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Commercialization of ‘Mengkudu’ Juice (*Morinda citrifolia* L.) as Healthy Product

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Abstract

Mengkudu (*Morinda citrifolia* L.) or Noni fruit or Pace is a kind of fruit, which is very familiar in used as a raw material for traditional medicine in Indonesia that is called as ‘jamu’.

This research was an integrated and applied research, aimed generally to create added value to the fruit. The specific objectives of the research were to reposition mengkudu/noni juice in the consumer’s mind, to identify consumer preference toward mengkudu/noni juice product and to design marketing strategies for mengkudu/noni juice product.

Methodologies used in this research were laboratory analysis (include analysing natural components, product processing), qualitative interview, consumer perceptions and product awareness survey. Samples were collected using combination of ‘judgemental sampling’ and ‘quota sampling’ (150 consumers respondents, entrepreneurs, experts). Then, data and information were analysed using Delphi approach or expert judgment, tabulation and SIMALTO scale.

Research showed: laboratory analysis mengkudu/noni juice contained mostly alkaloid especially xeronine which has capability in increasing cell performance helping our body from getting tired so easily, soranjidol is a derivative of antraquinon functioning as althelmintic (asmatic problem), and other elements used as components in cosmetics formulation especially for skin problem, and many other natural elements.

The research also produced alternative marketing strategies for several selected target markets (elaborated in the full paper). Since ‘back to nature campaign’ was widely promoted, product became an alternative safe and healthy product, consumed not only by lower layer market segment but also heavily consumed by middle to upper layer market segment, and as a result that mengkudu/noni fruit products are in demand then of course this has increased the its price as well.

The research has produced not only a single effect but rather has multiplier effects, creating job availabilities, help to increase income or welfare of the farmers, revitalizing home industries and now mengkudu/noni juice is potential export commodity.

Keywords: Commercialization, healthy product, Mengkudu fruit, Mengkudu juice, repositioning