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THE INTERNAL BRANDING PROCESS: CUSTOMER REPROFILING AND BRAND POSITIONING(EMPIRICAL STUDY ON TRADITIONAL SNACK FOOD IN BANDUNG-INDONESIA)

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ABSTRACT

Currently the target market traditional snack food called "borondong"of Majalaya-Bandung only based on geographic region, with the target market in several areas around Bandung. This situation cause the product looks almost same or a generic product in the consumers perspective that have difficulties to position its brand excellence in consumer perceptions. On the other hand the customer profile of target market is very diverse both in terms of demographics, lifestyle andbehavior. Advantages that are not understood by the consumer will certainly have an impact on the marketing performance of traditional snack food businesses like "borondong" .The purpose of this study was to conduct re-profile consumer snacks food Borondong which is based on differences existing products, demographics and consumer behavior. Results of re-profile customer and the target markets which appropriate for each brand of products is the basis of brand positioning of each product. This research was conducted with descriptive method through surveys descriptive and data analysis using cluster analysis and corespondence analysis and product profile mapping techniques. Results of the research, cluster analysis to form six new segment of the consumer market Borondong, which is the cash cow, the next new hope, the good boy, poor segments, Nice Niche Market and challenging targets. Correspondence analysis resulted in correspondence between the brand with a new positioning attributes.

Keywords: Segmentation, Positioning.

Contribution/ Originality

The paper's contribution is useful for brand communication strategy in the form of creating a brand for traditional snack food entrepreneurs that can improve sales performance of products and building strong brand

1. INTRODUCTION

Borondong, is traditional snack food which is made from roasted glutinous rice which is blanded with liquid of brown sugar. The central of making this product in the Ibun's area – Majalalaya Regency Bandung, Indonesia, and has been producted as commercially since 1960s, but the growth of this businessnot good, it's seen from quality of product, system of production and management that still look traditional and as amount of classical problem from small business in Indonesia such as lack of working capital and investment, access to market and marketing strategic, which is not yet adequate to could be compete on snack food industry business in Indonesia and regional.

Observe that things especially on the market aspect and product, result of observe is show from around 25 small entrepreneur of Borondong, only around 6 entreprenuer who use brand, at this time brand that's made only as a symbol of ownership from the product, they hasn't been able to use brand as asset of company that could be used for interest of business Dagustani *et al.* (2014). Brand that they made hasn't based on clearence strategic of market

and directed on the goal so who that become target of market from every the brand, how the segment of market at this time that's formed, how this product is positioned by company on mind or consumer perception, it couldn't be done with right by company accord to principle of marketing and business now. The condition also was complicated with the product that produced by small entrepreneur of borondong that almost same between one company or brand with the others company, strategy without the clear different make product become same or general like comodity products, so market of snack food of borondong is considered same and served with same product offer also, on the theory of marketing is well known undifferentiated marketing. This condition will disserve their business because couldn't fullfill a real need of market from the different of their character, and couldn't get better profit margin from high value proposition, while on the snack food business increas and create of high value is possible to any attribute. Process of segmentation that's happened now is based on the geographic that's formed by itself as concidentally because main customer comes from the area, like brand 'Madurasa' market target is area of Majalaya and Bandung, 'Sari Manis' for area of Cililin and Paseh, 'ARS' for area of Lembang, 'IbuCicih' for area of Nagreg, 'Rindu Rasa' for area of Banjaran and Ciparay, 'Az Zahra' for area of Soreang and Ciwidey. Segementation of geographic have statis characteristic and less sharp on give better service that based on the need and consumer characteristic now, so that it's need new segmentation that base on the consumer behaviour now so could be got new profil from new segment (Re proofilling) on the snack food market of Borondong. All this time some brand has been started to try make innovation on the product even though still have based to order from customer so it hasn't been became consistent product that easy to found in the market, base on that condition have to maping for brand possition to product attribute so it could be determined brand possition more precise, as basic from communication strategic.The branding strategy follow the concept of branding strategy for a destination, Balakkrishnan (2009).The goal of this research to know new consumer profile as result of market re profiling (segmentation) on current condition, and market positioning of 6 company's brands of snack food borondong.

This study is one of very few studies which have investigated to entrepreneurs of traditional snack food called borondong and make them well known about the advantage of having a strong brand.

2. LITERATURE REVIEW

2.1. Segmentation

Segmentation is a part of marketing strategic that more strategic and should be done by company appropriately. Cause will have relate with the elements of other market as strategic series from manage of marketing management function from company, so it's need creativity, cause segmentation is a art to identity and utilize market chance that different significantly with the competitor. According to Kotler and Kevin (2009) segmentation is a process of market divide into group of buyer with the needs, different characteristic or behaviour which need product or different marketing mix. Jobber (2004) said that with divide market into some sub segment, so the organization could to differentiation offer for every segment and could achieve excellence differentiation. Important role of marketing segmentation according to

2.2. Segmentation Principle

Segmentation strategic now is used as widely as marketing strategic with the goal to identity sub group which homogen from persons by using criteria that's defined before. Kotler et al. (2002) state that segmentation could be done based on variables as follows : 1) Geographic Segmentation, segmentation that divide market become unit of different geographic such as country, autonomous region, city, cilmate, or residence. **2)** Demography Segmentation is segmentation that divide market become some group based on variable such as age, gender, cycle of family life,

income, occupation, education, religion, ras and nationality. Demography variable always used to segmentate consumer group. One of the reason is a need, want, and level of consumer usage have relate with demography variable, and more easy to measure if compare with the others variable. 3) Behaviour Segmentation, this segmentation is grouping buyer based on knowledge, attitude, level of usage to product or service, and benefit that looking for consumer on buying product and service. 4) Psychographic Segmentation, this segmentation divide consumer become different group based on characteristic of life style and consumer personality.

2.3. Apriori Segmentation and Post Hoc Segmentation

Approach ofapriori segmentation usuallyis used by segmentation process before a survey is done. Market is group based on geographic symbols, demography, psycography, cohort, that's done to save cost and time Kasali (1998) On the simple language apriori segmentation could be said "I have knew that segments".

Approach ofpost hoc segmentationthat have orientation to researchand it's developed to specific products on reach a certain time, so it's not use base standard segmentation that offten used by marketer. In the simple language post hoc approach say "I want the data of my consumer show that segments". So post hoc segmentation is done after the activity of market is done and showed to see responden group that now become actual consumer your company. Kasali (1998) so this segmentation is done on the company that has been run.

Basic of segmentation that offten done on the post hoc approach are 1) demography and behaviour. 2) survey about attitude, need, and benefit 3) preference or election.

2.4. The Steps on Process of Market Segmentation Base on Needs

Table-1. Key Steps in Segmentation Process

No	Step in Segmentation Process	Description
1	Need-Based Segmentation	Group customers into segment based on similar need and benefit sought by customer in solving a particular consumption problem
2	Segment Identification	For each needs-based segment, determine which demographics, lifestyles, and usage behaviours mak the segment distinct and identifiable
3	Assess segment attractiveness	Using predetermined segment attractiveness criteria, determine the overall attractiveness of each segment
4	Evaluate Segment Profitability	Determine segment profitability (net marketing contribution)
5	Segment Positioning	For each segment, create a "value propodition" and product-price positioning strategy based on that segment's unique customer needs and characteristics
6	Segment "Acid Test"	Test the attractiveness of each segment's positioning strategy
7	Marketing-Mix Strategy	Expand segment positioning strategy to include all aspect of the marketing mix: product, price,promotion,place and people

Source: Best (2004)

2.5. Targetting

Targetting is a process to selection of segment, where goods or service or best service so it truly on the best position to achieve successess. After company identity a chance of market segment, next is evaluate any segments to decide what segment that become market target. On evaluate different market segment company should see to two factors are market appeal overall and the goal and resource from company Kotler and Kevin (2012). Jobber (2004) market target is election market segment that would be service by company. Company should to see is that segment potential to have characteristic as generally interesting such as size, growth, profitability, economic scale, low risk. According to Kotler and Kevin (2012) there are three criteria that should be fulfilled by company on

evaluating and determine which segment that could became market target. 1) company should make sure that segment that's targeted big enought and profitable for company. Company could to choose small segment but have good prospect in the future. 2) strategic of targetting should be based on competitive excellencce from company. Competitive excellence is a way to measure is that company have a strength and skill enoughto lead segment which is choosen so could give a good value for consumer. Company also have to analyze is that segment in step and support to the long term goal of company. 3) market segment that's targeted should be based on the competitive situation. Some factors that's considered are, a) intensity of segment competitiveness, b) potential of new entrance, obstacle entry to industry, c) the presence of replace products, d) attendanccecomplementer product and bargain of buyer and supplier. With that criteria is hope a company could found to company's suitability with the market segment.

According to Jobber.D on Khan (2013) there are three strategy on determine market target are :

1. Undifferentiated Marketing or Mass Marketing, ignore segmentation of market. On this condition all segment which available in the market is considered single (isn't there segment) and it's offered by single product also which character standard. This approach become the best choice if market have behaviourcharaccteristic (attitude) and need that homogeneous to the main product. This strategic have benefit from side cost when production achieve economic scale.

2. Differentiated Marketing, offer product that different to the different segment by different mix marketing strategic, so could to fulfill different a need of market. Although it's harder to manage different product and different cost. To support competitiveness of company this strategy more to used.

3. Concentrated or Niche Marketing, company have specialization or concentration on the some field, and take a benefit from skill and their repitation on that field. Small company that have weakness financial ability use this approach, by offer special product to the special consumer

4. Micromarketing, approach to the consumer that have diverse needs where the company should adjust the offer to every different client.

According to Khan (2013) there are two main dimention that should be attentioned on the targeting process are 1) segment attractiveness 2) Company's capability on reach the segment, is the company have bargaining when entrance to the segment. External and internal factor would always availabe and push to the company that always should be considered when entrance the segment.

2.6. Market *Positioning*

Positioning according to Kotler and Kevin (2009) is a way for develop trustee, believeness, and competition of company to the consumer, also how the product or service is suggested by target of market if it's compared with competitor. It's said also that positioning as a reason for being is how to define identity and personality of company to the consumer. Kotler and Kevin (2012) positioning as marketing function that make society form mental image from the product to consumer relatively to the other product. Company should have credibility to the consumer, so that consumer should be guide, comunicate meaning of corporate value. Positioning have relation with the company's promise to the consumer, that promise should be told to the consumer based on company's ability.

On determine to positioning there are three steps are : 1)identification to market target 2) formulate point of differentiation based on category or point of parity from product or service that produceby company which relevance with the consumer need, this things become a consumer reason on select company 3) determine competitive advantage of product that would be proposed become company's positioning (Kotler and Kevin, 2012).

By using strategic segmentation, Mintzberg *et al.* (2003) suggest to organization shoot a market that have been segmented by offer product that's adjusted with the target differentiatied, so business position of company relate with the consumer need.

Brooksbank (1994) identity the key component that's need to formulate strategic positioning of company like the figure:
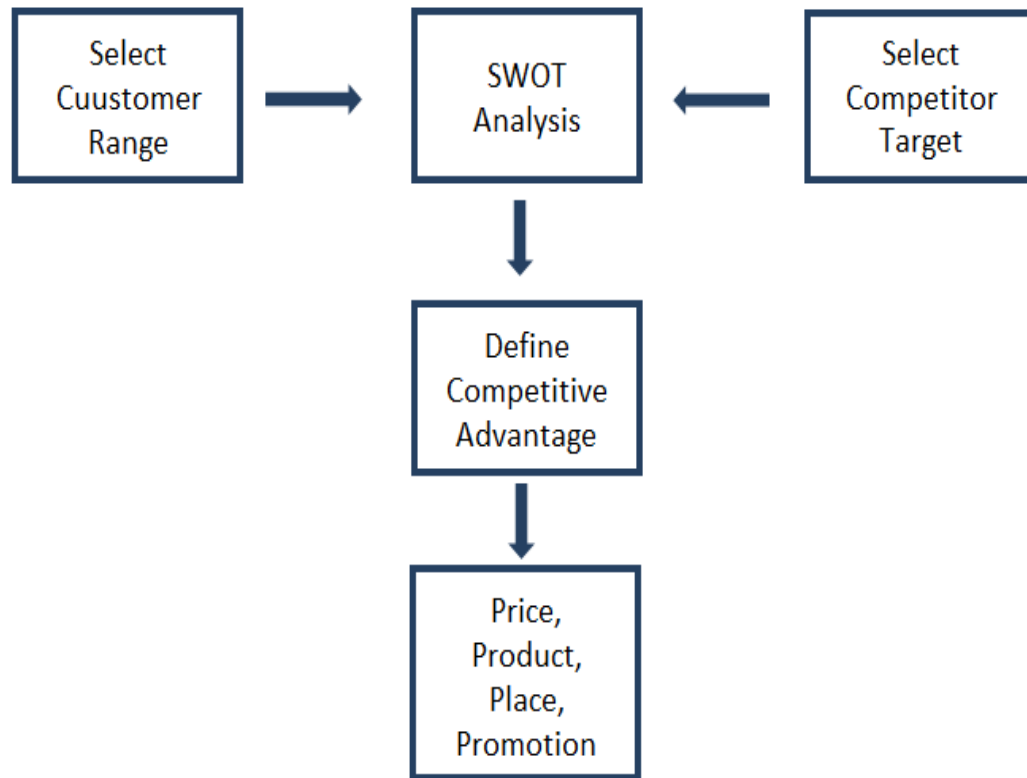

Figure-1. The Key Components of marketing positioning strategy formulation
Source: Brooksbank (1994)

Determine of company's positioning by product differentiation of product or service could concern to consumer opinion as follows as base or principle to determine positioning MacMillan on Kotler and Kevin (2009)

    a.   How the people realize their need to your product or service?

    b.   How the consumer find your offer?

    c.   How the consumer do their final selection?

    d.   How the consumer order or buy your product?

    e.   What happened when your product or service is delivered?

    f.   How your product to be consume?

    g.   For what consumer use your product?

    h.   What kind of help that need when consumer use your product?

    i.   How about the level of return or exchange?

    j.   How your product repaired?

    k.   How your product serviced?

    l.   What will be happened when your product isn't used anymore?

3. RESEARCH METHODS

Tools of research that's used on this research is questionnaire. This questionnaire is arranged by writer based on variable on the research that give explanation and data about segmenting, and closeness brand with positioning atribute. After the data's collected, the data is be treated so could be known trends every answer from every respondent. Before doing data analyze, the activity that's done are as follows:
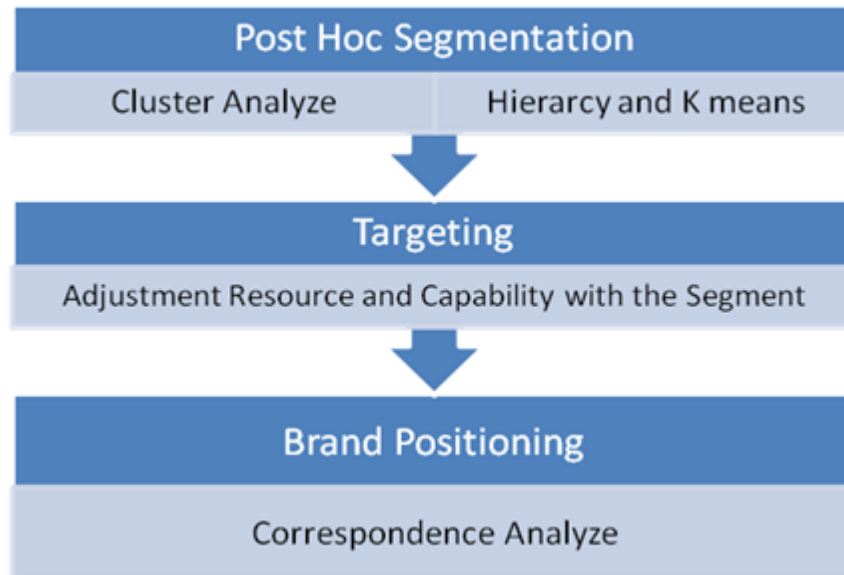

Figure-2. Work Steps

Source: Kasali (1998)

1. Collect the data, selection data activity is showed to check the name of completeness responden identity, completeness data and contents data that relate with the goal of research.

2. Data tabulation, are:
   a. Give a score for every item
   b. Sum score for every item
   c. Arrange rank of score for every variable of research.

3. Giving a score for answer on every item of questionnaire is became tools to collect data. For every statement of angket where this research analyze segmentation to re-profile consumer, re-targeting and brandpositioning with by use cluster analyze tools and correspondence analyze.

4. To answer the goal of reserach so it's poured on the report form that contents tables that has been treated and graphics with short analysis. The analysis at least about essay to consumer respon to brand product of borondong, the consumer repson is describe brand condition that available now from segmentation side, target, and positioning that's formed from brand of borondong which is a reflection from current situation of borondong product .

3.1. *Cluster* Analysis

The goal of cluster analysis to grouping the observation data or variables to the group in such a way so every group have homogeneously based with the atribute that's used to do grouping, objects to the on group almost same and different with the object from other group Maholtra (2006); Wijaya and Chandra (2006). So that result from best grouping have internal homogeneity (within cluster) is similarity between member on the one cluster and external heteregonitas (between cluster) the different between cluster one and the others. This cluster analysis on

marketing is used for segmentation process, Kasali (1998) suggest marketer use 2 steps cluster to select better seeds (stronger data) by 1) do analysis hierarcy cluster 2) do cluster analysis partitioning or cluster analysis non hierarchy. So step that's done as follows :

1) Measure similarity of distance (standardization data)
2) Form cluster hierarchically
3) Determine number of cluster
4) Do analysis to non-hierarchy cluster
5) Sharpening result with the cross tabulation
6) Interpretation of output result from SPSS software.

3.2. Attribute That's Used on Cluster Analysis

On this segmentation because business of borondong has been ran that's done is re-segmentation or re profilling of consumer with post hoc method, so product attribute that could be used refer to the method is attribute that have oriented on research and develop to specific product (specific). Attribute that's used depend on the depth of marketer understand to product and market that's diligence, and the data about consumer would show the segment itself Kasali (1998). Base of segmentation that more often to used is behaviour, Kasali (1998) in the following table:

Table-2. List of Attribute to Define Operational Segmentation

Segment Attribute Variable	Indicator	Scale
Quantity Usage	1. Frequency(often/not) buy/consumesnack food of borondong	interval
	2. Oneverypurchaseyou buymore than 5 packet (various type of packaging)	interval
	3. Buymore than 1 variant of productandflavour	interval
Pattern of usage/consume	4. Consume of borondong on specific day, special holiday on lebaran and new year, party.	interval
	5. Consume borondong with friend and family *	interval
	6. Consume borondong as snack food with others food such as coffe/tea/bread	interval
	7. Consume borondong to food souvenir **	interval
Benefit of Product	8. Consume borondong cause traditional snack food that have nutritions made from best brown sugar and best sticky rice	interval
	9. Consume borondong because the form is unique	interval
	10. Consume borondong because the tasty is delicious, sweet, crunchy, the texture is chewy.	interval
	11. Consume borondong because colour and its flavour	Interval
	12. Consume borondong make athmosphere become happy when together *	interval
Need that hasn't been fulfilled (attribute deficiencies)	13. Variant of product borondong enten and borondong bulat adequate enough.	interval
	14. Varianttaste of borondong such aspineapple, ginger, sweet, crispy adequate enough	interval
	15. Measure, kind of material, design of packageand label of content (nutrient)interesting enoughandadequate	interval
	16. Place to get borondong in the store,market,souvenir store easy enough and adequate	interval
	17. Stall, shop, restaurant that provide borondong to be eatenwith the special presentation	interval
Life Style	18. I like to have activity and socializing, together with friends, relative and family	interval
	19. I like to the branded products and not realy care to the	interval

	price	
	20. I like to spend my time or my holiday by going to the interest place **	interval
	21. I have positive opinion to traditional cultural preservation	interval
Characteristic of resppondent that need	22. Age	Nominal
	23. Income that's spent	Nominal
	24. Education	Nominal
	25. Origin information of borondong	Nominal
	26. A place to buy borondong	Nominal
	27. Frequency of purchase	Nominal
	28. Event of consume borondong	Nominal

Explanation : * and ** control of indicator correlation.

Result of cluster analysis would be divided into six group of cluster based on behaviour of purchase and life style.

3.3. Correspondence Analysis

If total of variable and attribute that would be used more and complex so it's used correspondence analysis, Rangkuti (2008). Analysis is used to learn relation between 2 nominal variables on graphic form in the multidimensional range Hajar *et al.* (2014); Jaman (2012). This analysis count score on the row and column and produce graphic based on the score. Category that similar each other look like close together. So it become very easy to see the category from two variables that similar each other or category between two variables that correspond, Hair *et al.* (2014).

Step that should be done are:

1. First riset design is matrix tetragon (cross tabulation) arrangement profil on row and coloumn that contain option based on perception or preference of consumer to selection of brand and selection of attribute. 9 attributes; 1. Variant of unique taste. 2.Traditional Snack Food have good nutrition made from special material. 3. Variant of crunchy texture. 4.Variant of unique form. 5.Colour and flavour that interesting. 6. Make good atmosphere when we together. 7. Assosiation good for younger 8.Daily snack food that delicious to be eaten with tea/coffe at relaxe time. 9.Traditional food for souvenir. Based on the attributes respondent relate suitabillity attribute of product by 6 brand that available are 1. Madu rasa 2. ARS 3. Sari manis 4. Az-Zahra 5. Ibu Cicih 6. Rindu Rasa, for one attribute could relate with more than one brand.

2. Total of sample is taken purposively with the criteria young age and adult as many 30 respondent that know and understan all brand and kind of product. Respondent is explained variant of product from each brand for more easier to remember and understand every brand.

3. Analysis process, determinatin of object position and characteristic/attribute that distinguish to interpretation of result after obtainable map perception of correspondence and known strength and weakness from every brand to the positioning attribute.

4. RESULT

4.1. Cluster Analysis

Cluster analysis is a multivariate technique that have main goal to classify objects based on characteristic that's owned. Cluster analysis classify to object so every object closer similarity with other object in the same cluster. Clusters that's formed have high internal homogeneity and high external heterogeneity. Focus of the cluster

analysis is compare object based on variable set in the product attribute that would be used refer to the post hoc method, segmentation basic which most often used is behavior, Here are the result of characteristic analysis of respondent from 100 sample that's surveyed:

Cluster 1 (The Cash Cow)

This cluster is filled by consumer that usually buy borondong on the large number with any variant of product and taste to be consume together with friends or family, although there is no special time to together. They are happy to social activity, hang out at holiday time and have positive opinion to the preservation traditional culture. There are about 13% from consumer market of Borondong. They age around (39 until 48 years), this cluster is dominated with old age relatively. Average of purchase Borondong high enough, 38,5% buy borondong for 1 time of month and 30.8% buy borondong for 2 time of week. They have education level spread from elementary until undergraduate. The place of store is spread in the area of Nagrek,Ciparay/Majalaya,Bandung.

Cluster 2 (The Next New Hope)

This cluster although not too obtrusive but have behavior that love to travel and love enough to social activity, not positive opinion to preservation of traditional culture. Although not obtrusive this cluster have positive characteristic to borondong as snack food, souvenir of food, have nice taste, sweet and crunchy. They amount around 21% from consumer market of borondong. This segment very love to consume borondong when together with family. This segment is dominated by young old around (18-28) years as many 52.40%, with the dominate of education level on undergraduate as many 42.9%, although not loyal customer, frequency of purchase on 1 until 2 time of week high enough as many 23,8%. This segment have open perception and promise a better hope in the future.

Cluster 3 (The Good Boy)

This cluster has a prominent behavior in terms of social activity and has a positive view to the preservation of traditional culture. In this segment believe strongly that borondong is typical souvenirs food rich in nutrients, has an attractive color and aroma, variants of products, flavors and packaging are quite good (adequate) and easy enough to be able to buy borondong. The group is also very found of branded products, were about 23% of the consumer market borondong, this segment is quite likely to consume borondong when gathering with family or relatives, and on major holidays and think it adds to the atmosphere borondong more enjoyable. This segment is still dominated by younger age (18-28 years) of 43.5% and young adults (29-38 years) of 30.4%, The dominance of the high school education level of 47.8%. They can be categorized fairly loyal consumers, there are approximately 47.8% of this segment buy borondong 1 to 2 weeks once, most of them bought in the shops area and Majalaya Ciparay and Nagrek.

Cluster 4 (Poor Segmen)

The behavior of the most prominent of these clusters is to regard food as a gift food, have a positive attitude towards the preservation of traditional culture , pessimistic perception of the attributes of color and aroma as well as the shape of the product borondong . This segment assumes flavors , packaging , shop and tavern serving borondong inadequate. This segment has a small amount , namely 11 % of the market borondong , and is dominated by younger age (18-28 years) amounted to 54.5 % , and the dominant education level senior high school , followed

by the junior high school . This segment does not include loyal , as many as 72.7 % of this segment just buy "Borondong" 1 time a year , and has no special time to consume Borondong .

Cluster 5 (Nice Niche Market)

This segment has the smallest number of market borondong that is equal to 8 % , Behavior obtrisive from this segment considers Borondong as souvenirs food that have good taste , sweet and crunchy . They include the social activity and happy to traveling vacation time, have a positive view to the preservation of traditional culture. They argue borondong tavern serving as part of the menu is very inadequate. This segment is dominated by young adults (29-38 years) was 37.5 % with a dominant junior high education level, followed undergraduate and senior high school . This segment includes loyal to the purchase of at least 1 month of 62.5 %, followed by 1 to 2 weeks of 12.5 %. Time consumption during the holidays and when gathering with family, as well as many buy "Borondong" in city of Bandung.

Cluster 6 (Challenging Target)

This segment has the largest number that is 24 % of the market borondong . This segment has a very positive outlook on the preservation of traditional culture. This segment termasik category of very caring and very critical of borondong product is characterized by a negative view of all the attributes borondong but purchase rate is quite high at 50 % buy borondong 3 months. This segment is dominated by old age (over 50 years) of 33.3 % and age (39-48 years old) by 25 % . Domination education undergraduate and high purchasing power, as well as many buy Borondong area Nagrek, and there is no special time to buy or consume Borondong.

4.2. Determine Market Target

The consideration that's seen on aim market target is:
Company should make sure that segment that aimed is big enough and profitable for the company. Strategy of targeting should be based on company's competitive advantage. Competitive advantage is a way to measure whether the company have strength and skill to lead segment that's chosen so could give best value for consumer. Market segment that's aimed should be based on competitiveness condition. So could be selected next target:

1. Brand of Madu rasa : Cluster 1 (the cash cow), Cluster 2 (The next new hope), Cluster 3 (The good boy), Cluster 6 (Challenging Target)
2. Brand of ARS : Cluster 1 (the cash cow), Cluster 5 (Nice Niche Market)
3. Brand of Sari Manis : Cluster 1 (the cash cow), Cluster 3 (the good boy), Cluster 4 (the poor segment), Cluster 6 (challenging target)
4. Brand of Az Zahra : Cluster 1 (the cash cow)
5. Brand of IbuCicih : Cluster 1 (the cash cow)
6. Brand of Rindu Rasa : Cluster 1 (the cash cow)

4.3. Correspondence Analysis

In today's business world , there are many markets monopolistic marketing perspective it means in each manufacturer is required to be able to deliver the most superior value to the same target market when compared to competitors . This challenge led to all manufacturers competing to have a competitive advantage through superior customer value as well , with various strategies most appropriate to the internal and external conditions .

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This causes every producer needs to know the most appropriate advantage against its competitors in order to determine the appropriate positioning strategy.Furthermore correspondence analysis will help companies map the respective advantages each brand . So the purpose of this analysis comparing the similarity of two categories of qualitative variables first as a row based on a number of qualitative variables, second asa column are presented in such a way together in the small -dimensional space optimally. In this study, the first variable (row) we see the positioning attributes attached to products that appear visible by borondong consumer and the second variable (column) of the brand name borondong . Correspondence analysis results are mapped in perceptual map (biplot) the following:
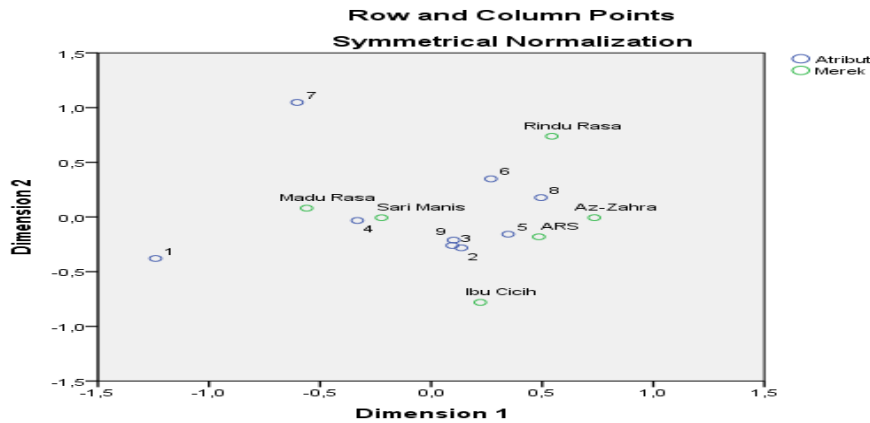

Figure-3. Biplot of product attribute borondong to brand of borondong

Source: Hair *et al.* (2014)

Table-3. Explanation of positioning attribute:

Number Code	Positioning Atribute
1	Unique flavors (fruit and ginger)
2	Nutritious traditional food made of selected materials
3	Varian crunchy texture (crispy)
4	Variant unique shape
5	Colour and aroma of interest
6	Add pleasant atmosphere when together
7	Suitable association with young slang
8	Daily snack food tasty in eating with tea / coffee while relaxing
9	Traditional food for souvenirs

The conclusion from row profile and coloumn profile for every brand as follows :

1. Madu rasa closer to the attribute 1,2, and 7 (most prominent on 1)
2. ARS closer to attribute 2,4,5,8,9 (most prominent on 4)
3. Sari manis closer to the attribute 3,4,5,7,8 (most prominent on 3)
4. Az Zahra closer to the attribute 5,8 and 9 (most prominent on 8)
5. Ibu Cicih closer to the attribute 2 and 5 (most prominent on 5)
6. Rindu rasa closer to the attribute 6

5. CONCLUSION

5.1 Analysis cluster result produce that segmentation on consumer Borondong into 6 big group that have behavior characteristic, demography, and different life style that's explained as follows : a)Cluster cash cow, cluster that

a while has been gave big enough profit for entrepreneur of borondong as amount 13% from consumer market of borondongb)Cluster The next new hope, this cluster is dominated young people as amount 21% from market of borondong and have high education, if it's done seriously could make potential profit in the future because now has been done purchase borondongc)Cluster the good boy, this cluster also be dominated young people, they like to consume borondong when together with friend, family and loyal consumer. Their amount around 23% from consumer market of borondongd) Cluster poor segment, this segment is the worst from appraisal consumer loyalty, cause frequency of purchase is seldom if compare with the others segment, but this segment state clearly some things that hasn't relate from offer of borondong for taste variant, packaging, store that provide snack food borondong. it means if their hope is fulfilled will be there a chance happened on increasing of purchase. Total of this segment around 11% from consumer market of borondong and dominated by young people e)Cluster nice niche market, this segment have lowest total as 8% from market of borondong, and have middle level of loyalty, love to have social activity and traveling at holiday time, for them borondong is a sweer and crunchy souvenir food f)Cluster challenging target, this segment have biggest total is 24% from consumer market of borondong, it's dominated by old age (More than 50 years) they are critical and care people to preservation and progress of business borondong in Indonesia with the good enough frequency of purchase.

5.2 The result from correspondence analysis produce maping of market positioning for every brand such as brand of Madu rasa, close to the attribute of uniquely taste variant like fruits and ginger and others variant. Brand of ARS close to the attribute of uniquely variant and traditional snack food nutrition that's made from best material. Brand of Sari Manis close to the attribute crunchy texture, colour and flavor that interesting and good for young people. Brand of Az Zahra close to the attribute Daily snack food tasty in eating with tea / coffee while relaxing. Brand of Ibu Cicih close to attribute traditional snack food that have a good nutrition and made from best material also interesting colour and flavor. Brand of Rindu rasa close to the attribute for adding happy atmosphere when together.

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