STRATEGI PENGEMBANGAN MODEL PEMASARAN BERAS ORGANIK BERBASIS CONSUMERÃ¢Â€Â™S MARKET DI KABUPATEN BANYUMAS

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Abstract	AtÃ,Â present,Ã,Â manyÃ,Â farmerÃ,Â groupsÃ,Â atÃ,Â BanyumasÃ,Â RegencyÃ,Â areÃ,Â cultivating organicÃ,Â rice.Ã,Â TheirÃ,Â activitiesÃ,Â areÃ,Â veryÃ,Â progressive.Ã,Â TheyÃ,Â distributeÃ,Â atÃ,Â Baturraden, Sumbang,Ã,Â Kedungbanteng,Ã,Â andÃ,Â Pekuncen.Ã,Â TheÃ,Â activitiesÃ,Â areÃ,Â closedÃ,Â relationÃ,Â inÃ,Â the market.Ã,Â ThereÃ,Â isÃ,Â trendÃ,Â inÃ,Â movingÃ,Â fromÃ,Â sellerÃ¢Â€Â™sÃ,Â merketÃ,Â toÃ,Â consumerÃ¢Â€Â™sÃ,Â market.Ã,Â The marketÃ,Â isÃ,Â notÃ,Â determinedÃ,Â byÃ,Â middleÃ,Â trader,Ã,Â butÃ,Â endÃ,Â productÃ,Â Ã,Â consumerÃ,Â (consumers driven).Ã,Â InÃ,Â theÃ,Â case,Ã,Â consumerÃ¢Â€Â™sÃ,Â requireÃ,Â completeÃ,Â informationÃ,Â aboutÃ,Â physical, chemicalÃ,Â andÃ,Â biologicalÃ,Â charactersÃ,Â ofÃ,Â product.Ã,Â Therefore,Ã,Â producersÃ,Â mustÃ,Â enclose liable information on labels. The goals ofÃ,Â research were to analyze farming activity of organic rice, and study on consumeÃ¢Â€Â™s preferences. Survey method was used, followed descriptive-qualitative analysis, and principal component analysis (PCA) for finding outÃ,Â factorsÃ,Â affectingÃ,Â consumersÃ,Â inÃ,Â buyingÃ,Â organicÃ,Â riceÃ,Â andÃ,Â consumingÃ,Â theÃ,Â products based on profile and character of consumers. The research showed that (1) organic riceÃ,Â cultivationÃ,Â wasÃ,Â profitable;Ã,Â (2)Ã,Â AttributesÃ,Â ofÃ,Â organicÃ,Â riceÃ,Â consistingÃ,Â ofÃ,Â price,flavor,Ã,Â availability,Ã,Â andÃ,Â guaranteeÃ,Â ofÃ,Â productÃ,Â areÃ,Â important;Ã,Â (3)Ã,Â ConsumersÃ,Â are satisfied to the organic rice producerÃ¢Â€Â™s perfomance in determining price and flavor. We recommend to the producer for maintenance of quality (flavour), availability and guarantee of product.
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