MRS LIA AMPLANG: STRENGTHENING LOCAL ECONOMIC POTENTIAL THROUGH AMPLANG PRODUCTIONANDMARKETINGATKETAPANG

FINALPROJECT

ToFulfilltheRequirementsfor
Obtaining a Bachelor's Degree

NurAuliaFatimah
B1024211030

MANAGEMENT STUDY PROGRAM

FACULITYOFECONOMICSANDBUSINESS

UNIVERSITAS TANJUNGPURAPONTIANAK

2025

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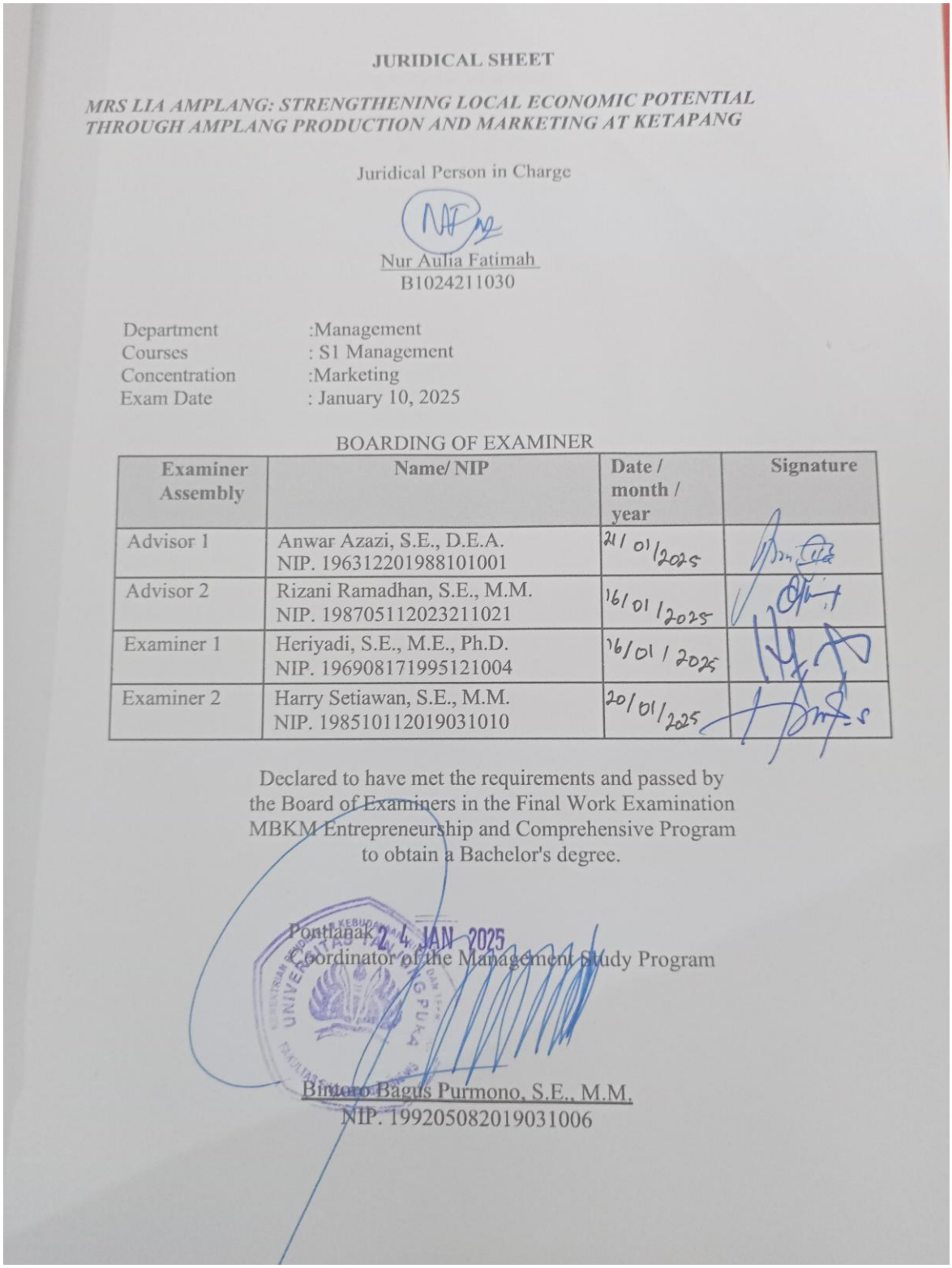
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JURIDICAL SHEET



JURIDICAL SHEET

MRS LIA AMPLANG: STRENGTHENING LOCAL ECONOMIC POTENTIAL THROUGH AMPLANG PRODUCTION AND MARKETING AT KETAPANG

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Pontianak,January10th, 2025

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MRSLIAAMPLANG:STRENGTHENINGLOCALECONOMIC POTENTIAL THROUGH AMPLANG PRODUCTION AND MARKETING AT KETAPANG

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ABSTRAK

MrsLiaAmplangadalahsebuahmerekprodukmakananringanberbasisamplang yang mengusung inovasi rasa sayuran sebagai daya tarik utama. Penelitian ini bertujuanuntukmenganalisis strategipengembanganprodukdanpemasaranMrs Lia Amplang dalam menjangkau target pasar generasi Z, milenial, serta kelas ekonomimenengahkeatas.Metodeyangdigunakanmeliputipendekatankualitatif dan kuantitatif dengan pengumpulan data melalui survei konsumen, wawancara mendalam, dan analisis kompetitif. Hasil penelitian menunjukkan bahwa inovasi rasasayurandapatmeningkatkanminatkonsumensertamenciptakannilaitambah produk di pasar makanan ringan. Strategi pemasaran berbasis digital dan branding yang menekankan pada keunikan rasa dan manfaat kesehatan terbukti efektif dalam menarik perhatian target pasar. Dengan demikian, penelitian ini memberikanrekomendasipraktisbagipengembanganprodukdanpemasaranMrs Lia Amplang untuk memperluas jangkauan pasar dan meningkatkan daya saing.

KataKunci:Amplang,inovasirasasayuran,strategipemasaran,generasiZ, milenial, branding.

MRS LIA AMPLANG: STRENGTHENING LOCAL ECONOMIC POTENTIALTHROUGHAMPLANGPRODUCTIONANDMARKETING AT KETAPANG

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ABSTRACT

Mrs Lia Amplang is an amplang-based snack product brand that carries vegetable flavor innovation as the main attraction. This research aims to analyze the product development and marketing strategies of Mrs Lia Amplang in reaching the target market of generation Z, millennials, and the upper middle economic class. The methods used include qualitative and quantitative approaches with data collection through consumer surveys, in-depth interviews, and competitive analysis. The results showed that the innovation of vegetable flavors can increase consumer interest and create added product value in the snack market. Digital-based marketing and branding strategies that emphasize the uniqueness of flavors and healthbenefitshaveproveneffectiveinattractingtheattentionofthetargetmarket.
Thus,thisstudyprovides practical recommendationsforproduct developmentand marketing of Mrs Lia Amplang to expand market reach and improve competitiveness.

Keywords: Amplang, vegetable flavor innovation, marketing strategy, generation Z, millennial, branding.

MRS LIA AMPLANG: STRENGTHENING LOCAL ECONOMIC POTENTIALTHROUGHAMPLANGPRODUCTIONANDMARKETING AT KETAPANG

RINGKASANKARYAAKHIR

1. ***Latar Belakang***

   Usaha amplang ini didirikan pada Desember 2020 oleh Nur Aulia Fatimah, seorang pelajar SMA di Ketapang. Awalnya, usaha amplang ini hanya diproduksi sebagai kegiatan sampingan untuk menambah penghasilan keluarga. Namun, seiring dengan meningkatnya permintaan, Mrs Lmemutuskan untuk fokus mengembangkan usaha amplang ini dengan tujuan untuk melestarikan makanan tradisional khas Kalimantan dan membuka lapangan pekerjaan bagi masyarakat sekitar. Usaha ini bergerak di bidang industri makanan khususnya produksi dan penjualan amplang. Amplang adalahmakananringankhasKalimantanyangterbuatdariikantenggiri,saat ini usaha amplang yang saya miliki mulai berkembang dengan baik. Setiap tahunnya, produksi amplang mengalami peningkatan secara perlahan hingga saat ini. Selain itu, produk amplang ini sudah dipasarkan di beberapa toko di Ketapang. Dan juga sudah dikirim di beberapa daerah di Indonesia. Usaha amplanginidikelolaolehsebuahkeluarga.NurAuliaFatimahsebagaipemilik dan pendiri, dibantu oleh 3 orang karyawan, orang tua dan kakak saya dalam prosesproduksi,pengemasandanpendistribusianproduk.UsahaamplangMrs Lia Amplang ini berlokasi di Desa Kauman, Ketapang, Kalimantan Barat. Dalam 5 tahun ke depan, Mrs Lia Amplang berencana untuk memperluas jaringan pemasaran amplang ke seluruh Indonesia, serta mengembangkan varian rasa baru dan varian amplang organik untuk memenuhi selera konsumen yang semakin beragam. Selain itu Mrs Lia Amplang juga ingin membantu meningkatkan pendapatanmasyarakat sekitar dengan memperkerjakan lebih banyak lagi tenaga kerja lokal disekitar tempat produksi.

2. ***TujuanMulia***

   - *Menciptakanlapanganpekerjaanbagiibu-iburumahtanggadilingkungan sekitarlokasiproduksi.Denganmempekerjakanparaiburumahtanggaini, mereka dapat membantu perekonomian keluarga mereka.*
   - *Melestarikan makanan tradisional, khususnya amplang dari Kalimantan. Dengan mempertahankan nilai-nilai tradisional dan memadukannya dengan tren makanan modern, Ibu Lia Amplang selalu melakukan inovasi termasuk inovasi rasa sayuran.*

3. KonsumenPotensial

1) Segmenting

Produk Mrs Lia Amplang menargetkan konsumen yang gemar mengonsumsi camilan tradisional berbasis halal, sehat, dan inovatif. Segmen utama adalah:

- *Generasi Z (74,93 juta jiwa) dan Milenial (69,38 juta jiwa), dengan tingkat konsumsi snack harian sebesar 60%.*
- *Kelas ekonomi menengah ke bawah dan menuju menengah yang mencakup 69,05% populasi Indonesia.*
- *Konsumen yang peduli pada kehalalan produk, yang mencapai 81% dari populasi Muslim Indonesia, terutama mereka yang cenderung mencoba produk baru dengan logo halal.*

2) Targeting

TargetutamaMrsLiaAmplangmeliputi:

- *Pendudukusia15–44tahunyangberjumlah130,89jutajiwa,termasuk generasi muda dengan kebiasaan ngemil tinggi.*
- *Kelasekonomidengandayabelimoderathingga tinggi:*
  - *Menengahke bawah (49,22%populasi).*
  - *Menengahatas(22,14%).*
- *Konsumenyangmencari alternatif camilan sehat berbasisbahanlokal seperti wortel dan daun seledri.*

3) Positioning

MrsLiaAmplangmemosisikandirinyasebagaicamilantradisionalmodern yangsehat,halal,danterjangkaudenganinovasirasasayuran.Produkini menyasar konsumen yang ingin menikmati camilan praktis tanpa meninggalkan nilai lokal dan kualitas.

4) TAM,SAM,SOM

- Total Addressable Market (TAM)*: 130,89 juta jiwa (populasi usia 15–44 tahun).*
- ServiceableAvailableMarket(SAM)*:27,7jutajiwa(19,2%dariTAM, mencakup Generasi Z, Milenial, dan preferensi halal).*
- ServiceableObtainableMarket(SOM)*:2,77jutajiwa(10%dariSAM).*

4. Produk

MrsLiaAmplangmenawarkansolusikreatifdanpraktisuntukmembantuGen Z mengatasi keengganan mereka terhadap sayuran dengan menggabungkan warisanamplangtradisionalyangkayadengancitarasamodernsepertiwortel dandaunseledri.Dengantekstur yangrenyahdanbumbuyanglezat,amplang rasa sayuran ini menjembatani kebutuhan akan nutrisi penting dan kenyamanan camilan siap saji. Tidak seperti sayuran pada umumnya yang sering dianggap hambar dan tidak praktis, amplang kami memberikan alternatifyangmenyenangkandanlezatnamuntetapmemberikanmanfaat

kesehatan dari sayuran. Dengan menghadirkan camilan tradisional ini dalam bentuk yang kekinian, Mrs Lia Amplang tidak hanya membantu melestarikan warisankulinerIndonesia,tetapijugamendorongkebiasaanmakanyanglebih sehatdikalangangenerasimuda.Inovasiiniberbicaralangsungdengangaya hidup Gen Z yang serba cepat, menawarkan cara praktis untuk menikmati camilan bernutrisi tanpa mengorbankan rasa atau kenyamanan.

5. ***SumberDaya***

   MrsLiaAmplangdidukungolehsumberdayayangkuat,termasukbahanbaku berkualitas tinggi seperti ikan segar dan sayuran, serta tenaga kerja terampil yang berpengalaman dalam produksi amplang tradisional. Dukungan dari jaringan pemasok lokal yang terpercaya dan mitra distribusi yang luas memungkinkankamiuntukmenjagakonsistensiproduksertamenjangkaupasar yang lebih luas. Semua ini didukung oleh komitmen kami yang kuat dalam melakukan inovasi produk, seperti menghadirkan rasa sayuran, untuk memenuhi kebutuhan konsumen yang terus berkembang.

6. ***Pemasaran***

   Strategi pemasaran Mrs Lia Amplang berfokus pada peningkatan kesadaran merek, penjualan, dan loyalitas pelanggan melalui pendekatan holistik. Saluran distribusi yang digunakan meliputi pemasaran tradisional melalui kerja sama dengan distributor lokal dan pemasaran digital melalui media sosial seperti Instagram, Facebook, dan TikTok. Promosi dilakukan dengan memanfaatkan konten kreatif, sponsorship, dan program bundling yang menarik.Produkjugadipasarkandisupermarket,minimarket,dane-commerce untuk memperluas jangkauan pasar. Hubungan dengan pelanggan dijaga melalui layanan pelanggan yang responsif dan komunikasi yang personal. Strategi ini dirancang untuk menjangkau target utama, yaitu generasi Z, generasi milenial, serta kelas menengah dan menuju kelas menengah, yang memiliki preferensi terhadap makanan tradisional dengan inovasi modern.

7. ***FinancialHighlights***

   Berikut adalah ringkasan Profit & Loss Statement Highlights *dari Mrs Lia Amplang selama lima bulan terakhir, yakni Agustus, September, Oktober, November, dan Desember 2024. Data ini mencakup informasi mengenai penjualan, harga pokok penjualan (HPP), laba kotor, beban administrasi, hingga laba usaha. Dengan adanya laporan ini, dapat dilihat perkembangan pendapatan dan keuntungan usaha dari waktu ke waktu serta menganalisis efisiensi pengelolaan keuangan dalam bisnis Mrs Lia Amplang.*

Table1.Profit&LossStatementHighllights

Keterangan	Agustus	September	Oktober	November	Desember
Penjualan	Rp2.995.000,00	Rp3.650.000,00	Rp6.300.000,00	Rp6.300.000,00	Rp6.300.000,00
Harga Pokok Penjualan (HPP)	Rp1.610.000,00	Rp1.610.000,00	Rp2.027.500,00	Rp2.027.500,00	Rp2.027.500,00
Laba Kotor	**Rp1.385.000,00**	**Rp2.040.000,00**	**Rp4.272.500,00**	**Rp4.272.500,00**	**Rp4.272.500,00**
Beban Penjualan& Adm. Umum (SGA)	Rp215.000,00	Rp224.000,00	Rp215.000,00	Rp215.000,00	Rp215.000,00
Laba Operasional	**Rp0**	**Rp0**	**Rp0**	**Rp0**	**Rp0**
Pendapatan (Beban) Lainnya	Rp0	Rp0	Rp0	Rp0	Rp0
LabaUsaha	Rp770.000,00	Rp1.16.000,00	Rp4.057.500,00	Rp4.057.500,00	Rp4.057.500,00

MRS LIA AMPLANG: STRENGTHENING LOCAL ECONOMIC POTENTIALTHROUGHAMPLANGPRODUCTIONANDMARKETING AT KETAPANG

SUMMARY

1. **Background**

   This amplang business was founded in December 2020 by Nur Aulia Fatimah, a high school student in Ketapang. Initially, this amplang business was only producedasasideactivitytoincreasefamilyincome.However,asthedemand increased,Idecidedtofocusondevelopingthisamplangbusinesswiththeaim ofpreservingtraditionalKalimantanfoodandcreatingjobsforthesurrounding community. This business is engaged in the food industry, especially the production and sale of amplang. Amplang is a typical Kalimantan snack made frommackerel.Currently,theamplangbusinessthatIownisstartingtodevelop well.Everyyear,theproductionofamplanghasincreasedslowlytothisday.In addition,thisamplangproducthasbeenmarketedinseveralstoresinKetapang. AndithasalsobeensentinseveralregionsinIndonesia.Thisamplangbusiness is managed by a family. Nur Aulia Fatimah as the owner and founder, assisted by 3 employees, my parents and my brother in the process of production, packaging and distribution of products.The amplang business of Mrs Lia AmplangislocatedinKaumanVillage,Ketapang,WestKalimantan.Inthenext 5 years, Mrs Lia Amplang plans to expand the amplang marketing network throughout Indonesia, as well as develop new flavor variants and organic amplangvariantstomeetincreasinglydiverseconsumertastes.Inaddition,Mrs Lia Amplang also wants to help increase the income of the surrounding community by employing more local workers around the production site amplang.

2. **NoblePurpose**

   - Creating jobs for housewives in the neighborhood around the production site.Byemployingthesehousewives,theycanhelptheirfamilies'economy.
   - Preserving traditional food, especially amplang from Kalimantan. By maintaining traditional values and combining them with modern food trends, Mrs. Lia Amplang always innovates including vegetable flavor innovations.

3. **PotentialConsumers**

   Basedonthedemographicandpsychographicdatapresented,itcanbeseenthat MrsLiaAmplang'smaintargetmarketsarethemillennialgenerationandGen

Z.Thesetwogenerationshaveahighpreferenceforhalalproducts,soMrsLia Amplang,whichismostlikelyahalalproduct,isveryrelevant.Inaddition,the high level of snack consumption in these two generations, especially in the "everyday"category,indicatesalargemarketpotential.Economically,MrsLia Amplang target market tends to be in the middle class and towards the middle class. This indicates that the target market has sufficient purchasing power to buy snack products as partoftheirlifestyle. Thus, MrsLiaAmplangcan focus more on this market segmentation with the right marketing strategies, such as product placement in modern outlets, promotion through social media that is popular among millennials and Gen Z, and product offerings with attractive flavor variations.

4. Product

Mrs Lia Amplang offers a creative and practical solution to help Gen Z overcome their aversion to vegetables by combining the rich heritage of traditionalamplangwithmodernflavorslikecarrotsandceleryleaves.Withits crunchy texture and delicious seasoning, this vegetable-flavored amplang bridgesthegapbetweentheneedforessentialnutrientsandtheconvenienceof ready-to-eat snacks. Unlike typical vegetables that are often seen as bland or inconvenient,ouramplangprovidesafun,tastyalternativethatstilldeliversthe health benefits of vegetables. By presenting this traditional snack in a contemporary form, Mrs Lia Amplang not only helps preserve Indonesia's culinaryheritagebutalsoencourageshealthiereatinghabitsamongtheyounger generation.Thisinnovationspeaksdirectlytothefast-pacedlifestyleofGenZ, offeringthemapracticalwaytoenjoynutritioussnackswithoutcompromising on taste or convenience.

5. Resources

The business is supported by strong resources, including high-quality raw materials such as fresh fish and vegetables, as well as a skilled workforce experienced in traditional amplang production. Support from a network of trustedlocalsuppliersandextensivedistributionpartnersallowsustomaintain productconsistencyaswellasreachawidermarket.Allofthisissupportedby our strong commitment to product innovation, such as presenting vegetable flavors, to meet the evolving needs of consumers.

6. Marketing

Mrs Lia Amplang marketing strategy focuses on increasing brand awareness, sales, and customer loyalty through a holistic approach. Distribution channels includetraditionalmarketingthroughcooperationwithlocaldistributorsand

digital marketing through social media such as Instagram, Facebook, and TikTok. Promotion is done by utilizing creative content, sponsorship, and attractive bundling programs. Products are also marketed in supermarkets, convenience stores, and e-commerce to expand market reach. Customer relationships are maintained through responsive customer service and personalized communication. The strategy is designed to reach key targets, namely generation Z, millennials, as well as the middle class and towards the middle class, who have a preference for traditional food with modern innovations.

7. FinancialHighlight

Table2.Profit&LossStatementHighllights

Description	August	September	Oktober	November	Desember
Sale	Rp2.995.000,00	Rp3.650.000,00	Rp6.300.000,00	Rp6.300.000,00	Rp6.300.000,00
Costof Goods Sold (COGS)	Rp1.610.000,00	Rp1.610.000,00	Rp2.027.500,00	Rp2.027.500,00	Rp2.027.500,00
Gross Profit	**Rp1.385.000,00**	**Rp2.040.000,00**	**Rp4.272.500,00**	**Rp4.272.500,00**	**Rp4.272.500,00**
Selling& General Adm. General (SGA)	Rp215.000,00	Rp224.000,00	Rp215.000,00	Rp215.000,00	Rp215.000,00
Operating Profit	**Rp0**	**Rp0**	**Rp0**	**Rp0**	**Rp0**
Other Income (Expense)	Rp0	Rp0	Rp0	Rp0	Rp0
Operating Profit	Rp770.000,00	Rp1.16.000,00	Rp4.057.500,00	Rp4.057.500,00	Rp4.057.500,00

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