

PROPOSING PROMOTIONAL STRATEGY FOR POULTRY EQUIPMENT PRODUCT

(CASE STUDY : PT MEDION-BANDUNG INDONESIA)

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ABSTRACT

This research aims to propose a better promotional strategy for poultry equipment products at Medion, Bandung, Indonesia. This research uses a case study approach to explore why the sales of poultry equipment product have been declining for 5 years. The research focuses on how to define the current positioning of poultry equipment products and how to communicate the product's value more clearly to customers in a B2B (business-to-business) marketing context. Data were collected using surveys and interview. The survey involved farm, distributor, and partnership customers who use poultry equipment products. The methods used in the analysis marketing mix and perceptual mapping. The result shows that mostly customers see the company's products have high-quality. Even so the sales declining shows that the product is not promoted well. Many customers prefer to buy the products through online shop platforms, good price products, and good after-sales service. Based on the analysis, this research suggests promotional strategy such as value education campaign, boost the online shop platforms, reach small farmers, and promote the practical innovation.

Keywords : Positioning; B2B Marketing; Poultry Equipment; Promotional Strategy

ABSTRAK

Penelitian ini bertujuan untuk mengusulkan strategi promosi yang lebih efektif untuk produk peralatan peternakan di Medion, Bandung, Indonesia. Penelitian ini menggunakan pendekatan studi kasus untuk menggali penyebab penurunan penjualan produk peralatan peternakan selama 5 tahun terakhir. Fokus penelitian adalah untuk mengetahui posisi produk peralatan peternakan saat ini di mata pelanggan dan bagaimana cara menyampaikan nilai produk tersebut secara lebih jelas dalam konteks B2B (business-to-business) marketing. Data dikumpulkan melalui survei dan wawancara. Survei melibatkan pelanggan dari segmen farm, distributor, dan partnership yang menggunakan peralatan peternakan. Metode analisis yang digunakan meliputi marketing mix dan perceptual mapping. Hasil dari penelitian menunjukkan bahwa Sebagian besar pelanggan memilih untuk membeli melalui platform toko online, mencari produk dengan harga bersaing, serta mencari produk dengan after-sales service yang baik. Berdasarkan hasil analisis, penelitian ini merekomendasikan strategi promosi berupa edukasi nilai produk, penguatan platform toko online, menjangkau peternak kecil, dan promosi inovasi yang praktis.

Kata Kunci : Positioning; B2B Marketing; Peralatan Peternakan; Strategi Promosi

INTRODUCTION

The poultry industry is one of the fastest growing sectors in agriculture, both globally and in Indonesia. Based on Food and Agriculture Organization (United Nation),

world poultry meat production grow from 9 to 133 million tonnes and egg production grow from 15 to 93 million tones between 1996 and 2020. In Indonesia, according to Pusat Data dan Sistem Informasi Pertanian. The estimated population of broiler chickens is expected to grow by -1.96% per year from 2023 to 2027. Meanwhile, for layer chickens, the projected egg production from 2023 to 2027 is expected to experience continuous growth, except in 2024 that decreased to -15.25%.

Medion is an animal health company based in Bandung, has been producing poultry equipment products for years. However, the sales of poultry equipment products have been decreasing over the last 5 years. Unlike Medion's other product lines (such as animal medicines and vaccines), poultry equipment has not received the consistent promotional efforts and lacks online presence.

In this digital era, a clear and strong promotional strategy is important to compete in the poultry market. Customers now often look for products at online shop platforms and compare the brands based on product's quality, price, and after-sales service. Therefore, companies need to understand how customers see their products and how to communicate their value effectively.

This research aims to identify Medion's current positioning for poultry equipment products and propose the promotional strategies that match with the customers' needs and market trends. The research developed by customer perceptual mapping and competitor analysis using marketing mix. These analyses are used to develop the right promotional strategies that can be implemented for Medion's poultry equipment products.

LITERATURE REVIEW

This research focuses on business-to-business (B2B) marketing, especially in the poultry industry. In B2B marketing companies sell products to other business, not directly to individual consumers. The decision-making process in B2B mostly more complex, involves many people, and based on logic, product quality, and long-term relationship (Kotler & Keller, 2016).

One important concept in B2B marketing is the STP (Segmenting, Targeting, Positioning) model. Segmenting is about dividing customers into different groups based on their needs or business types. Targeting is choosing which group to focus on from the segmenting. Positioning means deciding how a product should be seen by the

customers compared to other competitors' products. Perceptual mapping helps to visualize this by showing how customers rate different brands based on important attributes like price and quality (Kotler & Keller, 2016).

Marketing mix has four points 4P (product, price, place, and promotion). This analysis method helps the company look at each part of its marketing strategy and find ways to make it better for the customers. In the product part, the focus is on what the product offers such as its features, quality, and benefits. For price, it looks at how the product is priced and whether the price is competitive or flexible. The place part is about how the product is delivered or sold, like through online stores or other sales channels. The promotion part looks at how the company talks to its customers, including the tools and platforms it uses to do marketing. 4P is useful to make a more focused and effective promotional strategy (Kotler & Keller, 2016; Armstrong & Kotler, 2015).

Integrated Marketing Communication (IMC) is a concept where using different communication tools like advertising, social media, salespeople, and promotion programs in a consistent way to develop the strong brand message. IMC is very important in B2B marketing to build trust and to explain the value of a product clearly over time (Chaffey & Ellis-Chadwick, 2019).

RESEARCH METHODOLOGY

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., et al., 2020:229). The research uses both qualitative and quantitative methods. Primary data were collected through surveys and interviews. The survey was given to farm, distributor, and partnership customers who have experience using poultry equipment products. The survey helped to understand the customers' perspective. Meanwhile, interviews were conducted with internal team management and sales team to understand the company's marketing mix analysis.

For the data analysis, several tools and frameworks were used. These are perceptual mapping and competitor analysis using marketing mix. The combination of these analyses helps to get a complete picture of the company's internal and external

conditions. After knowing the internal and external conditions, the right promotional strategies are developed for Medion's poultry equipment product.

RESULTS AND DISCUSSION

From the perceptual mapping analysis, it found that most customers think Medion's poultry equipment products have high-quality, especially in terms of durability, function, and after-sales service. In customer's perspective, Medion is seen as a premium brand with high-quality products but moderate pricing. Other competitors like Punos, Agrinusa Jaya Santosa (AJS), and Sinar Mustika are grouped more in the middle. They are offering average quality products and prices. However, the sales performance of poultry equipment product has been declining over the last five years. This shows that the product quality and price are good, but the promotional strategy is not effective. Many customers are still not aware of Medion's full products' knowledge and advantages.

The Table Comparison between Medion and Competitors shows a comparison of several poultry equipment brands in Indonesia, focusing on things like their products, pricing, distribution, promotion, reputation, customer support, flexibility, and supply chain. Medion is the most well-known and established brand. Medion has many variations of equipment for both broiler and layer farms. Medion has many offline branches all over Indonesia. Even though its prices are a bit higher than others, Medion gives great customer service like farm visits, technician help, and after-sales service. Medion also has its own factories, which helps control product supply.

Other brands like Punos and AJS sell more basic equipment at lower prices. Punos focuses on certain poultry systems and sells mostly online. AJS has a big distribution network because of its connection with Japfa, but both brands have fewer options to customize products. Brands like Tajimaku, Asena, Sinar Mustika, and Mensana mostly serve small to medium farms. They offer affordable products with basic features and simple customer support. These brands usually do not have their own factories and depend on local makers or other suppliers.

Ansell Jaya and Alka focus on special customer needs. Ansell Jaya works on smart farm systems and farm construction, offering flexible options but less direct service. Alka is popular with customers who are looking for lower prices and Alka sells their product mostly online. Artupic mainly sells online, offering many imported and

local products. Artupic is popular with hobby farmers, but service and customization depend on where the products come from.

Medion leads in quality, reputation, and good customer service. Other competitors are offering cheaper prices, easy online shopping, or focusing on specific products, but they usually have fewer services, less product customization, and do not produce its own products.

CONCLUSION

Medion is seen as a trusted brand in the poultry industry, especially among long-term B2B customers. However, sales of Medion's poultry equipment products have declined over the past five years because of the weak communication of its product value, particularly in digital channels. Meanwhile, most of Medion's competitors has been developed their business into digital channels. To improve the conditions, there are several promotional strategies that can be implemented: (1) launch value-based educational campaigns, (2) boost the online presence through digital promotions and after-sales support, (3) engage small farmers through community activities, and (4) promote practical product innovations such as easy-to-assemble and hygienic product's designs.

This research focuses on identifying the promotional strategy for poultry equipment products at Medion. The research does not include variables related to human capital, finance, or operation. The future research can explore the branding approaches, measure the impact of different promotional channels, or study the smart farming readiness in the poultry equipment industry.

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FIGURE AND TABLE

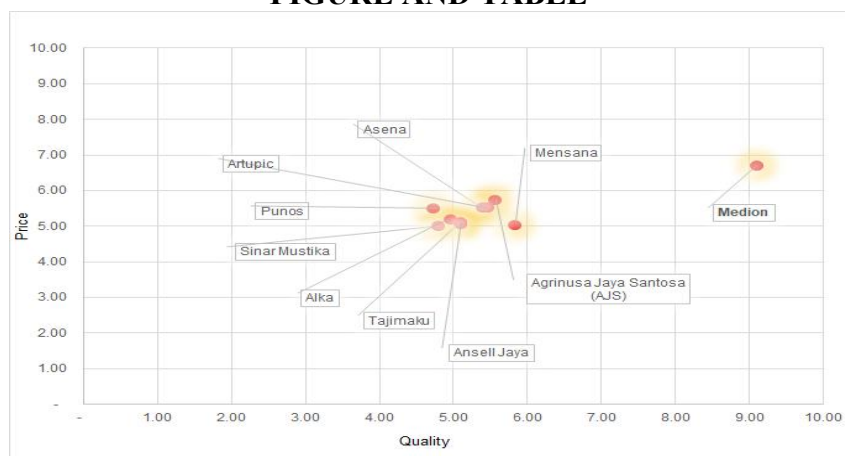


Figure 1. Perceptual Mapping of Medion and Competitors
Source: Author (2025)

Table 1. Comparison between Medion and Competitors

| Brand | Product | Price | Place | Promotion | Brand Reputation & Market Position | Customer Service & After-Sales Support | Customization & Flexibility | Supply Chain & Manufacturing Capability |
|---------------|--|------------------------------|---|---|--|---|---|--|
| Medion | Wide range (drinkers, feeders, support, pet equipment); built for durability and farm integration; supports both broiler and layer farms | Slightly expensive | 67 branch offices across Indonesia; strong offline presence; two factories (Bandung, Mojokerto) | Personal selling, training, seminars, brochures, expos (e.g., IndoLivestock), strong educational approach | Longstanding brand in poultry health and equipment; strong trust among commercial farms and breeders | Strong support: farm visits, technician help, spare parts, consultation | High customizability for large clients; bundling available; integration into farm systems | Owens factories in Bandung and Mojokerto; stable supply chain; in-house production |
| Punos | Closed house-specific tools; drinkers, feeders, and support for poultry equipment; standard quality | Lower than Medion | Focus on Eastern Indonesia; online store presence | Official blog, IndoLivestock participation | Moderate reputation; specialized in certain poultry systems | Limited direct service; support via contact form or email | Limited customization; mainly fixed SKUs | No known factory |
| AJS | Basic feeders and drinkers; standard designs | Relatively similar to Medion | Nationwide coverage (Java, Sumatra, Kalimantan, Sulawesi); online & offline | Educational articles, IndoLivestock attendance, moderate presence | Subsidiary of Japfa, benefiting from established agribusiness reputation | Supported via distributor network; moderately responsive | Medium flexibility; standard SKUs with some project support | Integrated with Japfa's logistics and sourcing |
| Tajimaku | Focused on basic drinkers and feeders; affordable; popular among broiler farmers | Lower than Medion | Strong in East Java; available online | Exhibitions (IndoLivestock); active social media content | Rising brand among broiler farmers; recognized in East Java | Spare parts available; no strong formal service channel | Fixed SKUs; limited custom options | Small-scale production; no own factory noted |
| Asena | Limited to small drinkers and sprayers | Lower than Medion | East Java focused; limited visibility beyond region | Limited promotional activity | Budget-friendly reputation; suitable for small farms | No known after-sales support | No custom services; SKU-based sales | Small scale; likely sourced locally |
| Sinar Mustika | Primarily feeders and support tools; focus | Lower than Medion | Based in Tangerang, ships nationwide | IndoLivestock 2024 participant, website | Moderate reputation; associated with | Support via website; some after-sales for Newline | Lower customization; focus on stock-based | Likely to source from third-party manufacturers |

| Brand | Product | Price | Place | Promotion | Brand Reputation & Market Position | Customer Service & After-Sales Support | Customization & Flexibility | Supply Chain & Manufacturing Capability |
|-------------|--|--------------------------------------|--|---|---|--|--|--|
| | on closed house system needs | | online | with technical info | Newline brand in closed-house market | products | sales | ; no own plant mentioned |
| Mensana | Drinkers, feeders, and support | Lower than Medion; no online pricing | Regional distribution, no online store | Minimal promo; no website | Solid domestic reputation; lacks global or digital brand visibility | Limited to field service; lacks online customer care | Low flexibility; standard products | Local production |
| Ansell Jaya | Support category only (e.g., slatted floors); also offers construction services | Lower than Medion | Nationwide via online | Participates in ILDEX; promotes smart farming | Known for closed house projects; recognized for construction expertise | No direct service known; project-based engagement | High for smart farm systems; project-based services | Owens assets for construction |
| Alka | Full product line including drinkers, feeders, and support items; suitable for open & closed house | Lower than Medion | Based in Kediri; active online sales across Indonesia | Participates in IndoLivestock; website and online store | Known among cost-conscious buyers; accessible and wide-reaching online | Customer chat via website; service varies by product/vendor | Moderate flexibility depending on product availability | Sources from various suppliers; acts as a distributor |
| Artupic | Broadest product mix including poultry and pets; drinkers, feeders, and supports; includes resold and imported goods | Lower than Medion | Online-based nationwide; warehouse likely near Jakarta | Social media ads, platform SEO, product bundles; no offline promo | Well-known among individual and hobbyist farmers due to wide online reach | Customer service via online chat; varies based on product source | Moderate; depends on availability and product type | Stock sourced from multiple local/imported suppliers; decentralized supply chain |