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Niche Marketing Identification of Madura Local Corn Marning

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Abstract. Madura is one of region in Indonesia that has the potential as a national food barn in East Java with its corn production. Corn has the potential to be developed into derivative products with more added value and longer chains, such as for Food, Feed, Fuel, and Fertilizer (4F) in all its parts. Madura local corn has been widely used as animal feed and corn rice for consumption. However, this condition does not provide a greater value in the national corn market. Although the availability of Madura local corn production is quite large. Based on the results of the identification of the local Madura corn market, it was found that a processed corn product known as Madura local corn *marning*. *Marning* is a snack made from dried corn kernels that are fried in hot oil. This condition provides an opportunity for the development of Madura local corn into snack products, so it is important to know the attributes that are important to consumers in consuming *marning* of Madura local corn. The method of determining the sample used in this study was purposive sampling based on the spontaneity factor. Data analysis used descriptive qualitative analysis and fishbein analysis. The results showed that the attribute level of trust (bi) the most important by consumers are taste and price, while the attributes that are considered important based on the evaluation value (ei) are packaging labels. The attitude towards marning corn is considered quite good by consumers. At the stage of purchasing decisions for corn marning, information is obtained that consumers make purchasing decisions that are in line with the attributes that have been chosen by consumers.

INTRODUCTION

One of the most important food commodities in the world after rice and wheat is corn. All levels of Indonesian society recognize these commodities and some even make them their main food sources, such as in Madura and Nusa Tenggara [1]. Madura is one area that has the potential as a national food barn in East Java. Corn cultivation in Bangkalan, Sampang, Pamekasan and Sumenep regencies is dominated by the cultivation of local corn varieties developed for food [2].

Low productivity does not reduce farmers' interest in growing local maize, although [3] states that Madura local maize farming is lower than hybrid maize. [2] states that based on the local livelihood system, corn cultivation is still applied traditionally and from generation to generation. This causes local corn farming to be allocatively efficient [4], and Nikmah [5] which states that hybrid corn is not allocatively efficient. Local corn is also more technically efficient than hybrid corn [6]. This condition is supported by the risk of local corn production which has a lower risk than hybrid corn, so this affects the behavior of farmers towards risks which are risk averse. Meanwhile, in risk management, local corn farmers apply ex ante, interactive and expost strategies in their farming [6]. [7] added that Madurese local maize has comparative (DRC) and competitive (PCR) advantages. All the research results mentioned

above show advantages from the side of local corn farmers. This means that the existence of local corn will always be in demand by farmers to cultivate it and do their farming.

Corn has prospects as a food and industrial raw material based on its chemical composition and nutritional content, and the use of corn as an industrial raw material will provide added value for farming these commodities [8]. Handling and processing of agricultural products is important to increase added value, especially when production is abundant and product prices are low, as well as for damaged or low quality products. Diversification of processed corn food into flour, crackers, milk, and lunkhead and various cakes made from corn is aimed at increasing the added value of corn, in addition to encouraging the growth of home-scale industries to absorb family labor in an effort to improve the welfare of rural residents and corn farmers. In particular, so that the development of processed corn diversification into various products above is expected to add to the treasury of processed corn products and can increase corn consumption for food.

Food diversification basically covers aspects of production, consumption, marketing, and distribution. From the production aspect, diversification means the diversification of food commodities in resource utilization, exploitation and product development. Food diversification from the consumption aspect includes behavior based on economic considerations (income and commodity prices) and non-economic considerations (tastes, habits, and knowledge) [9].

Currently, local corn is also increasingly in demand for functional food and feed. Functional food is currently starting to develop, along with the increasing demand for functional food and public awareness about health, the increasing number of people with degenerative diseases and the elderly population, the development of commercial products, scientific evidence of the benefits of functional food components, and the development of food technology [10]. Corn as a food ingredient will be increasingly in demand by consumers, especially those who are concerned with healthy food, with affordable prices for all people. The public's response has begun to change towards corn which is no longer considered less prestigious, because it has various and high nutrition. Now there has been a shift in the philosophy of eating, along with increasing public knowledge and awareness of the importance of healthy living. Food ingredients and products are no longer seen only from the aspect of nutritional fulfillment and sensory properties. Even the nature of specific functional foods that play a role in health has become an important consideration. This provides an opportunity for corn processing to be promoted as a healthy food for the future.

Madurese local corn has been consumed by the Madurese community as a staple ingredient in the form of corn rice and also as a snack or snack in the form of corn marning. Marning corn is a snack made from dried corn kernels fried in hot oil. Processed corn is also known in the Madura region as "Jambudin". One form of processed corn is marning, which is a snack made from old corn kernels (*Zea mays* L.), boiled, dried and fried in oil, with or without the addition of other food ingredients and desired food additives. With this processing it will increase the economic value of the corn itself so that it has a high selling value and increases the shelf life of the product. To produce good quality marning corn, it is necessary to do several treatments of soaking time and boiling time with high pressure so that it can produce corn marning which has a crunchy texture and shortens the boiling time of corn kernels. As we know, the problems that often occur in the manufacture of corn marning are too long boiling of corn seeds, and the resulting marning texture is hard [11]. In addition, the corn marning business is feasible to be developed because it has an R/C ratio value of more than one, namely 2.19 [12].

This study aims to determine the attributes of consumers who are preferred in the process of purchasing marning corn. The hope is that by knowing these attributes, you can develop a marketing niche for corn marning as a potential market to be developed from the local Madurese corn market.

METHODS

This research was conducted in the district of Sumenep, as one of the production centers of local Madura corn and *marning*. The method of determining the sample was purposive sampling based on the spontaneity factor, meaning that anyone that had consumed *marning* can fill out the distributed questionnaire. Number of samples were 35 respondent.

The selection and determination of attributes in this study was carried out with an initial survey using Google Forms which were distributed through *WhatsApp* social media accounts. The attribute results include taste, product type, price, packaging label, packaging weight and type of packaging. The data analysis method used Fishbein multi-attribute analysis to analyze the most preferred attributes in purchasing marning corn. Fishbein analysis processing uses the Microsoft Excel 2010 computer application. According to, the Fishbein model is determined by the level of belief and the valuation of the level of evaluation [13]. This model can be mathematically :

$$A_0 = \sum_{i=1}^8 bi * ei$$

Where **A₀** is the consumer's attitude towards *marning* corn, **bi** is the level of consumer belief in the **i** attribute of *marning* corn and **ei** is the evaluation of the consumer's level of importance (evaluation) on the **i** attribute of *marning* corn.

RESULT AND DISCUSSION

Attributes Most Preferred by Local Madura Corn Marning Consumers

According to [14], attitude is a learned tendency in responding to an object. Consumers have attitudes toward a variety of objects or attributes that are important to marketers. Product attributes are the elements contained in the product that are used as the basis for consumers in making purchasing decisions [15].

TABLE 1. Analysis of Consumer Attitudes with The Fishbein Method

No	Attribute	Belief (bi)	Evaluation (ei)	Attitude
1	Taste	3.69	3.07	11.31
2	Packaging Weight	3.24	3.58	11.61
3	Packing Type	3.67	3.27	11.98
4	Packaging Labels	3.40	3.76	12.77
5	Price	3.69	3.16	11.64
6	Types of products	3.47	3.67	12.71

Source: Primary data processed, 2021

Table 1 states that the attribute level of trust (bi) that is considered important by consumers is the attribute of taste and price with the same value, namely 3.69. The taste attribute is considered important because consumers have a strong taste in consuming marning. This is because taste is a stimulus caused by various senses in the human body, especially the sense of taste. Taste is the most dominant indicator in purchasing food products. This is in accordance with the research by [16] which considers the taste attribute to be the most important attribute in purchasing decisions. In addition, the second attribute that is considered important is price. Price is considered important when the attribute provides an economic price, so as to increase purchases [17].

The highest evaluation level score (ei) is indicated by the packaging label attribute (3.76). The packaging label is an attribute that is considered by consumers to indicate whether this product is attractive or not, even the information on the packaging label is complete or not. This is in accordance with research by [18], that product attributes which include price, brand, taste and packaging have a relevant influence on purchasing decisions.

Analysis of consumer attitudes towards marning corn can be seen from the results of the multiplication of the belief score (bi) and the evaluation score (ei). Based on the attitude value, the packaging label attribute is the attribute with the highest score because this attribute makes a consumer decide to make a purchase decision or not. While the overall attitude value obtained from the sum of the attitude values of all attributes as a whole is 72.02 which is in the interval (63.8-92.6), namely marning corn is considered quite good by consumers.

Decision Making Process in Purchasing Local Corn Marning

The consumer decision-making process involves several steps ranging from identifying consumer needs, looking for alternative products to meet needs, evaluating alternative products, buying products, and evaluating after-sales services [19]. According to [14], the consumer decision-making process is complex and it is important to study how consumers make judgments before making purchasing decisions. In the process of purchasing corn marning, it also goes through the same stages.

TABLE 2. Madurese Local Corn Marning Purchase Decision Process

Local Corn Marning Purchase Decision Process	Notes
Recognition of Needs	
What is your motivation in buying marning corn	Savory and crunchy taste (53 %)

Local Corn Marning Purchase Decision Process	Notes
What benefits are you looking for in buying marning corn	Snack (100%)
when is the right time to consume marning corn	Night (71%)
Information Search	
Where did you get the information about marning corn	Friends (60%)
Reasons for interest in buying marning corn	Snack (64%)
Alternative Evaluation	
Things to consider in buying and consuming marning corn	Snack (51%)
Buying decision	
Who influenced you in buying marning corn	Friend (62%)
Where do you buy marning corn	Stall/shop (87%)
How do you decide to buy marning corn	Never planned (80%)
How many times have you bought marning corn products	More than 2 times (62%)
Your purpose of buying	Consumed with family (89%)
Post Purchase	
Are you satisfied with the corn marning product	Satisfied (69%)
What is your attitude if there is an increase in prices for marning corn products?	keep buying (89 %)
Would you recommend local corn marning products to others	Yes (84%)

Source: Primary data processed, 2021

Table 2 explains that the purchase decision process for marning corn is in line with the attribute assessment considered by consumers in purchasing marning corn. For example, when there is an increase in prices, consumers will still buy marning corn. This is different from the research of [20], which is very influential in determining prices.

Managerial Implications

Based on table 1 and table 2 which explain the attributes and the purchasing decision process for local Madura corn marning, it provides an overview of the market potential of marning corn that can be used as an alternative to the local Madura corn market niche. This means that local Madura corn farmers have the potential to continue producing. Because local corn production can be absorbed by local Madura corn marning producers.

With this research, it provides an overview of the attributes that are important to consumers in purchasing corn marning. So it is hoped that corn marning producers can manage their product attributes based on the consumer market research. This is in accordance with what is described by [21] regarding the niche market (niche market) is a bottom-up approach where marketers start from the needs of several customers and gradually build larger customers.

CONCLUSION

Based on the attribute level of trust (bi) the most important by consumers are taste and price, while the attributes that are considered important based on the evaluation value (ei) are packaging labels. The attitude towards marning corn is considered quite good by consumers. At the stage of purchasing decisions for corn marning, information is obtained that consumers make purchasing decisions that are in line with the attributes that have been chosen by consumers.

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