

## ANALYSIS OF KEBON SIMBAH HYDROPONIC POSITIONING IN SURAKARTA CITY

Raka Eka Saputra<sup>1\*</sup> Rahmawati Setiyani<sup>2\*</sup> Bimoseno Sepfrian<sup>3\*</sup>

Agribusiness Department, Faculty of Science and Technology, Universitas Duta Bangsa Surakarta<sup>1</sup>

Correspondency Email: [rkaekasaputra@gmail.com](mailto:rkaekasaputra@gmail.com)

### AN ABSTRACT

*This study aims to determine the positioning of Kebon Simbah Hydroponics in Surakarta City. This study used 36 respondents who prescribed purposive sampling. The research data were analyzed using multidimensional scaling (MDS) analysis. The results showed that the direct competitors of Kebon Simbah Hydroponics were Valefarm Hydroponics and Vegetable Hydroponics 04. Kebon Simbah Hydroponics based on positioning is in second place because Kebon Simbah Hydroponics has two advantages, namely price and service to consumers. The first place is occupied by Valefarm hydroponics because there are three advantages, namely taste, product quality and product availability, the third or last position is occupied by Vegetable Hydroponics 04 because Vegetable 04 hydroponics only has one advantage, namely in product packaging.*

### KEYWORDS

*hidroponik, multidimensional scaling (MDS), positioning*



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## INTRODUCTION

Indonesia is an agricultural country that has great potential in the agricultural sector, one of which is horticultural commodities (Brenjonk, 2021). However, there is currently a lot of conversion of functions, this has resulted in a decrease in productivity and yield of horticultural crops. Therefore, it is necessary to optimize land use by applying the concept of urban farming, namely using the hydroponic method. Hydroponics is a cultivation technique that uses water as a medium and does not use any soil. In addition to water as a growth medium, other media that can be used are rockwool, burnt husks, cocopeat and others. In the use of vegetable hydroponic systems must pay attention to various factors such as planting media and the use of nutrients (Furoidah, 2018). The advantage of hydroponic results is that the resulting product is cleaner from chemicals that harm the body, the price of the resulting product is higher than conventional agricultural products.

Indonesian people have begun to switch to products produced with hydroponics. Pesticide-free hydroponic vegetable products are an alternative for the consumers who have a healthy lifestyle and pay attention to body health (Febrianti, et al, 2019). Many factors influence Indonesian people to switch to hydroponic products, so that people become more selective in choosing vegetable products to be consumed. The majority of the average expenditure of the vegetable group in Surakarta City has increased. This condition will affect market demand, this is influenced by changes in people's lifestyles. The existence of various hydroponic businesses will have increasingly fierce competition between

businesses, each company must be able to survive, must be able to continue to grow and position in the minds of the community for long-term prospects. One of the important things that every company needs to do and pay attention to is to retain existing customers, then control new customers so as not to let customers leave the company to become customers of other companies. Companies must be able to maintain customer loyalty which leads to repeat purchases (Leisember & Andarini, 2017).

One of the obstacles or problems experienced by companies in the hydroponic business is about marketing hydroponic products. This is in line with Kristiningsih's (2021) research, in general, the biggest difficulty often faced by small and medium industries is related to the expansion of product marketing. According to Mujiaty (2022), brand positioning is a brand position that lies in the minds of customers. Positioning of a company, brand or product needs to be done to compete with competitors where positioning is a change made to appearance, image, and perception so that consumers perceive the product as a different product and occupy a certain position that is more valuable in the minds of consumers (Leisember & Andarini, 2017). One way to attract consumer attention, the products released by companies in the market should have a number of attributes that are unique and different from their competitors to change purchasing behavior towards the products produced by the company (Heriyadi, 2018). The main purpose of positioning is to place the product in the minds of consumers so that the product is separate or different from competing brands (Kuswandari et al., 2021). Kebon Simbah Hydroponics is one of the hydroponic cultivation businesses that has produced and has its own hydroponic products, while around Kebon Simbah Hydroponics there are several hydroponic businesses similar to Kebon Simbah Hydroponics. Based on this background, it is necessary to analyze the positioning of Kebon Simbah Hydroponics in Surakarta City to find out who are the competitors and positioning of Kebon Simbah Hydroponics in Surakarta City .

## **RESEARCH METHODS**

The research was conducted at Kebon Simbah Hydroponics located in Mojosongo, Jebres District, Surakarta City. The location selection is because in Mojosongo, Jebres District there is more than one business that is the same as Kebon Simbah hydroponics. The study used six attributes, consisting of price, packaging, taste, product quality, product availability, and service to consumers.

The data analysis used is by descriptive and quantitative methods. This descriptive method intends to explain in detail the research variables studied based on the data obtained by questionnaire and will be scored with a Likert scale. The research data were analyzed using multidimensional scaling (MDS) analysis. According to Prawansa, (2022) multidimensional scaling (MDS) analysis is one of the multivariate analysis tools used to place several objects (such as products, brands, or companies) in positions that describe their similarities with other objects. The MDS concept views that a set of stimuli such as brands, products, etc. can be presented as a set of points on a map or multidimensional space.

## **RESULTS AND DISCUSSION**

**Competitors of Kebon Simbah Hydroponics** Kebon Simbah's direct competitors of Hydroponics consist of other hydroponic companies. Direct competitors are businesses that produce vegetables by hydroponic methods. The results of hydroponic vegetables have almost the same quality and price. Based on the results of the study, the direct competitors

of Kebon Simbah Hydroponics are as follows: (a) Valefarm Hydroponics because Valefarm Hydroponics has the same product output as Kebon Simbah hydroponics and Valefarm Hydroponics has a larger land area than Kebon Simbah Hydroponics, which is 200 m<sup>2</sup>. The area of planted land will affect the number of crops that can be planted, which in turn can affect the amount of vegetable production produced (Pradnyawati & Cipta, 2021). (b) Vegetable 04 because Vegetable Hydroponics 04 produces the same product as Kebon Simbah Hydroponics and the distance between Vegetable 04 and Kebon Simbah Hydroponics is only 1.1 km. **Hidroponik Kebon Simbah Hydroponic Positining**

The positioning of Kebon Simbah hydroponics was determined using multidimensional scaling (MDS) analysis. Multidimensional scaling is related to creating a map to describe the position of an object compared to other objects. The main goal of multidimensional scaling (MDS) is to represent data in a visual form that is easier to understand, where objects that are similar or relatively close in the data will be represented as points that are also close in the visualization, and on the contrary.

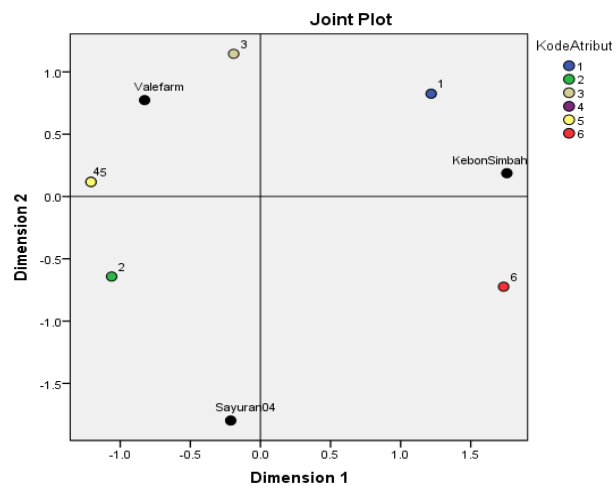


Figure 1. Perceptual Mapping

Based on figure 1 that Kebon Simbah hydroponics has advantages in attribute 1 or price attribute. This is due to the distance between Kebon Simbah Hydroponics and attribute 1 (price) and one quadrant. Based on the results of the study, that the price of hydroponic vegetables from Kebon Simbah is cheaper than its two competitors. Kebon Simbah Hydroponics also has advantages with attribute 6 or service attributes to consumers, this is because attribute 6 (service to consumers) is closer to Kebon Simbah Hydroponics compared to other competitors. So for Hydroponics Kebon Simbah has advantages in price factors and service to consumers and Hydroponics Kebon Simbah can increase service factors to consumers and can maintain the price of hydroponic vegetables in Kebon Simbah.

Based on the results of the study, the positioning of Kebon Simbah Hydroponics is in second place. The first place is occupied by Valefarm Hydroponics, because in Valefarm hydroponics there are three advantages, namely taste, product quality and product availability. The second order is occupied by Kebon Simbah Hydroponics because Kebon Simbah Hydroponics has two advantages, namely price and service to consumers. Based on these results, Kebon Simbah Hydroponics can increase sales and increase profits if it focuses on customer service and prices that are lower than other competitors. The third or last position is occupied by Vegetable Hydroponics 04 because Vegetable 04 hydroponics only has one advantage, namely in product packaging.

## CONCLUSION

Kebon Simbah's direct competitors of Hydroponics are Valefarm Hydroponics and Vegetables 04. Kebon Simbah hydroponics based on positioning is in second place. The first place is occupied by Valefarm Hydroponics with three advantages, namely taste, product quality and product availability. The third position is Vegetable Hydroponics 04 with advantages in product packaging.

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