

| Pertemuan | Materi |
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| 3 | CORE MARKETING CONCEPT 2 |
| 4 | LINGKUNGAN PEMASARAN |
| 5 | SISTEM INFORMASI PEMASARAN |
| 6 | SEGMENTASI |
| 7 | TARGETING |
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| 9 | PRODUCT 1 |
| 10 | PRODUCT 2 |
| 11 | PRICE 1 |
| 12 | PRICE 2 |
| 13 | PLACE 1 |
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| UJIAN AKHIR SEMESTER | |

Love and respect
your customers

Defining Marketing

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

- Philip Kotler

What is Marketing?

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

What is Marketing Management?

Marketing management is the
art and science
of choosing target markets
and getting, keeping, and growing
customers through
creating, delivering, and communicating
superior customer value.

The Scope of Marketing

- Marketing: typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses.

What is Marketed?

- ⦿ **Goods** (tangible)
- ⦿ **Services** (intangible)
- ⦿ **Events** (time based—trade shows) **and Experiences** (Walt Disney World's Magic kingdom)
- ⦿ **Persons** (Artists, Musicians, CEO, Physicians)
- ⦿ **Places** (Cities, States, Regions, Nations) **and Properties** (Intangible rights of ownership of real estate or financial properties)
- ⦿ **Organizations** (Universities, Museums, Performing Arts Organization)
- ⦿ **Information** (Books, Schools, Magazines)
- ⦿ **Ideas** (Revlon sell hope)

Key Customer Markets

- **Consumer markets** (personal consumption)
- **Business markets** (resale or used to produce other products or services)
- **Global markets** (international)
- **Nonprofit/Government markets** (Masjid, Universities, Charitable Organizations, Government Agencies)

Key Customer Markets

Consumer Markets



Global Markets



Business Markets



Nonprofit/ Government Markets



The marketplace isn't what it used to be...



Changing technology

Globalization

Deregulation

Privatization

Empowerment

Customization

Convergence

Disintermediation

Demand States

- ⦿ **Negative** (dislike product and may even pay a price to avoid it)
- ⦿ **Nonexistent** (unaware of or uninterested in the product)
- ⦿ **Latent** (need that cannot be satisfied by existing product)
- ⦿ **Declining** (buy the product less frequently or not at all)
- ⦿ **Irregular** (purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis)
- ⦿ **Unwholesome** (product that have undesirable social consequences)
- ⦿ **Full** (adequately buying all products put into the marketplace)
- ⦿ **Overfull** (more consumers would like to buy the product that can be satisfied)

Condition of Demand and Task of Marketing That Related

| No Demand (Tidak ada permintaan) | Stimulational marketing |
|---|-------------------------|
| Negative Demand (Permintaan negatif) | Conventional Marketing |
| Latent Demand (Permintaan Terpendam) | Developmental Marketing |
| Declining Demand (Penurunan Permintaan) | Remarketing |
| Irregular Demand (Permintaan Tak Beraturan) | Synchromarketing |
| Full Demand (Permintaan Penuh) | Maintenance Marketing |
| Overfull Demand (Permintaan Berlebih) | Demarketing |
| Unwholesome Demand (Permintaan Tidak Sehat) | Countermarketing |

Company Orientations Towards the Marketplace

Production Concept

Consumers prefer products that are widely available and inexpensive

Product Concept

Consumers favor products that offer the most quality, performance, or innovative features

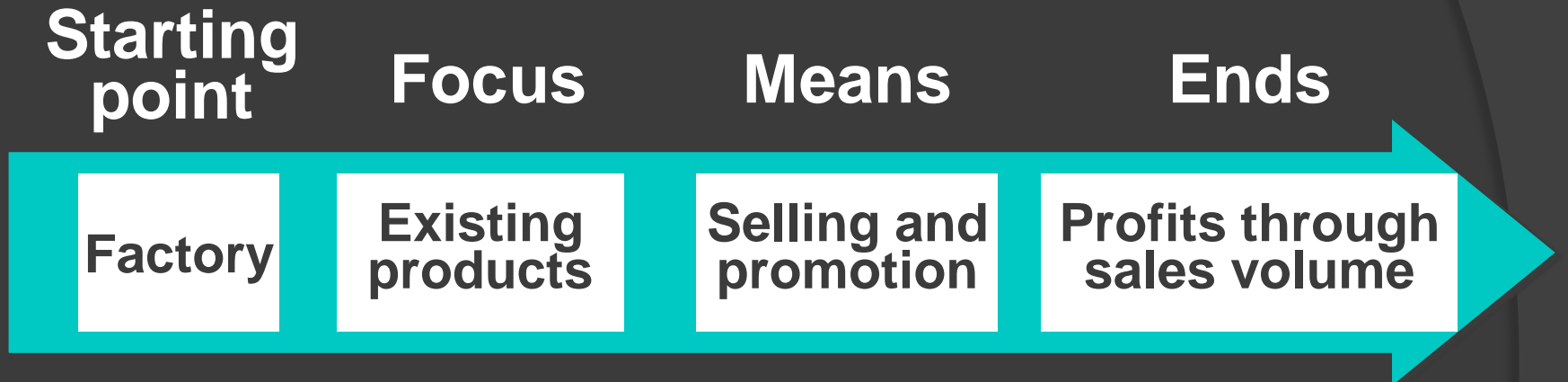
Selling Concept

Consumers will buy products only if the company aggressively promotes/sells these products

Marketing Concept

Focuses on needs/ wants of target markets & delivering value better than competitors

Customer Delivered Value



(a) The selling concept

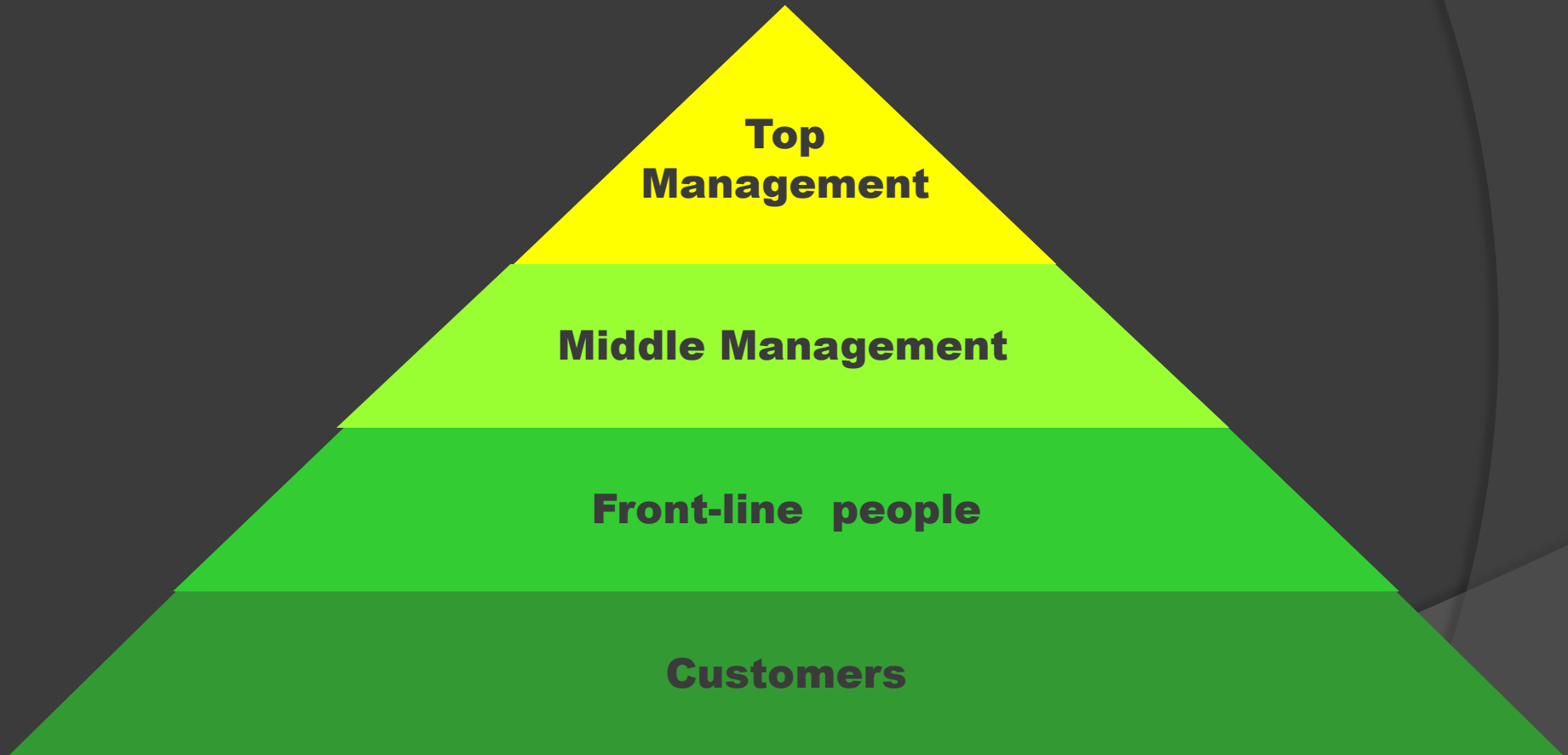


(b) The marketing concept

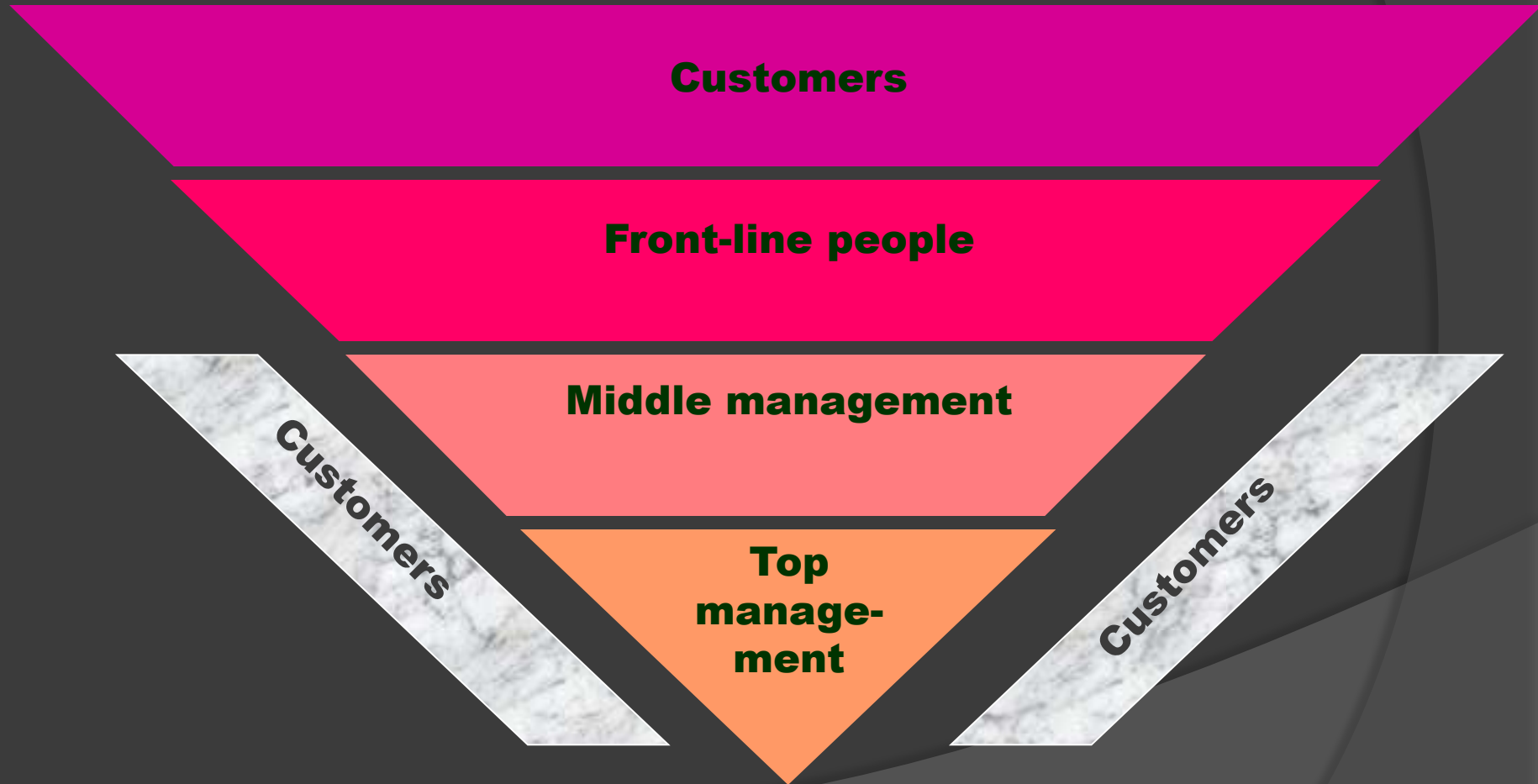
Konsep Pemasaran Berwawasan Sosial (Social Marketing Concept)
Beranggapan bahwa tugas organisasi memahami kebutuhan, keinginan, dan minat pasar sasaran serta menawarkan pemuas yang lebih efektif dan efisien dari para pesaing dalam cara-cara yang dapat meningkatkan kesejahteraan langganan dan masyarakat.



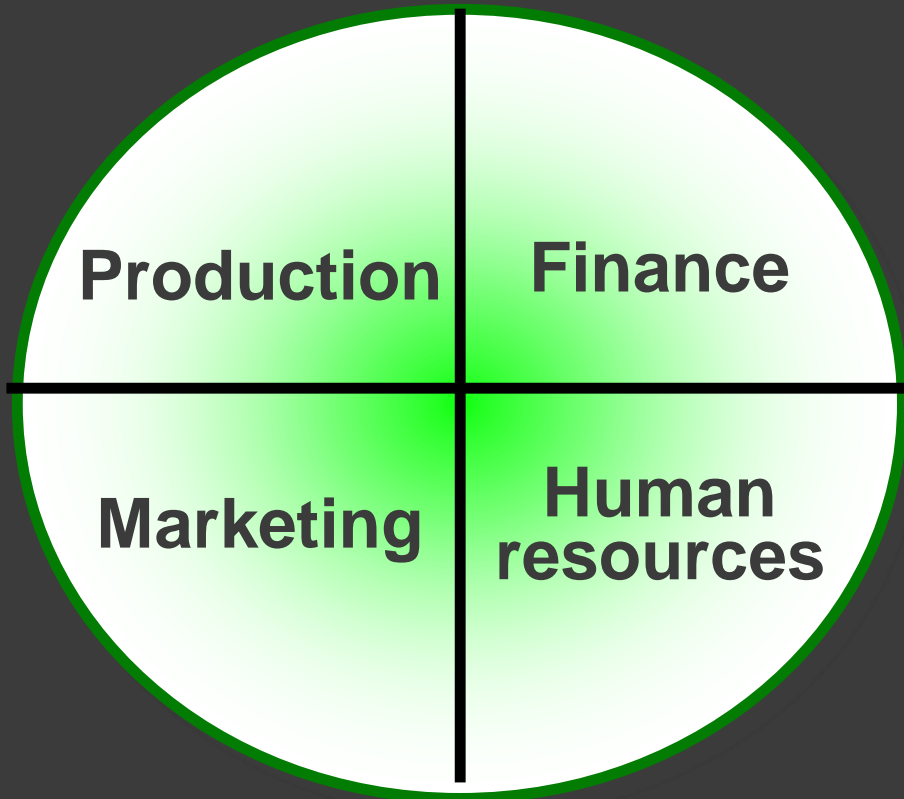
Traditional Organization Chart



Customer-Oriented Organization Chart



Evolving Views of Marketing's Role

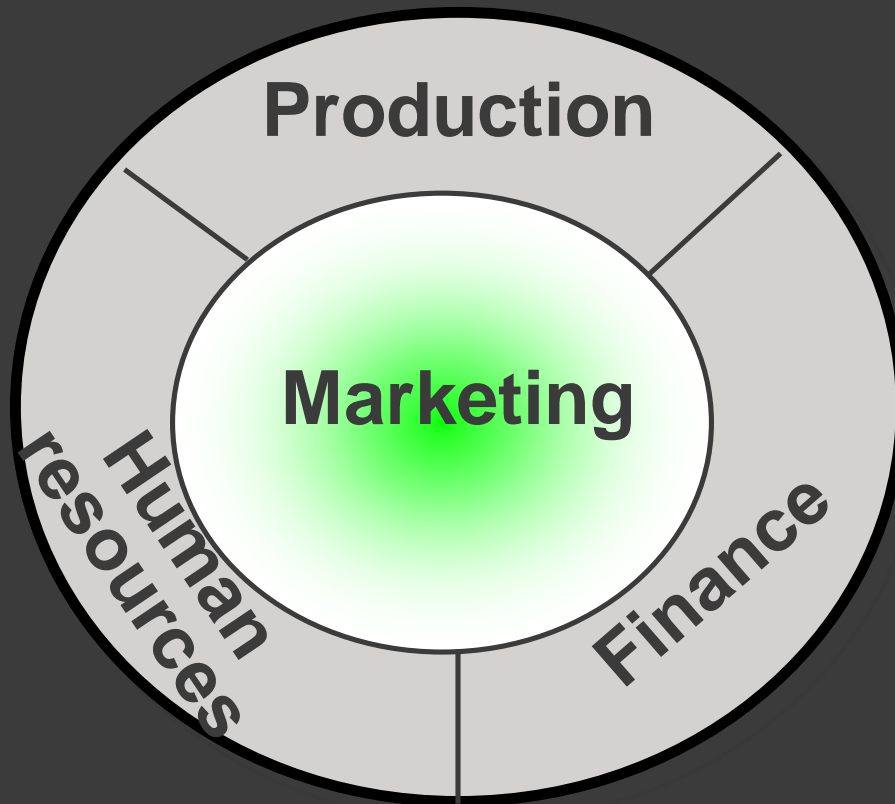


a. Marketing as an equal function

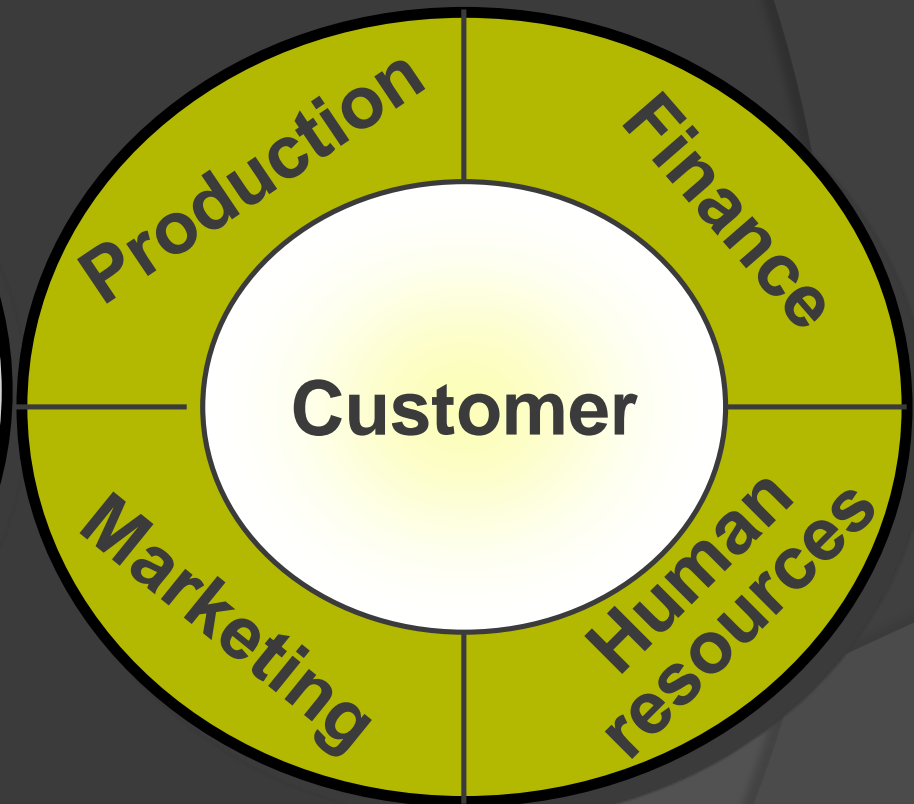


b. Marketing as a more important function

Evolving Views of Marketing's Role

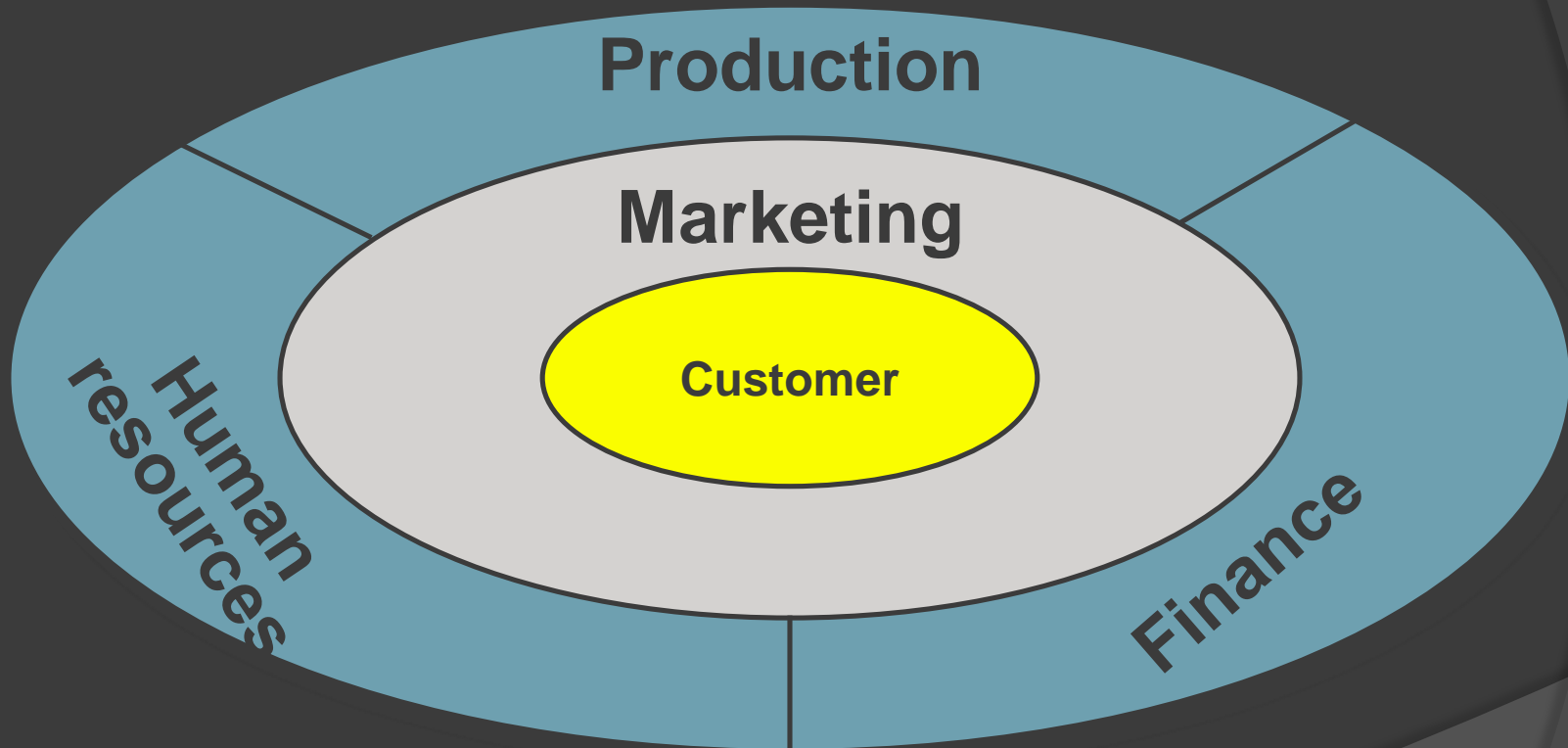


c. Marketing as the major function



d. The customer as the controlling factor

Evolving Views of Marketing's Role



e. The customer as the controlling function and marketing as the integrative function

Proses Pemasaran



Misi Perusahaan



Tujuan Perusahaan



Analisis SWOT

Lingkungan
Pasar
Persaingan



Informasi
yang
diolah
melalui
MARIS

Marketing Strategy



Tentukan pasar sasaran

Segmenting Targeting Positioning

Tetapkan bauran pemasaran

Price Product Place Planning

Marketing Concepts and Tools

- ◎ Defining Marketing
 - Marketing
 - Marketing management
- ◎ Core Marketing Concepts
 1. Target Markets and Segmentation

Figure 1-1: A Simple Marketing System



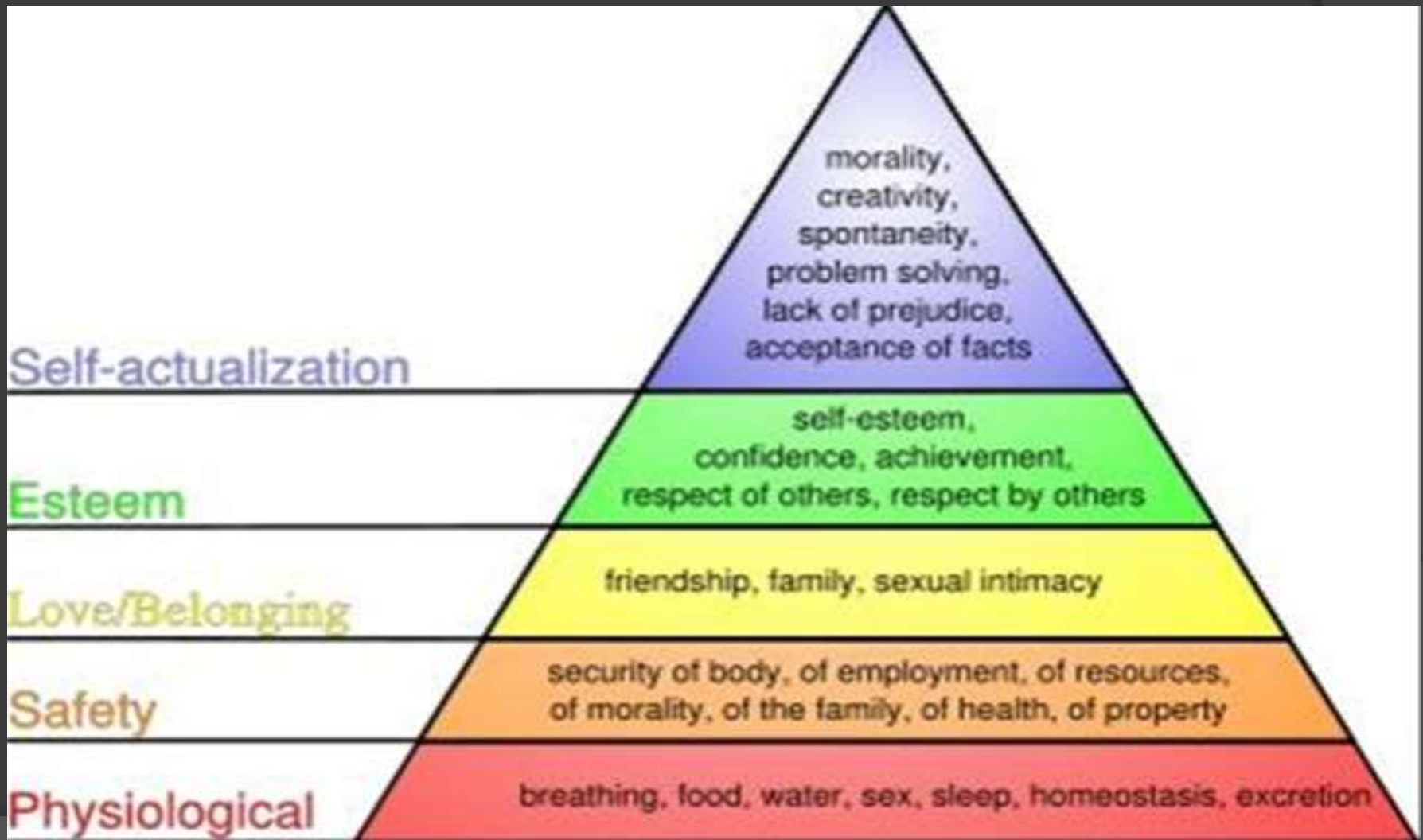
Marketing Concepts and Tools

2. Marketplace, Marketspace, and
Metamarket

3. Marketers and Prospects

Marketing Concepts and Tools

4. Needs, Wants, and Demands



I want it, I need it...

5 Types of Needs

- Stated needs (inexpensive)
- Real needs (low operating cost)
- Unstated needs (good service)
- Delight needs (extras)
- Secret needs (savvy consumer)



Marketing Concepts and Tools

5. Product, Offering, and Brand

6. Value and Satisfaction

- Customer value triad
- Value

Value = Benefits / Costs =

(Functional benefits + Emotional benefits) /

(Monetary costs + Time costs + Energy costs +
Psychic costs)

Marketing Concepts and Tools

7. Exchange and Transactions

- Exchange
- Transaction
- Barter
- Transfer
- Behavioral response

For an exchange to occur....

- ⦿ There are at least two parties.
- ⦿ Each party has something that might be of value to the other party.
- ⦿ Each party is capable of communication and delivery.
- ⦿ Each party is free to reject the exchange offer.
- ⦿ Each party believes it is appropriate or desirable to deal with the other party.

Marketing Concepts and Tools

8. Relationships and Networks

- Relationship marketing
- Marketing network

9. Marketing Channels

saluran komunikasi, distribusi, dan penjualan

10. Supply Chain

Marketing Concepts and Tools

11. Competition

- Brand competition
- Industry competition
- Form competition
- Generic competition

12. Marketing environment

- Task environment
- Broad environment

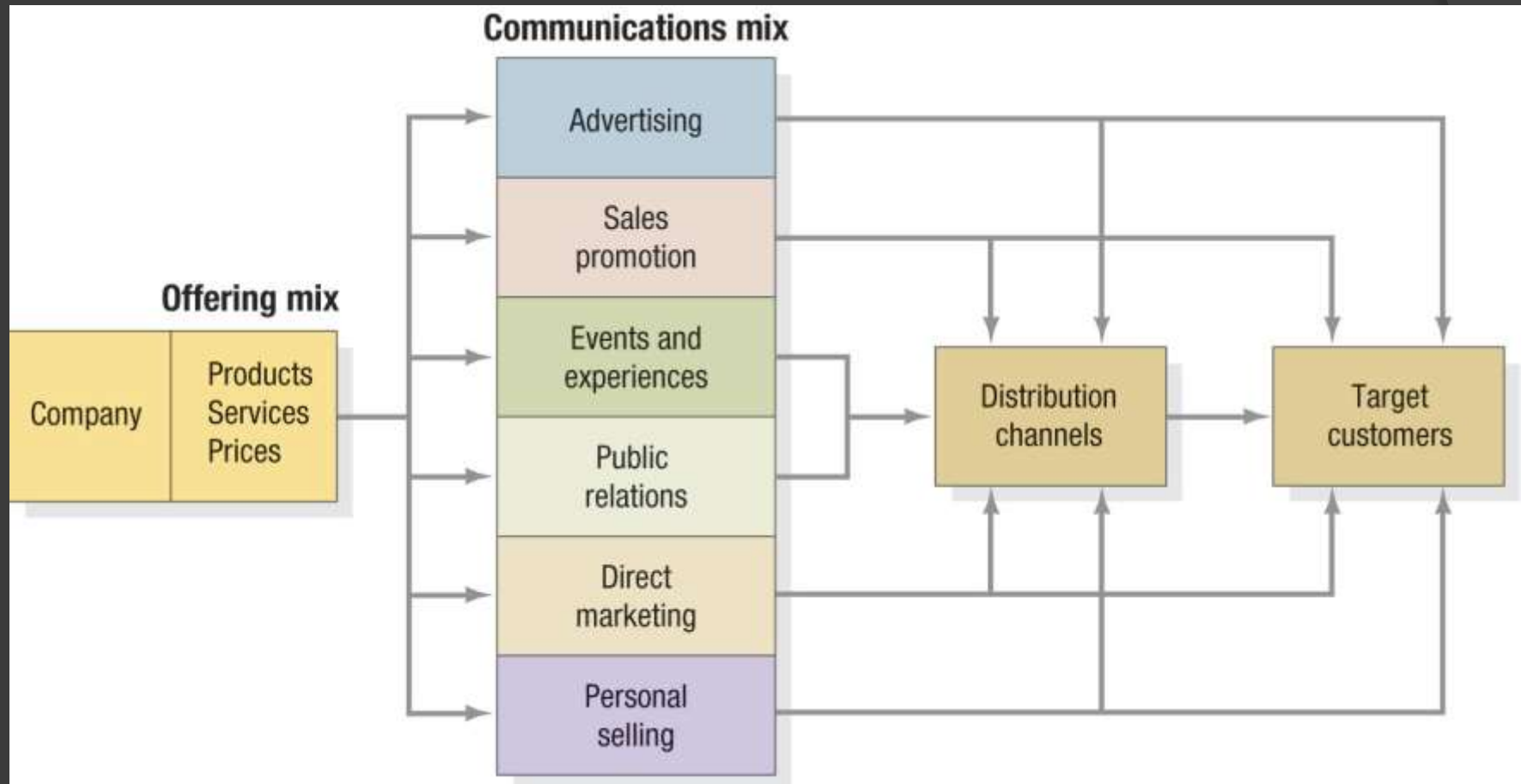
13. Marketing Program

- Marketing program
- Marketing mix

The Four P's



Marketing-Mix Strategy



The Four Ps

The Four Cs



Simple Model of the Marketing Process

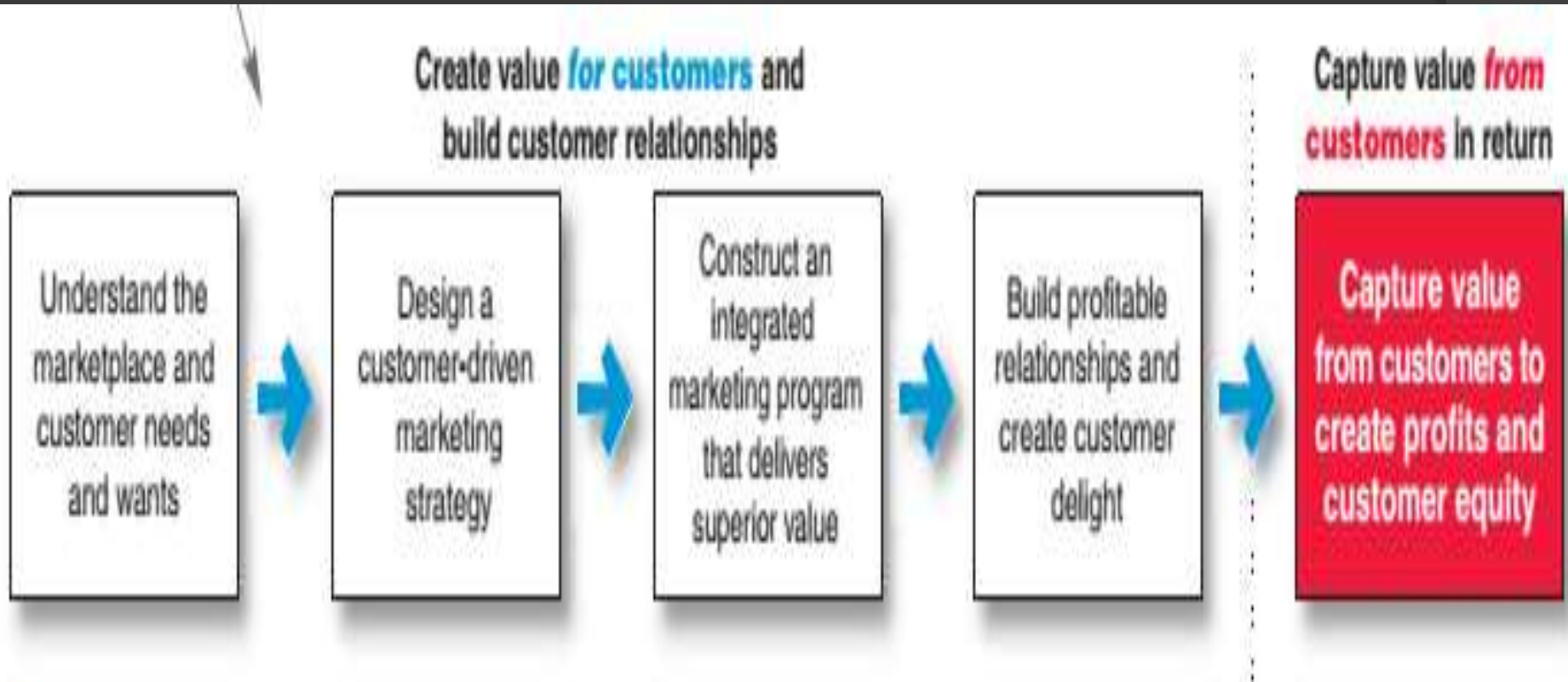
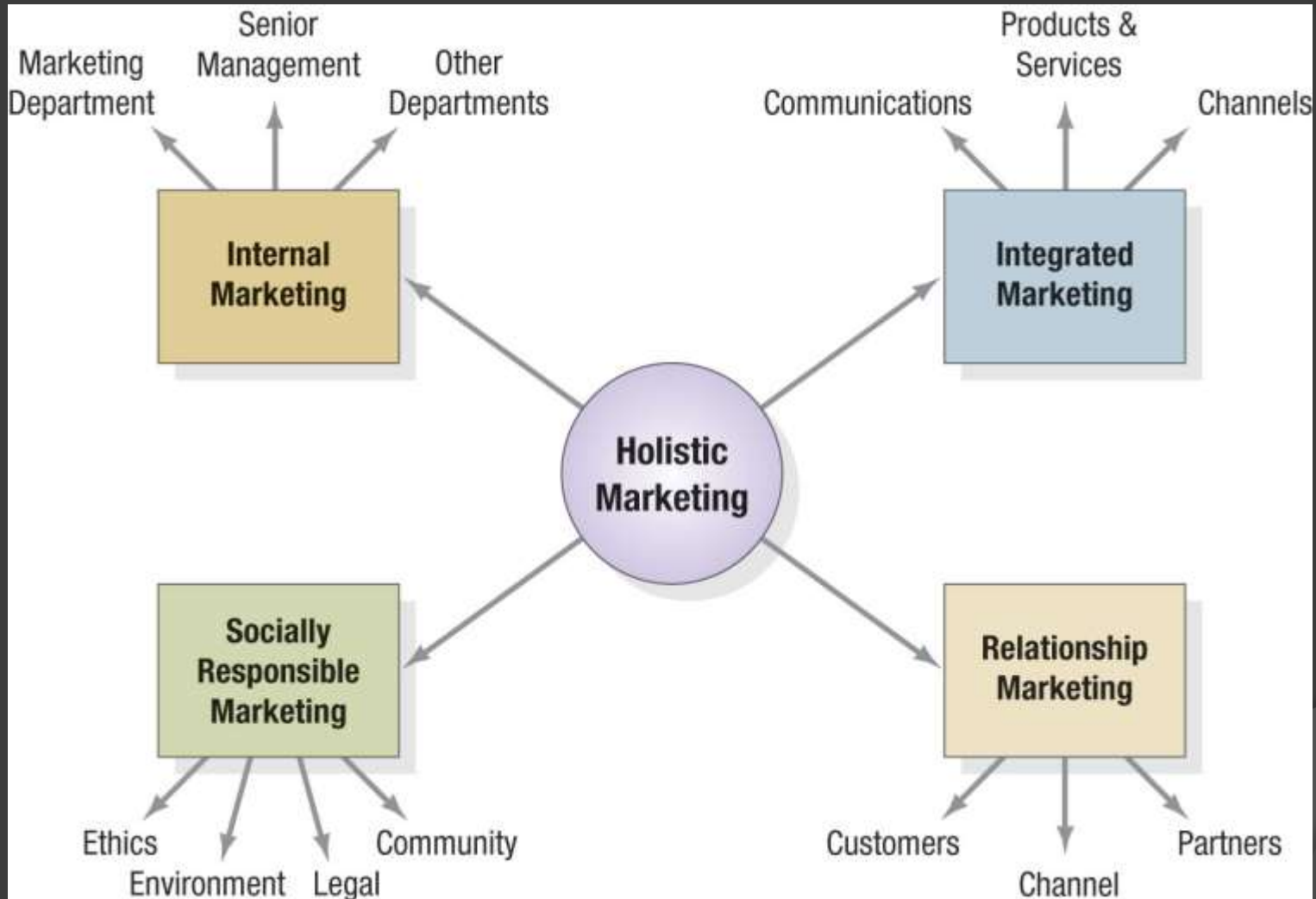


FIGURE | 1.1

A Simple Model of the Marketing Process

Holistic Marketing Dimensions

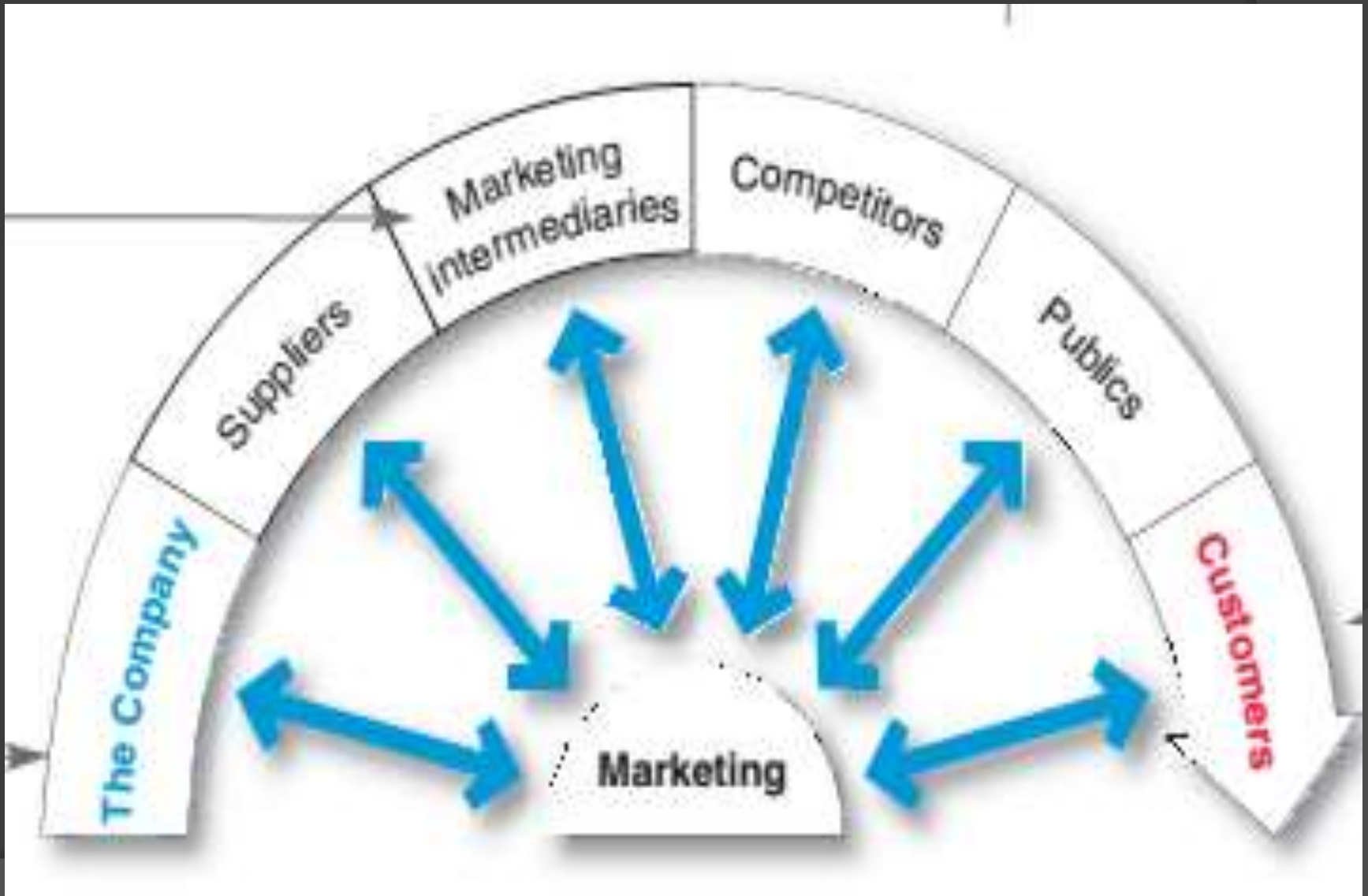


Kotler on Marketing

*Today you
have to run
faster to stay
in place.*



Lingkungan Internal Makro



Needs and Trends

- ① **Fads**—short-lived and without social, economic, and political significance.
- ① **Trends**—direction or sequence of events that has some momentum and durability.
- ① **Megatrends**—large social, economic, political, and technological changes

Macroenvironmental Forces

- World trade enablers
- Asian economic power
- Rise of trade blocs
- International monetary crises
- Use of barter & countertrade
- Move towards market economies
- “Global” lifestyles

Macroenvironmental Forces

- Opening of “new” markets
- Emerging transnational firms
- Cross-border strategic alliances
- Regional ethnic & religious conflict
- Global branding

Environmental Forces

- ① Demographic
- ① Economic
- ① Socio-cultural
- ① Natural
- ① Technological
- ① Political-legal

Demographic Environment

Worldwide Population Growth

Population Age Mix

Ethnic Markets

Educational Groups

Household Patterns

Geographical Shifts in Population

Shift from Mass Market to Micromarkets

Economic Environment

Income Distribution

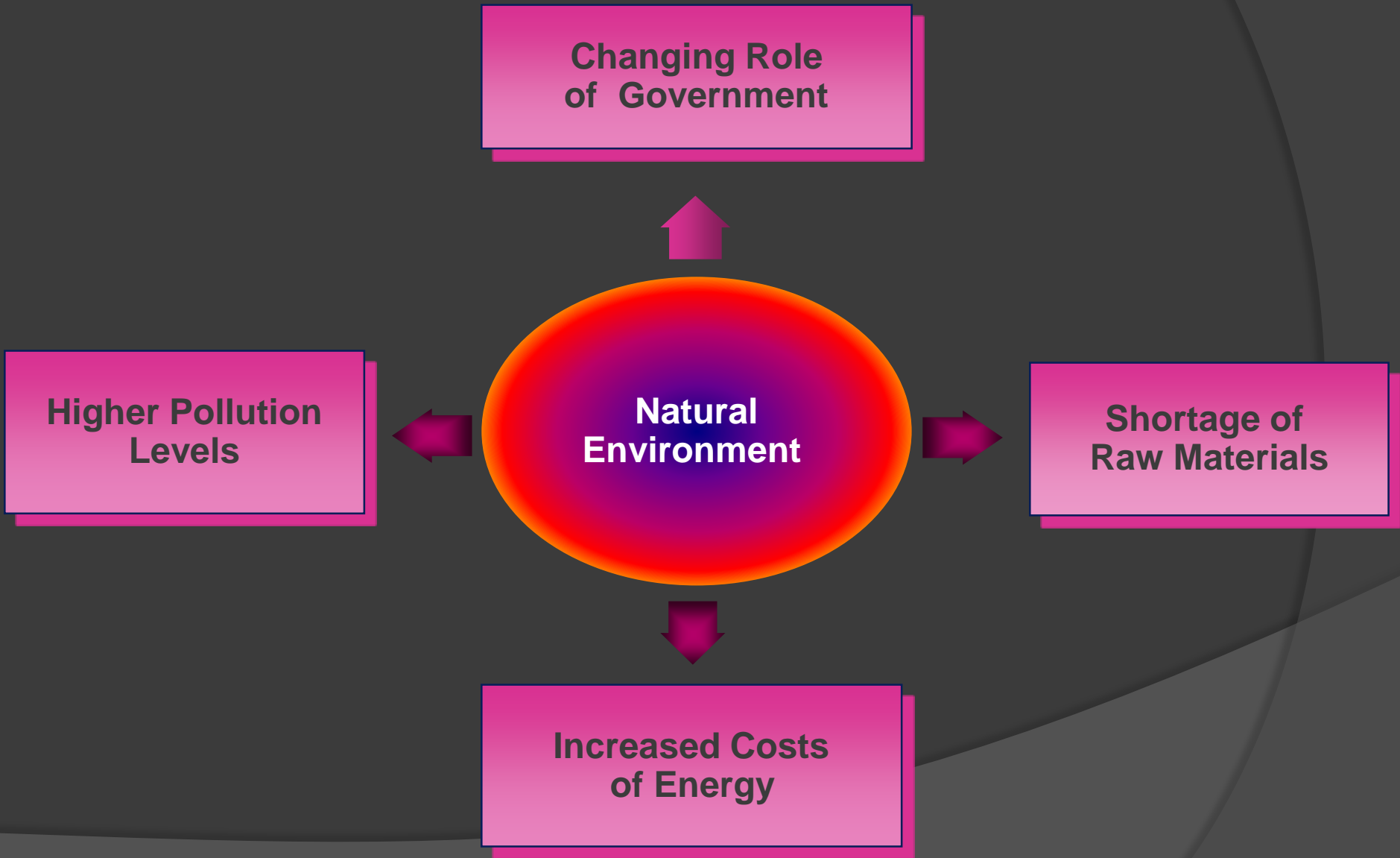
Subsistence economies

Raw-material-exporting economies

Industrializing economies

Industrial economies

Savings, Debt, & Credit Availability



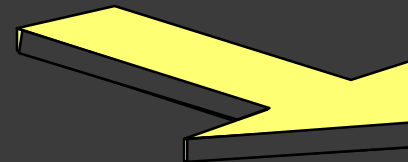
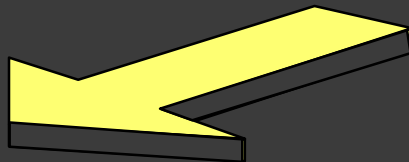
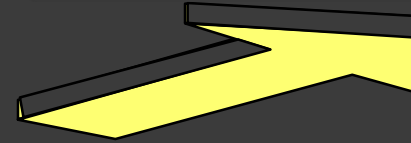
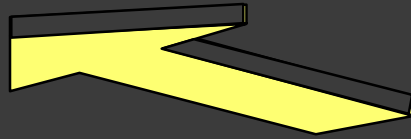
**Accelerating Pace
of Change**

**Unlimited Opportunities
for Innovation**

**Issues in the Technological
Environment**

**Varying
R & D Budgets**

**Increased
Regulation**

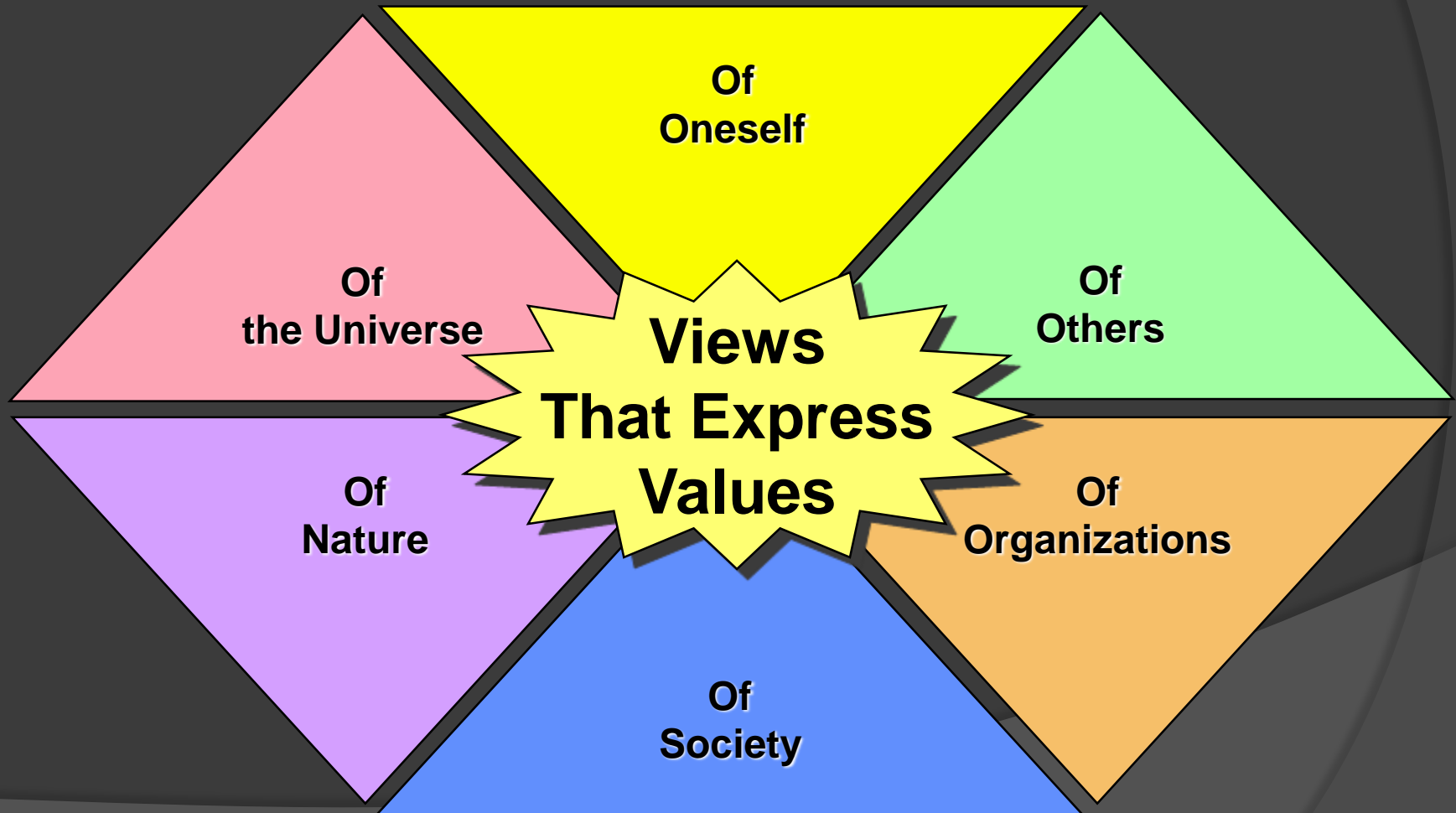


**Increased
Legislation**

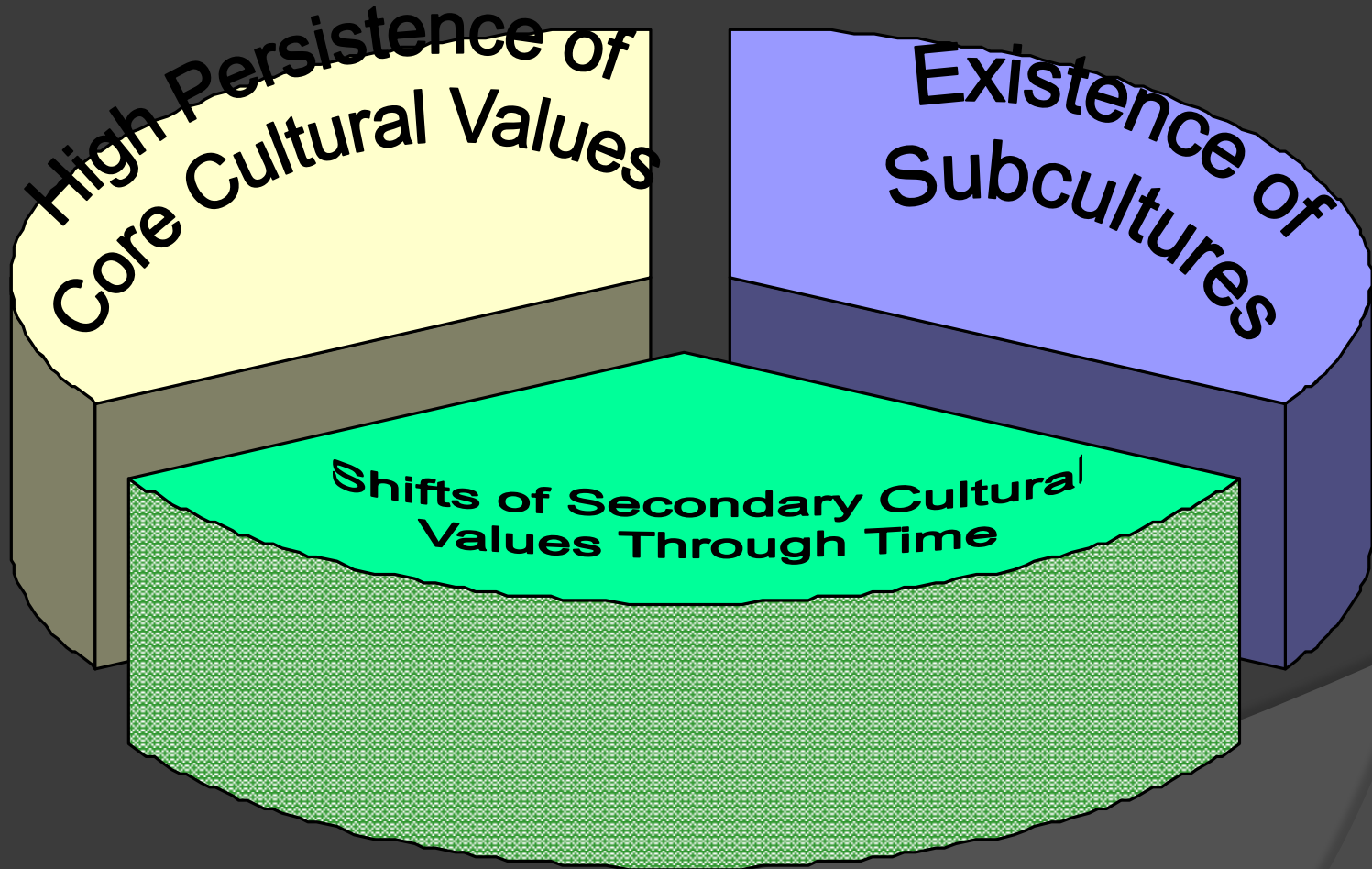
**Political-
Legal
Environment**

**Special-
Interest
Groups**

Social/Cultural Environment



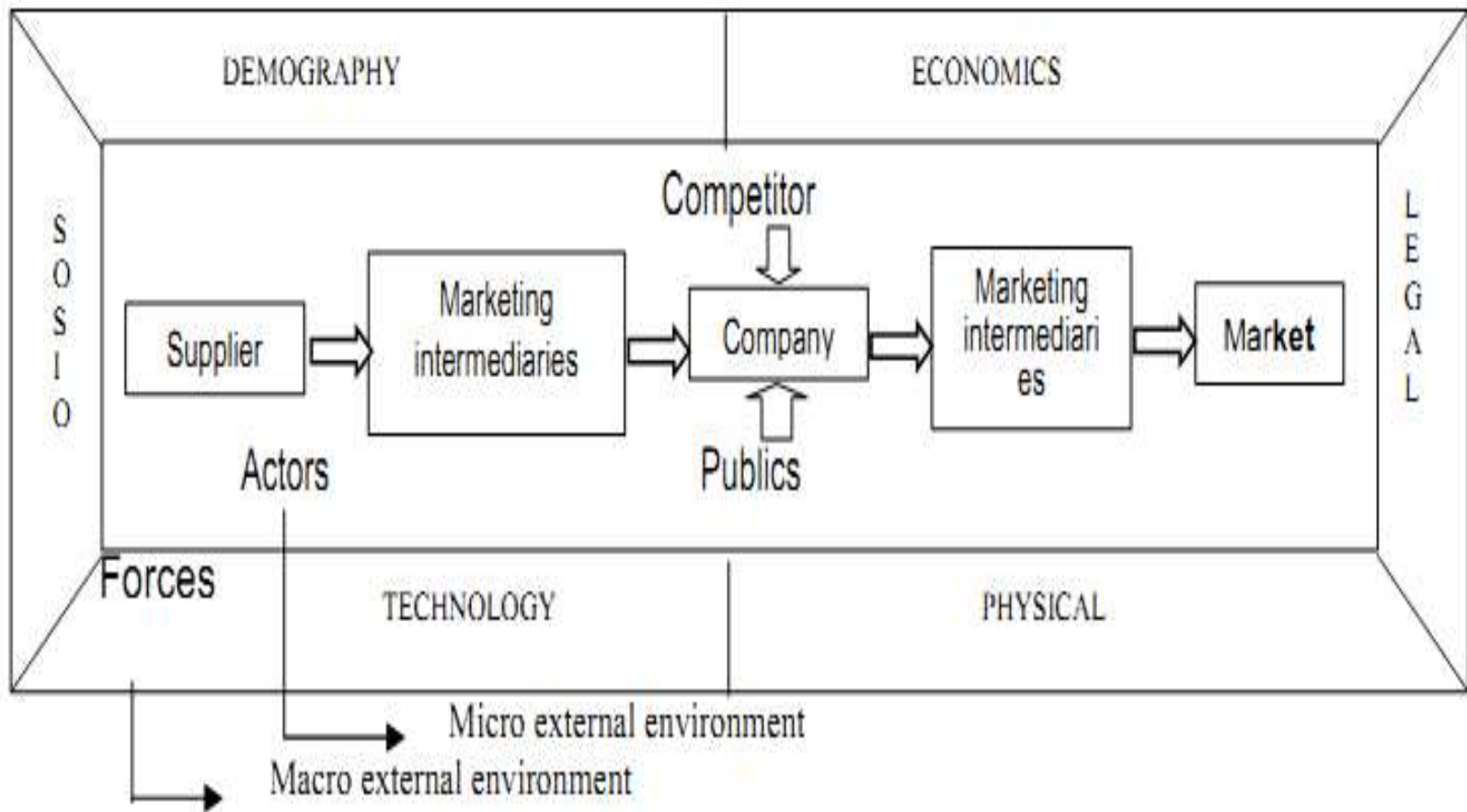
Social/Cultural Environment



Lingkungan Pemasaran

Forces (kekuatan)
Pengaruh tidak langsung

Actors (Pelaku)
Pengaruhnya langsung

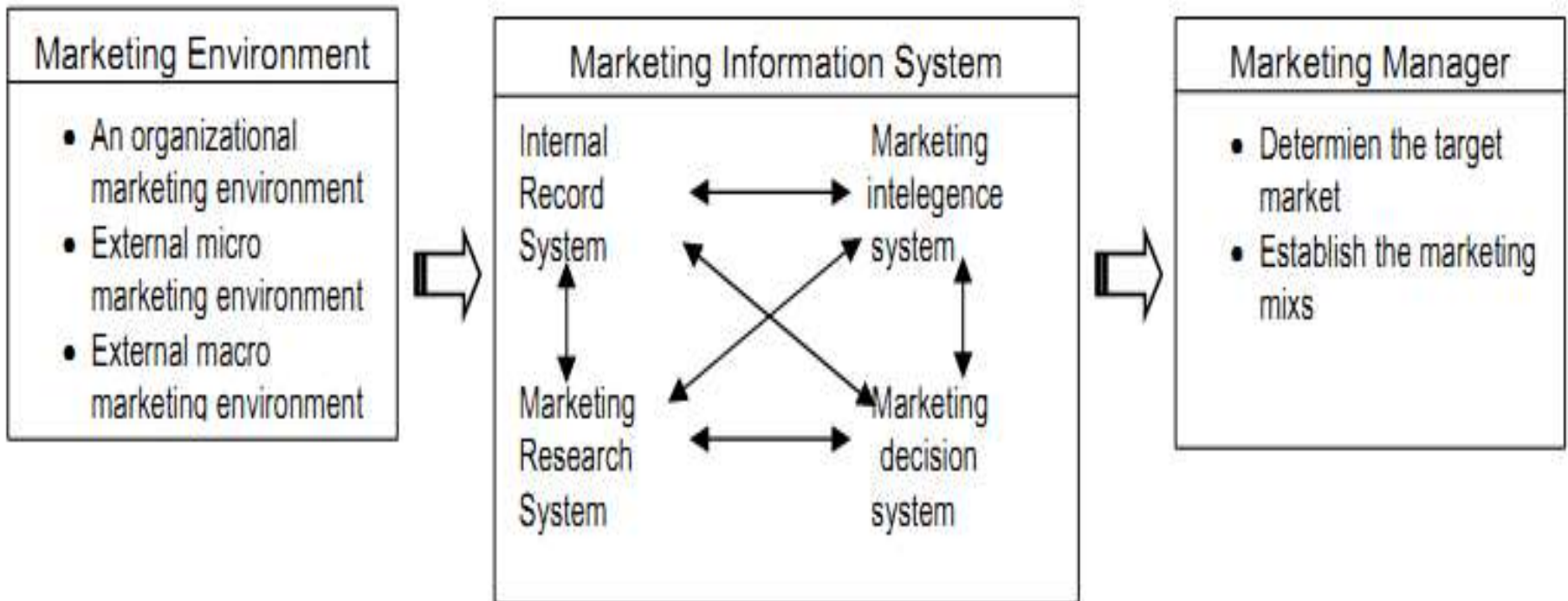


Kotler on Marketing

*Marketing is
becoming a battle
based more on
information than on
sales power.*



A **marketing information system (MIS)** terdiri dari orang-orang, peralatan, dan prosedur untuk mengumpulkan, memilah, menganalisis, mengevaluasi, dan mendistribusikan informasi yang dibutuhkan, tepat waktu, dan akurat bagi pengambil keputusan pemasaran



Gambar 8
Sistem Informasi Pemasaran

The Components of a Modern Marketing Information System

- Marketing Information System (MIS)
- 10 useful questions for determining the information needs of marketing managers.
 - Apa keputusan yang dibuat secara teratur
 - Apa informasi yang dibutuhkan untuk membuat keputusan ini
 - Apa informasi yang didapatkan secara teratur
 - Apa studi khusus yang diminta secara berkala

The Components of a Modern Marketing Information System

- Apa informasi yang diinginkan dan hendak didapatkan sekarang
- Apa informasi yang diinginkan setiap hari, minggu, bulan, atau tahun
- Apa majalah dan laporan dagang yang ingin dilihat secara teratur
- Apa topik yang ingin diikuti terus perkembangannya
- Apa program analisis data yang diinginkan
- Apa empat perbaikan yang paling membantu yang dapat dibuat dalam MIS saat ini

1. Internal Record Systems

- The Order-to-Payment Cycle
- Sales Information Systems
- Databases, Data Warehouses And Data-Mining

1. Internal Record Systems

- ① **Order-to-payment cycle**—send orders, prepares invoices, transmit copies to various departments, and back-orders out-of-stock items
- ① **Sales information system**—timely and accurate reports on current sales
- ① **Databases, warehousing, data mining**-- customer, product, and salesperson and combine data from the different databases.

2. The Marketing Intelligence System

- A Marketing Intelligence System adalah kumpulan prosedur dan sumber daya yang digunakan manajer untuk mendapatkan informasi harian tentang berbagai perkembangan dalam lingkungan pemasaran.
- Internal Sources
- Government Publications
- Periodicals and Books
- Commercial Data
- On-Line
 - Associations
 - Business Information

3. Marketing Research System

**Marketing research adalah :
perancangan, pengumpulan, analisis,
dan pelaporan data sistematis serta
temuan yang relevan terhadap situasi
pemasaran tertentu yang dihadapi
perusahaan**

Types of Marketing Research Firms

Syndicated-Service—trade Information (Nielsen Media Research-- track viewing habits of varied audiences)

Custom
(Specific projects
Design study
Report findings)

Specialty-Line
(interviewing
Services)

3. Marketing Research System

- ◎ Suppliers of Marketing Research
 - Engaging students or professors to design and carry out projects
 - Using the Internet
 - Checking out rivals

The Marketing Research Process

Define the problem

Develop research plan

Collect information

Analyze information

Present findings

Make decision

Marketing Research System

◎ The Marketing Research Process

- Step 1:

Define the Problem, the Decision Alternatives, and the Research Objectives

- Step 2: Develop the Research Plan

- Data Sources

- Research Approaches

- Observational research
- Focus group research

Focus Group in Session



Marketing Research System

- Survey research
- Behavioral data
- Experimental research

⊙ Research Instruments

- Questionnaires
- Psychological tools
- Mechanical devices
- Quantitative measures

Question Types – Likert Scale

Indicate your level of agreement with the following statement: Small airlines generally give better service than large ones.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Question Types – Completely Unstructured

What is your opinion of Garuda Airlines?



Question Types – Thematic Apperception Test



Make up a story that reflects what you think is happening in this picture.

Marketing Research System

- ◎ Sampling Plan
 - Sampling unit
 - Sample size
 - Sampling procedure

Marketing Research System

Sampling Plan

- ① **Sampling unit:** Who is to be surveyed?
- ② **Sample size:** How many people should be surveyed?
- ③ **Sampling procedure:** How should the respondents be chosen?

Marketing Research System

◎ Contact Methods

- Mail questionnaire
- Personal interviewing
 - Arranged interviews
 - Intercept interviews
 - Online methods
 - Click-stream
 - Cookies
 - Automated
telephone surveys

Marketing Research System

- Step 3: Collect the Information
- Step 4: Analyze the Information
- Step 5: Present the Findings
- Step 6: Make the Decision

Marketing Research System

- ◎ Overcoming Barriers to the Use of Marketing Research
 - Konsepsi sempit tentang riset
 - Kaliber periset yang tidak seimbang
 - Penentuan kerangka masalah yang buruk
 - Temuan yang terlambat dan terkadang salah
 - Perbedaan kepribadian dan presentasional

Good Marketing Research:

- ★ Is scientific
- 🕒 Is creative
- 🕒 Uses multiple methods
- 🕒 Realizes the interdependence of models & data
- 🕒 Acknowledges the cost & value of information
- 🕒 Maintains “healthy” skepticism
- 🕒 Is ethical

4. Marketing Decision Support System

- Marketing Decision Support System (MDSS) adalah pengumpulan data terkoordinasi, sistem, alat, dan teknik, dengan software dan hardware yang mendukung, dengan mana organisasi mengumpulkan, menterjemahkan informasi relevan dari bisnis dan lingkungan dan mengubahnya menjadi dasar bagi tindakan pemasaran.

Table 5-5: Quantitative Tools Used in Marketing Decision Support Systems

Statistical Tools

1. Multiple regression: A statistical technique for estimating a “best fitting” equation showing how the value of a dependent variable varies with changing values in a number of independent variables. *Example:* A company can estimate how unit sales are influenced by changes in the level of company advertising expenditures, sales force size, and price.
2. Discriminant analysis: A statistical technique for classifying an object or persons into two or more categories. *Example:* A large retail chain store can determine the variables that discriminate between successful and unsuccessful store locations.
3. Factor analysis: A statistical technique used to determine the few underlying dimensions of a larger set of intercorrelated variables. *Example:* A broadcast network can reduce a large set of TV programs down to a small set of basic program types.

See text for complete table

Forecasting and Demand Measurement

- Which Market to Measure?
 - Market
 - Potential market
 - Available market
 - Target market (severed market)
 - Penetrated market
- ◎ A Vocabulary for Demand Measurement
 - Market Demand
 - Market share
 - Market penetration index
 - Share penetration index

Forecasting and Demand Measurement

- Market Forecast
- Market Potential
 - Product penetration percentage
- Company Demand
- Company Sales Forecast
 - Sales quota
 - Sales budget
- Company Sales Potential

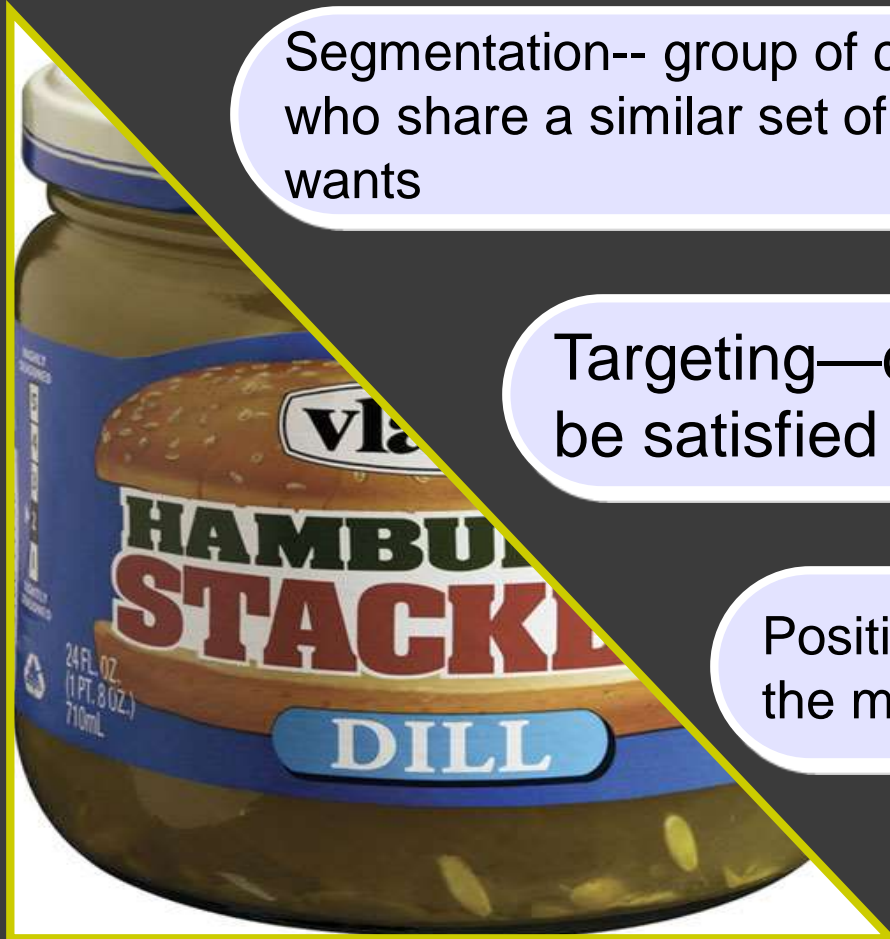
Kotler on
Marketing
*“Don’t buy
market
share. Figure
out how to
earn it.”*



Tiga langkah utama

1. Mengidentifikasi dan memilah kelompok pembeli yang berbeda → segmenting
2. Memilih salah satu atau lebih segmen pasar yang dimasuki → targeting
3. Membentuk dan mengkomunikasikan manfaat utama yang membedakan dengan produk lain → positioning

Marketing Strategy



Segmentation-- group of customers who share a similar set of needs and wants

Targeting—consumer that can be satisfied in a superior way

Positioning—a distinctive place in the minds of the target market

Steps in Market Segmentation, Targeting, and Positioning

Market Segmentation

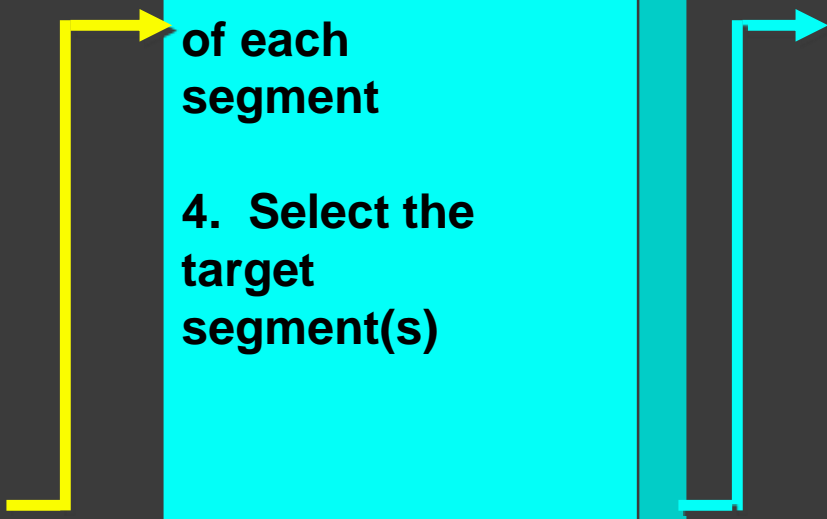
1. Identify segmentation variables and segment the market
2. Develop profiles of resulting segments

Market Targeting

3. Evaluate attractiveness of each segment
4. Select the target segment(s)

Market Positioning

5. Identify possible positioning concepts for each target segment
6. Select, develop, and communicate the chosen positioning concept



Konsep Pemasaran Segmentasi

- ⦿ Konsumen secara individu berbeda dengan individu lainnya
- ⦿ Mempelajari kelompok-kelompok konsumen dan mengelompokkan konsumen yang mempunyai kesamaan kebutuhan dan keinginan ke dalam suatu kelompok tertentu

Perbedaan

Pemasaran Massal

- ⦿ Berasal dari mass production
- ⦿ Mendapatkan laba maksimum dari produksi yang efisien
- ⦿ Konsumen diperlakukan sama
- ⦿ Bersifat statis
- ⦿ Defensif

Pemasaran Segmentasi

- ⦿ Berasal dari persaingan yang gencar
- ⦿ Memenangkan persaingan dengan memuaskan konsumen
- ⦿ Konsumen yang berbeda diperlakukan berbeda
- ⦿ Bersifat dinamis
- ⦿ Adaptif

Levels and Patterns of Market Segmentation

- Levels of Market Segmentation
 - Mass marketing
 - Micromarketing

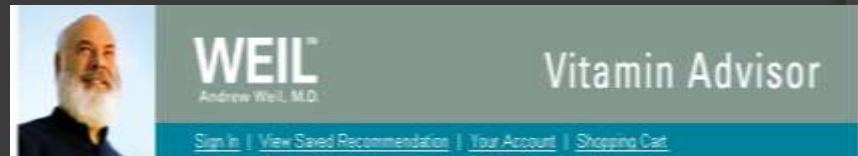
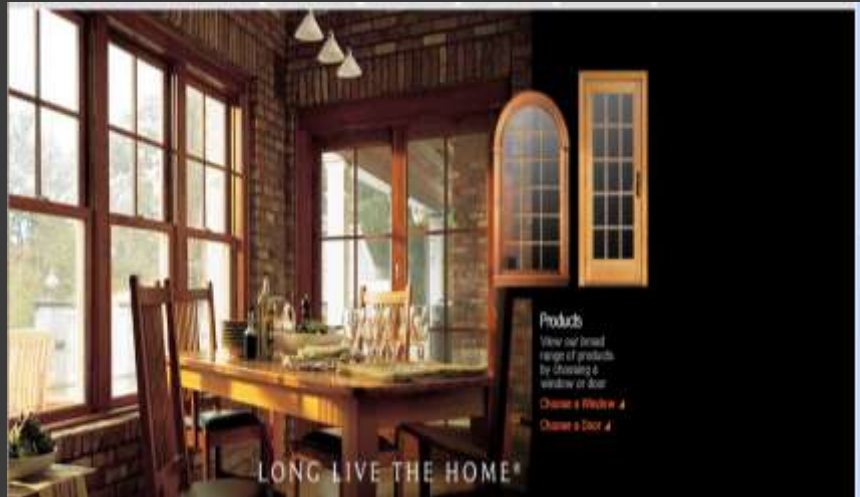
Four levels of Micromarketing

- ④ **Segments**—similar needs and wants
- ④ **Niches**--sub-segments with a distinctive mix of benefits
- ④ **Local areas**—marketing programs tailored to the needs and wants of local customer groups in trading areas, neighborhoods, even individual stores
- ④ **Individuals**—segments of one (i.e., one-to-one marketing)

What is Customization?

Customization menggabungkan penyesuaian massal yang digerakan secara operasional dengan pemasaran yang disesuaikan dalam cara memberdayakan konsumen untuk merancang penawaran produk dan jasa pilihan mereka

Examples of Market Customization

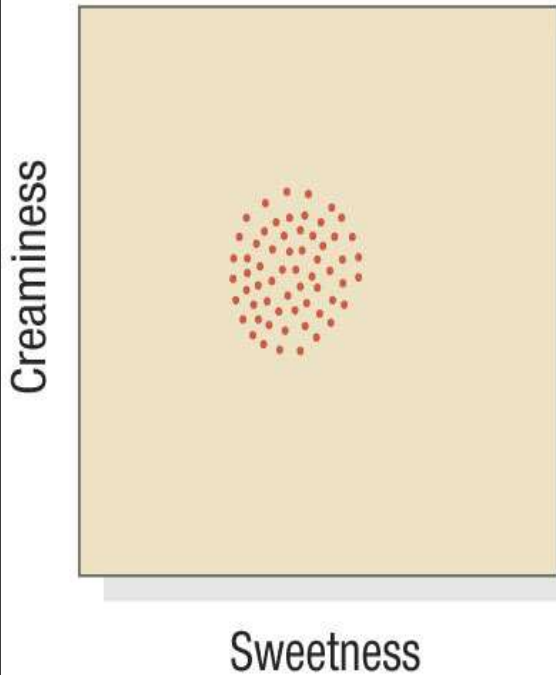


Levels and Patterns of Market Segmentation

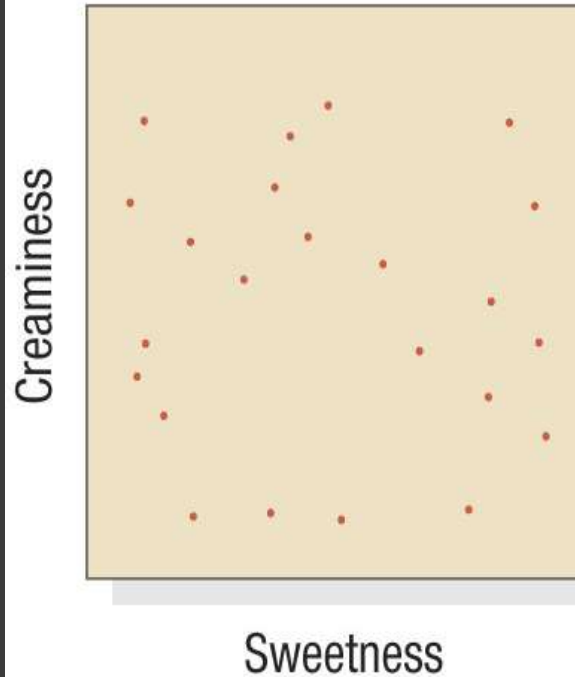
- ◎ Patterns for Market Segmentation
 - Preference segments
 - Homogeneous preferences
 - Diffused preferences
 - Clustered preferences
 - Natural market segments
 - Concentrated marketing

Basic Market Preference Patterns

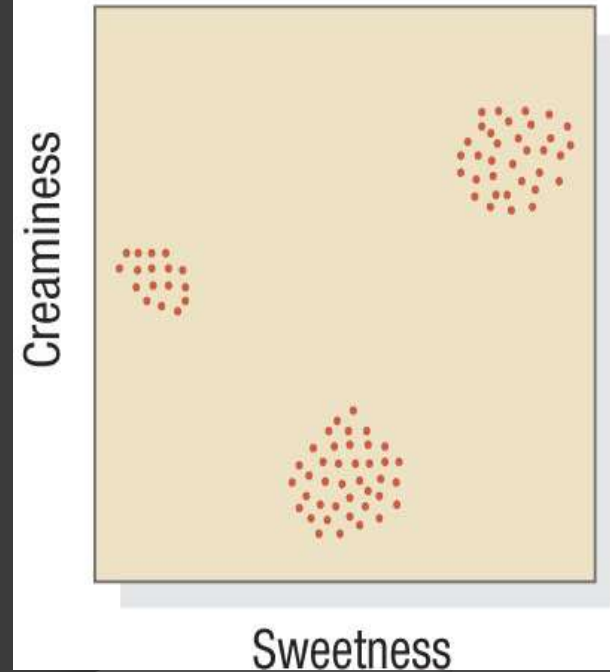
(a) Homogeneous Preferences



(b) Diffused Preferences



(c) Clustered Preferences



Levels and Patterns of Market Segmentation

● Market Segmentation Procedure

- Needs-based market segmentation approach
- Market partitioning
 - Brand-dominant hierarchy
 - Nation-dominant hierarchy

Steps in Segmentation Process

- Need-based segmentation—similar needs and benefits
- Segment identification—determine which demographics, lifestyles, and usage behaviors to make segment distinct
- Segment attractiveness—market growth, competitive intensity, market access
- Segment profitability—income potential
- Segment positioning—create value proposition and product-price based on unique customer needs and characteristics
- Segment acid test—create segment storyboard
- Market mix strategy—the four p's

Effective Segmentation

Measurable



- Size, purchasing power, profiles of segments can be measured.

Substantial



- Segments must be large or profitable enough to serve.

Accessible



- Segments can be effectively reached and served.

Differential



- Segments must respond differently to different marketing mix elements & actions.

Actionable

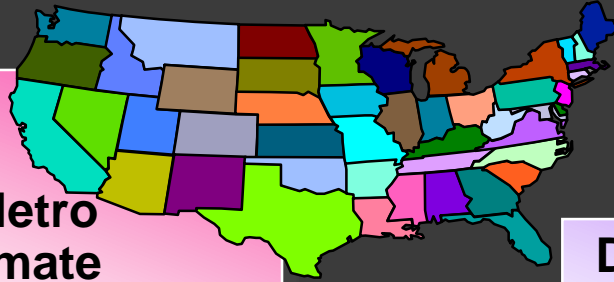


- Must be able to attract and serve the segments.

Bases for Segmenting Consumer Markets

Geographic

Region, City or Metro
Size, Density, Climate



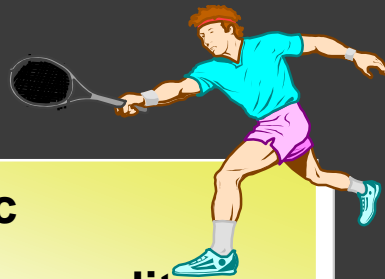
Demographic

Age, Gender, Family size
and Life cycle, Race,
Occupation, or Income ...



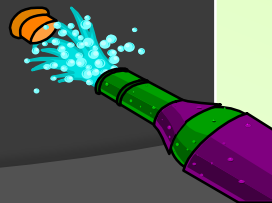
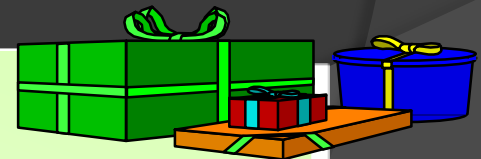
Psychographic

Lifestyle or Personality



Behavioral

Occasions, Benefits,
Uses, or Attitudes



⦿ Bases for Segmenting Consumer Markets

- Geographic Segmentation

wilayah, ukuran kota, kepadatan, iklim

- Demographic Segmentation

- Age

- Family size

Profiling American Generations

- GI Generation—financial security
 - 1901-1924
- Silent Generation—trusting conformists who value stability
 - 1925-1945
- Baby Boomers—acquisitors, value and cause driven
 - 1946-1964
- Generation X—cynical, more alienated and individualistic
 - 1965-1977
- Generation Y—edgy, urban style, more idealistic than Gen X
 - 1978-1994
- Millennials—multicultural, tech savvy, educated, affluent society, big spending power
 - 1995-2002

Segmentasi berdasarkan generasi tersebut adalah :

1. Generasi Kemerdekaan (kelahiran 1921- 1935)
2. Generasi Tritura (1936- 1950) -
3. Generasi Perang Dingin (1951-1960)
4. Generasi Komputer (1961-1970)
5. Generasi Internet (sesudah 1970)

- Social Class
- Ras
- Pendidikan
- Pekerjaan
- Psychographic Segmentation
 - Lifestyle
 - Time-constrained
 - Money-constrained
 - Personality
 - Values

Dimensi-dimensi Gaya Hidup

| Aktivitas | Minat | Opini |
|------------------|------------|----------------|
| Bekerja | Keluarga | Diri Mereka |
| Hobi | Rumah | Isu-isu Sosial |
| Kegiatan Sosial | Pekerjaan | Politik |
| Berlibur | Komunikasi | Bisnis |
| Menghibur diri | Rekreasi | Ekonomi |
| Keanggotaan Klib | Fashion | Pendidikan |
| Komunitas | Makanan | Produk |
| Berbelanja | Media | Masa Depan |
| Olah raga | Prestasi | Budaya |

Segmentasi berdasarkan Teknografi

Pada pola ini, segmentasi pasar dilakukan berdasarkan kriteria orientasi dan sikap seseorang / konsumen terhadap teknologi, dengan pengelompokan sebagai berikut :

1. Kelompok yang berorientasi pada keluarga
 - Tradisionalis, mengutamakan produk hiburan (VCR, VCD, DVI }
 - Neo-heartminder, lebih sensitif terhadap teknologi (komputer)

2. Kelompok yang berorientasi karir
 - Fast-forward, profesional sibuk
 - Techno-striver (konsumen masa depan, tapi belum cukup uang)
 - Hand shakers (menyerahkan pemakaian teknologi kepada staf / pembantu)

3. Kelompok yang berorientasi status
 - Cyber snob, penggemar teknologi baru
 - X-tech, penggemar teknologi baru tapi uangnya pas-pasan
 - Country Clubber, cenderung ikut-ikutan

4. Kelompok yang berorientasi hiburan

- Mouse potatoes, mereka yang haus hiburan
- Gadget Grabbers, mereka yang uangnya pas-pasan
- Media junkies, mereka yang tidak sabar tetapi senang yang sederhana

5. Kelompok diluar keempat kelompok di atas (*Sidelined Citizen*)

- Mereka yang kurang tertarik pada teknologi dan kurang percaya bahwa teknologi dapat menyejahterakan mereka.

Segmen Perilaku Gaya Hidup masyarakat Perkotaan Indonesia (Surindo Utama)

- The Affluent (15%)

Pekerja keras, memiliki rasa percaya diri kuat, menyukai inovasi, proaktif, berani mengambil resiko, cenderung terbuka dan mampu mempengaruhi orang lain.

- The Achievers (14%)

Memiliki ketrampilan memimpin, mengkonsumsi produk secara fungsional, tak suka diperhatikan orang lain, keputusan membeli rasional

- The anxious (6%)

Bersikap follower, ambisius, percaya diri dalam mengambil keputusan tetapi kurang keberanian, perlu saran & doongan dalam mengambil keputusan, mudah dibujuk dengan hal-hal rasional

- The Loners (10%)

Cenderung menyendiri, kurang berani tampil, individualistik.

- The Socialite (11%)

Senang bergaul, berani bertindak dan mengambil resiko, cenderung ingin menguasai orang lain dan senang menonjol.

- The Pusher (6 %)

Tidak ingin diperhatikan tetapi ingin mendominasi segala sesuatu tanpa arah, senang mengontrol orang lain, tidak mudah menerima hal-hal baru.

- The Attention Seeker (17 %)

Cenderung ingin menarik perhatian, membeli produk agar diperhatikan orang lain, impulsif, irasional dan mudah dibujuk secara emosional.

- Pleasure Seeker (20 %)

Cenderung ingin mencapai sesuatu tanpa kerja keras, kurang senang bersosialisasi, individualistic, tekun mengikuti trend, berprinsip kuat dan tidak menghendaki perubahan.

- Behavioral Segmentation

- Occasions

- Benefits

- Sensory Segmen : Segmen yang membeli karena memperoleh benefit dari rasa dan penampilan produk.

- The Sociables Segmen yang membeli karena pasta gigi ini menjadikan gigi putih.

- The Worriers, Segmen yang mencari pasta gigi yang dapat mencegah kerusakan gigi.

- The Independents, Segment yang mencari pasta gigi yang harganya paling murah

Segmentasi Status Pemakai

1. Bukan pemakai
2. Bekas pemakai
3. Pemakai potensial
4. Pemakai pertama kali
5. Pemakai teratur

Segmentasi Tingkat Pemakaian

1. Pemakai ringan
2. Pemakai sedang
3. Pemakai berat

Segmentasi Status Kesetiaan

1. Tidak ada
2. Sedang
3. Kuat
4. Terbagi

Loyalty Status

- Hard-core—buy only one brand all of the time
- Split loyals—loyal to two or three brands
- Shifting loyals—shift loyalty from one brand to another
- Switchers—show no loyalty to any brand

Segmentasi Tahap Kesiapan Pembeli

1. Tidak sadar
2. Sadar mengetahui
3. Tertarik
4. Menginginkan
5. Bermaksud membeli

Segmentasi Sikap Terhadap Produk

1. Antusias
2. Positif
3. Tidak acuh
4. Negatif
5. Membenci

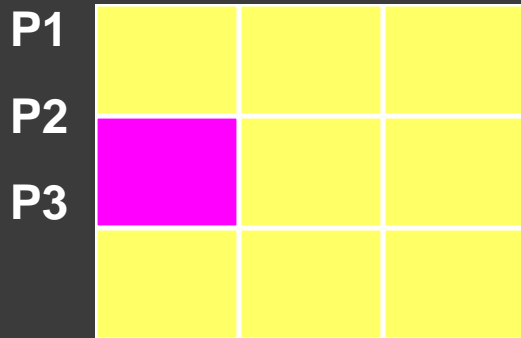
Market Targeting

- ◎ Evaluating and Selecting the Market Segments
 - Single-Segment Concentration
 - Selective Specialization
 - Product Specialization
 - Market Specialization
 - Full Market Coverage
 - Undifferentiated marketing
 - Differentiated marketing

Five Patterns of Target Market Selection

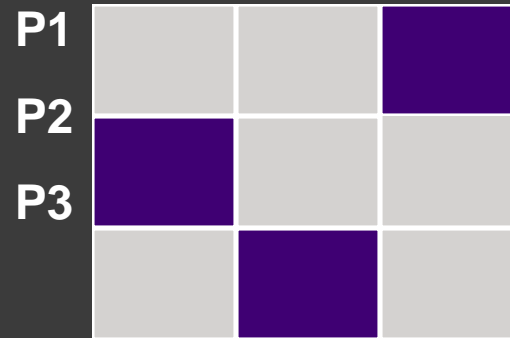
Single-segment concentration

M1 M2 M3



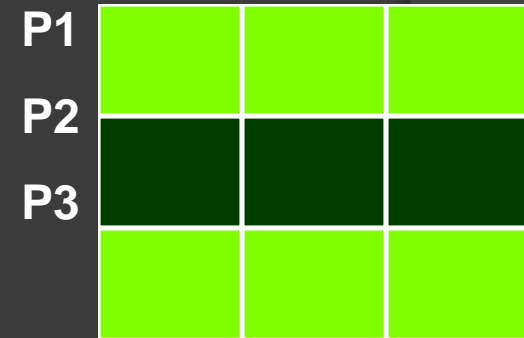
Selective specialization

M1 M2 M3



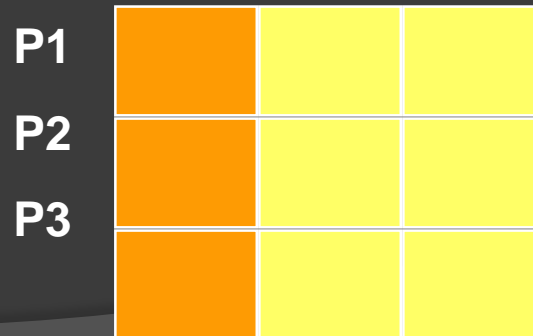
Product specialization

M1 M2 M3



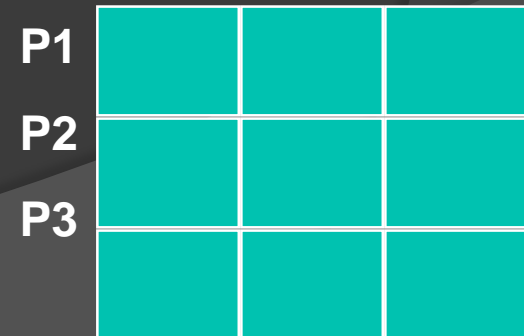
Market specialization

M1 M2 M3



Full market coverage

M1 M2 M3



P = Product
M = Market

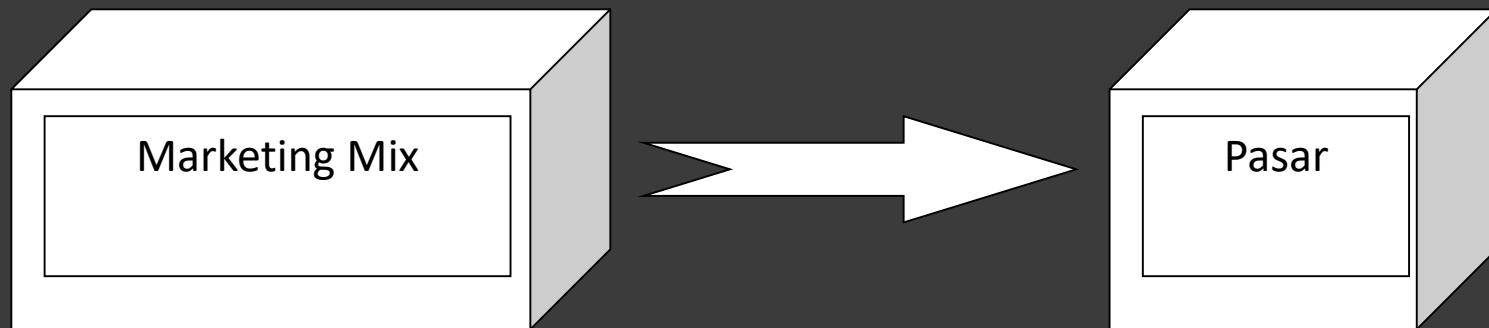
Market Targeting

- Higher costs using differentiated marketing include:
 - Product modification cost
 - Manufacturing cost
 - Administrative cost
 - Inventory cost
 - Promotion cost

Market Targeting

- ◎ Additional Considerations
 - Ethical Choice of Market Targets
 - Segment-By-Segment Invasion Plans

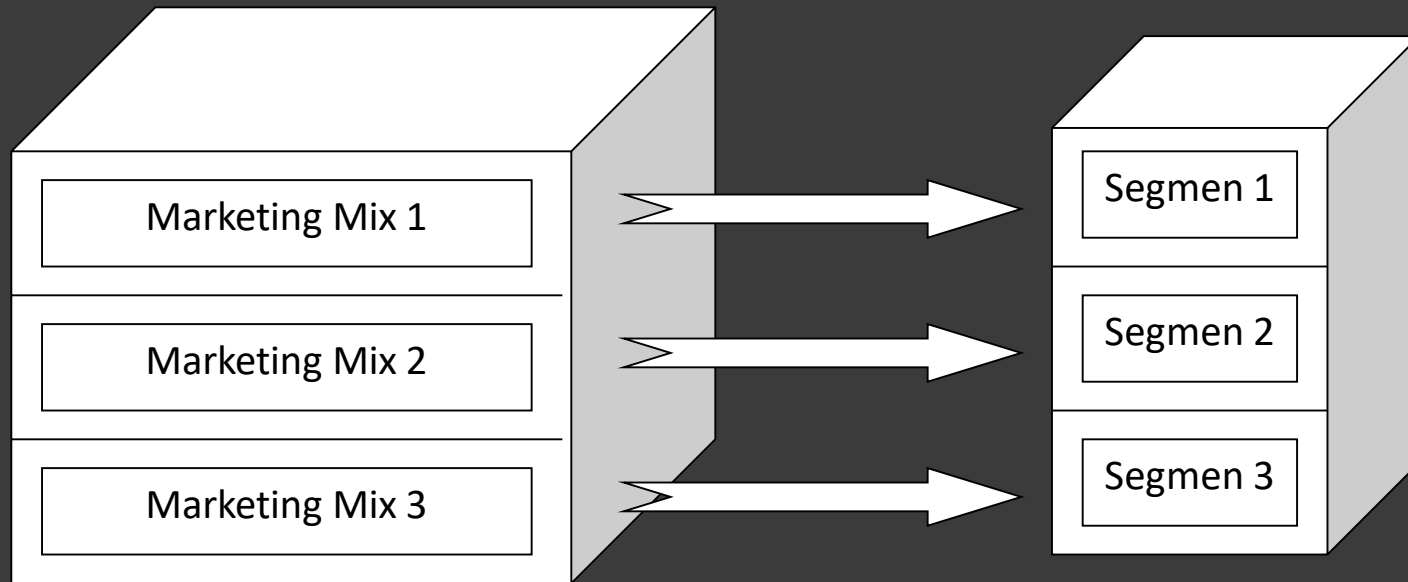
Tiga Strategi Market Coverage



Pemasaran serba sama/Undifferentiated Marketing Strategy

Dapat terjadi bahwa perusahaan mengabaikan perbedaan-perbedaan yang ada dalam segmen pasar dan melayani seluruh pasar hanya dengan satu produk atau jasa. Perusahaan dengan strategi ini lebih menitikberatkan pada kesamaan kebutuhan konsumen, dan bukan pada perbedaannya.

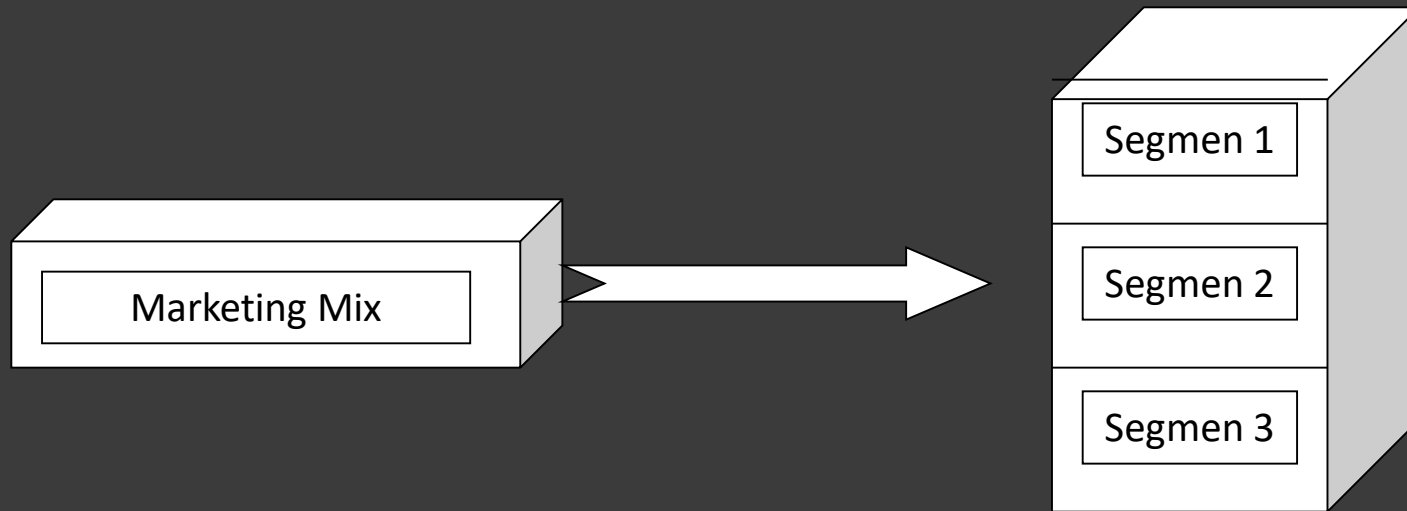
Tiga Strategi Market Coverage



Pemasaran serbaneka/Differentiated Marketing Strategy

Perusahaan akan merancang dan memproduksi beberapa jenis produk untuk dipasarkan ke beberapa segmen. Dengan berbagai ragam produk dan cara pemasaran perusahaan berharap memperoleh penjualan yang lebih tinggi serta posisi yang lebih kuat pada setiap segmen pasar.

Tiga Strategi Market Coverage



Pemasaran terpusat/Concentrated Marketing Strategy

Perusahaan yang merasa sumber dayanya terbatas akan memilih strategi ini, yaitu lebih baik merangkul pangsa pasar yang luas dari satu atau sedikit segmen pasar daripada memperoleh pangsa pasar yang sedikit dalam pasar yang luas. Dengan kata lain perusahaan hanya akan melayani satu segmen terpilih dari beberapa segmen yang ada

Kotler on Marketing

*Watch the product
life cycle; but more
important, watch
the market life
cycle.*

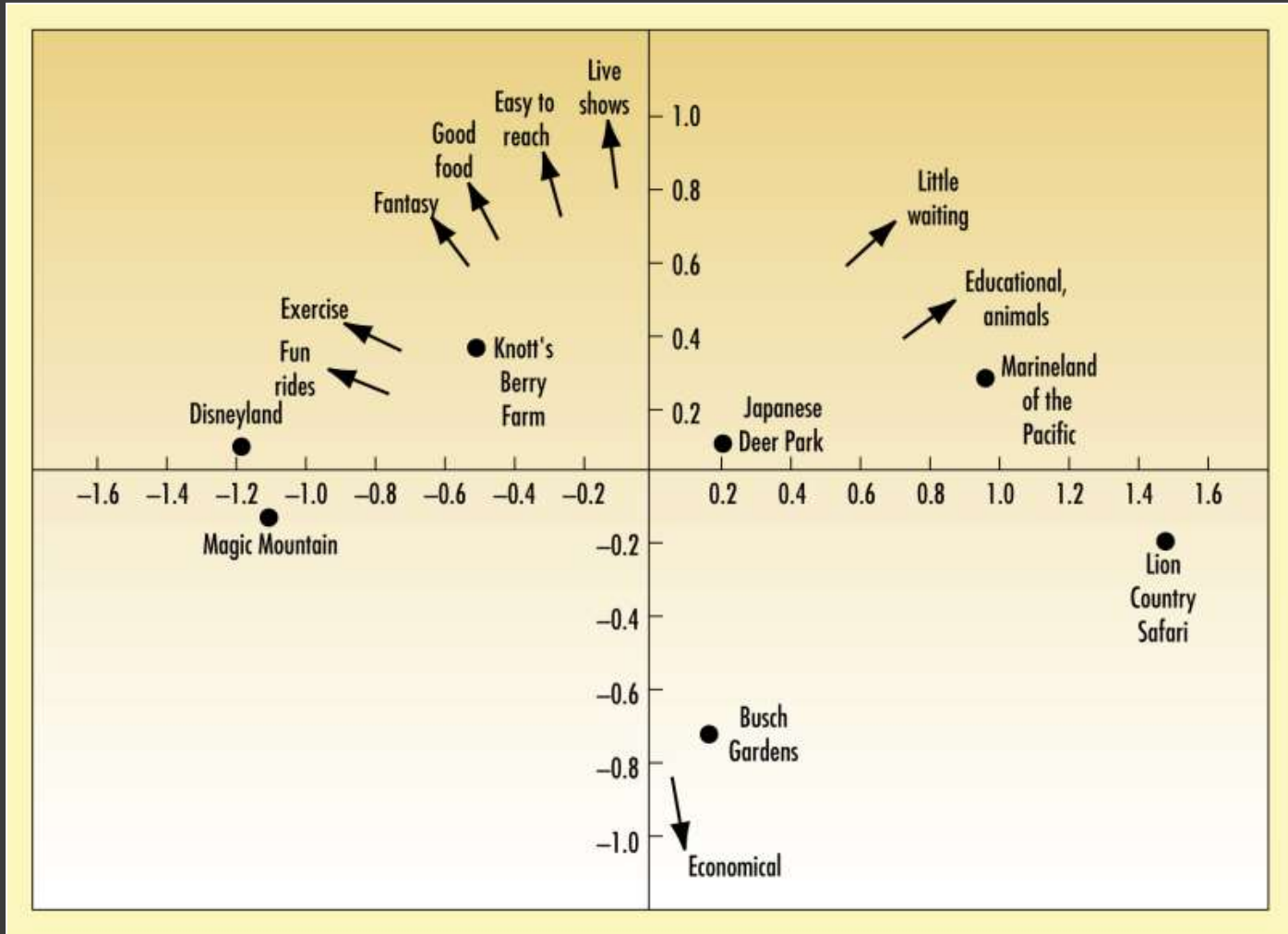


Positioning : *tindakan merancang penawaran dan citra perusahaan agar mendapatkan tempat khusus dalam benak pasar sasaran*

Developing and Communicating a Positioning Strategy

- ◎ Positioning: How many ideas to promote?
 - Unique selling proposition
- Four major positioning errors
 1. Underpositioning
 2. Overpositioning
 3. Confused positioning
 4. Doubtful positioning

Figure 11.1: Perceptual Map



Developing and Communicating a Positioning Strategy

- positioning possibilities:
 - Attribute positioning
 - Benefit positioning
 - Use or application positioning
 - User positioning
 - Competitor positioning
 - Product category positioning
 - Quality or price positioning
- ◎ Which Positioning to Promote?

Diferensiasi adalah tindakan merancang serangkaian perbedaan yang berarti untuk membedakan tawaran perusahaan dengan tawaran pesaing

industri berdasarkan keunggulan kompetitif

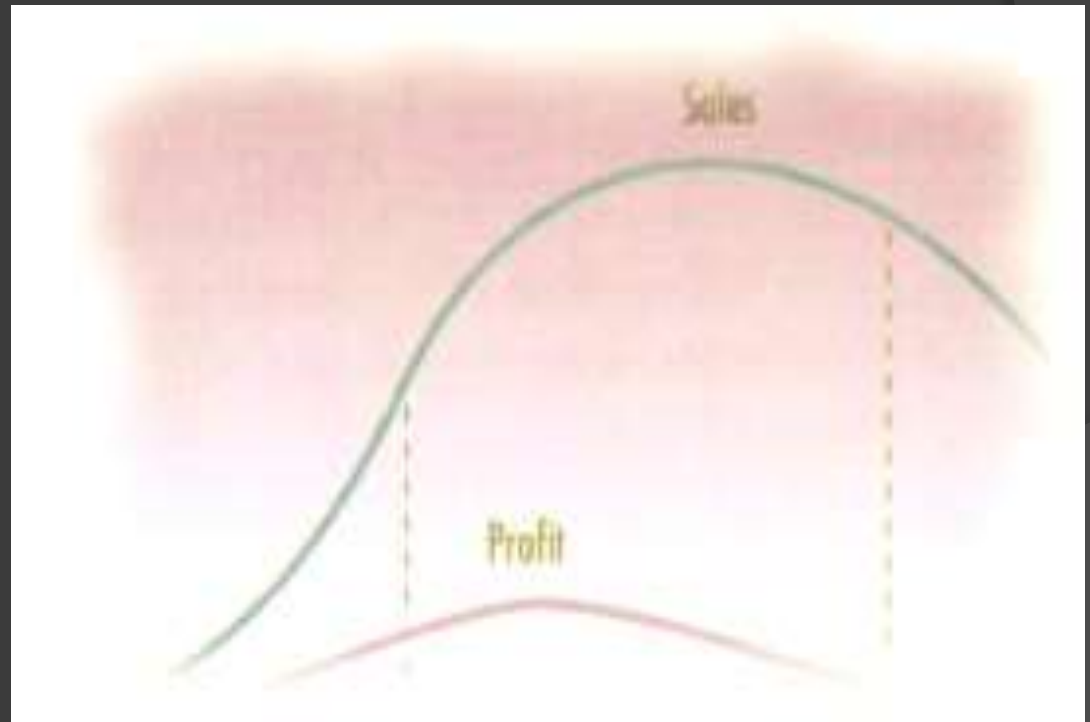
- ⦿ Industri volume
- ⦿ Industri mati langkah
- ⦿ Industri terfragmentasi
- ⦿ Industri terspesialisasi

Adding Further Differentiation

⦿ Differentiation

• Differentiation criteria:

- Important
- Distinctive
- Superior
- Preemptive
- Affordable
- Profitable



Examples of Negatively Correlated Attributes and Benefits

- Low-price vs. High quality
- Taste vs. Low calories
- Nutritious vs. Good tasting
- Powerful vs. Safe
- Strong vs. Refined/Halus
- Ubiquitous/dimana saja vs. Exclusive
- Varied vs. Simple

Adding Further Differentiation

- ◎ Exceed customer expectations with a three-step process
 1. Defining the customer value model
 2. Building the customer value hierarchy
 - Basic
 - Expected
 - Desired
 - Unanticipated
 3. Deciding on the customer value package

Differentiation Variables

| Product | Services | Personnel | Channel | Image |
|----------------|---------------------|------------------|----------------|--------------|
| Form | Ordering ease | Competence | Coverage | Symbols |
| Features | Delivery | Courtesy | Expertise | Media |
| Performance | Installation | Credibility | Performance | Atmosphere |
| Conformance | Customer training | Reliability | | Events |
| Durability | Customer consulting | Responsiveness | | |
| Design | Courtesy | Communication | | |
| Style | Maintenance | | | |
| Serviceability | Repair | | | |
| Reliability | | | | |

Identity and Image

Identity:

The way a company aims to identify or position itself

Image:

The way the public perceives the company or its products

Differentiation Tools

- ① Product Differentiation

- Form
- Features

Differentiation Tools

- Performance Quality
- Conformance Quality
- Durability
- Reliability
- Reparability
- Style
- Design: The Integrating Force
- ◎ Services Differentiation
 - Ordering Ease

Differentiation Tools

- Delivery
 - Quick response system
- Installation
- Customer Training
- Customer Consulting
- Maintenance and Repair

Differentiation Tools

- Miscellaneous Services
- ⊙ Personnel Differentiation
 - Competence
 - Courtesy
 - Creditability
 - Reliability
 - Responsiveness
 - Communication

Differentiation Tools

- Channel Differentiation
- Image Differentiation
 - Identity
 - Image
- Symbols, Colors, Slogans, Special Attributes
- Physical plant
- Events and Sponsorship
- Using Multiple Image-Building Techniques