Marketing Strategy for Export Oriented Coconut Agro-industry Product

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ABSTRACT

Indonesia has the largest coconut area in the world, about 3,85 million hectare. It is also the biggest producer of coconut in the world, that produce around 16,498 billion nuts equivalent (3.3 million ton in copra equivalent). However, this situation does not mean that Indonesia become the biggest exporter of coconut agro-industry product in the world. The export value of coconut agro-industry products of Indonesia is only about 65.5% of total Philippine exports of coconut agro-industry products in 2009. In fact, Indonesia and the Philippines have the similar characteristics and plantation development patterns that are mostly done by the farmer themselves. Therefore, this research purpose is to determine prospective of coconut agro-industry product to be developed in export market with Exponential Comparative Method, to determine potential market of the prospective products with Analytical Hierarchy Process, and to formulate marketing strategy for coconut agro-industry product export oriented with Boston Consulting Group (BCG) matrix, Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External matrix, and Strength-Weakness-Opportunity-Threat (SWOT) matrix.

The result indicated the selection of prospective products with Exponential Comparative Method showed that desiccated coconut (DC) are the most prospective product with the main potential market is China. Based on research result, the best market strategy to increase export value of coconut agro-industry products are replanting the coconut area, increase production process efficiency, increase quality of the products, create government organization to arrange export of coconut products from minor industries and farmers, active to attend coconut exhibitions in potential markets, develop export market to other countries, like USA, East Europe, and China, and develop more value-added products.

Keywords: Marketing strategy, coconut agro-industry product, SWOT, BCG methods