

ABSTRAK

Strategi Pemasaran Teka parquet di Republik Rakyat Cina (RRC) tahun 2015-2019

Fit Indri Intan Utami, Magister Manajemen Wijawiyata Manajemen 69, Sekolah Tinggi Manajemen PPM

Negara yang memiliki permintaan *wood flooring* terbesar dari seluruh dunia adalah RRC, yaitu mencapai 38% dari total penjualan global pada tahun 2009. Permintaan tersebut diprediksikan akan terus meningkat dengan adanya peningkatan ekonomi penduduk Cina yang pesat, dan urbanisasi yang terjadi. Di sisi lain, saat ini Cina merupakan salah satu negara produsen dan eksportir *wood flooring* terbesar di dunia, sehingga merupakan pesaing yang patut dipertimbangkan. PT. TKPI, salah satu perusahaan Indonesia yang memproduksi *engineered wood flooring* dengan merk dagang "Teka parquet", telah mendistribusikan produknya ke 26 Negara di 4 Benua, termasuk Cina. Namun, performa pemasaran Teka parquet di Cina relatif belum sebaik performanya di negara lain. *Market share* Teka parquet di Cina tahun 2012 terbilang rendah, yaitu kurang dari 0,1%. Begitupun dengan performa pemasaran lainnya seperti *distribution channel* dan *brand awareness*, dianggap masih perlu ditingkatkan. Sebagai solusi pada kondisi tersebut, maka pada Tesis ini dikembangkan strategi pemasaran Teka parquet untuk pasar RRC. Berdasarkan hasil analisis strategi pemasaran yang telah dilakukan, *strategic market plan* yang direkomendasikan untuk Teka parquet adalah *Improve position strategy*. Strategi ini bertujuan untuk meningkatkan posisi kompetitif Teka parquet, melalui strategi peningkatan *marketing advantage* dan *differentiation advantage*. Pengembangan strategi tersebut kemudian melahirkan strategi pemasaran berupa pengembangan brand baru, peningkatan *brand awareness*, pengembangan jaringan distribusi, serta deferensiasi melalui brand dan produk. Melalui implementasi strategi tersebut selama 5 tahun, diharapkan dapat meningkatkan proporsi *served market*, *brand awareness*, serta *consumer preference*, sehingga *market share* dapat dicapai hingga 1% pada tahun 2019.

Kata kunci : *Engineered wood flooring, Parquet*, lantai kayu, Pasar Cina, RRC, Strategi pemasaran, *Marketing plan, Improve position strategy*.

ABSTRACT

Teka parquet Marketing Strategy in the People's Republic of China (PRC) in 2015-2019

Fit Indri Intan Utami, Management master of Wijawiyata Manajemen 69, PPM School of Management

The largest demand for wood flooring of the entire world is came from PRC, which reached 38% of total global sales in 2009. Predicted demand will continue to increase along with the rapid growth of chinese GDP per capita and urbanization. On the other hand, China is one of the biggest manufacturers and exporters of wood flooring in the world, so that China is competitor that important to be considered. PT. TKPI, one of the Indonesian company that produces engineered wood flooring with brand "Teka parquet", has been distributing its products to 26 countries in 4 Continents, including China. However, the marketing performance of Teka parquet in China relatively has not been as good as in other countries. The market share of Teka parquet in China in 2012 is fairly low, at less than 0.1%. Likewise the other marketing performance such as distribution channels and brand awareness, perceived still needs to be improved. As a solution to these conditions, in this thesis is developed marketing strategy of Teka parquet for the PRC market. Based on analysis of the marketing strategy that have been conducted, strategic market plan that is recommended for Teka parquet is "Improve position strategy". This strategy aims to enhance the competitive position of Teka parquet, by implementing improving marketing advantage strategy and differentiation advantage strategy. The development of this strategy generate a marketing strategy in the form of development of a new brand, brand awareness improvement, distribution network development, and differentiation through brand and product. Through the implementation of the strategy for 5 years, the proportion of served market, brand awareness, as well as consumer preference is expected to increase, so that market share can be achieved up to 1% in 2019.

Keywords: Engineered wood flooring, Parquet, China market, PRC, Marketing Strategy, Marketing Plan, Improve position strategy.