ABSTRACT

ANALYSIS OF RAW-MATERIAL PROCUREMENT MANAGEMENT, VALUE ADDED, AND MARKETING STRATEGIES OF ‘BOLEN’ BANANA IN BANDAR LAMPUNG

By
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The research aims to analyze (1) the procurement management of raw material, (2) value added, and (3) marketing strategy of ‘bolen’ banana in Bandar Lampung. The study was conducted in ‘bolen’ banana home-industries, CV. Mayang Sari and Harum Sari in Bandar Lampung in October-December 2011. Raw material procurement management was analyzed using Economic Order Quantity (EOQ) method, value added using Hayami method, and marketing strategy using the 4 P’s approach (Product, Price, Place, and Promotion).

The results showed that the management of the procurement of raw material: (a) Planning was done by ordering raw material from distributors and subscribed stores. (b) Organizing was done in accordance with the organizational structure of the business. (c) Mobilization was conducted by the owner of the company so that employees work based on responsibilities. (d) Supervision was done by using the EOQ method: CV. Mayang Sari’s economical raw material purchase of around 950 bananas each order, with the frequency of 30 times per month, and Harum Sari’s purchase of around 470 bananas each order with the frequency of 11 times per month. Average value-added of CV. Mayang Sari ‘bolen’ banana industry was Rp. 37,066.00 per 10 raw bananas and of Harum Sari was Rp. 20,381.73.

CV.Mayang Sari and Harum Sari ‘bolen’ banana industries performed product marketing strategy through mix marketing, i.e. products with multiple flavors and distributed directly and indirectly. Sale price of CV.Mayang Sari ‘bolen’ banana was Rp. 20,000, and of Harum Sari Rp. 28,000 per box. CV.Mayang Sari used promotional ads in local newspapers.

Keywords: ‘bolen’ banana, raw material procurement management, procurement of raw material, value-added, and marketing strategies