



# PROGRAM KREDENSIAL MIKRO MAHASISWA INDONESIA (KMMI)

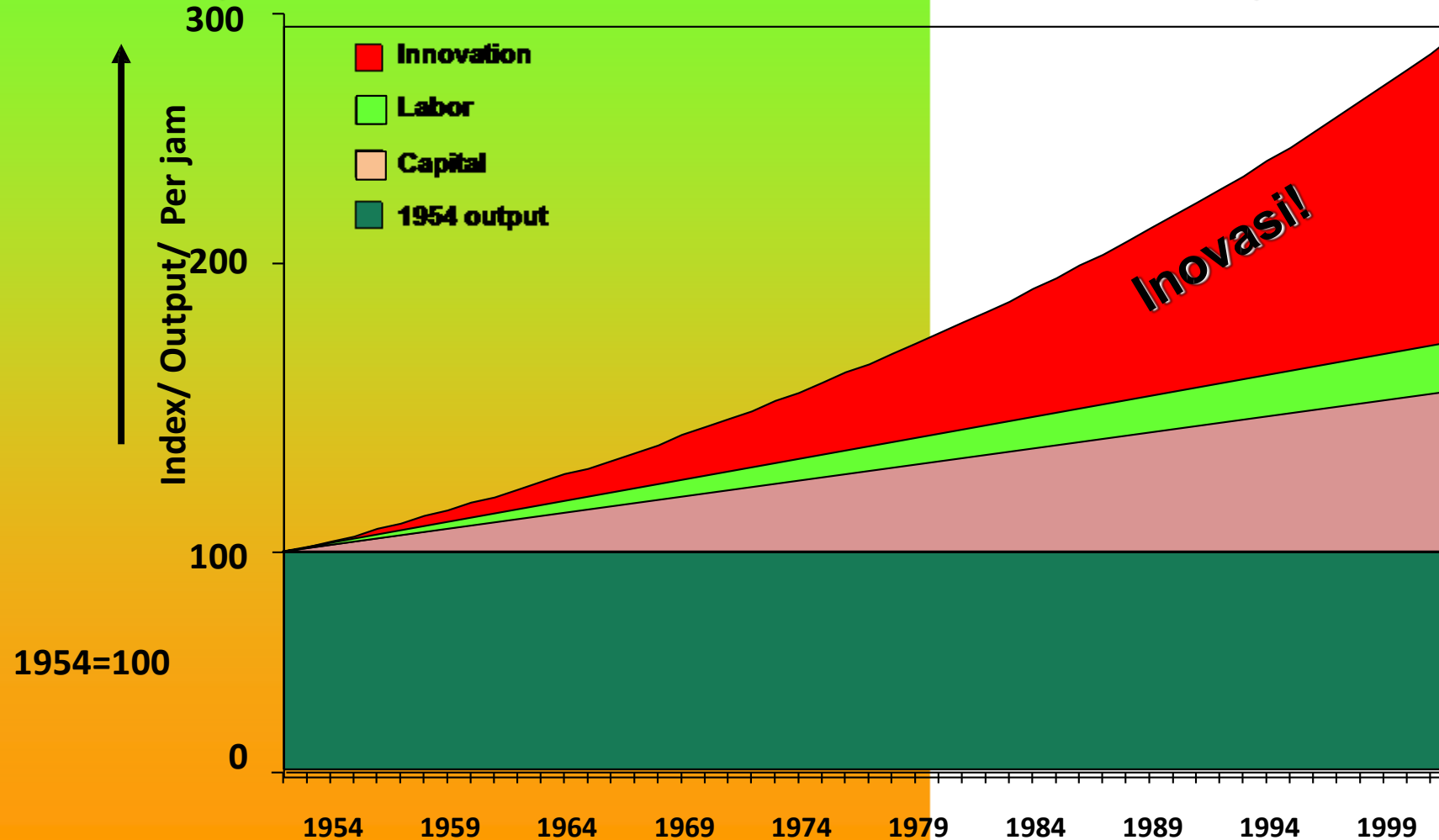
## MANAJEMEN PEMASARAN **DAGING DAN TELUR**



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# PERGESERAN MOTOR PERTUMBUHAN EKONOMI

(DARI EKONOMI YANG RESOURCE LED KE INNOVATION LED)



Source: Boston Consulting Group



# “Product” Innovation 1



## 2 “Value Chains” Innovation

Nilai tambah  
**600 X**



2,500



6,000



20,000



60,000



1,500,000

Nilai KOPI per KG



3

# “Business Model” Innovation



# The Business Model Canvas

## Key Partners

Who are our suppliers and service providers?

## Activities

What do we do with our resources?

What goods, services, and infrastructure do we use?

## Value Proposition

What problems need to be solved?

What product does it best?

## Customer Relationships

How do we interact with our customers?

## Channels

How do our customers find, buy and use the product?

## Customer Segments

Who are our users and who are our paying customers?

## Cost Structure

What is the total cost of production?

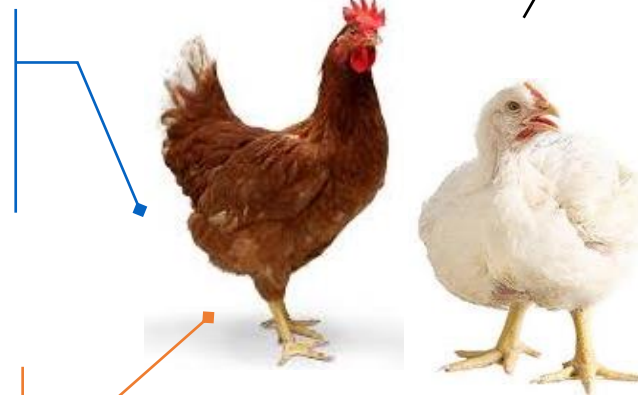
## Revenue Model

Where does revenue come from?

# Proposisi Nilai Pemasaran

Penggunaan AGP sbg feed additive untuk meningkatkan kesehatan ternak

Ketahanan pakan merupakan syarat mutlak terwujudnya ketahanan pangan



Dampak negatif Penggunaan AGP :

Produk peternakan organik menjadi tren baru dalam pola hidup sehat masyarakat.

Produk Jamu sebagai alternatif pengganti AGP



- Bahan alam untuk menggantikan obat modern atau obat kimia
- Harga lebih murah daripada obat-obat kimia sintesis.
- Bersifat alami, tanpa efek samping, terdapat berbagai zat aktif (fitobiotik)





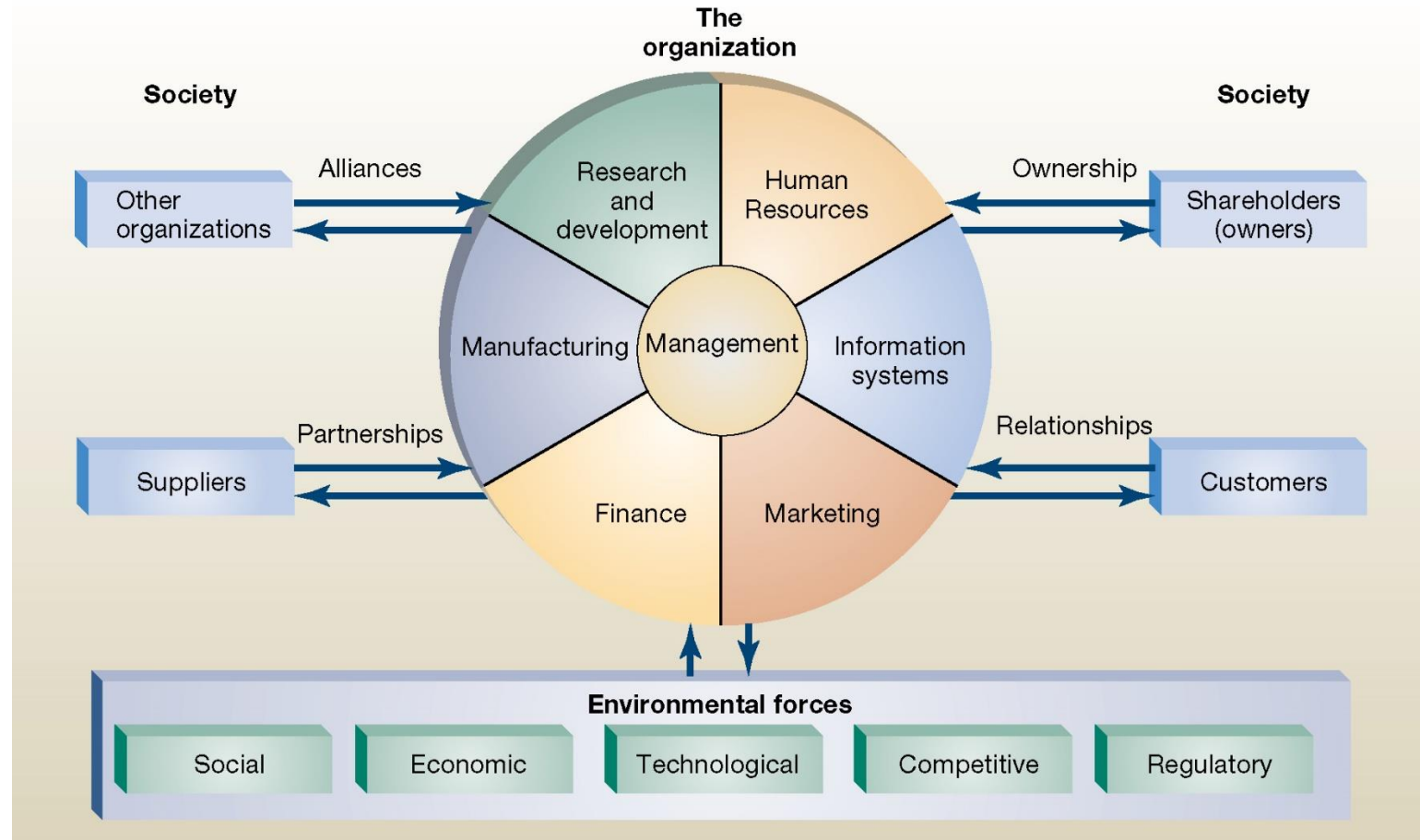
# Produk yang Dijual



1

**DEVELOPING  
CUSTOMER  
RELATIONSHIPS AND  
VALUE THROUGH  
MARKETING**

An organization's marketing department relates to many . . .

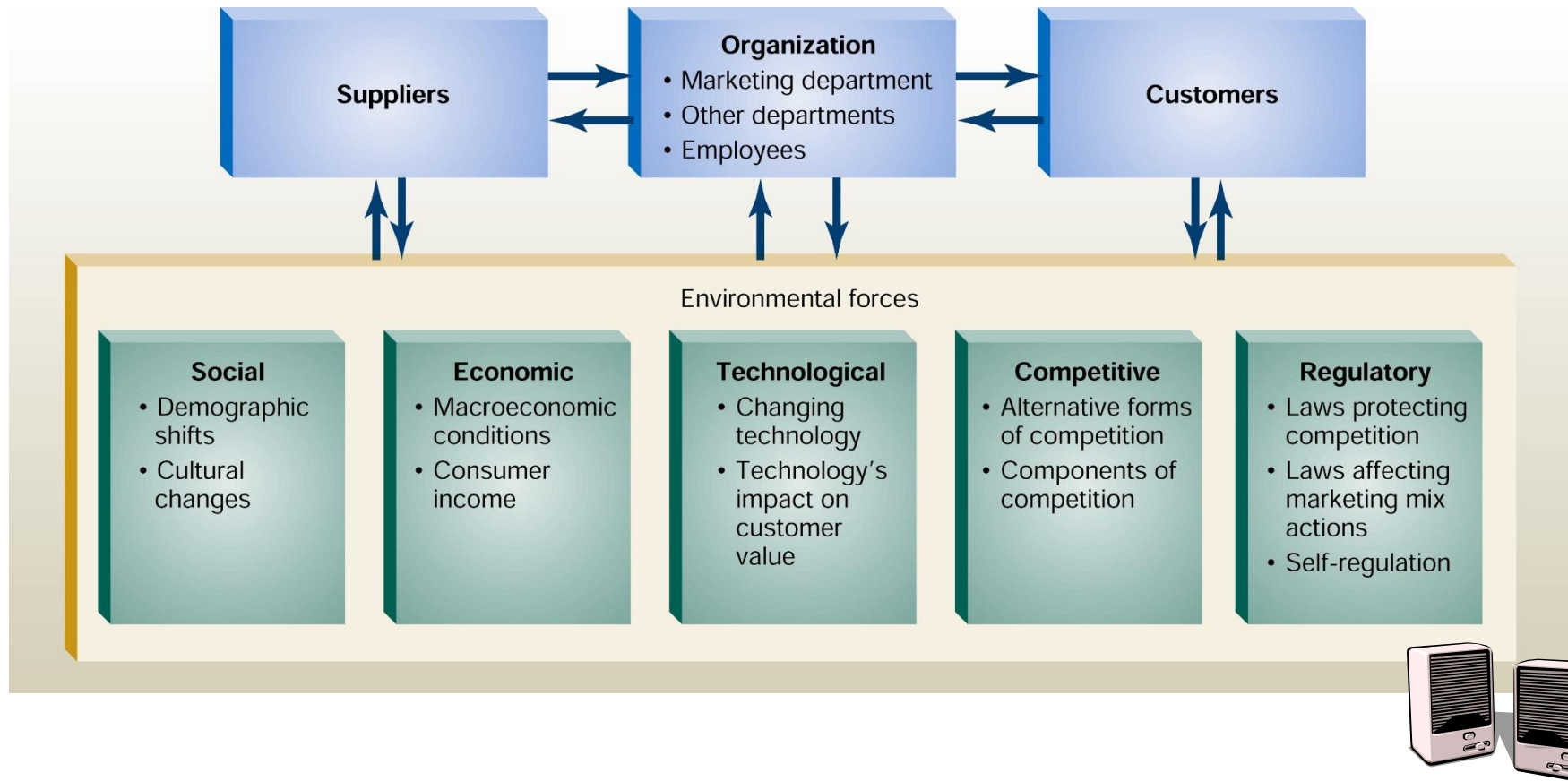


**FIGURE**

Environmental forces affecting the organization, as well as its suppliers and customers



**FIGURE** Environmental forces affecting the organization, as well as its suppliers and customers

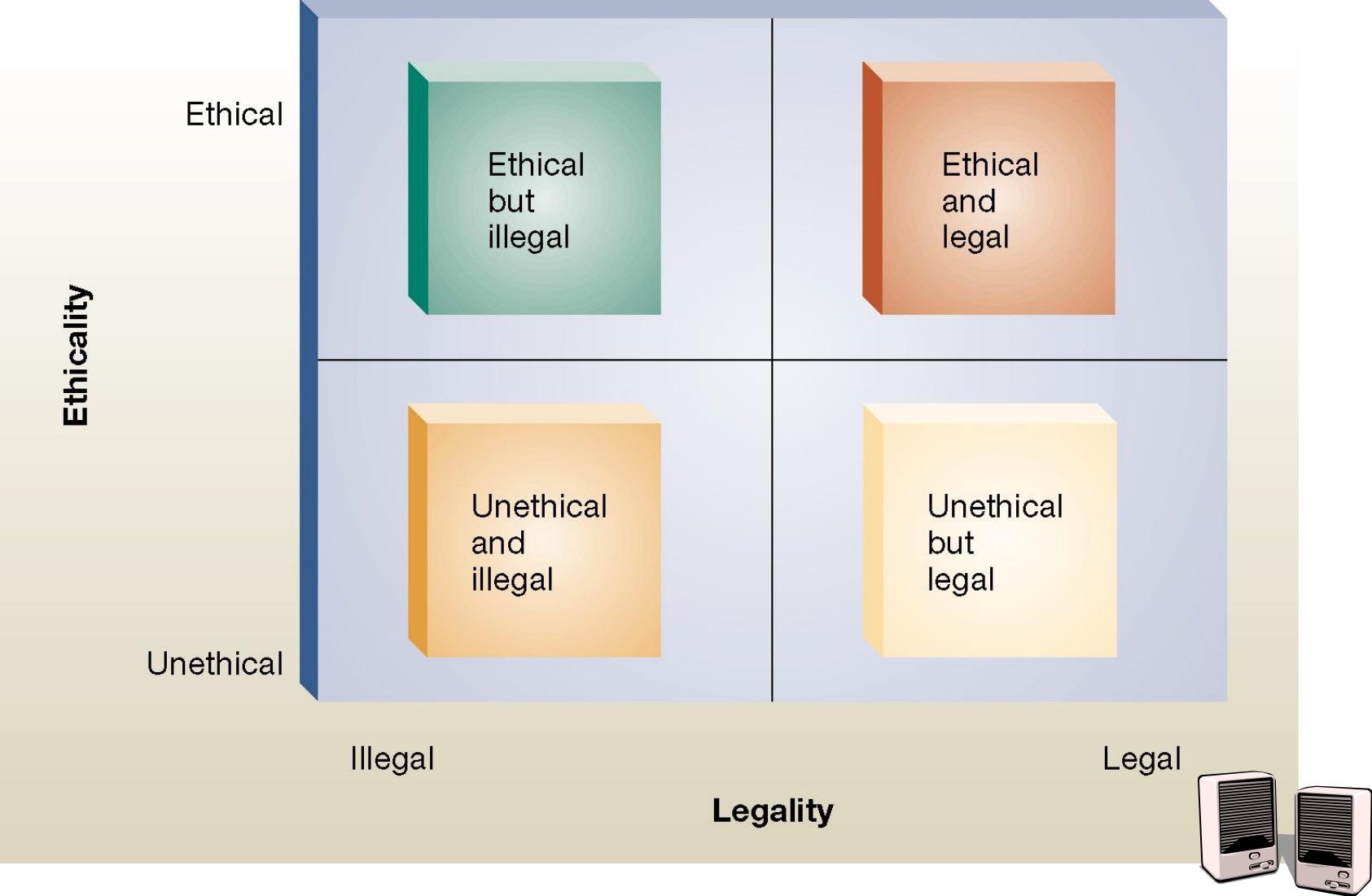


2



**ETHICS AND SOCIAL  
RESPONSIBILITY IN  
MARKETING**

**FIGURE** Classifying marketing decisions according to ethical and legal relationships.



3



# CONSUMER BEHAVIOR



**FIGURE**  
Influences on the  
consumer purchas  
decision process



4



**ORGANIZATIONAL  
MARKETS AND  
BUYER BEHAVIOR**

# THE NATURE AND SIZE OF ORGANIZATIONAL MARKETS

- Industrial Markets
  - [Industrial firms](#)
- Reseller Market
  - [Resellers](#)
- Government Markets
  - [Government Units](#)
- Global Organizational Markets



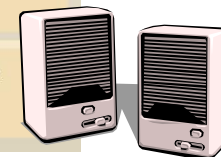
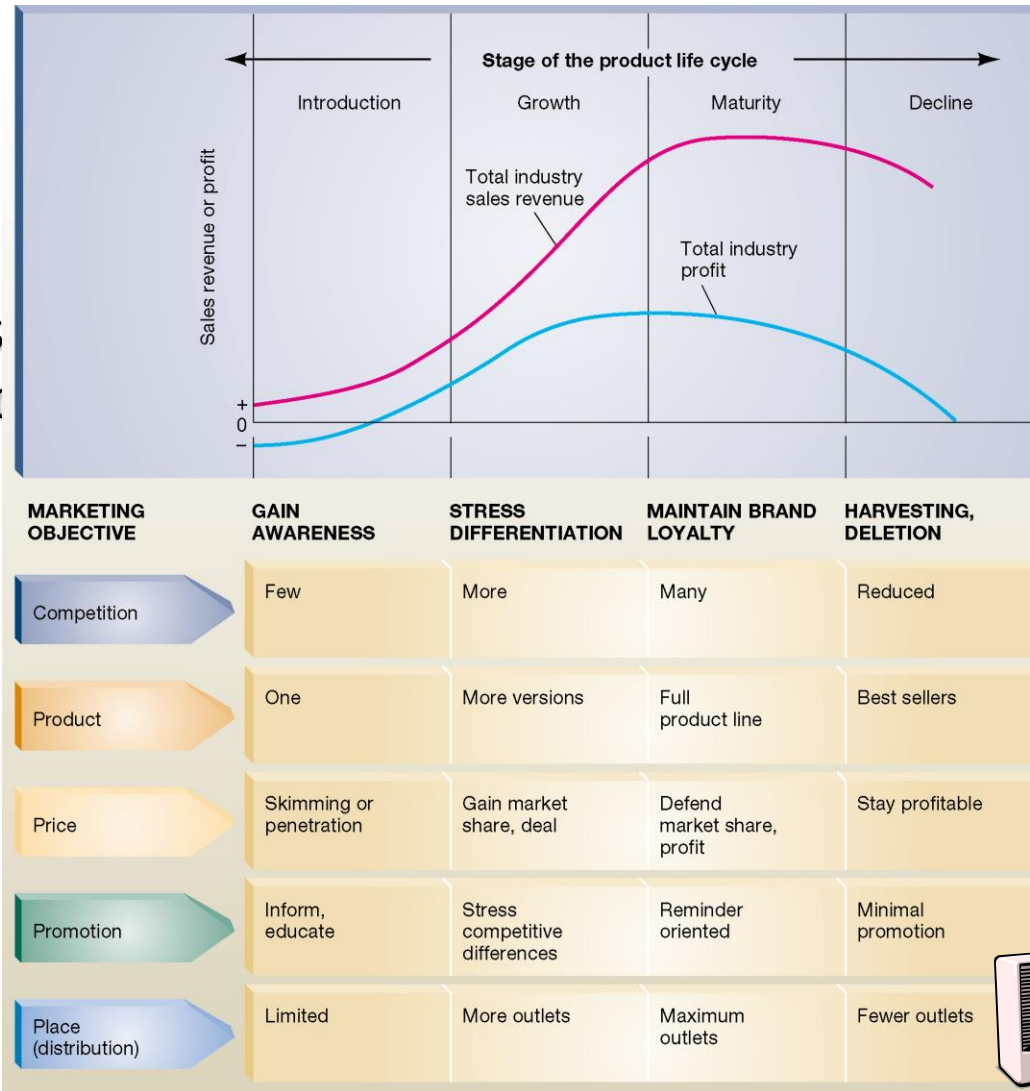
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MANAGING  
PRODUCTS  
AND BRANDS

# THE PRODUCT LIFE CYCLE

**FIGURE** How stages of the PLC relate to a firm's marketing objectives and marketing mix actions



6



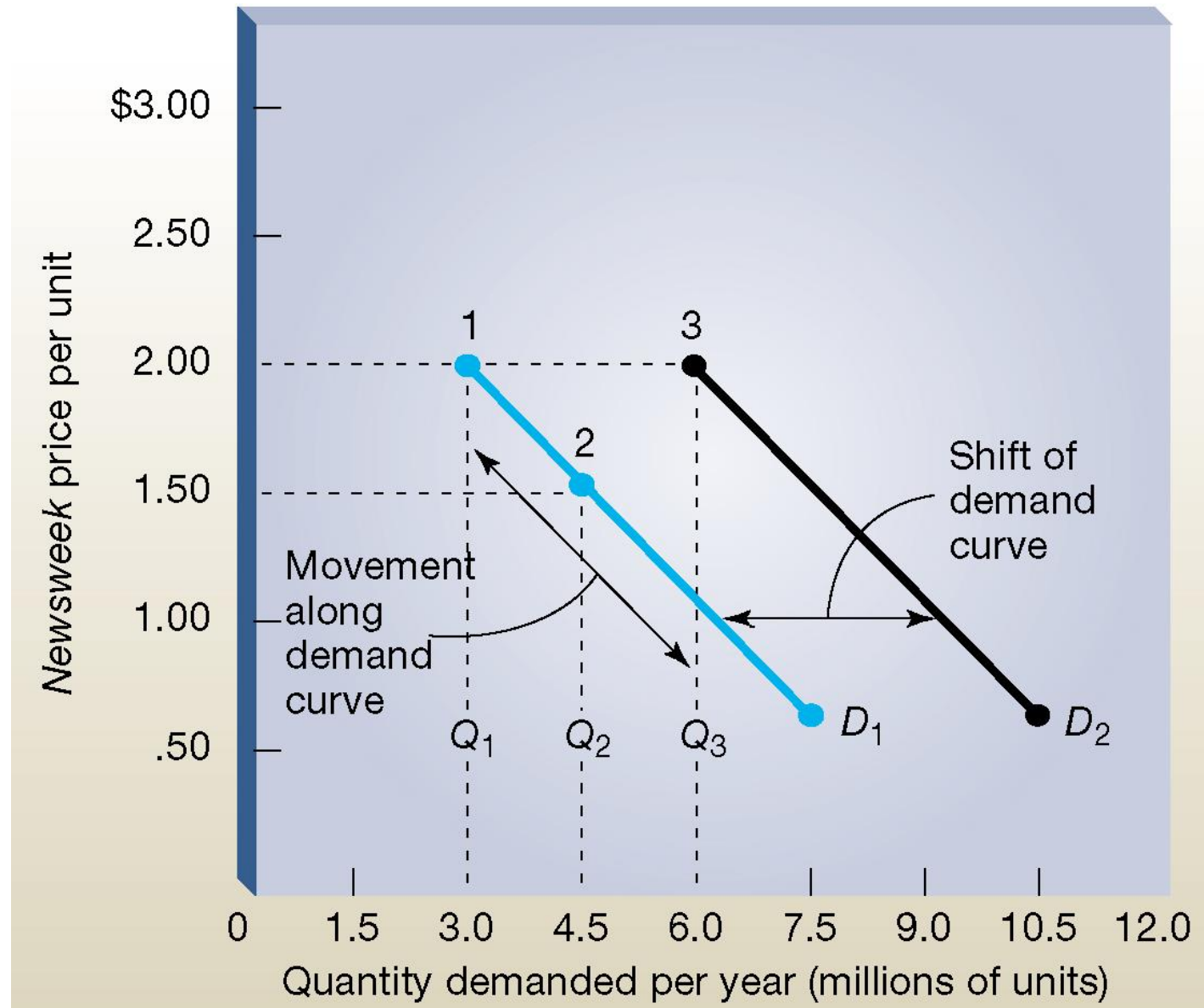
**BUILDING  
THE PRICE  
FOUNDATION**

# IDENTIFY PRICING CONSTRAINTS AND OBJECTIVES

- Identifying Pricing Constraints (cont)
  - Cost of Changing Prices and Time Period They Apply
  - Types of Competitive Markets
    - Pure monopoly
    - Oligopoly
    - Monopolistic competition
    - Pure competition



FIGURE Illustrative demand curves



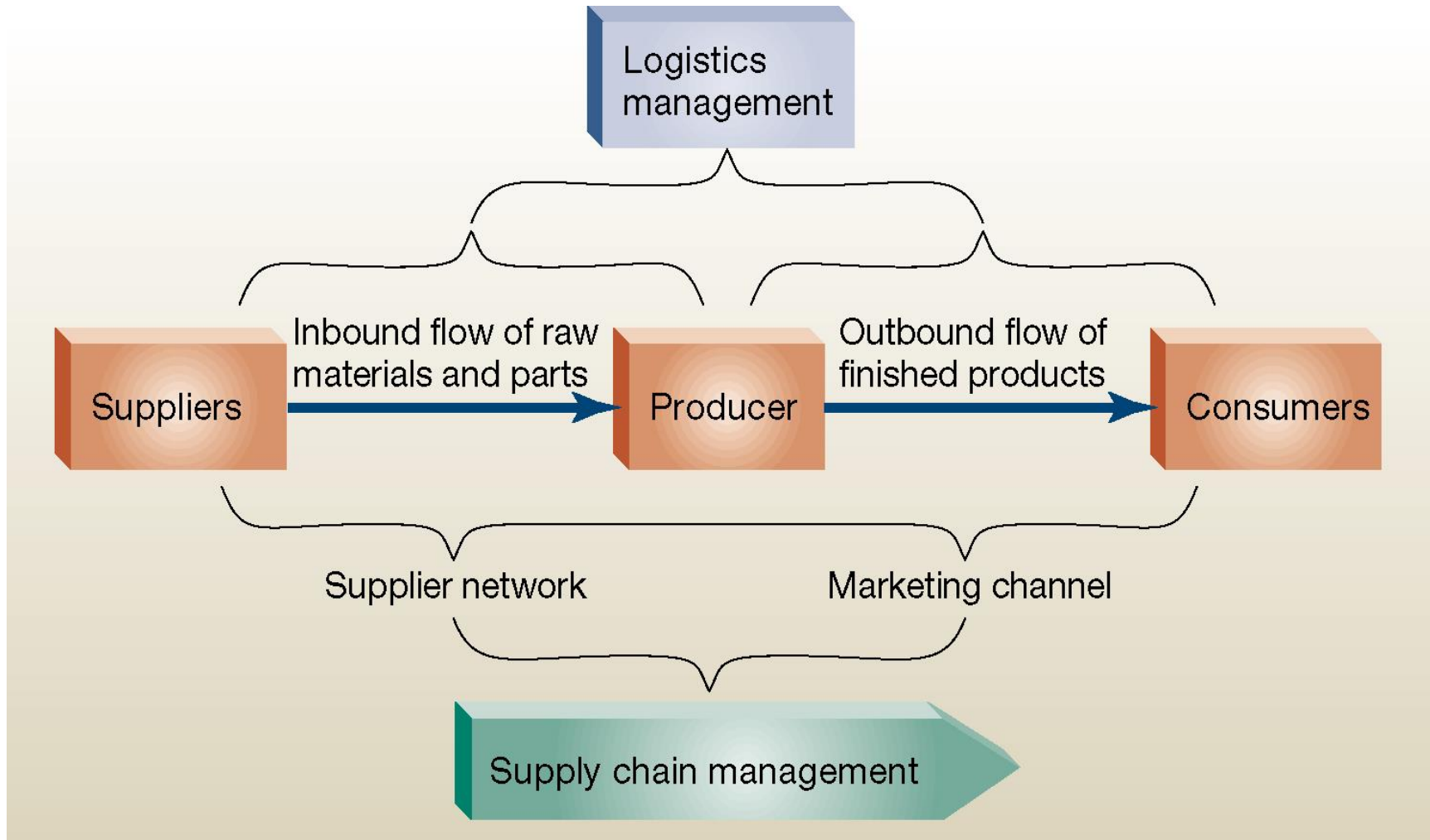


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# INTEGRATING SUPPLY CHAIN AND LOGISTICS MANAGEMENT

**FIGURE** Relating marketing channels logistics management, and supply chain management



## Tugas yang harus diselesaikan (pilih 3 soal saja)

- 1. Apa nilai atau keunggulan yang dapat dirumuskan atau dimunculkan dalam misi dan visi bisnis pemasaran daging atau telur (materi butir 1).
- 2. Dalam pemasaran daging dan telur perlu memperhatikan aspek legal dan etik, jelaskan maksudnya dan berikan contohnya (materi butir 2).
- 3. Mengapa perilaku konsumen dianggap penting dalam pemasaran daging dan telur, jelaskan (materi butir 3),
- 4. Mohon ditunjukkan dan dijelaskan pasar yang terorganisir disekitar lingkungan anda dan terkait dengan pemasaran daging dan telur (materi butir 4).
- 5. Mengapa daur hidup produk (PLC) perlu dipelajari dalam mengembangkan pemasaran daging dan telur (materi butir 5)
- 6. Tipologi persaingan pasar apaaaaaakah ada kaitannya dengan penetapan harga daging atau telur mohon dijelaskan dan diberikan contohnya (materi butir 6).
- 7. Apa hal-hal yang perlu diperhatikan dalam integrase rantai pasok dan manajemen logistic dalam pemasaran daging ayam atau telur, berikan contohnya (materi butir 7).



# *Terima Kasih*

Selamat Berjuang Mudah-mudahan Allah Swt Memberikan Kemudahan dan Kesuksesan. Aamiin.

