market it will serve.

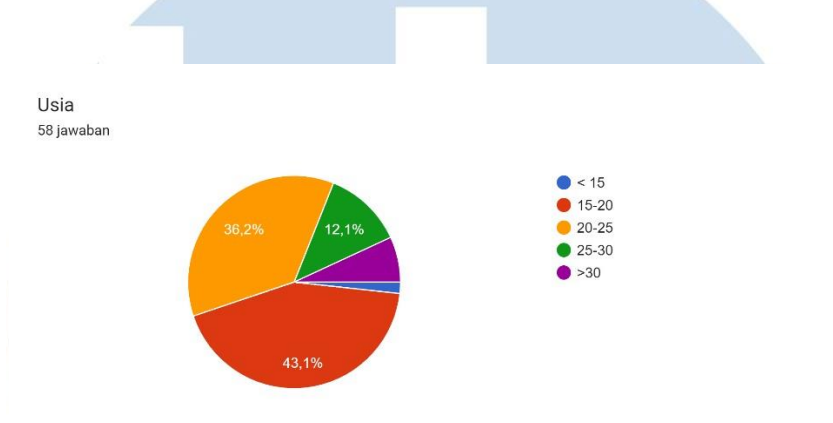
Because of the rarity of this cake, Rang Rangi hoped that it would be one of the options among the other Indonesian traditional cakes. Quantitative research on Rang Rangi's target market was carried out with the assistance of questionnaires that were sent out to 58 respondents in order to collect information about said market.



Picture 2. 1 Respondent Gender

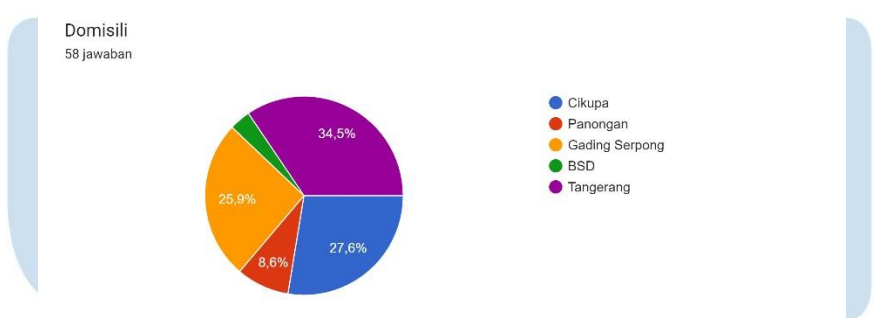
Source: Author Data

Based on the data above, the respondents between men and women are not much different. The difference between the two respondents was only 3.4%. It can be concluded from the number of respondents that men are more interested in buying Rang Rangi products.



Picture 2. 2 Respondent Age
Source: Author Data

The second part is about age respondents. Data shows that people around the age of 15-20 have the highest interest. After that, it is followed by 20-25 in the second rank with the most respondents. It can be concluded that generation Z is most interested. Based on this research, Rang Rangi will be more focused and target the generation Z.

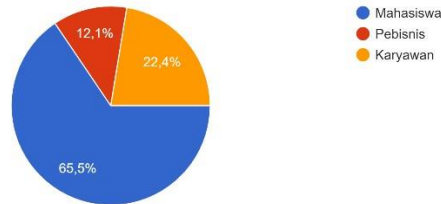


Picture 2. 3 Respondent Domicile
Source: Author Data

Based on the data above, 34.5% of the respondents mostly came from Tangerang followed by Cikupa the second respondents and then Gading Serpong the third most respondents. Rang Rangi plans to open a business in Gading Serpong for his first booth because it is not too far

from Tangerang and close to the Penabur high school. After that, they plan to open a second branch in Cikupa.

Pekerjaan
58 jawaban

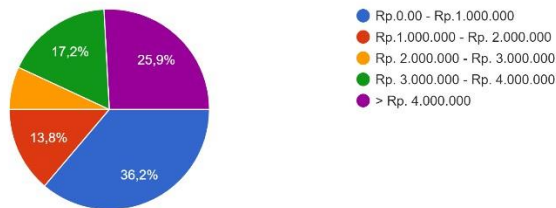


Picture 2. 4 Respondent Occupation

Source: Author Data

According to the diagram above, 66.5% of the respondents is students. This once again clarifies that Rang Rangi target market is generation Z. After that followed by employee 22.4% of the respondents.

Penghasilan
58 jawaban



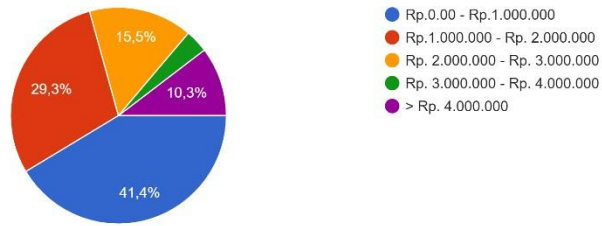
Picture 2. 5 Respondent Monthly Income

Source: Author Data

Based on diagram above, The highest income of respondents is Rp.0 – Rp.1.000.000 which is 36,2% and followed by >Rp.4.000.000 which is 25,9%.

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Pengeluaran
58 jawaban

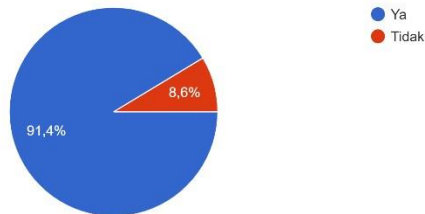


Picture 2. 6 Respondent Monthly Expenses

Source: Author Data

According to the data above, the respondents are mostly students. Then spending money in a month only a few.

Apakah anda mengetahui kue rangi
58 jawaban



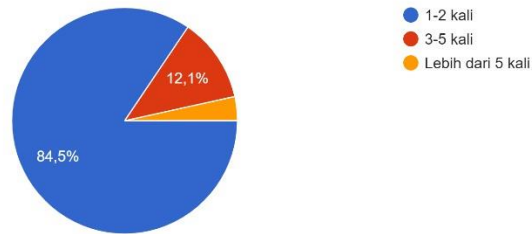
Picture 2. 7 Respondent Knowledge Regarding Rangi Cake

Source: Author Data

A lot of respondents know about rangi cake, which is a traditional snack from Betawi.

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Pernakah anda mengonsumsi kue rangi dalam kurun waktu satu bulan
58 jawaban

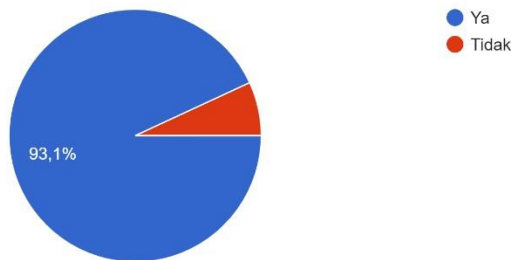


Picture 2. 8 Respondent Interest in Purchasing Rangi Cake

Source: Author Data

The majority of respondents rarely consume rangi cake because it is scarce and difficult to find.

Apakah anda tertarik untuk mencoba produk Rang Rangi
58 jawaban



Picture 2. 9 Respondent Knowledge Regarding Rang Rangi Product

Source: Author Data

According to the data presented above, the majority of respondents were eager to try Rang Rangi products. Rang Rangi is a product that already has modifications that make people curious about it.

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2.2. Competitor Analysis

Competitor analysis is the process by which a company tries to define and understand its business, identify its competitors, determine the strengths and weaknesses of its competitors, and anticipate their moves. Competitor analysis is very important to do because every business owner has a different strategy and style of doing business. This kind of analysis helps business owners know how strong they are compared to their business. Therefore, business owners can develop something that is more than their competitors, such as food taste, food quality, and many more.

1. Direct Competitor

Rang Rangi is a business that provides new and various flavors of rangi cake. The various flavors of kue rangi can attract customers because of their interest in new flavors. Rang Rangi has direct competitors, namely Kue Rangi Modernland. Kue Rangi Modernland is a micro, small, and medium enterprise (MSMEs) that was established in 2022. Kue Rangi Modernland is located at Jl. Hartono Raya Ruko Kantor Pemasaran Modern Land Blok. R No. Kel. Klp Indah, Kec. Kota Tangerang, Banten. Kue Rangi Modernland was inspired by the love and closeness of the Indonesian people through Indonesian traditional snacks, especially the ingredients made from grated coconut. Kue Rangi Modernland wanted to make authentic Indonesian foods such as kue rangi.

The restaurant sells various kinds of kue rangi toppings, such as kue rangi gula nangka, kue rangi special, kue rangi polos tanpa gula, and kue rangi susu putih. There are also drinks on the menu, such as es oyen, es teh manis, and es kelapa muda segar. Regarding operations and sales, Kue Rangi Modernland still uses traditional methods because this business does not use social media or collaborate with any food delivery service. However, this business has a website on YummyAdvisor that provides information about the product. The selling price of Kue Rangi Modernland is between Rp.8000 and Rp.18000.

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Picture 2. 10 Kue Rangi Modernland Product

Source: YummyAdvisor



Picture 2. 11 Kue Rangi Modernland Place

Source: YummyAdvisor

2. Indirect Competitor

Indirect competitors are companies that provide different products or services to the same customers. Companies compete by using their own approach to customer needs. In relevance with Rang Rangi product, Pancong lumer ngiler will be the indirect competitors. Pancong lumer ngiler are selling pancong cake with a variant of flavor. Pancong cake is a traditional snack originating from Jakarta. This Betawi food is made from a mixture of rice flour, coconut milk, salt, sugar and grated coconut. Compared to rangi cake, pancong cake has a more savory and salty taste. The cake

mold used is concave and deep like a pukis cake. In contrast to the smaller and shorter rangi cake molds. In terms of texture, kue pancong feels crunchier and crunchier because it is mixed with coconut milk.

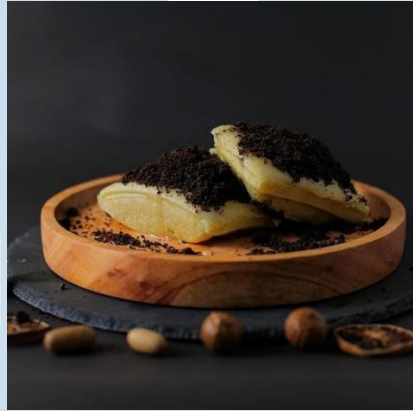
Pancong lumer ngiler has first outlet in 2022. Pancong lumer ngiler has 3 branch locations which is Vila permata sindang sari, Pasar kemis crossroad, and Kedaton alfamart in front of Suvarna Sutera. Pancong Lumer Ngiler starts to open from 16.00-22.00. Pancong Lumer Ngiler are sold at prices ranging from Rp.6.000 – Rp.10.000. For the menu itself pancong lumer ngiler has several flavours, here are the menu and prices.

DAFTAR HARGA	
- PANCONG ORIGINAL + SUSU	6 RIBU
- PANCONG COKLAT	8 RIBU
- PANCONG COKLAT + SUSU	9 RIBU
- PANCONG MESIS + SUSU	9 RIBU
- PANCONG STRAWBERRY	9 RIBU
- PANCONG TARO	9 RIBU
- PANCONG SRIKAYA	9 RIBU
- PANCONG KEJU	9 RIBU
- PANCONG KEJU + SUSU	10 RIBU
- PANCONG BLUEBERRY	10 RIBU
- PANCONG COKLAT + KEJU + SUSU	10 RIBU
- PANCONG MILO + SUSU	10 RIBU
- PANCONG OREO + SUSU	10 RIBU
- PANCONG MATCHA (GREENTEA)	10 RIBU
- PANCONG CHOCOCRUNCHY	10 RIBU
- PANCONG TIRAMISU	10 RIBU
PILIHAN ADONAN :	
PANDAN	+2 RIBU
COKLAT	+2 RIBU
STRAWBERRY	+2 RIBU
TAMBAHAN TOPING:	
COKLAT	+2 RIBU
OREO	+2 RIBU
KEJU	+2 RIBU

Picture 2. 12 Pancong Lumer Ngiler Menu Pricelist

Source: Google Image

Here are one of the favorite Pancong Lumer Ngiler photo which is pancong oreo + susu and the location photo which is in Pasar Kemis



Picture 2. 13 Pancong Lumer Ngiler Product

Source: Instagram @panconglumer_ngiler



Picture 2. 14 Pancong Lumer Ngiler Place

Source: Tiktok @panconglumer_ngiler

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3. Competitor Analysis

Table 2. 1 Competitor Analysis

Factors	Rang Rangi	Kue Rangi Modernland	Pancong Lumer Ngiler
Strategy	Low Cost/ Affordable	Low Cost/ Affordable	Low Cost/ Affordable
Core Product	Rangi Cake	Rangi Cake	Pancong Cake
Customer	General, Sweet Traditional Snack Lovers	General, Sweet Traditional Snack Lovers	General, Sweet Traditional Snack Lovers
Competitive	Food Innovation	General Snack	Brand Knowledge
Service	Offline Store	Offline Store	Offline Store and Online Store
Advantage	Taste	Taste	Taste
Marketing	Social Media and Word of Mouth	Word of Mouth	Social Media and Word of Mouth
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

2.3. Sales Goals

Table 2. 2 Sales Goals

Product	Selling Price	Unit Sold/ Day	Total Revenue
Rang Rangi Original	Rp13,000	35	Rp.455.000
Rang Rangi Chocolate	Rp15,000	30	Rp.450.000
Rang Rangi Peanut	Rp15,000	20	Rp.375.000
Total			Rp.1.280.000

2.4. Marketing Strategy

Marketing strategy is a strategy designed to promote goods or services with the aim of making a profit. Marketing strategy is an overall effort of a business. The goal is to reach prospective target consumers. After that, the marketing strategy will turn them into regular customers. The right marketing strategy will increase selling power and make the company more developed (Shaïd, 2022). Rang Rangi as a brand that offers new innovations of products that create a recipe in order to maintain it. Having little direct competitors could make Rang Rangi products unmatched so as to increase distrust in customers. Inconsequences, the owner believes that implementing appropriate marketing methods and providing customers with appropriate information about their products will help increase brand awareness.

Table 2. 3 Rang Rangi SWOT

SWOT ANALYSIS	
STRENGTH	WEAKNESS
<ul style="list-style-type: none">- New Innovation of rangi cake- Modern and attractive packaging- Strategic place for selling products	<ul style="list-style-type: none">- The brand is not widely known- Ingredients are hard to find
OPPORTUNITY	THREATS
<ul style="list-style-type: none">- Not many competitors make the same product- Teenager and adult can enjoy this product	<ul style="list-style-type: none">- Lack of interest from customer- Some competitors that have a well brand name

To promote good marketing, understanding the basic parts of a company's products, services, and promotions with such classifications will help determine what influences the buyer's response.

1. Product Characteristics

Rangi Rangi is a micro business that creates new innovations by mixing cultures between traditional and modern food. Rangi Rangi cake offers new innovations to customers by creating several topping variants, including original, peanuts, and chocolate. The selling point of this product is the taste and texture. The texture given by the Rangi Rangi has not been changed, it is still the traditional one, it's just that the uniqueness of this product, the taste it gives will be different from the typical Rangi cake, which will provide an additional selling point for this product. Based on quantitative data, the main focus is on students and working-class customers with the aim that these people can get and taste traditional food which is very rare nowadays. Therefore, Rangi Rangi will prioritize convenience and accessibility to match the customer's target market.

2. Place/Distribution

Rangi Rangi products are expected to be fast moving products that can be found easily, Rangi Rangi will choose an intensive outlet method but as a new Micro Business, and will start collaborating with online distribution parties. Rangi cake really hopes to sign and form a collaboration so that can rent a place for the outlet, right in front of the cafe outlet.

3. Promotion

According to the We Are Social report, there were 204.7 million internet users in the country as of January 2022. That number increased slightly by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million (Annur, 2022). Rang Rangi will use social media as a marketing and branding platform, such as Instagram and tiktok. Rang Rangi promotion efforts will be more concentrated on typing because many young people are currently more active on tiktok to find some information related to what they need, when they search for places that sell Rangi cakes where are Rang Rangi will appear in those searches and that would be a great promotion for Rangi Products itself.

a. Instagram

Create interesting infographics to get the customer interested in reading about our products. product reviews, the customer can become more familiar with the products being sold, so they are more confident about making transactions.



Picture 2.15 Rang Rangi Instagram Account
Source: Author Data

b. Tiktok

Showing a little activity behind the scenes will make them feel close as if they were seeing them in person. And doing a live on tiktok which is give direct information about product and today's promo.



Share a throwback photo

Upload

Picture 2.15 Rang Rangi Instagram Account

Source: Author Data

4. Price

Pricing in a business is very important, especially to maintain the continuity of business operations. With good planning, business owners can determine prices that will be mutually beneficial for both businesses and consumers. The most important thing that must be done is to record all costs or costs for each product or service that is sold (Ibnu, 2020). Rang Rangi cooperates with clients who are interested in this Rang Rangi business. Rang Rangi set prices for the product starting from Rp.13.000 for the Rang Rangi original variant and Rp.15.000 for the Rang Rangi chocolate and peanut.

Table 2. 4 Rang Rangi Selling Price

No.	Product	Weight	Price
1.	Rang Rangi Original	50gr	Rp.13.000
2.	Rang Rangi Chocolate	50gr	Rp.15.000
3.	Rang Rangi Peanut	50gr	Rp.15.000



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