

NEW PRODUCT DEVELOPMENT PROCESS FOR KAMPOENG ARAB INDONESIA COMPANY

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ABSTRACT

Competition is getting day trading requires companies to develop their business products become more creative and innovative. One company that is the focus of observational research company Kampoeng Arab Indonesia was established in 2014 with excellent products Kampoeng Arab spice coffee. The company experienced a profit increase rate is not stable due to the lack of development of the product. This makes the researcher is interested in discussing how to model the company's new product development process Kampoeng Arab Indonesia. This study uses a descriptive Qualitative sampling purposive sampling according to criteria or research purposes. Subjects informants in this study consists of six speakers with a background of 4 companies engaged in the food & beverage and manufacturing industries. The data analysis was done by coding consisting of three ways, the initial coding, axial coding, and selective coding. According to the research by relating the condition of the company stages that must be done is the appearance of the idea, screening ideas, concept stage of development and testing, development and marketing strategy, business analysis in parallel, legal development, market testing, and commercialization. This has encouraged the Kampoeng Arab Indonesia company to undertake the development of new innovations in derivative products Kampoeng Arabic coffee. According to the research by relating the condition of the company stages that must be done is the appearance of the idea, screening ideas, concept stage of development and testing, development and marketing strategy, business analysis in parallel, legal development, market testing, and commercialization. This has encouraged the Kampoeng Arab Indonesia company to undertake the development of new innovations in derivative products Kampoeng Arabic coffee. According to the research by relating the condition of the company stages that must be done is the appearance of the idea, screening ideas, concept stage of development and testing, development and marketing strategy, business analysis in parallel, legal development, market testing, and commercialization. This has encouraged the Kampoeng Arab Indonesia company to undertake the development of new innovations in derivative products Kampoeng Arabic coffee.

Keywords : Stages of Development of New Products, Qualitative, Derivative Product Development Process Model.

INTRODUCTION

Coffee plantation subsector the one commodity that has national economic strategic market opportunities in increasing source of income, a provider of employment and source of income for economic operators involved in the cultivation, processing, marketing of coffee. The views expressed by the Association of Exporters and coffee industry argued that Indonesia's coffee trade a major factor in the emergence of the Dutch East Indies (VOC) that proves to data compiled by the US Department

of Agrikultura (2015) there were five largest coffee producing country one of Indonesia. This factor becomes the background of the establishment of the Kampoeng Arab Indonesia company to develop products coffee and spices.

Reguia (2014) says that the product innovation is necessary to know the needs consumer product to be accepted by society through the development of new products, changes in the design of the current or new techniques. Changes innovation offered by companies Kampoeng Arab Indonesia in 2014 using glass and packaging sachet, then experienced a change in 2015 using aluminum foil as well as in 2016, combines the packaging and aluminum foil sachets plus box sachet. What drives. Kotler (2016) said the company must have a strong new product plan and prepare for the process of developing a systematic plan of new product through idea generation, idea screening, concept development and testing, marketing strategy development, business analysis, product development, test marketing and commercialization. Arabic Indonesian Kampoeng company for 3 years has proven to be one market leader in the area of Surabaya and in four companies enhance brand product by registering up MUI HALAL certification and P-IRT. However, the development time of the emergence of new competitors are pushing the company to the castle by way of product innovation.

Research Methods

In this study using analytical methods Interactive Analysis Model of Miles & Huberman (2007) by way of data collection, data reduction, study data, and drawing conclusions / verification. The approach used by the researchers is a qualitative descriptive. Qualitative research in question is giving meaning to the phenomenon that affected the results of the value and perception researcher (Moleong, 2013). Object research company Kampoeng Arab Indonesia with product Kampoeng Arabic coffee observations. Sampling method using purposive sampling adapted to the criteria of the research objectives. The research subjects more emphasis on new product development practitioners (Business Partner) with the informant criteria Director, Owner, Marketing Manager, General Affairs, R & D.

Table 1.1 Interview Profile

Company Name	Identity of Informants	Division	Terms Informants
Company A (PT Baba Rafi)	Hendy Setiono	Owner & CEO	- Experienced in NPD ± 5 years
Company B (PT Anugerah Mulia Sentosa)	Mas Arie & Ms Sisy	Marketing and R&D	- Corporate stand ≥ 5 years with a focus on manufacturing or food & beverages,
Company C (PT Agrarius Sido Makmur Sentosa)	Arief Heliawan SE	Commissioner & Marketing Executive	- The company has more than 10 kinds of products (product substitution / derivative
Company D (PT Rolas Nusantara Mandiri)	Permadi Eko Prasetyo, SEMM	Management	

Data were collected by semi-structured interviews, observation, and documentation. The last step is done by testing the validity of the analysis process the data through the data from informants triangulasi outside as the accompanying data assessment.

Results & Discussion

Weakness in the research process is not the process of FGD (Focus Group Discussion) due to lack of time and the use of primary data with the background of subjectivity companies, a move that researchers choose to use the process of testing a new product development process model by way of coding analysis of the interviews. The product development process in the opinion of the submitted by Kotler (2008) consists of eight stages, among others :

1. The Emergence Of The Idea

This stage is to find ideas underlying the emergence of a new product consisting of inside and outside. The appearance of the idea more often come from outside the customers, competitors, as well as advertising agencies. While the appearance of the inside comes from researchers,

employees and managers of the company.

2. Filtering Idea

The function of filtering the idea to reduce the number of bad ideas and less in accordance with the conditions of the company.

Table 1.2 Filtering Idea

Company Name	Step Filtering	Implementation of Best Practice
Company A	Using products with the screening test and scoring product sampling	Kampoeng Arab Indonesia company chose to use sampling and scoring tests related products launching to assess the quality and intensity of the quality of quality
Company B	Selection of products based on quality	

3. Development and Testing of Concept

The role of this stage is convincing and try to measure consumer purchasing power related products that are marketed to consumers with the aim of seeing buying interest. Each company has a unique power development and testing different. Companies large part of choosing an external spread the product to the results shown in the table 1.3.

Table 1.3 Development Measures Program

Company	Development Measures	Segment Measures	Market	Implementation Of Best Practice
Company A	Using the method of Trial and Error to the local state	The entire country with a different characteristic	Showroom / outlet	Kampoen g Arab Indonesia company by trial & error, and the division of internal or external tester to the companie s through promotio nal event activities
Company B	This method of division tester products to internal and external			
Company C	Through testing on animals, and the distribution of product samples internal to the company, after which the distribution of the questionnaire will be the efficacy of the product	Internal feedback		
Company D	This method of division tester products to internal and external	Using the method of dissemination activities	event	

4. Development and Segmenting Strategies

It is composed of three parts. First, discuss the product size, structure, and behavior of the target market, product placement is planned, as well as the profit targets to be achieved. Second, outlines product pricing, distribution strategy and marketing costs. Third, plan long-term sales and marketing strategy of each company.

5. Business Analysis

This stage serves to look at aspects of market demand, cost estimates and competition production maps. There are two companies who conduct business analysis process that is company C is done by observing the extent to which the product development process before entering production and obtain a permit. While companies D is focused on the analysis of

competitor prices, costs of production, packaging costs, license fees, and the analysis of the layout and design of products. The application of the ideal best practice on company Kampoeng Arab Indonesia comes from designing a strategy for implementation is done through market and competitor assessment of the situation.

6. Testing The Market

According to Kotler (2000), not all companies conduct market trials related to the condition of products or programs offered to consumers. The basis of the testing process comes from new products with short sales cycle system, opportunities, promotional packaging specified price and volume of sales and profits terbatas. Kotler (2001) emphasizes product testing or marketing mix is done with tactical marketing tool system and controlled by the control variable focus 4P (price, product, place and promotion).

7. Legality of new product development

One way the company to obtain business licenses are legally valid. Companies that legalize its products legally made by company C by means of licensing port on the market before the license see the continuation of the product rose to POM. Implementation was followed by Arab Indonesia Kampoeng company to increase standardization of products by means of product license POM to get the number of TR or MD conducted during 1 year prior to commercialization process.

8. Commercialization

The final stage is to conduct marketing strategies of new products in the market, by determining the time, location, target and how to launch a new product. Various companies have steps are unique and different in order to market new products purchased by consumers.

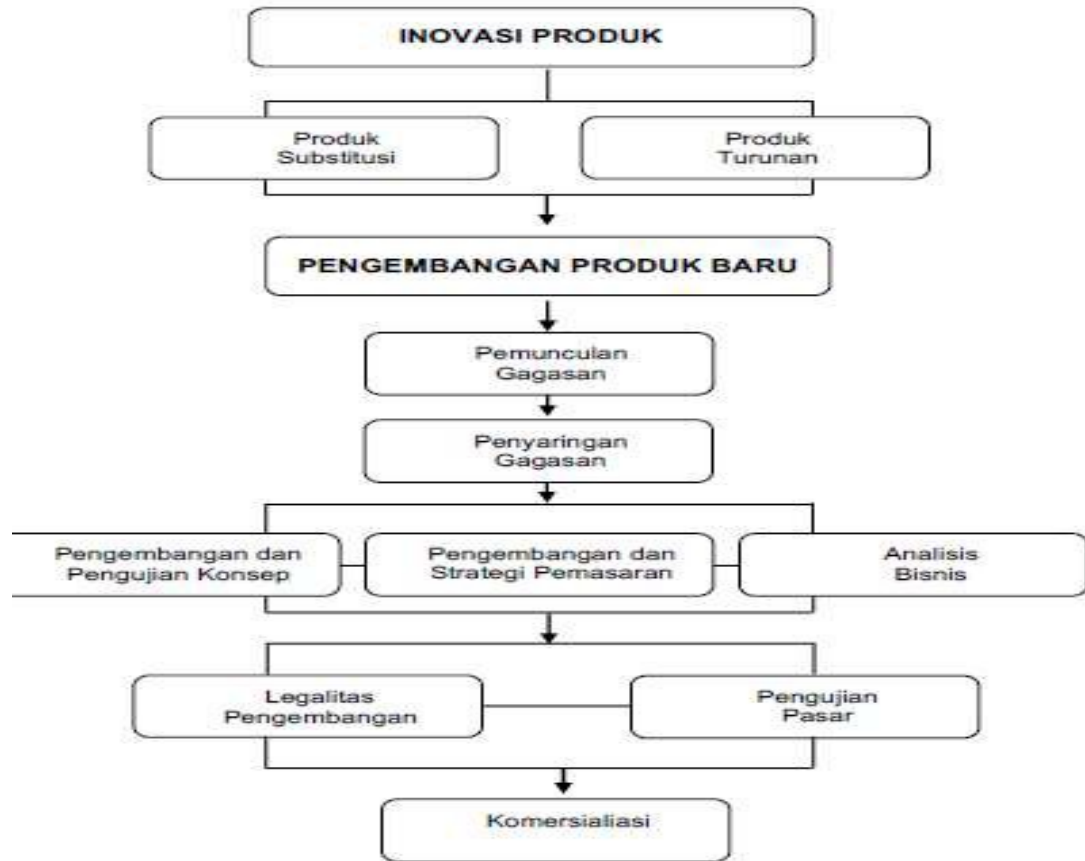
Table 1.4 Commercialization Product

Company	Identification	Application	Implementation of Best Practice
Company A	Content Services creator and influence	Using people who are influential / favorite artist	Selection of the track is the indirect distribution and marketing as canvassing products
Company B	Working closely with major distributor	Services distributor marketing the product	
Company D	Direct sales to customers	Canvassing in product promotions online / offline	

Methods offered by various companies ever be tried directly by the company PT. Kampoeng Arab Indonesia. In line with the theory presented Kotler (2005) that there are two forms of dissemination directly (direct) or indirectly (indirect)

Conclusion

Reviewing the results of analysis during the research process, showing that there are several steps that have been done Kampoeng Arab Indonesia company by analyzing the derivative or substitution product innovations at Kampoeng Arab coffee products described in the chart 1.1



Reviewing of the stages of development of new products that have been conducted by the company show that all the stages have been done. However, my advice to researchers give recommendations how to understand well the process stages of product development in depth so that the direct application tends to be better and more effective.

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