

ABSTRACT

Changes in the communities' preferences as the technology develops, require changes in business models in the retail industry. The importance of adjustments in the changes that occur should be a major concern for retail businesses in Indonesia. Hero Supermarket is one of the oldest supermarket companies engaged in the retail industry in Indonesia, prioritizing the quality and convenience of shopping by taking the middle and upper market segments, including in the category of premium retail supermarkets. However, in recent years, Hero Supermarket, a brand that is well known to the public with its distribution of outlets in major cities in Indonesia, has not been able to support a positive contribution to the parent company.

To be able to compete in industries, supermarkets, premiums, company management needs to innovate in creating online stores, both through sites and applications, then consider pricing strategies for each product sold lower than promoting. In addition, Pahlawan Supermarket needs to complement the products sold, then, for buyers, as well as improvement outlets, needs to be improved and adjusted to the concept of premium supermarkets, so that messages about premium supermarkets can be received by customers.

Keywords: Supermarket, Retail, Premium, Marketing Strategy

ABSTRAK

Perubahan preferensi masyarakat seiring berkembangnya teknologi menuntut terjadinya perubahan model bisnis di Industri ritel. Pentingnya penyesuaian dalam perubahan yang terjadi harusnya menjadi perhatian penting bagi pelaku bisnis ritel di Indonesia. Hero Supermarket merupakan salah satu perusahaan supermarket tertua yang bergerak dalam industri ritel di Indonesia, dengan mengutamakan kualitas dan kenyamanan berbelanja dengan mengambil segmen pasar menengah keatas dan termasuk dalam kategori supermarket ritel premium. Namun Beberapa tahun belakangan Hero Supermarket dengan brand yang sudah dikenal masyarakat dan persebaran outlet di kota-kota besar di Indonesia, belum mampu mendukung kontribusi positif pada group perusahaan.

Untuk dapat bersaing dalam industri supermarket ritel premium, management perusahaan perlu melakukan inovasi dalam bentuk pembuatan toko *online* baik melalui situs maupun aplikasi, kemudian mempertimbangkan *strategy pricing* untuk setiap produk yang dijual lebih rendah dibanding pesaing. Selain itu Hero Supermarket perlu melengkapi ketersediaan produk impor yang dijual, lalu keramahan karyawan serta pembenahan outlet perlu ditingkatkan dan disesuaikan dengan konsep supermarket premium, sehingga pesan mengenai konsep ritel supermarket premium dapat diterima pelanggan.

Kata kunci: Supermarket, Ritel, Premium, Strategi Pemasaran