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# Marketing

Dr. Hotniar Siringoringo

# Why Market?

- ◆ To communicate that you are engaged in new and different activities
- ◆ To attract paying customers in sufficient numbers to support the activities

# Kotler's Definition of Marketing

The marketing concept holds that the main task of the company is to determine what a given set of customers' needs, wants, and values are and to dedicate the organization to delivering the solution.

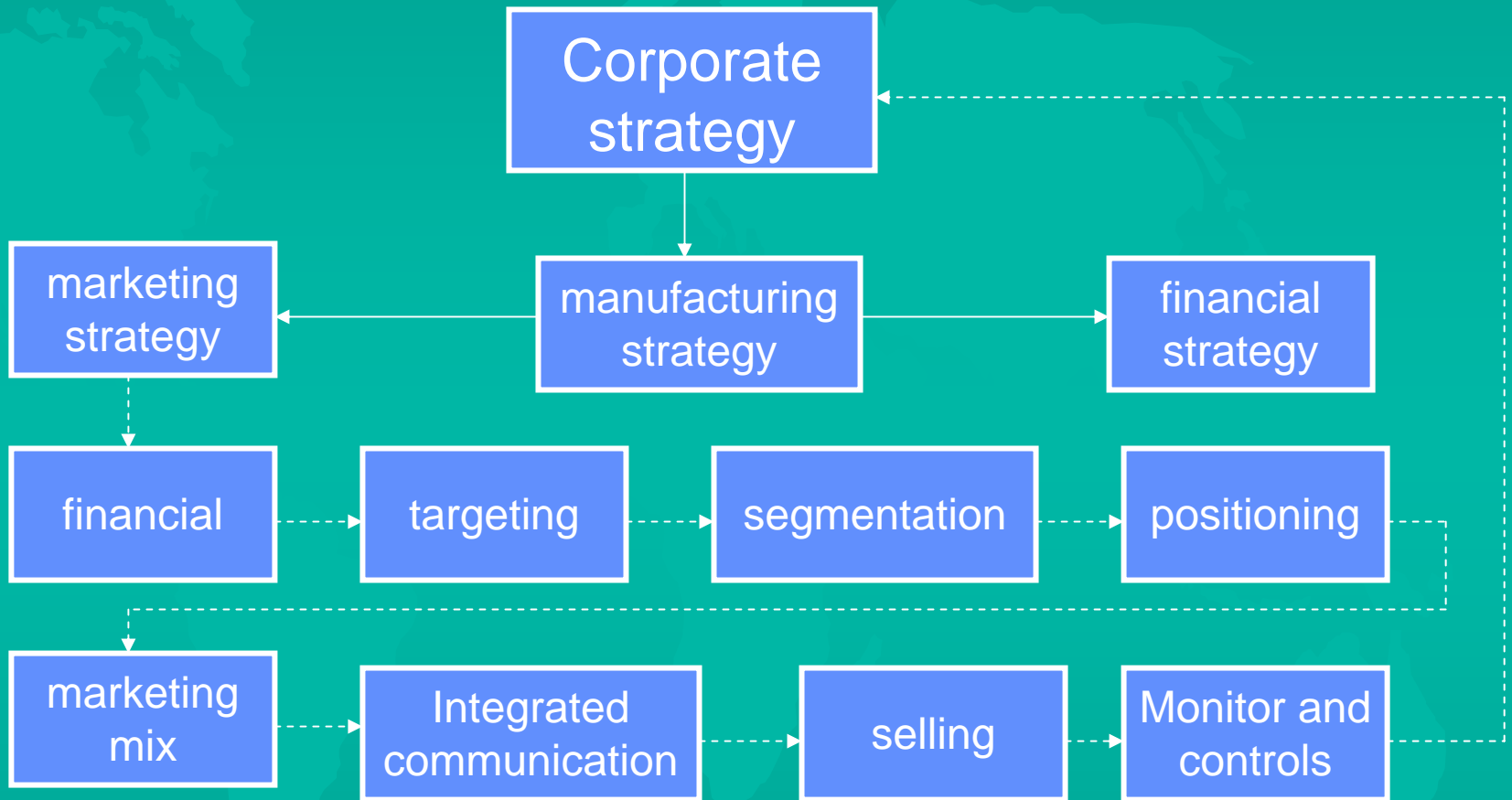
# AMA Definition of Marketing

The marketing is an organizational function  
an a set of function for creating,  
communicating, and delivering value to  
customer, and for managing customer  
relationships in ways that benefit  
organisation as its stakeholder

# KEY MARKETING QUESTIONS

- ◆ What is our business?
- ◆ What is our strategic intent?
- ◆ Who are the players in our six market?
- ◆ What do they perceive as value?
- ◆ What is our value delivery plan?
- ◆ What have been our result?
- ◆ How do we continue to improve?

# The Marketing Process



Marketing belongs to marketing specialist but going to market is a process owned by everyone in the company

# PEMASARAN DAN TARGET PASAR

- ◆ Pemasaran : proses perencanaan dan implementasi ide konsep, harga, promosi, dan distribusi barang, jasa, organisasi, atau kejadian untuk menciptakan dan memelihara hubungan yang akan memuaskan tujuan individu atau organisasi



# Market Segments

- ◆ A group of potential customers with a great
- ◆ deal in common for which a specialized set of goods or services may be provided.

## Examples:

- ☞ Lawyers
- ☞ Health Care Professionals
- ☞ Accountants

◆ Successful continuing education organizations must continually communicate two messages:

- ☞ The mission of the organization therefore enhancing their image
- ☞ The individual programs and products currently available

# ◆ Image Marketing Should Target:

- ☞ The general public
- ☞ Client or potential client organizations
- ☞ The government
- ☞ Funding organizations
- ☞ Other stakeholders

- ◆ Pemasaran : proses sosial dan manajerial dimana individu dan grup mendapatkan apa yang dibutuhkan dan diinginkan melalui penciptaan dan pertukaran produk dan nilai.
- ◆ Kebutuhan
- ◆ keinginan

- ◆ Pemasaran: fungsi organisasi dan himpunan proses untuk menciptakan, mengkomunikasikan dan mengantarkan nilai ke pelanggan dan untuk mengelola hubungan dengan pelanggan dalam cara yang menguntungkan organisasi dan stakeholder.

# MARKET TARGETING







# STRATEGI PEMASARAN DENGAN WEB

Dr. Hotniar Siringoringo



# Do You Remember?

When was the last time you used the Internet to...

- ✦ Generate a sales lead?
- ✦ Close an actual sale?
- ✦ Positively impact productivity?
- ✦ Lower your costs of doing business?
- ✦ Develop your brand identity?



# Three Facts of Business Life

**Fact #1** – Today, technology and the Internet can be effectively used to accomplish strategic business objectives and allow even smaller companies to appear, and operate, like large corporations.

**Fact #2** – Those that don't embrace technology and the Internet as a competitive business "weapon" will ultimately be overrun by those that do.

**Fact #3** – Most "web gurus" and "technology guys" DON'T understand business.



# Take This Easy Test!

1. Make a business case for your company having a website. What could it do for you? How could it make life better?
2. Now, tell how your current web site proves that business case!



# Take This Easier Test!

If you were to suddenly receive 1 million “qualified” visitors per day to your web site for the next month, how would your business be impacted?

If you answered only that your web stats package would show a significant spike, and your bandwidth or web hosting charges would increase, you need CyOp now!



# CyOp Knows Business

CyberOptic Group consists of a team of highly technical and successful business people with a proven history of growing business revenues and profitability through effective systems, processes, and procedures.

CyberOptic Group has core expertise in identifying key business objectives and implementing plans, processes and systems to drive and measure their attainment.



# Web Strategies That Work

Here are some ways to use the Internet to conduct REAL business:

1. Lower your costs of customer acquisition by generating highly qualified leads and having them delivered to an automatic sales/marketing lead follow-up system.
2. Provide online employee or product training and testing to increase productivity and employee skill level.
3. Have a monthly or quarterly newsletter emailed to your existing customers or prospects promoting specials and new products.
4. Have online meetings or broadcasts and allow online workgroup collaboration to reduce unnecessary travel and eliminate conflicting schedules.
5. Increase sales, improve service and lower printing and personnel costs by providing a way for customers and prospects to request and instantly receive information on your company, products, and services.
6. Use the Internet to manage relationships and activities, share information, and provide useful tools and applications to geographically dispersed clients, prospects, vendors, and employees.



# Design & Enhancement Services

## ✿ Web Site Design

- ✿ Web Page Design & Coding
- ✿ Stock Images & Custom Graphics
- ✿ Meta Tag Creation
- ✿ Efficient Navigational Menus
- ✿ Lead & Form Capture
- ✿ Counters
- ✿ Special Effects

## ✿ Web Site Enhancements

- ✿ Java, CGI, & Flash
- ✿ Forums & Message Boards
- ✿ Banner/Link Exchanges
- ✿ Tools, Calculators, & Generators
- ✿ Affiliate & Reseller Programs

## ✿ Web Application Development

- ✿ Automated Sales/Marketing Systems
- ✿ Contact Management Applications
- ✿ Web-Based Customer Support
- ✿ Workflow Management Systems
- ✿ Corporate Communications
- ✿ Web-Enabled Databases

## ✿ Multi-Media Web Presentations

- ✿ Audio, Video, & Animation
- ✿ Password Protected or Paid Access
- ✿ Surveys & Testing

## ✿ Ad Design

- ✿ Pop-Ups
- ✿ Banners



# Web Design Considerations

Here are some important suggestions before you initiate a web design project:

- ✿ If You Build It, They WONT Come! Don't overspend on an elaborate site design that no one will see because there's no budget to promote it!
- ✿ Make sure any money spent on design ultimately will provide a return on investment.
- ✿ Spend the time up-front to develop a clear project plan and do as much as you can in-house (i.e. write content, create graphics or provide photos, have a layout or genealogy for the site.)





# Internet Marketing Services

## ✦ Search Engine & Directory Advertising

- ✦ Meta Tag Optimization
- ✦ Web Page Optimization
- ✦ Engine & Directory Submission
- ✦ Search Engine Position Placement
- ✦ Search Engine Position Tracking

## ✦ Affiliate Program Marketing

- ✦ Affiliate Program Management
- ✦ Affiliate Program Marketing
- ✦ Recruiting & Developing Key Affiliates
- ✦ Affiliate Tools & Resources

## ✦ Pop-Ups

- ✦ Pop-Overs
- ✦ Pop-Unders

## ✦ Banner & Skyscraper Advertising

- ✦ Cost per Impression (CPM)
- ✦ Cost per Click (CPC)
- ✦ Subscription Based

## ✦ Opt-In Email & Newsletter Marketing

- ✦ List or Subscriber Acquisition & Development
- ✦ Autoresponder Implementation & Management
- ✦ Promotional Copy Creation

## ✦ Lead Generation

- ✦ Internet Classified Advertising
- ✦ Newsgroup Marketing
- ✦ Reciprocal Link Marketing
- ✦ Online Auction Selling



# Web Advertising Models

There are five advertising models on the Internet. Each offers different levels of risk that should be considered in a profitability model, from a resource and capabilities perspective:

Model	Risk
Subscription Based	Traffic Levels, CTR & Conversion Ratios
Cost per Impressions (CPM)	CTR & Conversion Ratios
Cost per Click	Conversion Ratio
Cost per Action/Lead	Level of lead qualification
Cost per Sale	High cost of entry, ability to recruit sales channel



# Internet Consulting Services

✦ ***Project Analysis*** to determine objectives, available resources, responsibilities, and deadlines as well as to isolate strengths, weaknesses, and market opportunities.

✦ ***Strategic Planning & Research*** to understand market opportunities, formulate a clear vision for the future, translate the vision into a "*Mission Statement*," develop strategies to achieve objectives, and provide guidance and strategies to track and measure performance

✦ ***Project Management*** including project implementation, progress tracking, and results analysis and reporting.



# Where Do I Start?

	CyOp Design Services	CyOp Marketing Services	CyOp Consulting Services
I Need a Web Site	X		X
I Need a Corporate Internet Strategy			X
I Need My Existing Web Site To Make Money Or Lower Costs of Business	X		X
My Site Makes Money, But I Want A Higher Return On Investment		X	X
I Don't Know What I Need			X



# Project Definition Workshop

## Project Definition Workshop

- ✿ Identify Key Corporate Objectives
- ✿ Define Project To Achieve Objectives
- ✿ Identify Necessary and Available Resources & Budget
- ✿ Identify Roles & Responsibilities
- ✿ Provide Deliverable Project Plan, Scope of Work, and Pricing



# SEGMENTASI



# Variabel segmentasi utama

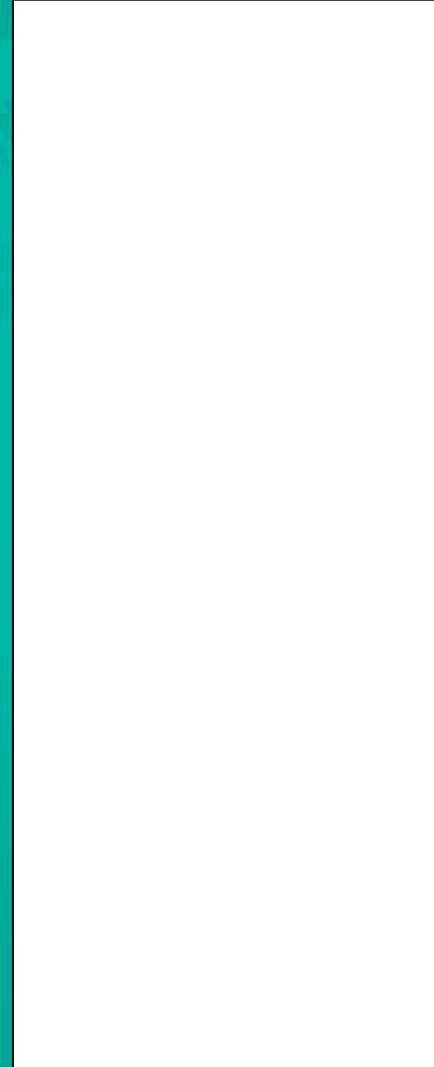
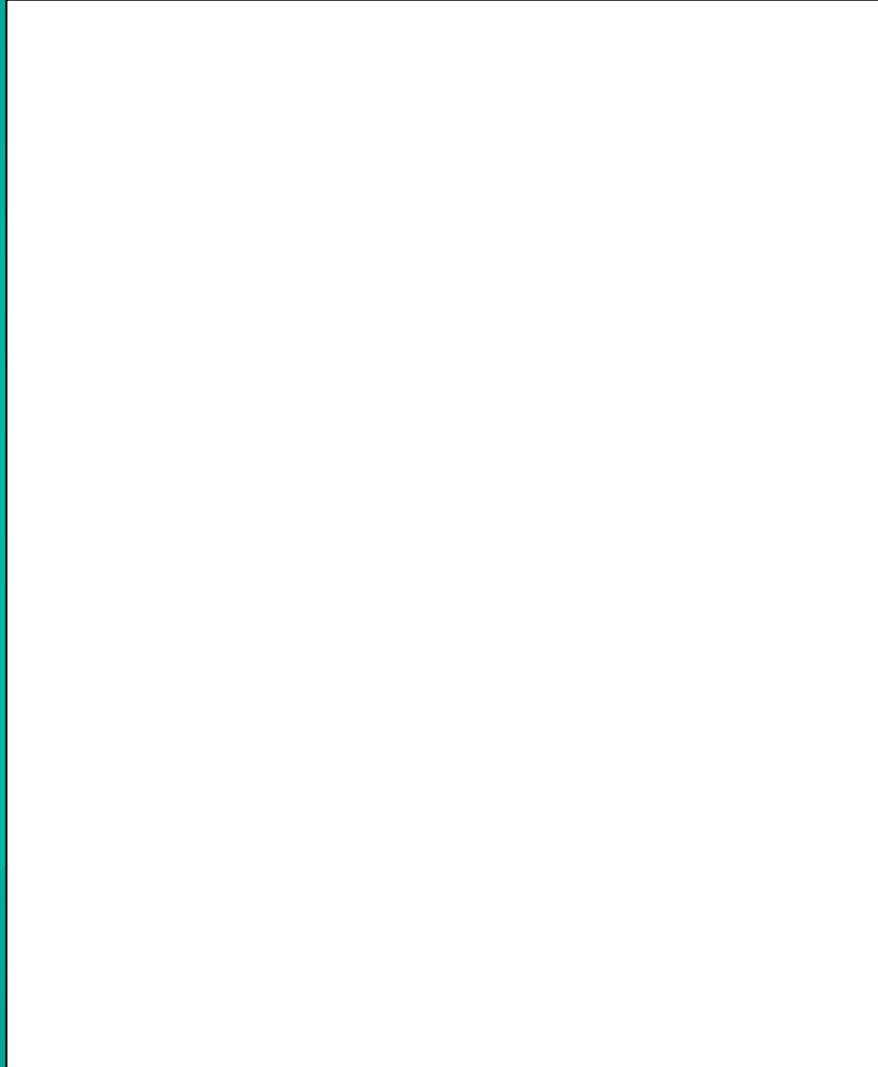
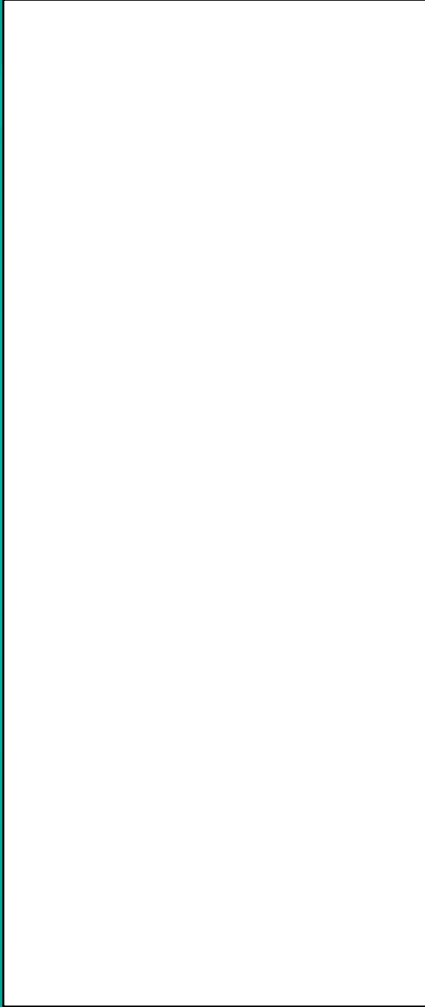
Variabel	Deskripsi
<b>Geografis</b> <ul style="list-style-type: none"><li>– Regional</li><li>– Ukuran negara</li><li>– Kota atau ukuran populasi</li><li>– Kepadatan</li><li>– iklim</li></ul>	<ul style="list-style-type: none"><li>◆ Pasifik, ASEAN, uni Eropa, Amerika Latin, dll.</li><li>◆ Perkotaan, pinggiran, pedesaan</li></ul>
<b>Demografi</b> <ul style="list-style-type: none"><li>–Umur</li><li>–Jenis kelamin</li><li>–Ukuran keluarga</li><li>–Siklus hidupkeluarga</li><li>–Pendapatan</li><li>–Pekerjaan</li><li>–Agama</li></ul>	Muda, belum berkeluarga, menikah, tanpa anak, dll.
<b>Ras</b> <ul style="list-style-type: none"><li>–kewarganeraan</li></ul>	

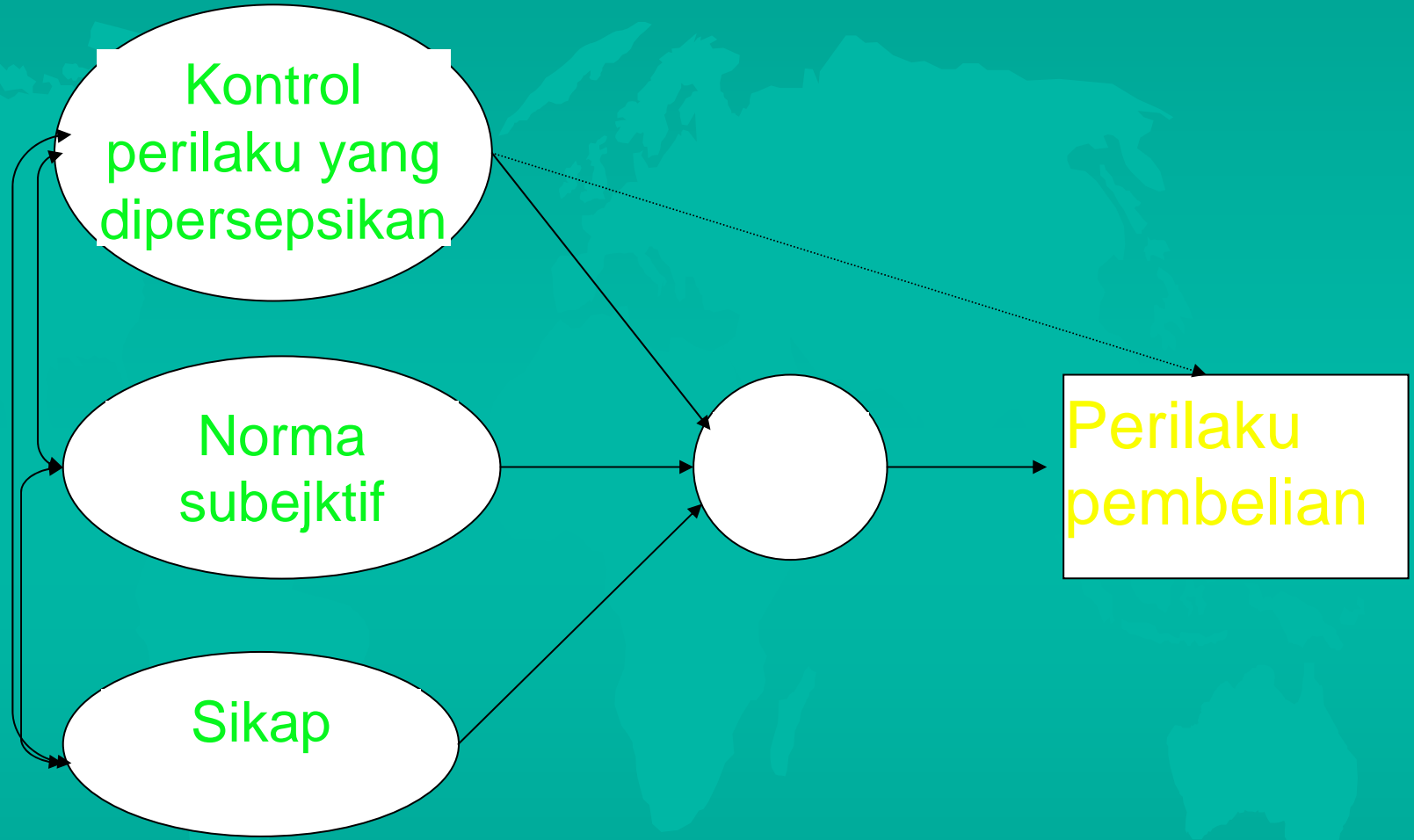
Variabel	Deskripsi
<p>Psikografis</p> <ul style="list-style-type: none"> <li>– Kelas sosial</li> <li>– Gaya hidup</li> <li>– kepribadian</li> </ul>	
<p>Keperilakuan</p> <ul style="list-style-type: none"> <li>– Frekuensi pembelian</li> <li>– Keuntungan yg ditangkap</li> <li>– Status kepenggunaan</li> <li>– Laju penggunaan</li> <li>– Status loyalitas</li> <li>– Tahap kesiapan</li>   <li>– Sikap terhadap produk</li> </ul>	<ul style="list-style-type: none"> <li>◆ Kualitas, layanan, ekonomi</li> <li>◆ Bukan pengguna, bekas pengguna, pertama, regular</li>   <li>◆ Unaware, aware, informed, interested, desirous, intending to buy</li> </ul>

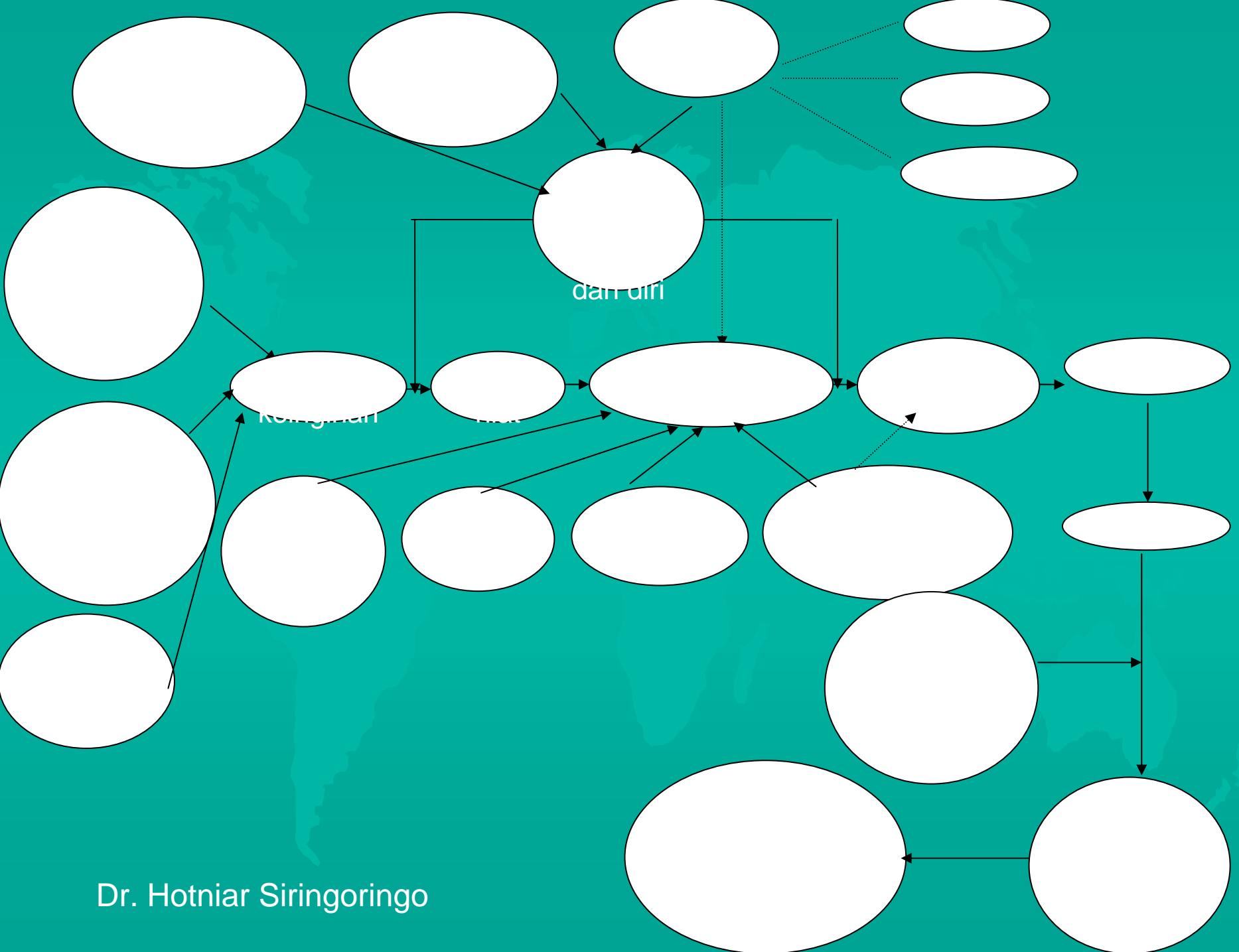


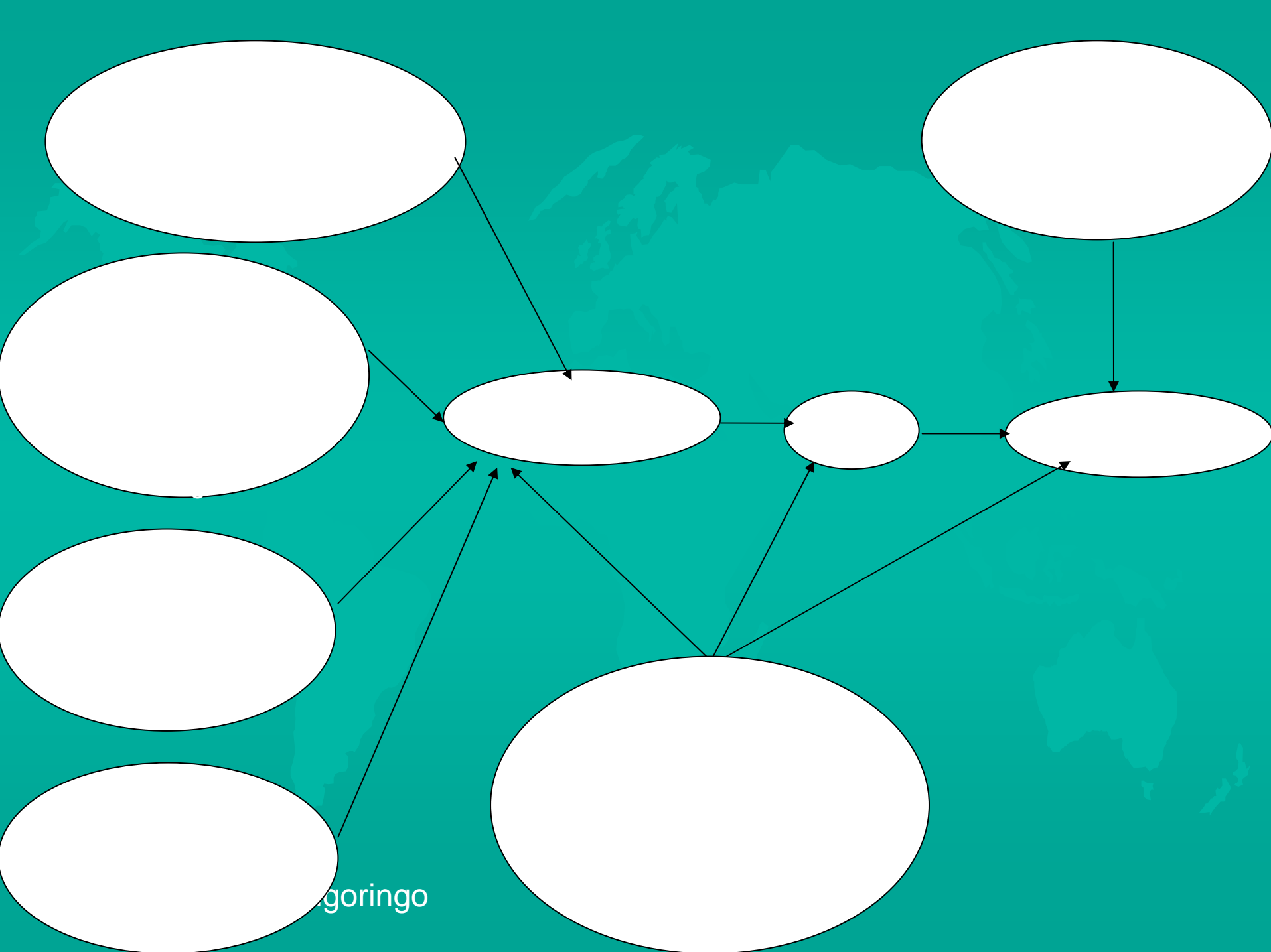
# PERILAKU PEMBELI

- ◆ Perilaku konsumen adalah tindakan yang langsung terlibat dalam mendapatkan, mengonsumsi dan menghabiskan produk dan jasa, termasuk proses keputusan yang mendahului dan menyusul tindakan itu.









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Evaluasi pasca pembelian

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# PRODUK DAN DISTRIBUSI, PENETAPAN HARGA

Dasar kalsifikasi	Klasifikasi produk
Durability or tangibility	<ul style="list-style-type: none"><li>◆ <u>Nondurable goods</u></li><li>◆ <u>Durable goods</u></li><li>◆ <u>Service</u></li></ul>
Tujuan penggunaan	<ul style="list-style-type: none"><li>◆ <u>Consumer goods</u></li><li>◆ Industrial goods</li></ul>

Convenience goods

shopping goods

Specialty goods

Unsought goods

- Staples goods
- Impulse goods
- Emergency goods





- Raw materials
- Manufactured materias and parts

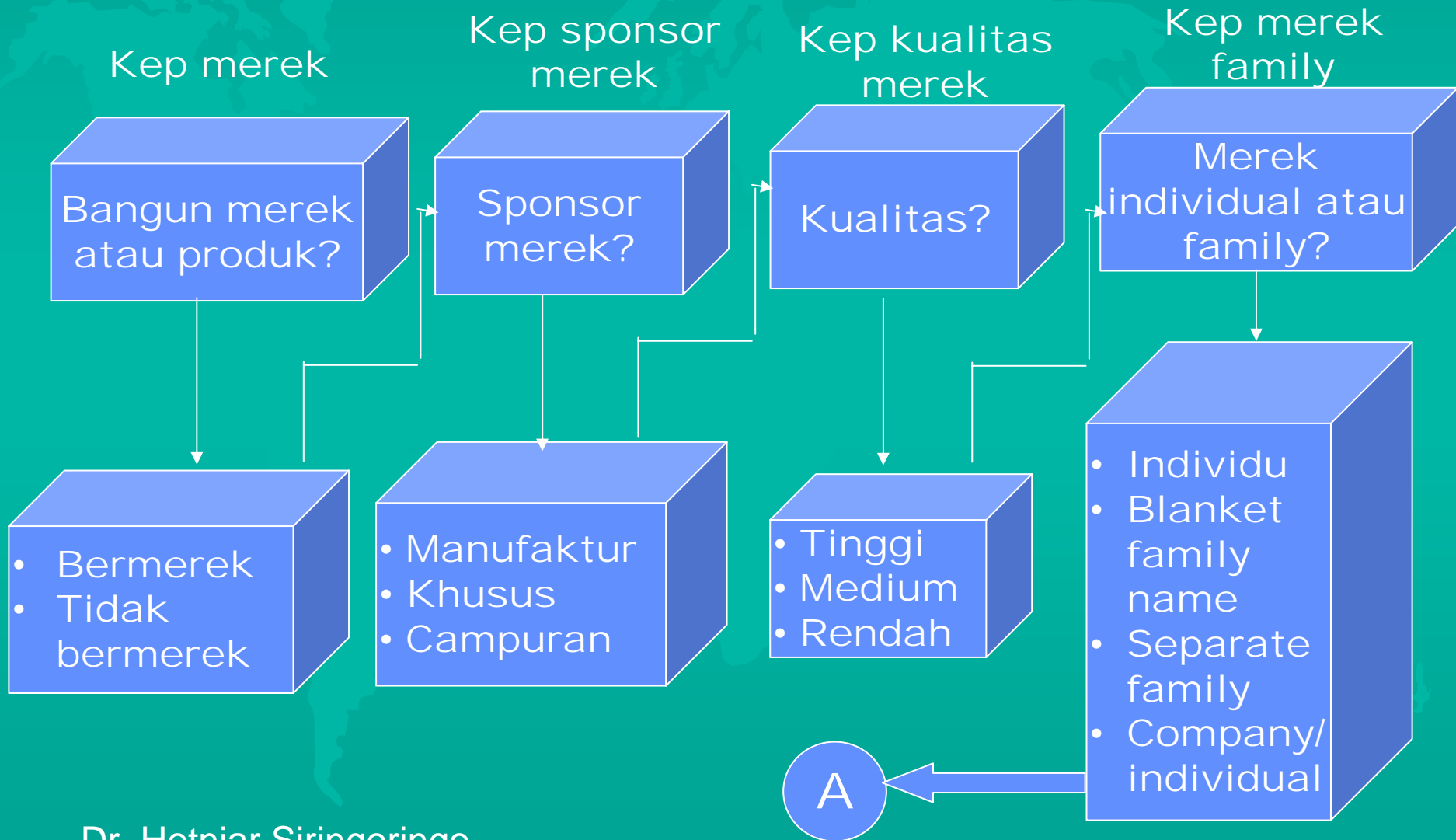


- Installations
- Accessory equipment



- Suplies
- Business service

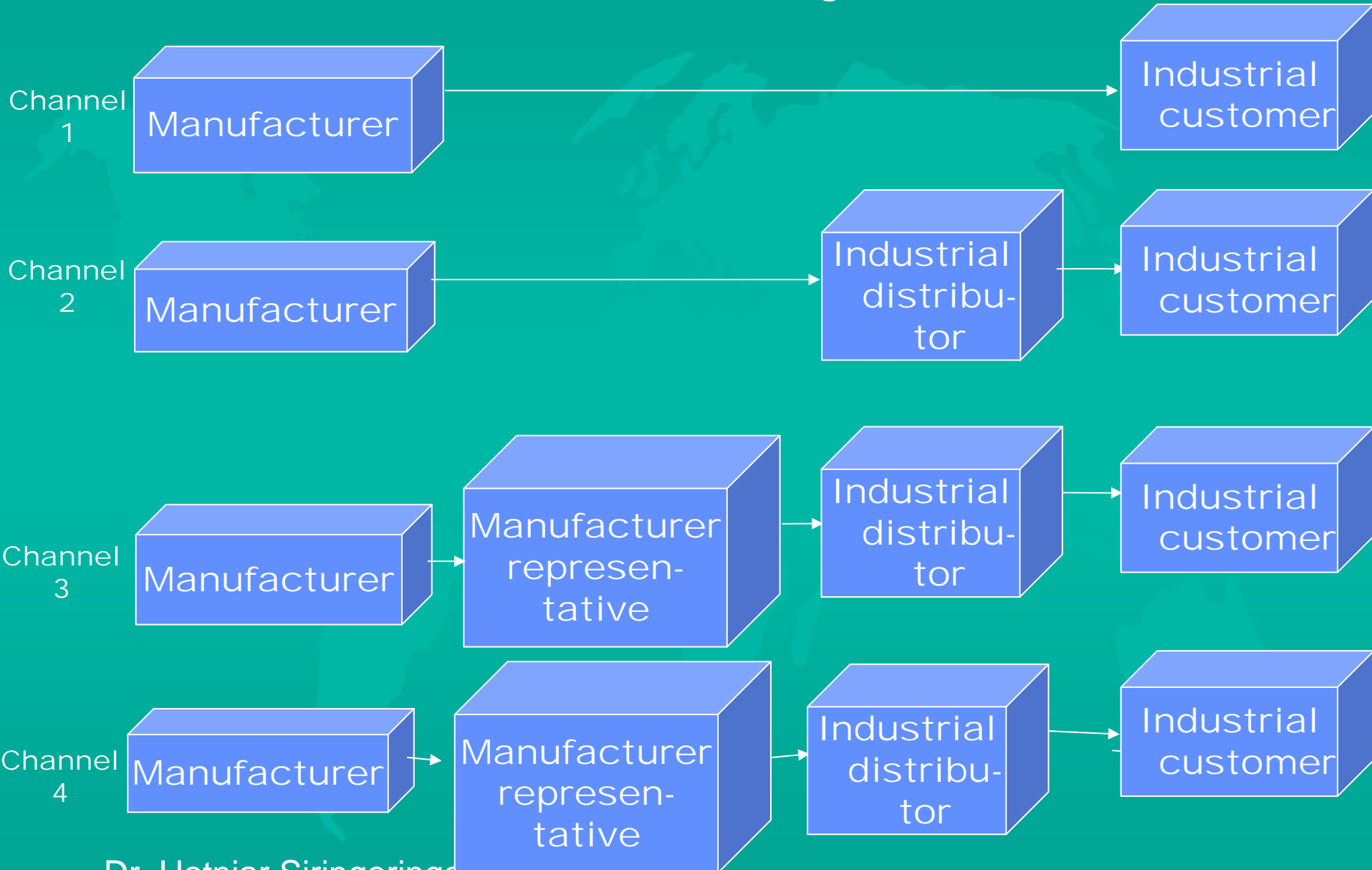
# KEPUTUSAN MEREK



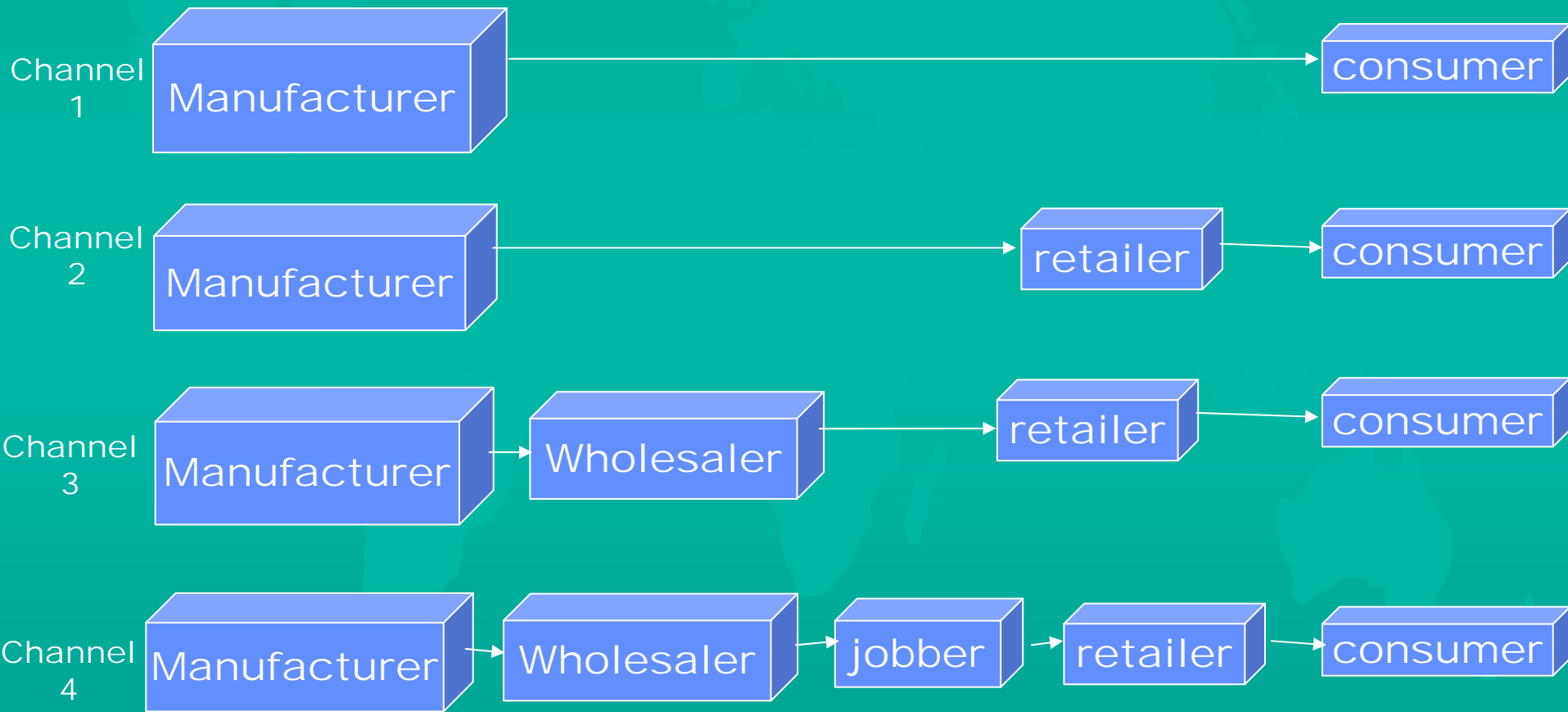


- ◆ Saluran distribusi: harga
- ◆ Fungsi saluran distribusi:
  - Research
  - Promotion
  - Contact
  - Matching
  - Negotiation
  - Physical distribution
  - Financing
  - Risk taking

# Industrial marketing Channel



# Customer marketing Channel



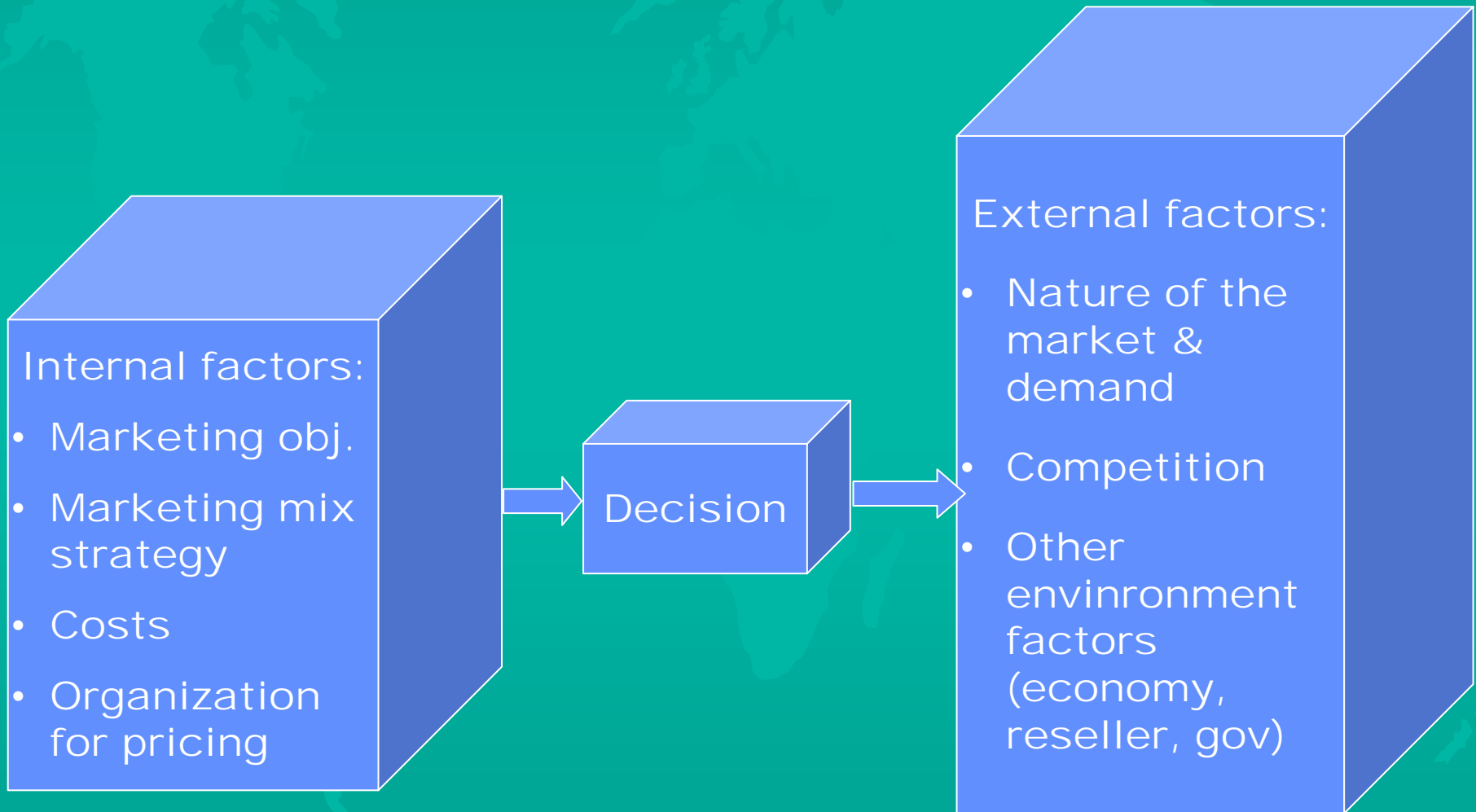
# Channel Management Decision

- ◆ Selecting channel member
- ◆ Motivating channel member
- ◆ Evaluating channel member

# Physical Distribution Decision

- ◆ Nature of physical distribution
- ◆ The physical distribution objective
  - Order processing
  - Warehousing
  - Inventory
  - transportation

# Factor affecting price decision

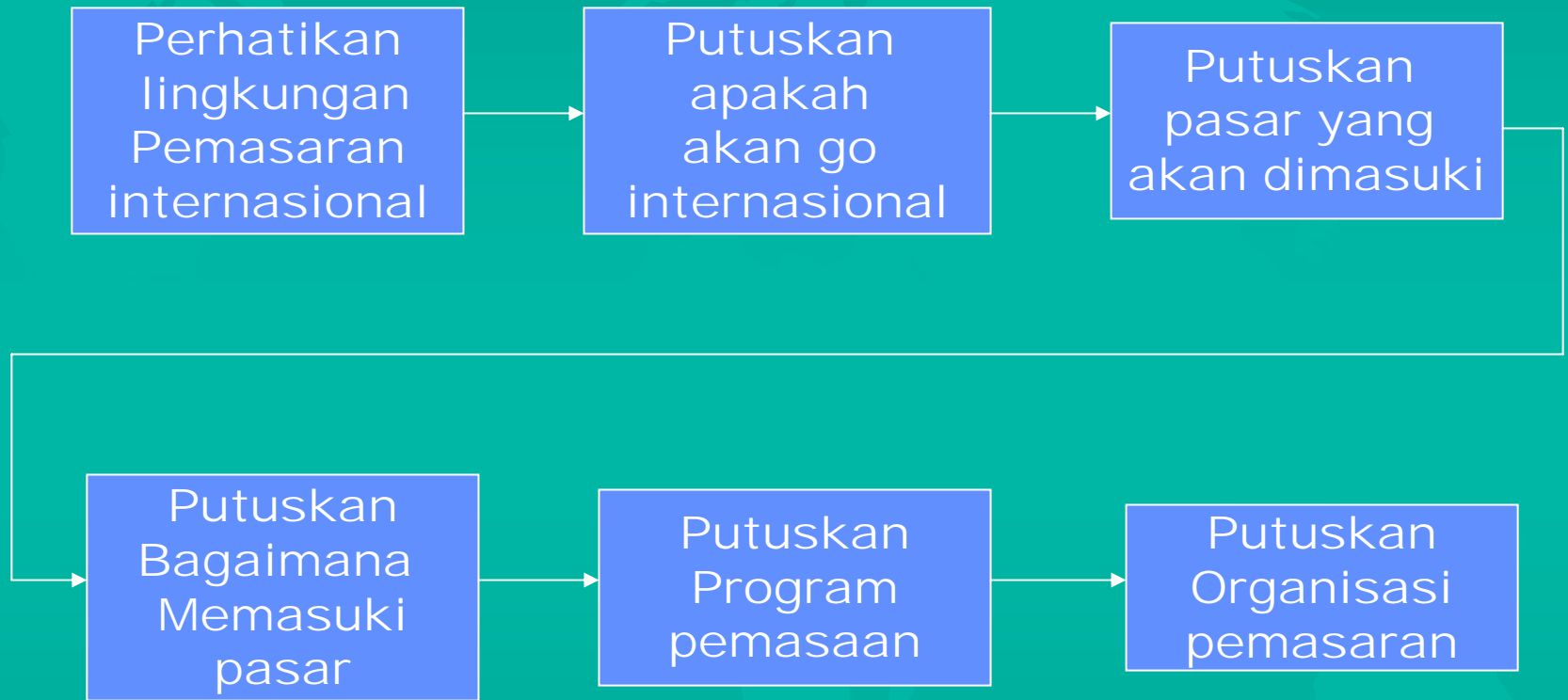




# General pricing approach

1. Cost-based pricing:
  1. Cost-plus pricing
  2. Breakeven pricing and target profit pricing
2. Buyer-based pricing: perceived value pricing
3. Competition-based pricing:
  1. Going-rate pricing
  2. Sealed-bid pricing

# PEMASARAN INTERNASIONAL



# LINGKUNGAN PEMASARAN INTERNASIONAL

- ◆ Sistem perdagangan internasional
  - Tarif
  - Kuota
  - Embargo
  - Nontarifs barrier
  - Economics communities:
    - ☞ EEC (European Economics Comunities)
    - ☞ LAIA (Latin American Integration Association)
    - ☞ CACM (Central American Common Market)
    - ☞ CMEA (Council for Mutual Economic Assistance)
    - ☞ ASEAN

## ◆ Lingkungan ekonomi:

### – Struktur industri

- ☞ Subsistence economies      pertanian →
- ☞ Raw-material-exporting economies →
- ☞ Industrilizing economies      10-20% dari ekonomi negara adalah manufaktur.
- ☞ Industrial economies.

– Distribusi pendapatan:

- ☞ Very low family incomes
- ☞ Mostly low family incomes
- ☞ Very low, very high family incomes
- ☞ Low, mediu, high family incomes
- ☞ Mostly medium family incomes

◆ Political-legal environment:

- Attitudes toward international buying

- Political stability
- Monetary regulations
- Government bureaucracy

## ◆ Cultural environment

# GO INTERNASIONAL?

- ◆ Perusahaan terlibat dalam pemasaran internasional dalam dua cara:
  - Sebagai eksportir/importir
  - Sebagai produsen
- ◆ Sebelum go international, definisikan tujuan dan kebijakan pemasaran internasional perusahaan:
  - Volume
  - Jumlah negara yang akan dimasuki
  - Tipe negara yang akan dimasuki

# PASAR YANG AKAN DIMASUKI?

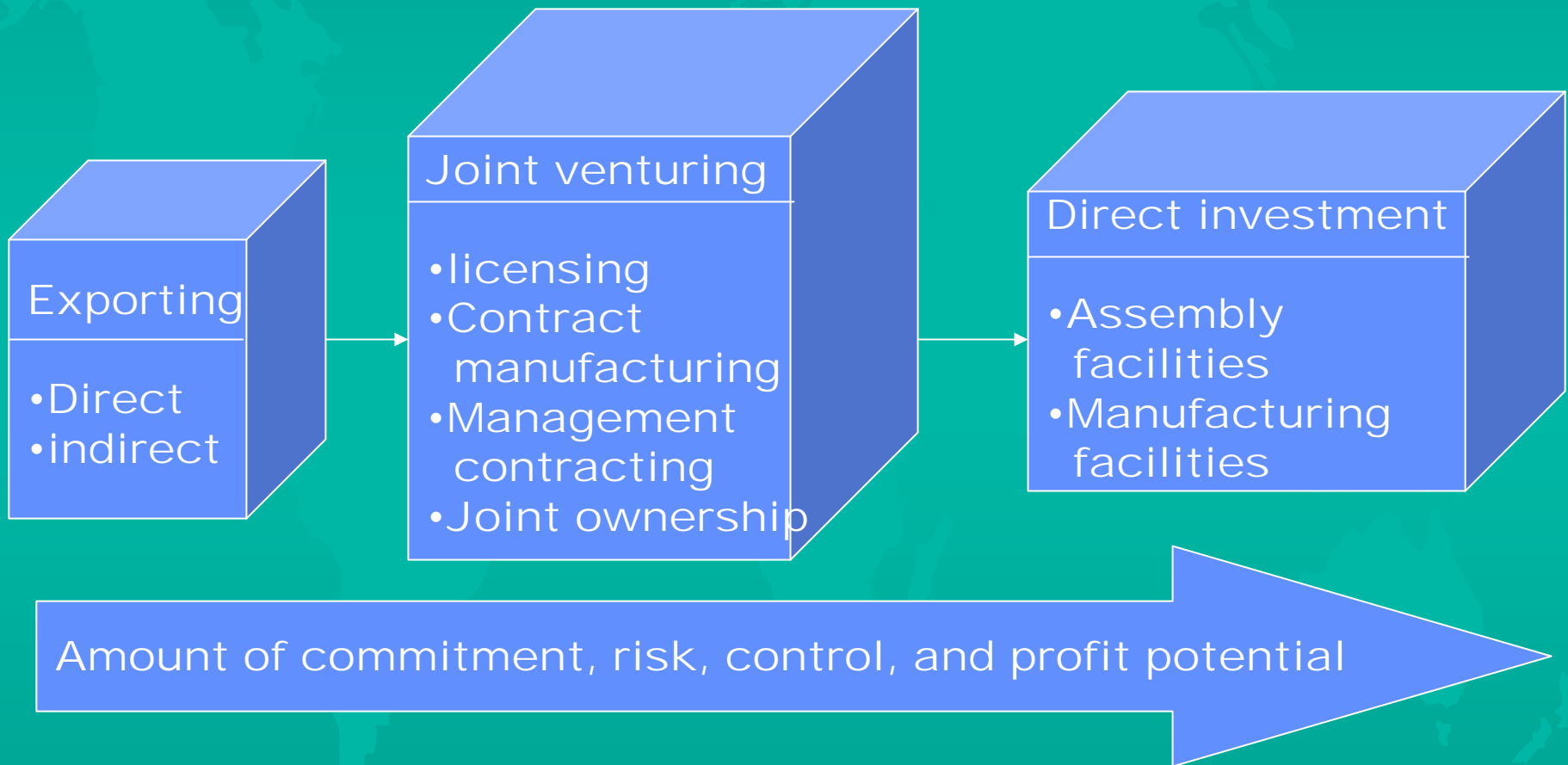
## Indikator pasar potensial

Karakteristik Demografi	Ukuran populasi, laju pertumbuhan penduduk, derajat urbanisasi, kepadatan populasi, struktur umur dan komposisi populasi.
Karakteristik geografi	Luas negara, karakteristik topografi, kondisi iklim
Faktor ekonomi	GNP per capita, distribusi pendapatan, laju pertumbuhan GNP, rasio investasi terhadap GNP
Faktor teknologi	Level keahlian tek., tek. Prod. yg ada, konsumsi tek yg berjalan, level pendidikan.
Faktor sosial-budaya	Nilai dominan, pola gaya hidup, grup etnik, fragmentasi bahasa
Rencana dan tujuan nasional	Prioritas industri, rencana investasi infrastruktur

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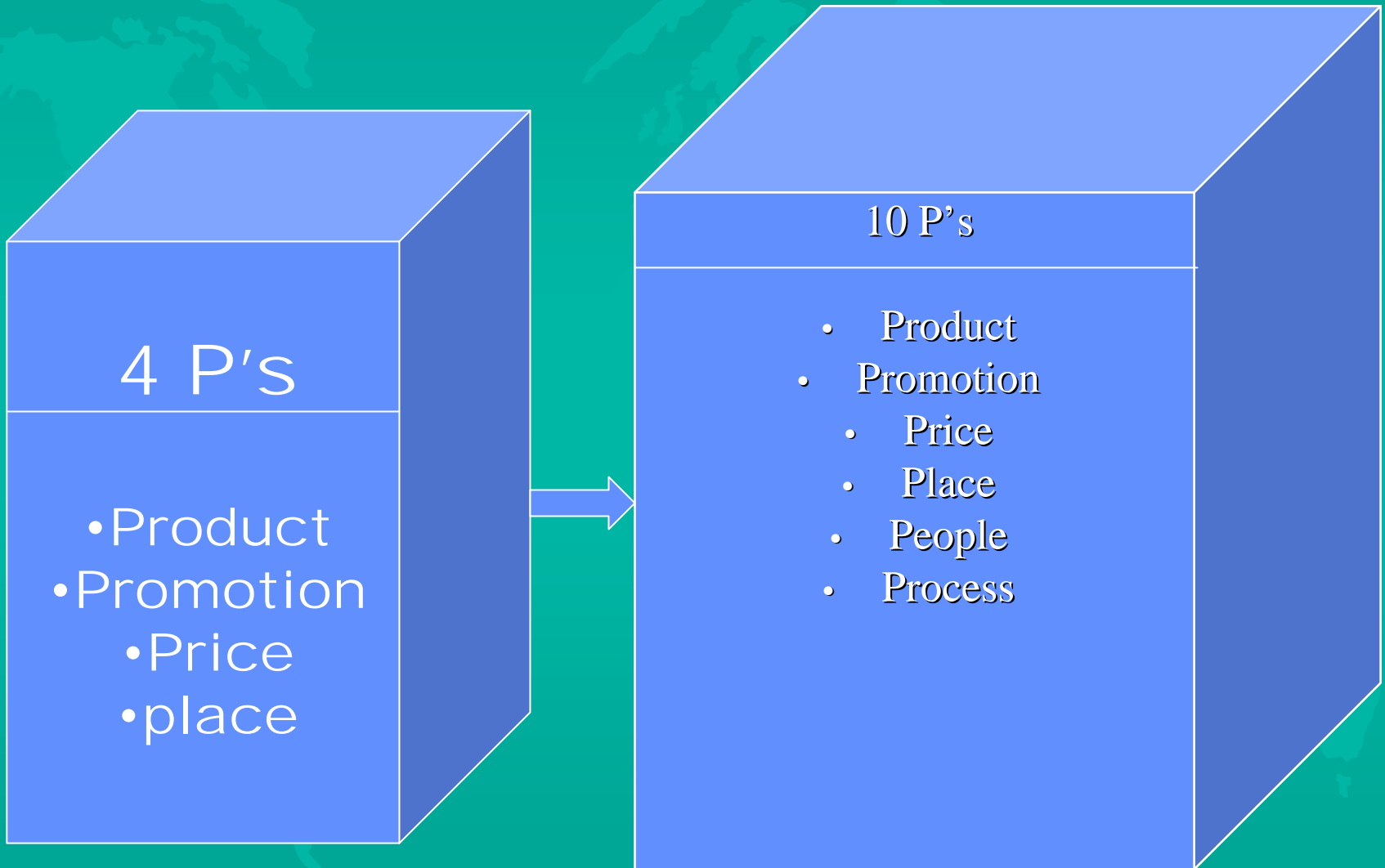
# BAGAIMANA MEMASUKI?



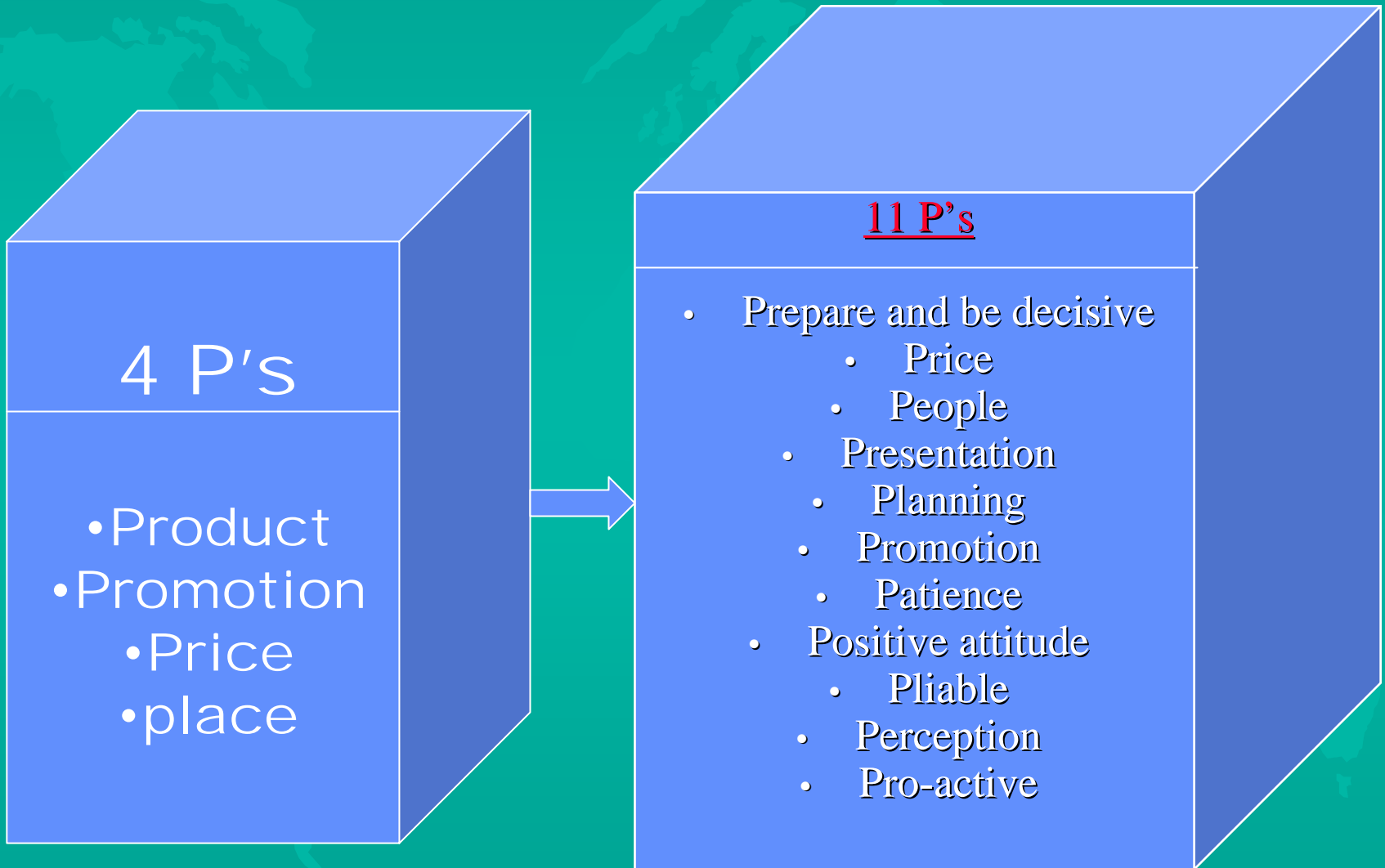
- ◆ Indirect exporting : melalui agen luar negeri
- ◆ Direct exporting :
  - Mendirikan usaha ekspor domestik
  - Mendirikan cabang luar negeri
- ◆ Licensing:
  - Memberikan hak pemrosesan, trademark, patent, trade secret.
  - Kerugiannya: less control, bisa menciptakan competitor.

- ◆ Contract manufacturing: Carrefour
- ◆ Management contracting: manajemen oleh perusahaan lokal, modal oleh perusahaan luar (Hilton).
- ◆ Joint ownership: kepemilikan dan kontrol bersama-sama untuk investasi dari luar.

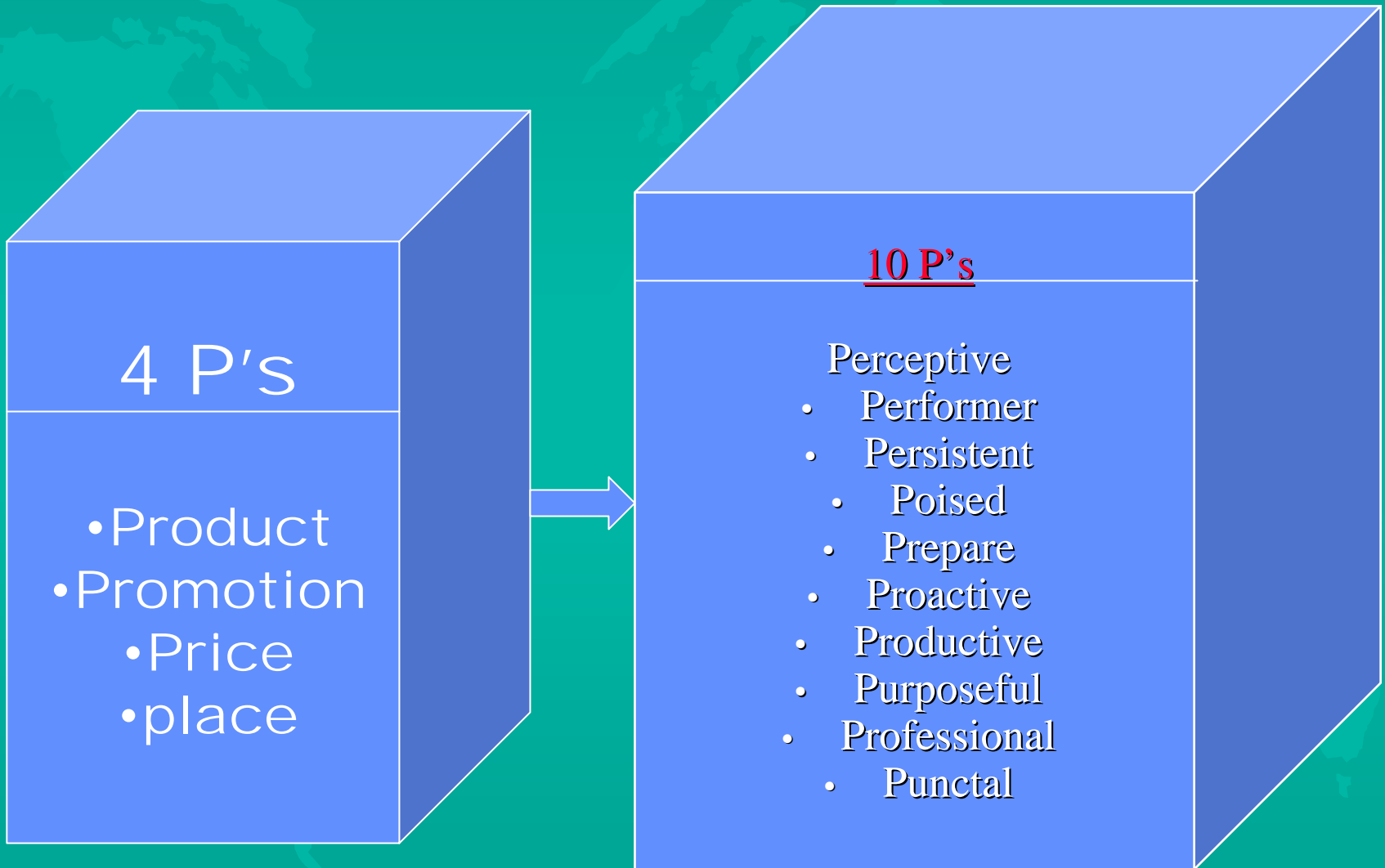
# PROGRAM PEMASARAN?



# PROGRAM PEMASARAN?



# PROGRAM PEMASARAN?



# ORGANISASI PEMASARAN?

- ◆ Departemen ekspor
- ◆ Divisi internasional
- ◆ Organisasi global

Terima Kasih  
atas keinginannya  
untuk belajar