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APPENDIX

Appendix 1. Transcript of the Interview with the Source

Interviewer's Information

- Interviewee's Name : Glen Putra Pradana
- Primary Position : Owner of Ondomohen 1896
- Other Positions : Public Relations Staff in the Corporate Branding Division of Perumda Air Minum Surya Sembada Surabaya City and Head of RT 01 RW 07, Ponten Village
- Institution : Perumda Air Minum Surya Sembada Surabaya City
- Interview Date : September 23, 2025
- Location : Kemuning Coffee Shop, Merah Putih Neighborhood Cooperative Ketabang
- Method : In-depth

interview Interview Transcript

Q1: Looking ahead, do you see a need for market segmentation, Glen?

Q2: That's exactly what we're currently considering. On one hand, Ondomohen 1896 must continue with its existing identity. But on the other hand, there's an opportunity to create a new line or segment with a slightly higher price point, but with more refined quality and concept.

Q1: Why is such segmentation necessary, Glen?

Q2: Because if we were to change Ondomohen 1896 directly, the risk would be high. Existing customers might feel alienated and eventually leave. After all, they're already accustomed to the current prices and brand identity. So it's safer to create a new segment separately, yet still aligned with the parent brand.

Q1: What kind of products is this new segment geared toward?

Q2: It's more focused on collectible products. Right now, blind boxes, plushies, and merchandise—things people buy not just to use but to collect are trending. The prices might be a bit higher, but people get quality, a unique concept, and an experience.