

Durian Fruit Marketing Strategy Based On Consumer Preferences In Ponorogo Regency East Java Indonesia

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Abstract

This study aims to determine what attribute categories are consumer preferences in purchasing durian fruit, what attributes are considered by consumers in purchasing durian fruit, and to formulate marketing strategies that can be applied in durian fruit marketing. The method of determining the location intentionally (purposive sampling) in Ponorogo Regency, East Java Province, Indonesia and the method of determining the sample used is judgment sampling (decision sample) with a sample of 100 durian fruit consumers. Data were analyzed using chi-square analysis and multi-attribute Fishbein analysis. The results showed that durian fruit is a consumer preference in Ponorogo Regency is durian fruit which has a soft/fibrous fruit texture, large size fruit (3.1-4.0 kg), medium fruit price (Rp.30.001-Rp.40.000), yellow fruit color, powerful fruit aroma, and sweet/bitter taste. The attributes of durian fruit that are most considered in the decision to purchase durian fruit are the attributes of a fruit taste (3.85) and fruit aroma (3.72). This can be seen from the value of Fishbein taste and aroma attributes which is higher among other attributes. The strategy must be carried out to maintain the quality and produce superior durian fruit. In addition, it is also necessary to increase sales promotion through social media and add varieties of durian fruit that consumers like.

Keywords: consumer preferences, marketing strategy, durian fruit.

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Introduction

Indonesia is an agricultural country. That is very easy to grow various kinds of plants and fruits. Fruit is one of the horticultural commodities that play an essential role as a driver of economic growth in the Indonesian agricultural sector (*Riska, 2012*). Agricultural agribusiness activities that currently still have potential are durian fruit cultivation. Durian is a tropical plant with high economic value to increase farmers' income and foreign exchange for the country, and durian fruit is very popular with the public in Indonesia. (*Yuniasti et al., 2018*). The opportunity to cultivate durian fruit is still very open and promising because the demand and production of durian fruit are constantly increasing for fresh consumption and other food products. (*Sobir et al., 2010*).

Ponorogo Regency is a district with much fruit potential, one of which is durian. Ponorogo Regency is famous as a durian fruit-producing area in the Ex-Resident in the Ngebel District. Usually, durian marketers sell various local durians in the Ngebel Lake area. Visitors usually make durian fruit a target to enjoy on the edge of the lake.

Table 1 . Data on Planting Area, Harvest, and Durian Fruit Production in Ngebel District

No	Village	Planting Area (Ha)	Harvest (Ha)	Average Production Every Ha (fruit)
1	Ngebel	138.75	100	450
2	Sempu	171.25	111	450
3	Sahang	135	95	450
4	Ngrugong	155	108	450
5	Wagir Lor	102	72	450
6	Gondowido	40	24	450
7	Pupus	60	42	450
8	Talun	30	21	450
	Average	104	71.6	450

Source: Ponorogo Regency Agriculture Office, 2019.

According to Sumarwan (2014), consumers have various criteria for buying products, including buying products that suit their needs, tastes, and purchasing power. Durian fruit producers and marketers need to know consumer tastes to determine a consumer's likes and dislikes for durian fruit. Preferences can be formed through a consumer mindset based on several reasons; there are previous experiences, and consumers feel satisfaction in buying products. According to (*Naibaho, 2016*), attitude is essential to buying behavior. Attitude is the result of an evaluation that reflects the likes or dislikes of the product, so the market is obliged to understand consumer

3 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency East Java Indonesia

behavior and provide a product that can meet the needs and qualifications of consumers. Various consumer characteristics will affect consumer preferences to buy durian fruit.

Consumer knowledge about the attributes of a product is different from one individual to another; this is because each consumer's information channel, level of interest, and level of education are different. Assessment of product attributes can describe consumer attitudes towards the product and, at the same time, can reflect consumer behavior in spending and consuming a product (Sundari, 2018).

To formulate a durian marketing strategy, traders must know the strategic factors in marketing Durian Fruit; traders can formulate good alternative strategies to meet consumer needs or tastes. From several alternative strategies, the most appropriate and effective strategy can be chosen to be carried out. Through the implementation of an effective marketing strategy, it is expected to contribute to traders increasing the marketing of durian fruit. The strategy that can be applied is the SWOT strategy.

Based on the background and formulation of the problem, the objectives of this study are as follows:

1. What attribute categories are consumer preferences in purchasing durian fruit?
2. What attributes are the most considered by consumers in purchasing decisions of durian fruit?
3. Formulate marketing strategies that can be applied in the marketing of durian fruit?

1. Methodology

The method of determining the location intentionally (*purposive sampling*) in Ponorogo Regency, East Java Province, Indonesia was carried out in February - March 2022. The method of determining the sample used was *judgment sampling*. The decision sample is the same as purposive sampling, which can determine consumer opinions on the use of certain products (Ruslan, 2003). The samples taken are 100 consumers who buy durian fruit in Ponorogo Regency.

To determine consumer preferences for local durian fruit in Ponorogo Regency, *Chi-Square analysis* is used with the following formula :

Information :
$$X^2 = \sum_{i=1}^k \left[\frac{(f_o - f_e)^2}{f_e} \right]$$

fo = The number of category in the durian fruit attribute.

f_e = Number of consumers expected in the attribute category of durian fruit.
 $i \dots k$ = Category attribute in durian fruit attribute.

Fishbein's model is based on the view that beliefs and evaluation components shape attitudes. To find out the attributes of local durians that consumers most consider in Ponorogo Regency, *Fishbein Multiattribute analysis* is used with the formula :

$$A_o = \sum_{i=1}^n b_i \cdot e_i$$

Information :

A_o = consumer attitudes towards durian fruit.

B_i = level of consumer confidence in durian fruit (attribute i).

E_i = Consumer evaluation of attribute i.

To find the value of trust in durian fruit (b_i) is done with the following formula :

$$b_i = \frac{5a + 4b + 3c + 2d + e}{a + b + c + d + e}$$

Information :

b_i = the value of trust in durian fruit.

a = number of consumers who choose very well.

b = number of consumers who choose good.

c = number of consumers who choose neutral.

d = number of consumers who choose not good.

e = number of consumers who choose very bad.

The evaluation of the attribute (e_i) is done by multiplying the score of each attribute with the frequency of consumer answers to the durian fruit attribute.

Marketing strategies must be designed not only to influence consumers but also to be influenced by consumers; therefore, marketing strategies must be developed, implemented, and modified based on consumer research and analysis. The marketing strategy for durian fruit in Ponorogo Regency was analyzed using SWOT analysis. This analysis can logically maximize strengths and opportunities but at the same time minimize weaknesses and threats.

2. Results And Discussion

a. Consumer Characteristics

5 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency East Java Indonesia

The majority of consumers in this study were 65% male and 35% female respondents. The majority of consumers are in the 20–30 year age group by 57%, and the latest education is S1/D3 as much as 47%. The average monthly income of consumers who have the most significant proportion, namely monthly income above Rp. 1,000,001-2,000,000, as many as 48% of respondents, and the majority of consumers working as entrepreneurs/private employees, as much as 41%. The number of family members of most consumers amounted to 3-4 people, 67%.

b. Instrument Test

Research instruments were tested by testing the validity and reliability of 30 respondents. The test results show that the attributes of price, color, aroma, taste, texture, and size of the durian fruit, the calculated R-value is greater than the R table, meaning that all question instruments on durian fruit are valid. Furthermore, the reliability was tested, indicating that the value of Cronbanc's Alpha in durian fruit was 0.9466, so the questionnaire in this study was reliable.

c. Consumer Buying Behavior

Studying consumer behavior attempts to understand who the respondents are, how they buy, when they buy, where they buy, and why they buy. Consumer behavior needs to be studied by marketers because marketers are obliged to understand consumers, how consumers taste, and how consumers make decisions to buy durian fruit. Understanding consumers will lead marketers to appropriate and efficient marketing policies. Purchase behavior in this study includes the place of purchase and the frequency of purchasing durian fruit.

d. Place of Purchase and Frequency of Sales

The place of purchase of durian fruit by respondents is presented in the following table:

Table 2. Number of Consumers of Durian Consumers in Each Research Location

No	Location	Consumer	Percentage
1	Jl. Raya Ponorogo-Ngebel	20	20%
2	Jl. Raya Madiun-Ngebel	13	13%
3	Durian Village Tour	25	25%
4	Ngebel Lake Tourism Object	42	42%
Total		100	100%

Source: Primary Data from Survey Research Sites.

The frequency of purchasing durian fruit by respondents is presented in the following table:

Table 3. Frequency of Purchase of Durian Fruit

No	Frequency	Amount	Percentage
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1	Daily	30	30%
2	Weekly	46	46%
3	Uncertain	24	24%
Total		100	100%

Source: Primary Data Analysis, 2022

3.1 Consumer Preferences on Durian Fruit Attributes

Consumer preferences for durian fruit can be seen from the number of consumers who choose the attributes possessed by durian fruit. There are 6 durian fruit attributes studied in this study: fruit texture, size, price, color, aroma, and taste. From the results of the Chi-Square analysis, it can be seen that the consumer preferences for durian fruit in Ponorogo Regency show the results as shown in Table 4.

Table 4. Results of Chi-Square Analysis of Consumer Preferences on Durian Fruit

No	Fruit Attribute	X2 count	df	X2 table	Information
1	Texture	29,227	4	9,487	Real different
2	Size	38.343	4	9,487	Real different
3	Price	113.493	4	9,487	Real different
4	Color	61,974	4	9,487	Real different
5	Aroma	36,190	4	9,487	Real different
6	Taste	51.828	4	9,487	Real different

*) Significant at the level of significance = 5%

Source: Primary Data Analysis, 2022.

Based on Table 4, it can be seen that of the 6 attributes of durian fruit, the results 2 counts > 2 tables which indicate that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. These results mean differences in consumer preferences for the attributes that exist in durian fruit in Ponorogo Regency. Consumers have their preferences for each attribute attached to the durian fruit. Consumer preferences for durian fruit in Ponorogo Regency can be known by looking at the category or attribute criteria that are chosen mainly by consumers, as shown in the table :

Table 5. Consumer Preferences on Durian Fruit in Ponorogo Regency

No	Fruit Attribute	Consumer Preference
1	Texture	Soft/Fibre Texture
2	Size	Large Size (3.1 - 4.0 kg)
3	Price	Medium Price (Rp.30.001 - Rp.40.000)
4	Color	Yellow
5	Aroma	Very Strong Scent
6	Taste	Sweet/Bitter Taste

7 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency East Java Indonesia

Source: Primary Data Analysis, 2022.

Based on Table 5, it can be seen that the durian fruit preferences favored by consumers in Ponorogo Regency are durian fruit which has a fruit texture soft/fibrous, and large fruit size with medium fruit price (Rp.30.001-Rp.40.000), yellow fruit color, powerful fruit aroma, and sweet/bitter fruit taste. Several factors influence differences in consumer preferences or tastes for durian fruit. According to respondents, the quality of durian fruit in Ponorogo Regency has a distinctive taste and is very tasty, so it is in great demand by durian consumers in Ponorogo Regency.

3.2 The Attributes Most Consumers Consider Durian Fruit

The attributes consumers consider the most in purchasing durian fruit in Ponorogo Regency can be identified using Fishbein's multi-attribute analysis. In principle, Fishbein's multi-attribute analysis calculates the value of Ao (Attitude toward the object). Ao is a person's attitude towards an object recognized through the attributes attached to the object. Attitudes are formed by two variables, belief (bi) and evaluation (ei) of the attributes of durian fruit. Value of Consumer Confidence (bi) Towards Durian Fruit Attributes.

a. Consumer Confidence Value (bi) Towards Durian Fruit Attributes

Table 6. Consumer Confidence (bi) Towards Durian Fruit Attributes

No	Durian Fruit Attribute	Score					Total	Average
		5	4	3	2	1		
1	Texture	13	40	45	0	0	100	3.60
		65	160	135	0	0	360	
2	Size	17	34	36	13	0	100	3.55
		85	136	108	26	0	355	
3	Price	19	22	40	19	0	100	3.41
		95	88	120	36	0	341	
4	Color	21	19	39	11	0	100	3.60
		105	76	117	22	0	360	
5	Aroma	25	30	37	8	0	100	3.72
		125	120	111	16	0	372	
6	Taste	22	42	35	1	0	100	3.85
		110	168	105	2	0	385	

Source: Primary Data Analysis, 2022.

Based on Table 6, it can be seen that the attribute that is believed to be the best by consumers is fruit taste, with a confidence score of 3.85. Consumers believe that fruit taste is the most preferred attribute of durian fruit consumers. This means that

consumers believe that the taste of the fruit chosen is according to their wishes. The results of this study are in line with research (Sayyidah et al., 2017) that the sweet taste of durian is usually preferred by consumers because of this sweet taste which is usually the hallmark of durian

b. Consumer Evaluation Value (ei) Against Durian Fruit Attributes

Table 7. Consumer Evaluation (ei) of Durian Fruit Attributes.

No	Durian Fruit Attribute	Score					Total	Average
		5	4	3	2	1		
1	Texture	10	46	42	2	0	100	3.64
		50	184	126	4	0	364	
2	Size	19	32	40	14	0	100	3.71
		95	128	120	28	0	371	
3	Price	14	34	36	16	0	100	3.46
		70	136	108	32	0	346	
4	Color	12	45	43	0	0	100	3.69
		60	180	129	0	0	369	
5	Aroma	29	31	37	3	0	100	3.86
		145	124	111	6	0	386	
6	Taste	16	51	33	0	0	100	3.83
		80	204	99	0	0	383	

Source: Primary Data Analysis, 2022.

Based on Table 7, it can be seen that the fruit aroma attribute is the attribute that has the highest level of importance in the decision to purchase durian fruit in Ponorogo Regency, with a score of 3.86. This means that consumers perceive the fruit aroma attribute as the most important or most important attribute to consider in determining durian purchasing decisions. The results of this study are in line with the research of Sundari et al., (2016) where a strong aroma is also a consumer preference. The second attribute in the decision to purchase durian fruit is the taste of the fruit, with an importance score of 3.83. Moreover, in the order of the third attribute and so on is the fruit size attribute with a score of 3.71, the fruit color attribute with a score of 3.69, the fruit texture attribute with a score of 3.64, and finally, the fruit price attribute with a score of 3.46.

c. Consumer Attitude (ao) towards Durian Fruit

The value of the consumer attitude index (Ao) is obtained from the multiplication of the confidence rating number (bi) with the consumer evaluation rating (ei). The attitude value of each attribute shows the priority of consumer considerations on the attributes attached to durian fruit in purchasing durian fruit in Ponorogo Regency. The higher the index value or rating means the attribute is increasingly

9 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency East Java Indonesia

considered in the buying process. The value of the consumer attitude index (Ao) towards durian can be seen in Table 8 below :

Table 8. Consumer Attitudes towards Durian Fruit in Ponorogo Regency

No	Fruit Attribute	Confidence (bi)	Evaluation (ei)	Attitude (ao)	Rating
1	Texture	3.60	3.64	13.10	V
2	Size	3.55	3.71	13.17	IV
3	Price	3.41	3.46	11.79	VI
4	Color	3.60	3.69	13.28	III
5	Aroma	3.72	3.86	14.35	II
6	Taste	3.85	3.83	14.74	I

Source: Primary Data Analysis, 2022.

Based on Table 8. it can be seen that the index values of consumers' attitudes towards the attributes considered in the purchase decision of durian fruit are successively from the highest to the lowest fruit taste, fruit aroma, fruit color, fruit price, fruit texture, and fruit size. Consumers of durian fruit consider the attribute of the fruit taste with an attitude index of 14.74. Taste is the first attribute consumers consider when making durian purchasing decisions because the consumer's purpose in buying durian fruit is to be consumed or enjoyed the taste. This study is in line with Sayidah's research (2017) that the taste attribute is the most considered attribute when purchasing durian fruit. So it can be said that the attributes of fruit taste and fruit aroma are the two most dominant attributes considered by consumers in purchasing durian fruit

3.3 Durian Fruit Marketing Strategy

The durian fruit marketing strategy was analyzed using the SWOT method. SWOT analysis is a systematic identification of the strengths and weaknesses, external opportunities and threats, and the strategy that presents the best combination of the four. This analysis is expected to produce long-term plans by addressing or reducing threats and weaknesses. This process involves setting specific goals and identifying internal and external factors.

Analysis of Internal and External Factors :

- a. Internal Factor Analysis
 - 1) Strength
 - The potential of durian fruit
 - Marketing channel

- An affordable price
- Durian fruit quality
- 2) Weaknesses
 - Distribution is less efficient
 - Lack of market information
 - The varieties sold are the same

b. External Factor Analysis

- 1) Opportunity
 - Request for durian fruit
 - Transport access
 - Market opportunity
- 2) Threat
 - Pest and disease attack
 - Competition
 - Price game by merchant

3.4 IFAS & EFAS Matrix Analysis

Based on the questionnaire data analysis answers by the respondents, the consumer's assessment of internal and external factors of durian fruit marketing strategy in Ponorogo Regency.

a. IFAS Matrix Analysis (Internal Factor Analysis System)

Table 9. Matrix IFAS

No	Internal factors	Score = Weight x Rating		
		Weight	Rating	Score
Strength				
1	The potential of durian fruit	0.22	3.45	0.76
2	Marketing channel	0.14	2.94	0.41
3	An affordable price	0.11	2.99	0.32
4	Durian fruit quality	0.18	3.13	0.57
	Amount	0.65		2.06
Weaknesses				
1	Distribution is less efficient	0.11	3.12	0.34
2	Lack of market information	0.09	2.76	0.24
3	The varieties sold are the same	0.15	3.08	0.47

11 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency East Java Indonesia

Amount	0.35	1.05
Total IFAS	1.00	3.11

Source: Primary Data Processed, 2022

Based on the results of the calculations made in table 9 above, the total IFAS score is 3.11 consisting of a strength score of 2.06 or (66.23%) with the highest strength score of 0.76, namely the potential of durian fruit and a weakness score of 1.05 or (33.77%) with the lowest weakness factor score of 0.24, namely the lack of market information. Although durian fruit farmers have the main strength, namely the potential of durian fruit, the lack of market information is still something that must be considered because durian fruit sales are still centered in Ponorogo Regency and its surroundings.

b. EFAS Matrix Analysis (Internal Factor Analysis System)

Table 10. Matrix EFAS

No	External Factors	Score = Weight x Rating		
		Weight	Rating	Score
Opportunity				
1	Request for durian fruit	0.22	3.17	0.70
2	Transport access	0.11	2.55	0.28
3	Market opportunity	0.20	3.06	0.61
Amount		0.63		1.85
Threat				
1	Pest and disease attack	0.11	2.81	0.33
2	Competition	0.12	2.68	0.29
3	Price game by the merchant	0.14	2.62	0.37
Amount		0.37		0.99
Total EFAS		1.00		2.84

Source: Primary Data Processed, 2022

Based on the calculations in table 10 above, the total EFAS value is 2.84, which consists of an opportunity score of 1.85 or (65.14%) with the highest opportunity score of 0.70, namely the demand for durian fruit and a threat score of 0.99 or (34.86%) with the lowest threat factor score of 0.29, namely competition. Considering the current opportunities and threats, the durian fruit marketing strategy still occupies a strategic position to continue to be developed because the opportunity score is more dominant than the threat score.

3.5 SWOT Matrix (Strengths, Weaknesses, Opportunities, and Threats).

After identifying internal and external factors that are strengths and weaknesses as well as opportunities and threats in the durian fruit marketing strategy in Ponorogo Regency, using a SWOT matrix analysis, obtained several alternative strategies are as follows:

1) SO Strategy

a. Maintain quality and produce superior durian fruit.

Maintaining the quality of durian fruit in order to meet consumer needs, durian fruit must be able to produce products that are superior in terms of quality. This will create consumer satisfaction so that consumers will consume continuously. Maintaining the quality of durian fruit will maintain the demand for durian fruit every year.

b. Increase market distribution utilizing access.

Increasing the market distribution can take advantage of marketing opportunities for durian fruit with good transportation access. One way to be taken is to add durian fruit sales agents around Ponorogo Regency and outside the region.

c. Expanding the marketing area.

The expansion of the marketing area is carried out in the form of increased market share for durian fruit products through increased marketing. This strategy was carried out because the marketing area for durian fruit farmers was still limited around Ponorogo Regency. The role of distributors is vital to expanding the marketing reach of durian fruit. This will positively impact the income of durian fruit farmers in the Ponorogo Regency.

2) WO Strategy

a. Increase sales promotion.

Promotions carried out by durian fruit farmers in Ponorogo Regency in marketing their products are still not optimal. Therefore, promotional activities must be carried out, so consumers widely know that durian fruit in Ponorogo Regency.

b. Adding information and cooperation with marketing channels.

Cooperation with marketing is to take advantage of the proximity of marketing channels to promote durian fruit products in Ponorogo Regency in a broader marketing manner so that more and more consumers will consume durian fruit.

c. Adding durian fruit varieties that consumers like.

One way to increase sales of durian fruit is by optimizing new varieties to increase the amount of production and increasing sales of durian fruit by taking advantage of existing market opportunities so that the choice of other varieties can encourage the success of selling durian fruit in increasing every year.

3) ST strategy

**13 Durian Fruit Marketing Strategy Based on Consumer Preferences in Ponorogo Regency
East Java Indonesia**

- a. Maximizing the role of extension workers in cultivation techniques and land management in overcoming pests.
Pest and disease control using experience and maximizing the role of extension workers. Farmers routinely pay attention to the cultivation of durian fruit to prevent pests and diseases, namely by paying attention to the time in cleaning weeds and giving functionalities to durian fruit farming.
 - b. Improving the quality of durian fruit production is competitive in the face of competition.
It is improving the quality of durian fruit production to balance the presence of products from outside the region entering the market. Improving the quality of durian fruit production is carried out with adequate fertilization and maintenance that is carried out continuously, and better production results are obtained so that with good results, durian fruit production in Ponorogo Regency in the market can compete and become a durian fruit that is the choice of consumers both in terms of quality and quantity. As well as outside the area.
- 4) WT Strategy
- a. Improve the quality of human resources.
This strategy is related to the cultivation expertise possessed by farmers, which significantly affects the yield of durian fruit in the Ponorogo Regency. Each durian fruit farmer has expertise in cultivation, as evidenced by high durian fruit production. However, this skill is still effortless, so the quality of the durian fruit is sometimes flawed. Therefore, it is necessary to guide each farmer group to increase the quality of farmer human resources.
 - b. Increase partnerships.
It is improving and increasing partnerships with collectors or intermediaries of durian fruit that will benefit both parties. The partnership will undoubtedly maintain the quality of the durian fruit that will be marketed so that consumers are not disappointed. This shows that the marketing partnership can improve the quality of durian fruit in Ponorogo Regency and increase the marketing efficiency of durian fruit

Table 11. Matrix SWOT

<p>IFAS</p> <p>EFAS</p>	<p>Strength (S)</p> <ol style="list-style-type: none"> 1. The potential of durian fruit 2. Marketing channel 3. An affordable price 4. Durian fruit quality 	<p>Weakness (W)</p> <ol style="list-style-type: none"> 1. Distribution is less efficient 2. Lack of market information 3. The varieties sold are the same
<p>Opportunity (O)</p> <ol style="list-style-type: none"> 1. Request for durian fruit 2. Transport access 3. Market opportunity 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Maintain quality and produce superior durian fruit. 2. Increase market distribution utilizing access. 3. Expanding the marketing area. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Increase sales promotion. 2. Adding information and cooperation with marketing channels. 3. Adding durian fruit varieties that consumers like.
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. Pest and disease attack 2. Competition 3. Price game by merchant 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Maximizing the role of extension workers in cultivation techniques and land management in overcoming pests. 2. Improving the quality of durian fruit production that is competitive in the face of a lot of competition. 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Improve the quality of human resources. 2. Increase partnerships.

Source: Primary Data Processed, 2022.

3.6 Alternative Decision-Making Strategies in SWOT Analysis

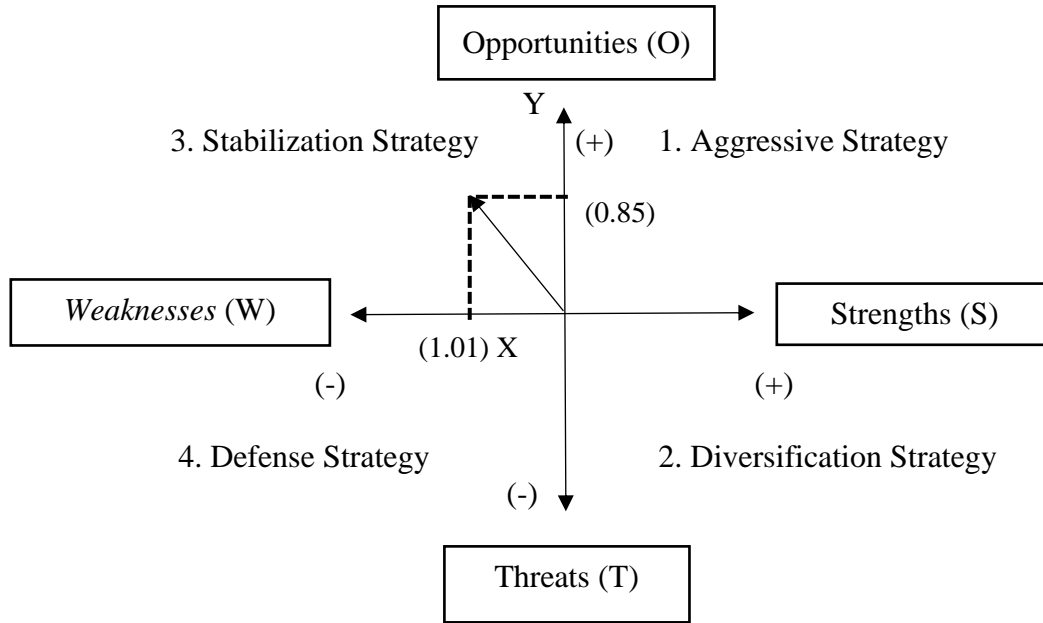


Figure 1. SWOT Diagram Analysis of Durian Fruit Farming Strategy

Based on the results of the diagram (Figure 7), it is known that the position of durian fruit farmers in Ponorogo Regency is in quadrant 3, namely the *stability strategy*. This strategy shows that the market situation faces enormous opportunities, but on the other hand, it also faces some internal constraints or weaknesses. The durian fruit marketing strategy minimizes internal problems to seize more excellent market opportunities. The WO strategy is the strategy that durian fruit farmers in Ponorogo Regency can carry out. The WO (*Weaknesses-Opportunities*) strategy includes increasing sales promotions, information, cooperation with marketing channels, and adding durian fruit varieties that consumers like.

4. Conclusion

Based on the results of research and analysis that has been done, it can be concluded as follows:

1. Durian fruit that is a consumer preference in Ponorogo Regency is durian fruit which has a soft/fibrous fruit texture, size large fruit (3.1-4.0 kg), medium fruit price (Rp.30.001-Rp.40.000), yellow fruit color, powerful fruit aroma, and sweet/bitter taste.

2. The attributes of durian fruit that are most considered in the decision to purchase durian fruit are the attributes of a fruit taste (3.85) and fruit aroma (3.72). This can be seen from the value of *Fishbein* taste and aroma attributes which is higher among other attributes.
3. An alternative strategy that must be done in marketing durian fruit is to maintain the quality and produce superior durian fruit with proper and balanced fertilization. In addition, it is also necessary to increase sales promotion through social media, as well as add varieties of durian fruit that are preferred by consumers so that consumers have more choices in the durian fruit marketing process in Ponorogo Regency.

5. Recommendation

1. It is better if durian fruit producers pay more attention to the taste of the fruit by providing proper and balanced fertilization because these attributes are the most considered by consumers.
2. Increase cooperation with wholesalers, distributor agents, and supermarkets to expand the durian fruit marketing area, increase sales promotions, and add varieties of durian fruit that consumers like so that there are more choices of durian fruit.

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