

ABSTRAKSI

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“Analisis Strategi Pemasaran Produk Furniture PT. Palma International Furniture Yogyakarta”

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PT. Palma International Furniture merupakan perusahaan ekspor yang bergerak di bidang industri furniture atau mebel sebagai salah satu penyedia inovatif indoor dan outdoor. Jenis produk yang ditawarkan PT. Palma International Furniture merupakan produk-produk home decoration dan home furnishing, seperti kursi, meja, almari, tempat tidur, peralatan makan, wall decoration, patung, dan lain sebagainya.

Penelitian ini dilakukan untuk mengetahui strategi pemasaran yang ditetapkan oleh PT. Palma International Furniture. Analisa yang digunakan dalam penelitian ini adalah analisa STP (segmentasi, targeting, dan positioning), analisa SWOT, dan bauran pemasaran. Segmentasi yang digunakan oleh PT. Palma International Furniture diantaranya segmentasi geografis, segmentasi psikografis, dan segmentasi demografis. Target pasar PT. Palma International Furniture adalah pengusaha dengan kelas ekonomi menengah ke atas. Positioning PT. Palma International Furniture adalah dengan menanamkan produk kualitas dan inovatif ke dalam benak konsumen.

Analisa SWOT merupakan analisa untuk mengetahui kekuatan dan kelemahan internal perusahaan serta mengetahui peluang dan ancaman dari lingkungan eksternal perusahaan. Selain itu, bauran pemasaran barang atau 4p yang digunakan dalam penelitian ini terdiri dari (produk, harga, tempat, promosi). Dalam penelitian ini penulis menggunakan metode wawancara dan pengamatan. Narasumber dalam pengambilan data terdiri dari Manajemen PT. Palma International Furniture (Ibu Irmina), bagian purchasing (Bapak Irwan dan Ibu Widi), dan bagian quality control (bapak Dwi). Pengamatan dilakukan penulis di kantor PT. Palma International Furniture.

Kata kunci : STP (segmentasi, targeting, dan positioning, analisis S.W.O.T, dan bauran pemasaran.

ABSTRACT

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“Marketing Strategy Analysis Furniture Product PT. Palma International Furniture Yogyakarta”

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PT. Palma International Furniture is an export company which is engaged in manufacturing furniture or furniture as a provider of innovative indoor and outdoor. Types of products offered by PT. Palma International Furniture is a home decoration products and home furnishings, such as chairs, tables, cupboards, beds, dining peralatan, wall decoration, sculpture, and so forth.

This study was conducted to determine the marketing strategy defined by PT. Palma International Furniture. The analysis used in this research is the analysis of STP (segmentation, targeting and positioning), SWOT analysis and marketing mix. Segmentation is used by PT. Palma International Furniture including geographical segmentation, psychographic segmentation and demographic segmentation. Target markets PT. Palma International Furniture is a businessman with middle to upper economic class. Positioning PT. Palma International Furniture is to embed quality and innovative products into the consumer's mind.

SWOT analysis is an analysis to determine the strengths and weaknesses of the company's internal as well as knowing the opportunities and threats of the external environment. Additionally, the goods or 4p marketing mix used in this study consisted of (product, price, place, promotion). In this research using interview and observation. Resource persons in data collection consists of the management of PT. Palma International Furniture (Mrs. Irmina), parts purchasing (Mr. Irwan and Mrs. Widi), and part quality control (Mr. Dwi). Observations by the author at the PT. Palma International Furniture.

Keywords: STP (segmentation, targeting, and positioning, SWOT analysis and marketing mix.