

UTILITY THEORY APPLICATIONS THROUGH THE CONCEPT OF INNOVATION ADOPTION IN THE MARKETING PROGRAM OF FARMERS' DOCTORS

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ABSTRACT

PT Central Biotech Indonesia is a company with rolling technology that has a Farmer Doctor Program which aims to be able to get maximum customers by using direct product management and being able to satisfy customers. The farm doctor who will be run is able to attract customers with the quality of the company's products. This research was conducted with the aim of evaluating and assisting companies in promoting products in the marketing department. The method used to analyze this research is qualitative, which is carried out by observing directly, in-depth interviews, collecting documentation, and secondary data carried out at the company. From the research that has been done in marketing the product, it is less effective in maximizing the application of marketing carried out in marketing the company's products. Research conducted in companies can evaluate programs using utility theory with the application of Adopt Innovations which are implemented in conducting communications at PT Central Biotech Indonesia in supporting farmer doctors.

ABSTRAK

PT Centra Biotech Indonesia merupakan perusahaan dengan teknologi unggulan yang memiliki program Doctor of Farmer yang bertujuan untuk dapat memperoleh pelanggan secara maksimal dengan cara mempromosikan produk secara langsung dan dapat memuaskan pelanggan. Dokter ternak yang akan dijalankan akan mampu menarik pelanggan dengan kualitas produk perusahaan. Penelitian ini dilakukan untuk dapat mengevaluasi dan membantu perusahaan dalam mempromosikan produk di bagian pemasaran. Metode yang digunakan untuk menganalisis penelitian ini adalah kualitatif yang dilakukan dengan observasi langsung, wawancara mendalam, pengumpulan dokumentasi, dan pengumpulan data. sekunder dilakukan di perusahaan. Dari penelitian yang telah dilakukan dalam memasarkan produk kurang efektif dalam memaksimalkan penerapan pemasaran yang dilakukan dalam memasarkan produk perusahaan. Penelitian yang dilakukan di perusahaan dapat mengevaluasi program menggunakan utility theory dengan penerapan Adopt Innovations yang diimplementasikan dalam melakukan komunikasi di PT Central Biotech Indonesia dalam mendukung dokter petani.

Kata Kunci: *Manajemen Pemasaran, Teori Utilitas, Adopsi Inovasi*

1. INTRODUCTION

Management is important for the success of a company, the management function itself is a basic element that is inherent in a company in carrying out tasks to achieve a goal. Marketing Management is one of the management needed by an organization or company in achieving its goals in making analysis, planning, implementing, and controlling profits exchanged with target buyers (Kotler, 2020) Marketing makes decisions related to competitive advantage marketing costs, marketing allocation with conditions environment and competitive conditions. Competitive advantage is owned by the company to take advantage of its internal strengths in responding to external environmental opportunities and can avoid external threats and internal weaknesses within the company. By optimally utilizing the company's existing resources, it will be able to compete. The company PT Centra Biotech Indonesia can compete and become a market leader from other companies. These

advantages will make it a special attraction for other companies.

PT Centra Biotech Indonesia is engaged in the production of environmentally friendly biotechnology (microbiology) products with special microbial ingredients of course. Biotechnology itself is the use of biochemical, natural, and design strategies in developing materials that use microbial microorganisms and growth in producing quality products, of course, this biotechnology development plan has techniques and principles that can renew innovation regarding the development of cells that make insulin on a large scale. very large, of course, can develop monoclonal antibodies that focus on treating or nourishing existing objects. The current position of PT Centra Biotech Indonesia is as a leader on a regional scale. The quality produced in the product is of course important in influencing the company as the market leader from the quality aspect which can determine the factors for targeting market purchases (Rahman et al, 2017).

The survival strategy used by PT Centra Biotech Indonesia is *Mobile* which can be proven

from existing products with different product uses for plants, livestock, and fisheries. sales made *by the company at its national level* using a program from the government called e-catalog, which is also a differentiation strategy. The e-catalog system is used by the government for effectiveness and efficiency in managing data and procurement of goods or services using information. technology and electronic transactions by statutory provisions. The company's achievements, of course, have human resources that can influence the company to make a contribution. Human Resources is the potential possessed by humans from someone who can realize his role as an adaptive, innovative, and transformative being who can regulate himself. Human Resources in the company are very important in building and managing the company PT Centra Biotech Indonesia so that the implementation of existing marketing in the company is easy and can be managed properly (Olson et al, 2018).

The development carried out by the company in creating quality products, of course, there is interference from existing resources within the company, including marketing carried out by the company PT Centra Biotech Indonesia. Marketing is carried out using 2 applications, namely the implementation of using a digital e-catalog with a marketing application that is used directly by consumers in the field. Direct marketing used by companies can be said to be entering marketing which is carried out by meeting directly with consumers to promote or market products with an accurate presentation because the results produced can be seen directly by consumers. PT Centra Biotech Indonesia in marketing is superior to direct applications because it can attract consumers and try the products produced by the company directly. With the Farmer Doctor program, it is hoped that it can overcome and assist marketing in the company. *The problem that arises within the company is the lack of trust from consumers* in products made by the company so that in programming the farmer doctor will get the attention of the consumer regarding the implementation of the product which is carried out directly. *In the analysis carried out by the researcher, there were several weaknesses in implementing directly some of the things that hindered the farmer doctor program, namely the unfavorable weather factor.* in the field is one of the weaknesses in implementing the program directly so there are many obstacles related to the plants to be observed which do not produce good quality for the plants to be observed.

This study conducted a review and evaluation of the farmer doctor program to make it easier to carry out direct observations for companies that carry out direct marketing. Application of Utility Theory with the application of About Innovations to be used in the implementation of innovations that

are expected to overcome these problems. Adopt Innovations can assist companies in presenting innovations in implementing marketing in the field, of course with this implementation it can produce innovations in marketing easily, can be trusted by consumers in terms of application in the field, and attracts consumers' attention to try. environmentally friendly company products

LITERATURE REVIEW

Marketing Management

According to the book (Kotler P. &, 2016), marketing management is an art and science that is carried out for planning activities, product industry to market, and target price setting in achieving customer satisfaction from company goals to be carried out by PT Centra Biotech Indonesia. Marketing management includes everything that is informed, marketing managers need to understand in carrying out strategic, administrative, and tax marketing will be developed so that the company becomes more advanced. Marketing management occurs when at least one party makes a potential trade-off about how to achieve what the other party wants in the context of the target market, getting, keeping, and communicating customer value.

Definition of Marketing

Marketing By (Kotler P. &, 2016) is a process of important activities that are usually carried out by companies in increasing business and maintaining survival within the company. In conducting marketing, expertise, and functions are also needed to combine these marketing activities so that the company runs well in the future. Marketing is a managerial and social process of groups and individuals getting what they want and needs in creating and exchanging products of value with others. Activities in achieving company goals are usually carried out by anticipating clients and the needs for goods and services to meet clients and customers in a company. The activity of exchanging goods and services from producers to consumers is expected to lead to effectiveness in marketing, thereby educating and promoting goods and services to consumers and other business actors.

In the book (Kotler P. &, 2016) The American Marketing Association explains marketing is an organizational function in a series of processes to communicate, provide and create value to customers in managing customer relationships in ways that benefit the company, the success of a company can be seen from the marketing of its products in dealing with and adapting to the surrounding environment. Therefore the surrounding environment must improve the capabilities possessed by the company in order to be able to generate opportunities for the company to design future marketing.

Target Market, Positioning, Segmentation

According to the book (Kotler P. &, 2016), everyone has different preferences, therefore it is necessary to identify market segments in terms of demographic, psychographic, and behavioral differences. From there, make a big picture of the opportunity that will be obtained, besides that you can develop a market offering that makes the target purchase provide some of the main advantages.

Targeting

Targeting is the stage of evaluating segmentation and marketing strategies in an area or group of people that have the potential to provide feedback. The target market itself is the activity of selecting the segment placed by the company. Consumers who are the company's target for a product to be sold, with the implementation of the target market will make the company obtain and develop products and product positions with products that will be offered to consumers. There are several benefits in the targeting that will be carried out

1. Minimize competitors
2. Clarify marketing pace and goals
3. Obtain evaluation materials for the product
4. Expand product marketing targeting
5. And others

There are also important factors in determining targets that must be considered in order to be precise in determining target segments

1. Segment Size.
2. Situation Analysis
3. Enterprise Resources
4. Segment Achievement Cost
5. Target Compatibility

Positioning

Positioning is something that is done by a company to design a product and marketing mix to get a certain impression of what consumers want. Positioning describes the location of the product in the minds of consumers and can also be a differentiator from other competing products. Positioning for companies is used to research in terms of competitors' positions and take action to select and look for differences in more detail

Segmentation

Market segmentation is the process of dividing consumer groups into different segments, segments that can lead to predetermined strategies, segmentation can also be defined as the activity of analyzing consumer differences in the market. Every company has the desire to serve its customers so that the products offered are attractive and useful for consumers. With market segmentation, the hope that the company wants to achieve can run effectively and efficiently, as for the segmentation variable

1. Geographic Segmentation
2. Demographic Segmentation
3. Behavioral Segmentation
4. Psychographic Segmentation

Marketing Mix

According to (Buchari, 2016) defining the marketing mix or what is called the marketing mix is a strategy that disrupts marketing activities to get the maximum combination that makes maximum results. According to information from (Kotler, Philip, & Armstrong, 2016), the marketing mix consists of 4 (four) main things that can be mastered by companies which include the product (product), price (price), distribution (distribution), and promotion (promotion). . . A marketing mix is something that can be used and controlled by a company in influencing consumers in the market.

Competitive advantage

(Kotler P. &, 2020) defines competitive advantage as the basis for competitors obtained by offering value to consumers through lower prices or providing products that can provide more benefits in revenue at higher prices. In carrying out quantitative advantages what can be done in analyzing competitors, assessing, identifying, and determining superior competitors? That way, quantitative advantage can provide the development of a quantitative marketing strategy in positioning the company to competitors with strong strategic advantages for the company to achieve profits.

There are three (3) basics in the quantitative advantage strategy according to (Kotler P. &, 2020)

1. Cost Leadership (Cost Leadership)
2. Differentiation (Difference)
3. Focus

Defensive Strategy Type

According to (Kotler P. &, 2016) in maintaining the company's position against competitors both newcomers and established competitors. By having a market-leading position, you can attack or protect from the side that competitors can't see. This strategy can divert and reduce the possibility of attacks and companies can apply 6 (six) strategies that can be used

1. Defender (Defense Position)
2. Wings (Wing Defense)
3. Preemptive (Pertahanan Preemptive)
4. Counterattack
5. Mobile (Movement)
6. Contraction (Contraction)

RESEARCH METHODS

This study uses research by applying a qualitative descriptive method. Research with a

quantitative descriptive method is a method used to research the surrounding environment such as social problems that exist in society, the solution is with a detailed description of what will be examined and can provide information in a work that is in existing sources. This research can be done by going directly to the field so that they can find out what problems exist in the company and then the researcher will find the right solution to be able to solve the problem by linking it to the theory that has been previously considered to be used as a reference. explain or apply the problem. This study aims to be able to analyze problems in companies with the marketing sector that exist in these companies where the problems that exist in these companies will be the main key in developing new inventions which are a special strength for the company in gathering existing findings. data and find out the factors that can drive consumer purchase intentions for products owned by companies, (Asih & Marsasi, 2022). Two data collections are currently being carried out by researchers, namely primary data and secondary data collected for analysis using descriptive qualitative data analysis methods.

The research data that has been collected was obtained from an interview process with the company in order to explore the company's weaknesses and strengths that can be an advantage in the company that exists today. Interviews that researchers conducted with several people in the company such as management and influential people in the company. Interviews are highly used for collecting accurate data in qualitative research because the method is carried out by compiling questions and then recording the answers to become data in research. Direct observation was carried out by researchers in obtaining existing data on the company. Observations made by researchers at PT. Centra Biotech Indonesia for four months is located in Karasan Hamlet, Sawahan Village, Ceper District, Klaten Regency, Central Java Province. With university-taught training and personal experience, the author is able to conduct research effectively and efficiently. During the observation conducted by the researcher for four months, the researcher recorded and observed the targets which were the weaknesses and shortcomings of the company directly with the desired data. The data that has been obtained from the qualitative method is then documented by writing, recording, and recording according to what has been obtained, of course, this is done so that it can be read or heard repeatedly about the records that have been obtained. from doing qualitative methods before.

The data that has been collected is then analyzed through SWOT research which is then carried out about the weaknesses that exist in the company. Weaknesses obtained from conducting a SWOT analysis are then linked to marketing theory which is

mastered as evaluation and problem-solving in companies which of course can be implemented in programs run by the company PT Centra Biotech Indonesia.

RESULTS AND DISCUSSION

PT Centra Biotech Indonesia has been a fertilizer company in the Klaten district since 2017. Companies that always develop programs to attract customers who are interested in agriculture with good quality and good products can create new innovations to develop products owned by the company and have obtained results in the form of medicine for agriculture, fisheries, and animal husbandry.

**Table 1
Target Market for Each Product**

NO	Scope of Use	Types of products
1	Agriculture	Fertilizer Life
2	Agriculture	Organic fertilizer
3	Agriculture	Liquid Biological Fertilizer
4	Agriculture	Biological Insecticides
5	Fishery	Shrimp / Fish Probiotics
6	Farm	Livestock Probiotics

Source: Results of the research data of Utility Theory

The data obtained above is information about the developments produced by the company. This data is certainly one of the company's competitive advantages so it becomes a force in company competition. Study of competitive position that will affect quality. risk, disclosure is within the scope of a competitive position. The company currently should not have a competitive positioning study that can affect risk disclosure in a competitive environment, the company should not only monitor the possibility of potential players in the future, this can focus the company on the endogenous relationships of new competitors in the market. the competition that companies will face (Shivanya and Agarwal, 2020)

The company certainly does not focus on the quality of the company's products but also focuses on promotions to attract consumers. The company in its marketing uses the e-catalog application and direct application which innovates effectively and efficiently in marketing for exporting which will be carried out by PT Centra Biotech Indonesia, namely Doctor Tani, several aspects can benefit the company, such as satisfactory results from agricultural products, increased interest of farmers to

use the company's products, and many other things. This program is very influential on the interest of farmers to always use organic product ingredients because the use of chemicals is not good for the human body and the plants that use it so it makes the plants not so good in their growth process.

Farmer Doctor can contribute to driving direct marketing to become a market leader among farmers. The wide market share hinders direct implementation because this program has just been implemented, especially in the Klaten area, in its implementation 10 districts have been assigned to implement the farmer doctor program and currently,

there are several that have been satisfactorily completed. the result, of course, is a certain value. for companies to market their products. This success made the company want to redevelop its program for outside areas who wish to apply organic fertilizer directly so that the more successful this program makes PT Centra Biotech Indonesia's market share wider among farmers. In carrying out the farmer doctor program, the researcher conducted a SWOT analysis that had been carried out, the researcher found several strengths, weaknesses, opportunities, and threats for the company.

Table 2 SWOT Analysis Results

Strength	Weakness	Opportunity	Threat
The price of the product set by the company and other competitors is lower	The uncoordinated placement of each agent makes it difficult to deliver the company's products	There are several sales that are sent outside the area with various products in the company	There is inflation of the materials used to manufacture the product
Have good product quality Number of resellers wishing to join each year	Many resellers want to join but are still confused because of the lack of coordination between agents in an area	Rising fuel prices are also a threat to the company
The number of consumers who want to buy a high number of products	The development of company promotions that only use digital and is less effective in their use		
	Lack of offerings on every network due to lack of active management of media platforms		
	Many consumers want to order but are waiting for validation from agents		

Source: Observation Data. 2022

In supporting the program run by the company, namely livestock doctors with SWOT research that has been carried out by researchers, the results regarding the weaknesses and strengths are in table

2, one of the advantages is maximum material management, good product quality, and relatively low prices, making resellers want to join and consumers want to buy the company's products but the service is not optimal and the promotions carried out by the company are the company's weaknesses

so the company designs the "Doctor of Animal Husbandry" program, which is the activity of giving fertilizer directly and promoting products that are a solution to problems.

A temporary farmer doctor program was implemented for the surrounding area to help improve perceptions, especially in the Klaten area regarding the image of the company's products. The company overcomes this by implementing the Farmer Doctor program because marketing in marketing products with direct applications makes farmers confident about the quality of the products to be marketed, this can enable them to invest more in companies when companies implement them directly. the field in a program run by the company PT Centra Biotech Indonesia (Sellers-Rubio et al., 2017). Marketing in the program can be linked to the marketing channels chosen by farmers and the share of products that will be sold to farmers has a positive impact on their intention to participate in product marketing. The main contribution of this research is to explore the value of the product to implement a proactive strategy of farmer willingness in product development because it is difficult for public authorities to finance product development. Of course, it will be beneficial for agricultural businesses and marketing corporations or organizational methods to be used and significant marketing to reduce the negative impact on the negative social or economic environment in planning an effective strategy in the implementation that will be carried out by the company (alias, 2019).

The proper application of the program run by the company is with the theory that has been obtained to overcome the problems faced by PT Centra Biotech Indonesia which can be overcome by using the theory of Utility Theory. Utility Theory of consumer-oriented and persuasive individual information flows (Onyeji Aku, 2019)¹⁷. The company PT Centra Biotech Indonesia uses this theory to be consumer-oriented in predicting customer attitudes that are provoked by social sources and groups. The usability of Theory Theory to help customer aversion to each product selection is designed in such a way that the price ratio of the product gets customers. In this theoretical approach, it can be included. because of the utility of the product. and the price is a major factor in purchasing preference, of course, a rational explanation of consumer behavior can be influenced by brand image but can be given to customers which can change in different situations. Utility Theory is a strategy that has assessment and trade attributes in marketing the most important products for the company (Wade Jarvis, 2017), in this case, PT Centra Biotech Indonesia can make it easier to promote products directly so that they can improve products to consumers.

Theory of Utility Theory of moving directly aims to market products so that buyers can be trusted regarding the quality and how to handle it in programs run by companies (Mongin, 1997 in Ertekin, 2017). The theory of Utility Theory can be used to market products with ecosystem support which has the potential to encourage 1 or more people to use organic company products such as those produced by environmentally friendly companies so that the results are better as implemented in the Farmer Doctor program (Bidit LD, 2019). PT Centra Biotech Indonesia has good quality products made from organic materials so that they will be liked by farmers who have the best ingredients to make fertilizer products. Theory Utility Theory The company develops its theory in marketing as the concept of Adopt Innovations, in this case, the marketing concept which is based directly on Utility Theory can develop changes in the way consumers think to use environmentally friendly products at affordable prices and get maximum results. results so that the company PT Centra Biotech Indonesia gets a good brand name from consumers (Aggarwal and Vaidyanathan, 2016).

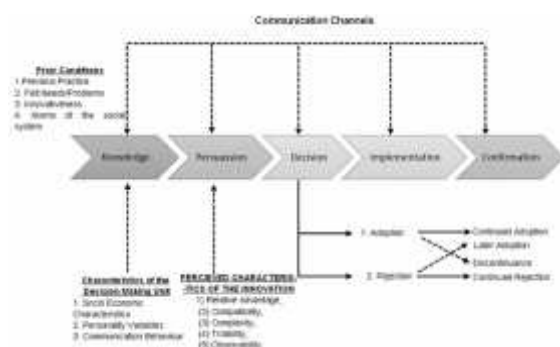
The concept developed by researchers in the theory of Utility Theory is through the concept of Adopt Innovations. Adopt Innovations is the development of innovations related to agricultural products/productivity, quality certification systems, environmentally friendly practices, and agricultural marketing (Philippos Karipidis, 2020). Adopt Innovations is a behavior that maximizes the farmer's utility with the aim of intending to adopt a marketing organization innovation in product branding of undecided development projects that exist in the company's products. This thinking can be analyzed based on the farmer's intention to participate in the product marketing development scheme.

The form of marketing applied by PT Centra Biotech Indonesia to the Adopt Innovations concept is a form of direct presentation to the field in the promotion process. of company products for the future. businesses that have been obtained by farmers can participate in running programs run by companies (Mugera et al, 2017). The company PT Centra Biotech Indonesia can be helped by the concept applied to the current program that applies the concept of Adopt Innovations. One example that occurs is the interest of farmers to reuse the products they have used, there is a perception that farmers are interested in the products that have been developed to carry out the program (Picha et al. 2018). Adopt Innovation will continue to be used with emerging innovations that can advance a company and can even make it easier to carry out promotions so that it can be said to think long term because the ideas obtained will improve existing channels within the

company. Adopt Innovation carried out in this program aims to see and analyze consumer satisfaction in implementing company products, of course, there is Adopt Innovation standardization in its application.

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Figure 1 Standardization of Adopt Innovation



Sumber: website Everett M. Rogers

Figure 1 shows an overview that generally adopts the concept of Adopt Innovations. Obstacles faced before the existence of the farmer doctor program with this concept. Adopt Innovations is a lack of consumer trust because the products offered lack accurate evidence at a price that can be considered cheap, but the reality obtained after implementing product ease makes consumers believe in product quality. There is a view about the limitations of consumer views from the lack of promotion carried out by the company PT Centra Biotech Indonesia which can be in the form of a lack of quality owned by the company, of course, this can be analyzed specifically on how to innovate so that it develops over time and causes a shift from consumer views to manufacturer company PT. Centra Biotech Indonesia (Garud et al, 2017)

The speed of knowledge can advance innovation that will be used in the process of designing a level of competitive advantage within PT Centra Biotech

Indonesia, therefore innovation is needed to meet market demand and increase capabilities in supporting marketing performance which will be marketed directly through the Company's Tani Doctor program (Yu et al. al, 2017). Adopt Innovation will further develop in advancing a company in processing quality products to be sold and purchased by interested consumers. Applied knowledge will be an advantage to increase consumer purchasing power because they get extensive information or insight from applied developments so that it can become a special attraction for certain parties. The value applied will be the value that influences the customer to continue using the product.

The concept of Adopt Innovation will be a business opportunity that will grow with concrete evidence that focuses on implementation. Of course, all of these innovations are related to broad thinking, which makes progress for a company in developing a product. The Adopted Child Innovation Concept, the main reason for using this concept is to develop a farmer doctor program that will make it easier to run the current program. The decision-making mechanism carried out by marketing by PT Centra Biotech Indonesia can rationally dominate the existing opportunities from programming carried out by PT Centra Biotech Indonesia (Joachim, Spieth, & Heidenreich, 2018). Another thing that will have an impact is the increasing demand for consumers who have many queues. Prior to this program, the company only marketed digitally, which was not very active in its use. Current marketing developments can strengthen the product's position in the market broadly (Grashuis, 2018).

Innovation management in the farmer doctoral program implemented by the company is very efficient to implement, especially from previous unsatisfactory results. When a company implements the Adopt Innovations concept, it can increase people's purchasing power. Adopt Innovation will help a lot in terms of marketing that has developed where companies are able to make inefficiencies with the assumption that consumers will buy the company. Products with good quality and affordable prices are able to provide unique value for the company so that they are able to beat ex-competitors (Kushwaha & Dubey, 2018). Of course, the company will benefit by carrying out the implementation that has been determined because it gains the trust of consumers, the material obtained when running the program and the satisfaction that consumers get will be an advantage for the company to continue to make new innovations. innovation to get the advantages of products that are in demand by many consumers. Of course, in carrying out the program carried out by the company, will be the company's guideline to attract consumers'

purchasing power for fertilizer products that will be marketed in the future.

CONCLUSION

The competition that occurs between companies will definitely occur, of course, PT Centra Biotech Indonesia will compete with companies that carry out the same field in processing their products. The company PT Centra Biotech Indonesia is a market leader on a regional scale, of course, different from other competitors. The company certainly has a goal in selling the products it produces to the market, especially PT Centra Biotech Indonesia. The company PT Centra Biotech Indonesia applies applications based on Segmenting, Targeting, and Positioning in marketing its products so that it is right for consumers who need products produced by the company PT Centra Biotech Indonesia. The segmentation applied by PT Centra Biotech Indonesia is for farmers who want to apply plants that smell organic and healthy. The demographic and psychographic segmentation of PT Centra Biotech Indonesia itself is people aged 25-60 years with male or female gender. The segmentation that is aimed at the lifestyle of PT Centra Biotech Indonesia itself is agriculture which likes to cultivate plants aimed at the lower middle class who want to be active in the fields.

The target of PT Centra Biotech Indonesia is people who like farming, be it plantations or rice fields, which are the targets of the company PT Centra Biotech Indonesia itself, in the environment around the company who increase their own interest in using the company's products, so that they can continue to grow at any time depending on request. PT Centra Biotech Indonesia's company positioning is creating equity in the product to create identity and application for the company. This positioning can be proven by the company always maintaining the quality of the products it produces so that it can benefit local farmers who always use products from the company, of course, this is proof of consumer or farmer loyalty to the company. Researchers' suggestions for conducting research conducted for 4 (four) months at the marketing division of PT Centra Biotech Indonesia are as follows

1. The application of Utility Theory using the Adopt Innovations application is expected to be implemented properly within the company in overcoming the problems and weaknesses that exist in the company. The company is expected to be able to implement a farmer doctor program to be able to promote the company's products directly so that they can implement the use of products directly to consumers. The application of Adopt Innovations in using Utility Theory theory will benefit the company in the future.

2. The marketing carried out by PT Centra Biotech Indonesia in the promotion process is still lacking because there is no direct marketing so consumers do not understand the superiority and quality of the product. PT Centra Biotech Indonesia must implement or do it directly in the field with the aim of promoting rights, this can also be done through About Innovations which aims to direct the use of products with better innovation for the plants they develop.

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