

ABSTRAK

USULAN STRATEGI PENGEMBANGAN PRODUK *YOGHURT DRINK* KELOMPOK TANI TERNAK SUPRAH BERDASARKAN PREFERENSI KONSUMEN MENGGUNAKAN METODE *CHOICE-BASED CONJOINT* (CBC)

Arintia Handayani

H1E022073

Kelompok Tani Ternak (KTT) Suprah di Kabupaten Banjarnegara merupakan kelompok peternak sapi perah yang selama ini memasarkan susu segar sebagai produk utama. Namun, rendahnya nilai jual susu segar dibandingkan produk olahan membatasi peningkatan pendapatan peternak. Oleh karena itu, KTT Suprah berupaya melakukan diversifikasi usaha melalui pengembangan produk olahan susu bernilai tambah, salah satunya yoghurt drink. Produk ini dipilih karena proses produksinya relatif sederhana, memiliki masa simpan lebih panjang, serta semakin diminati konsumen seiring meningkatnya kesadaran terhadap pangan fungsional yang mengandung probiotik. Namun, keberhasilan pengembangan produk ini sangat dipengaruhi oleh kesesuaian atribut produk dengan preferensi konsumen. Penelitian ini bertujuan untuk merancang strategi pengembangan produk berdasarkan preferensi konsumen pada Kelompok Tani Ternak Suprah sebagai studi kasus pengembangan usaha olahan susu lokal. Metode yang digunakan adalah *Choice-Based Conjoint* (CBC) untuk menganalisis preferensi konsumen terhadap tiga atribut utama, yaitu rasa (original dan jahe), kemasan (*pouch* dan botol kaca), serta kombinasi harga (Rp3.000/50 ml dan Rp5.000/100 ml). Data dikumpulkan melalui kuesioner kepada 125 responden, kemudian dianalisis dengan Multinomial Logit Model (MNL) untuk mengestimasi nilai utilitas parsial, tingkat kepentingan relatif atribut, serta melakukan simulasi pasar. Hasil penelitian menunjukkan bahwa atribut rasa merupakan faktor paling dominan dalam memengaruhi keputusan konsumen (61,88%), diikuti oleh kemasan (32,82%), sedangkan harga memiliki tingkat kepentingan relatif paling rendah dan tidak signifikan secara statistik (5,30%). Secara spesifik, varian rasa original dan kemasan *pouch* memberikan pengaruh positif dan signifikan terhadap preferensi konsumen. Hasil simulasi pasar menunjukkan bahwa kombinasi produk *yoghurt drink* rasa original dalam kemasan *pouch* dengan harga Rp3.000 memiliki probabilitas pilihan tertinggi sebesar 74%, jauh lebih tinggi dibandingkan kombinasi rasa jahe dalam botol kaca dengan harga Rp5.000 sebesar 26%. Penelitian ini memberikan implikasi bahwa pengembangan produk *yoghurt drink* sebaiknya memprioritaskan rasa original serta penggunaan kemasan *pouch*, dibandingkan hanya berfokus pada strategi penurunan harga. Penelitian ini berkontribusi dalam menyediakan dasar pengambilan keputusan strategis bagi pengembangan produk olahan susu bernilai tambah guna meningkatkan daya saing dan keberlanjutan usaha peternak skala kecil.

Kata Kunci: *choice-based conjoint*; kelompok tani ternak; pengembangan produk; peternak skala kecil; preferensi konsumen; *yoghurt drink*.

ABSTRACT

PROPOSED STRATEGY FOR DEVELOPING YOGURT DRINK PRODUCTS FOR THE SUPRAH LIVESTOCK FARMERS GROUP BASED ON CONSUMER PREFERENCES USING THE CHOICE-BASED CONJOINT (CBC) METHOD

Arintia Handayani

H1E022073

The Suprah Livestock Farmer Group in Banjarnegara Regency is a group of dairy farmers who have been marketing fresh milk as their main product. However, the low selling price of fresh milk compared to processed products limits the increase in farmers' income. Therefore, KTT Suprah is trying to diversify its business by developing value-added dairy products, one of which is yoghurt drink. This product was chosen because its production process is relatively simple, it has a longer shelf life, and it is increasingly in demand by consumers as awareness of functional foods containing probiotics increases. However, the success of this product development is greatly influenced by the suitability of the product attributes to consumer preferences. This study aims to design a product development strategy based on consumer preferences in the Suprah Livestock Farmers Group as a case study of local milk processing business development. The method used was Choice-Based Conjoint (CBC) to analyse consumer preferences for three main attributes, namely taste (original and ginger), packaging (pouch and glass bottle), and price combinations (Rp3,000/50 ml and Rp5,000/100 ml). Data was collected through questionnaires administered to 125 respondents, then analysed using the Multinomial Logit Model (MNL) to estimate partial utility values, relative attribute importance levels, and perform market simulations. The results showed that flavour was the most dominant factor influencing consumer decisions (61.88%), followed by packaging (32.82%), while price had the lowest relative importance and was not statistically significant (5.30%). Specifically, the original flavour and pouch packaging had a positive and significant influence on consumer preferences. Market simulation results show that the combination of original flavour yoghurt drink in pouch packaging at a price of IDR 3,000 has the highest selection probability of 74%, much higher than the combination of ginger flavour in glass bottles at a price of IDR 5,000 at 26%. This study implies that the development of yoghurt drink products should prioritise the original flavour and the use of pouch packaging, rather than focusing solely on price reduction strategies. This study contributes to providing a basis for strategic decision-making in the development of value-added dairy products to improve the competitiveness and sustainability of small-scale dairy farmers' businesses.

Keywords: consumer preferences; choice-based conjoint; livestock farmer groups; product development; smallholder farmers; yoghurt drink.