

## Analyzing the Product-Market Fit of Kopiah Resam Id

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### Abstract

This research aims to analyze the product-market fit level of *Kopiah Resam ID* and formulate an appropriate marketing strategy for market development. The research method uses a qualitative approach with in-depth interviews of 15 respondents selected through purposive sampling based on the following criteria: users with hair-on-fire problems, users who can demonstrate hard facts, and users with future product vision. Data were analyzed using the Sean Ellis Test and Superhuman Framework to measure product-market fit, and the Ansoff Matrix to formulate marketing strategies. The results show that *Kopiah Resam ID* has achieved product-market fit with a score of 53.3% (above the 40% Sean Ellis Test threshold) and a Product-Market Fit Score of 8.0 out of 10. The recommended marketing strategies are market penetration and market development, focusing on value-based market segmentation (consumers who care about culture and sustainability), positioning as an exclusive premium product, and developing integrated digital and offline distribution channels. This research provides practical contributions for MSMEs in cultural products to achieve business sustainability through a validated product-market fit approach.

**Keywords:** Product-market fit; *resam skullcap*; marketing strategy; cultural products; creative economy.

### Introduction

The *kopiah* (cap), or *peci* (traditional skullcap), has long been an integral part of Indonesia's cultural, religious, and social landscape. More than just a head covering, the *peci* has become a symbol of identity, tradition, and pride, worn at various formal, religious, and ceremonial events. Despite modernization and globalization, demand for *peci* remains stable due to public awareness of cultural values (Pangkalpinang City Tourism Office, 2023).

The *resam* skullcap is a type of traditional skullcap with its own uniqueness. Originating from Bangka Belitung, *resam* skullcaps are made from natural fibers of the *resam* plant (*Gleichenia linearis*), a type of fern that grows in humid areas at altitudes of 200–1,200 meters above sea level (Ministry of the Environment and Forestry, 2020). The manufacturing process is complicated and takes up to 4–5 days, making *resam* skullcaps a high-value product with prices reaching IDR 1,500,000 to IDR 3,000,000 per unit (Aprionis, 2022).

Since 2015, the *resam* cap has been recognized as an intangible cultural heritage by the Ministry of Education and Culture of the Republic of Indonesia (Tempo.co, 2023). This recognition emphasizes the importance of preserving and developing local cultural products as part of national identity. However, despite their high cultural value, many local cultural products face challenges in achieving business sustainability due to a lack

of understanding of product-market fit and effective marketing strategies (Liber et al., 2022).

Product-market fit (PMF) is a fundamental concept in product and business development that measures the extent to which a product meets a significant market need (- et al., 2022; Grimstad et al., 2025; Marhami et al., 2024; Oztabak, 2024). Marc Andreessen defines PMF as a condition in which a product is well suited to a market and able to satisfy that market. Without achieving PMF, a company will struggle to grow and develop sustainably, regardless of how well implemented its marketing or sales strategies are (Denault & Tramoy, 2024; Griffin, 2017; Leiva & Kuschel, 2020; Reinhardt, 2017).

Previous research has shown that many products fail in the market not because of poor product quality but because of a mismatch between the product and market needs (Ries, 2011). In the context of cultural product MSMEs, this challenge is further complicated by the need to balance preserving cultural values with the demands of a dynamic modern market (Goworek et al., 2020). Therefore, a thorough understanding of the cultural product market is crucial for the success of cultural product businesses.

*Kopiah Resam Id* is an MSME engaged in the production and marketing of *resam* caps from Bangka Belitung. While this product boasts competitive advantages in terms of quality, uniqueness, and cultural value, it remains unclear whether it has achieved optimal product-market fit. Furthermore, an appropriate marketing strategy for developing the *resam* cap market has not been systematically formulated.

This study aims to: (1) analyze the level of product-market fit of *Kopiah Resam Id* using the Sean Ellis Test and Superhuman Framework, and (2) formulate an appropriate marketing strategy for the development of the *Kopiah Resam Id* market using the Ansoff Matrix. This study is expected to provide practical contributions for cultural product MSMEs in achieving business sustainability, as well as theoretical contributions to the development of product-market fit literature and cultural product marketing strategies.

## Method

This research used a qualitative approach with a case study design on *Kopiah Resam ID*. A qualitative approach was chosen because this research aims to gain an in-depth understanding of users' perspectives on the product, their experiences, and the factors that influence purchasing decisions and user satisfaction.

Research participants were selected using purposive sampling technique with a total of 15 respondents. The respondent selection criteria were based on three main categories that fit the product-market fit framework: (1) Users with a “Hair on Fire” Problem – respondents who are experiencing a pressing problem that the product aims to solve; (2) Users who can demonstrate “Hard Facts” – respondents who can provide concrete evidence or measurable results from using the product; and (3) Users with a “Future Vision” – respondents who have a strong understanding of the product’s potential and can provide insights for future development.

**Table 1. Characteristics of Research Respondents**

Category	Number of Respondents	Percentage
Hair on Fire Problem	5	33.3%
Hard Facts	5	33.3%
Future Vision	5	33.3%
Total	15	100%

Data were collected through structured in-depth interviews using a prepared interview guide. The interviews were semi-structured to allow flexibility in exploring emerging topics while maintaining focus on the research objectives. Each interview session lasted approximately 45-60 minutes and was recorded with the respondents' consent to ensure data accuracy.

The data collected was analyzed using two primary frameworks for measuring product-market fit: the Sean Ellis Test and the Superhuman Framework. The Sean Ellis Test measures the percentage of users who would be "very disappointed" if the product were no longer available, with a threshold of 40% as an indicator of achieving PMF (Ellis, 2010). The Superhuman Framework uses a multidimensional approach by measuring various aspects of the user experience and assigning a PMF score on a scale of 1-10.

To formulate a marketing strategy, this study used the Ansoff Matrix, which identifies four growth strategies: market penetration, product development, market development, and diversification (Ansoff, 1957). The analysis was conducted by considering current market conditions, product strengths, and development opportunities identified through interviews.

## Results and Discussion

### Product-Market Fit Analysis of Kopiah Resam ID

Based on in-depth interviews with 15 respondents, this study found that Kopiah Resam ID has achieved significant product-market fit. Using the Sean Ellis Test, 8 out of 15 respondents (53.3%) stated that they would be "very disappointed" if this product were no longer available. This figure is above the 40% threshold set by Sean Ellis as an indicator of product-market fit (Ellis, 2010).

**Table 2. Sean Ellis Test Results for Kopiah Resam ID**

Level of Disappointment	Number of Respondents	Percentage
Very disappointed	8	53.3%
A bit disappointed	5	33.3%
Not Disappointed	2	13.4%
Total	15	100%

Further analysis using the Superhuman Framework shows a Product-Market Fit Score of 8.0 on a scale of 10. This score is obtained from an evaluation of four main dimensions: (1) Must-Have Score (85%), which measures how important the product is to users; (2) Value Proposition Clarity (75%), which assesses the clarity of the value offered by the product; (3) Product Experience (80%), which measures user satisfaction

with the experience of using the product; and (4) Word of Mouth (80%), which measures the user's tendency to recommend the product to others.

**Table 3. Product-Market Fit Score Breakdown**

PMF Dimensions	Score (%)	Category
Must-Have Score	85	Very high
Value Proposition Clarity	75	Tall
Product Experience	80	Tall
Word of Mouth	80	Tall
<b>Overall PMF Score</b>	<b>8.0/10</b>	<b>Product-Market Fit Achieved</b>

These findings indicate that Kopiah Resam ID has succeeded in creating a strong value proposition for a specific market segment. Respondents identified three main values that make Kopiah Resam a much-needed product: (1) cultural and identity values - Kopiah Resam is perceived as a symbol of local cultural preservation and regional pride; (2) sustainability values - the use of natural materials and environmentally friendly production processes are in line with sustainable consumption trends; and (3) exclusivity values - limited production and unique designs create a premium and exclusive perception.

### Market Segmentation and Consumer Targeting

An analysis of respondent profiles revealed three primary market segments for Kopiah Resam ID. The first segment is Cultural Enthusiasts, which comprises 40% of respondents. This segment consists of individuals who are highly aware of local cultural preservation and frequently attend cultural events. They view Kopiah Resam as a form of support for Indonesia's cultural heritage.

The second segment is sustainability advocates, which comprise 35% of respondents. This segment consists of individuals who prioritize eco-friendly products and are highly aware of the impact their consumption has on the environment. The use of natural ingredients and sustainable production processes are key draws for this segment.

The third segment is premium consumers (Premium Seekers), which comprises 25% of respondents. This segment consists of individuals with high purchasing power who seek exclusive, high-quality products as a symbol of social status. The premium price of the resam cap (Rp1,500,000 - Rp3,000,000) actually adds value to this segment because it reflects the product's exclusivity and uniqueness.

### Recommended Marketing Strategy

Based on the analysis of product-market fit and market characteristics, this study recommends two main strategies using the Ansoff Matrix: market penetration and market development. The market penetration strategy focuses on increasing market share in existing segments, particularly in the Bangka Belitung region and major Indonesian cities such as Jakarta, Bandung, and Surabaya, which have populations with high cultural awareness.

Market penetration strategy implementation tactics include: (1) Intensifying promotional activities through social media with content that emphasizes cultural values and sustainability; (2) Collaborating with influencers and cultural figures to increase brand awareness; (3) Active participation in cultural exhibitions and MSME events to increase product visibility; and (4) Customer loyalty programs to increase repeat purchases.

The market development strategy is focused on expanding geographic reach into new markets, particularly international markets by targeting the Indonesian diaspora and foreign consumers interested in Indonesian cultural products. Implementation tactics include: (1) Development of an international e-commerce platform and partnerships with global marketplaces; (2) Participation in international exhibitions and trade missions; (3) Development of communication materials in English to reach the global market; and (4) Collaboration with Indonesian embassies and cultural centers abroad.

**Table 4. Marketing Strategy for Resam ID Skullcaps Based on the Ansoff Matrix**

Strategy	Target Market	Main Tactics
Market Penetration	Existing Market (Domestic)	Intensification of digital promotions, influencer collaborations, cultural exhibitions, loyalty programs
Market Development	New Market (International)	Global e-commerce, international exhibitions, Indonesian Embassy partnerships, multilingual communication
Product Development	Existing Market	Design diversification, designer collaboration, limited edition, customization

## Discussion and Theoretical Implications

The findings of this study align with the product-market fit theory proposed by Andreessen (2007) and Ellis (2010), which emphasizes the importance of market validation before scaling up a business. Achieving a PMF score of 53.3% on the Sean Ellis Test and an overall score of 8.0/10 on the Superhuman Framework demonstrates that Kopiah Resam ID has identified the right market segment and created a value proposition that resonates with that market's needs.

This research also confirms Goworek et al.'s (2020) findings that sustainable fashion products can achieve market success by combining cultural, environmental, and economic values. In the context of Kopiah Resam ID, the combination of traditional cultural preservation, environmental sustainability, and premium positioning creates a strong unique selling proposition that is difficult for competitors to imitate.

However, this study also identified several challenges that need to be addressed. First, limited production capacity (averaging only 50-100 units per month) could be a barrier to market growth. Second, reliance on seasonal raw materials (resam) could impact supply consistency. Third, the premium price (Rp1,500,000-Rp3,000,000) could limit the product's accessibility to a wider market segment.

To overcome these challenges, this study recommends several strategies: (1) Optimizing the production process through artisan training and quality standardization; (2) Diversifying raw material sources by developing more managed resam cultivation;

(3) Developing product lines with various price levels to reach a wider market segment without sacrificing the premium positioning of the main product; and (4) Investing in e-commerce and digital marketing technology to improve distribution efficiency and marketing communications.

## Conclusion

Kopiah Resam ID has achieved significant product-market fit, evidenced by a Sean Ellis Test score of 53.3% (exceeding the 40% threshold) and a Product-Market Fit Score of 8.0/10, bolstered by a robust value proposition across cultural-identity, environmental sustainability, and premium exclusivity dimensions. Market segmentation reveals three key consumer groups—Cultural Enthusiasts (40%), Sustainability Advocates (35%), and Premium Seekers (25%)—who appreciate the product's uniqueness despite varied motivations. The optimal marketing strategy combines market penetration for domestic optimization with market development for international growth, emphasizing digital marketing, strategic collaborations, and integrated distribution channels. This study offers practical guidance for cultural product MSMEs in strategy design via PMF validation and enriches theoretical literature on sustainable cultural products and the creative economy. For future research, longitudinal studies tracking marketing impacts on growth, expanded sampling to comparable regional products, and exploration of social enterprise models could enhance insights into social impact and sustainability.

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