

Pemasaran Langsung Makanan Awetan Bahan Hewani Makanan Khas Daerah



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Pemasaran merupakan salah satu factor yang sangat penting untuk mencapai tujuan usaha dalam rangka mendapatkan laba yang direncanakan. Beberapa factor yang harus diperhatikan dalam menjalankan kegiatan pemasaran suatu produk antara lain jenis produk, persaingan produk, kebutuhan pasar, tujuan pemasaran dan hal lain yang berhubungan dengan produk itu sendiri seperti: harga jual, kualitas, dan kemasannya.

Perlu dilakukan strategi yang tepat untuk menunjang keberhasilan pemasaran produk. Salah satu strategi pemasaran yang bisa digunakan adalah 4P, yaitu *Product* (Produk), *Price* (Harga), *Place* (Tempat), dan *Promotion* (Promosi)

1. *Product* (Produk)

Beberapa hal yang penting diperhatikan mengenai produk adalah : (i) kualitas yang mampu menjawab dan memuaskan keinginan konsumen, (ii) kuantitas yang sanggup memenuhi kebutuhan pasar, (iii) penciptaan produk baru inovatif sesuai keinginan konsumen, (iv) penciptaan nilai tambah pada produk, dan (v) penciptaan produk yang mempunyai daur hidup (*life cycle*) panjang (jangan Cuma booming sesaat).

Pengembangan produk makanan awetan dari bahan hewani yang telah diperkenalkan adalah untuk menjawab beberapa hal tersebut di atas. Perbaikan kualitas produk yang mempunyai daya simpan lebih lama, serta kemasannya yang lebih baik diharapkan dapat menjadikan produk yang lebih cocok untuk oleh-oleh.

2. *Price* (Harga)

Pada penetapan harga produk, beberapa hal yang perlu dipertimbangkan diantaranya, yaitu (i) mempertimbangkan harga pokok produksi, (ii) menyesuaikan harga produk dengan pasar yang kita bidik, dan (iii) melakukan perbandingan harga dengan produk sejenis yang sudah ada di pasar. Pada produk makanan awetan dari bahan hewani yang dicontohkan pada bab ini, penetapan harga didasarkan pada harga pokok produksi dan harga produk pesaing.

3. *Place* (Tempat)

Beberapa pertimbangan dalam penetapan tempat menjual produk, bisa dijangkau konsumen, (ii) lokasi penjualan yang memiliki fasilitas yang memuaskan konsumen dan (iii) lokasi yang mempunyai nilai tambah: ada arena bermain anak dan keluarga, suasana belanja dan bertamasya, konsep "*one stop shopping*". Produk makanan

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