

ABSTRAK

PERANCANGAN STRATEGI PEMASARAN BRIGHT PACKAGE di SEGMENT B2C WILAYAH DKI JAKARTA PERIODE 2020-2022

Pertumbuhan industri pergudangan dan jasa penunjang angkutan; pos dan kurir di Indonesia semakin bertumbuh seiring pertumbuhan industri *e-commerce* yang terus memunculkan pemain-pemain baru dan kokohnya pemain lama di industri *e-commerce*. Data Badan Pusat Statistik (BPS) menunjukkan perekonomian sektor logistik menurut Produk Domestik Bruto (PDB) atas dasar harga berlaku 2010 pada triwulan IV 2017 tumbuh 13,58% dari triwulan yang sama tahun sebelumnya (YoY). Bahkan sejak triwulan I 2014 hingga triwulan IV 2017 menunjukkan tren pertumbuhan. PT. Pertamina Retail melalui unit bisnis yang bergerak di bidang *non fuel retail* (NFR) berambisi untuk memenuhi kebutuhan logistik baik di tingkat korporat maupun pasar ritel (B2C) sektor *e-commerce*, tantangan yang harus dihadapi oleh Bright Package adalah menentukan strategi pemasaran yang tepat untuk dapat memenuhi target dari Bright Package sehingga dapat bersaing terutama di pasar ritel (B2C) sektor *e-commerce*. Untuk bisa menjawab tantangan tersebut maka perancangan strategi pemasaran akan menggunakan alat analisis dari GE/Mckinsey Matriks dan SWOT. Hasil dari hasil analisis GE/Mckinsey akan menghasilkan alternatif strategi-strategi menyerang atau bertahan sesuai kuadran dan akan dipilih melalui proses analisis keputusan. Dari analisis keputusan didapatkan strategi *Enter New Market Segment* sebagai pedoman dalam perancangan strategi pemasaran Bright Package di segmen B2C Wilayah DKI Jakarta periode 2020-2022

Kata Kunci : Industri Pergudangan dan Jasa Penunjang Angkutan; Pos dan Kurir, *e-commerce*, GE/Mckinsey Matriks, SWOT.

ABSTRACT
**DESIGNING BRIGHT PACKAGE MARKETING STRATEGY IN B2C
SEGMENTS IN JAKARTA JAKARTA PERIOD 2020-2022**

Growth in the warehousing industry and supporting transportation services; Postal and courier services in Indonesia are growing along with the growth of the e-commerce industry which continues to emerge new players and strong old players in the e-commerce industry. Data from the Central Statistics Agency (BPS) shows that the economy of the logistics sector according to Gross Domestic Product (GDP) at current prices in 2010 in the fourth quarter of 2017 grew 13.58% from the same quarter of the previous year (YoY). Even from the first quarter of 2014 to the fourth quarter of 2017 showed a growth trend. PT. Pertamina Retail through its business units engaged in non-fuel retail (NFR) has ambitions to meet the logistical needs of both the corporate level and the retail market (B2C) e-commerce sector, the challenge that Bright Package must face is determining the right marketing strategy to be able to meet the target of Bright Package so that it can compete especially in the e-commerce sector retail market (B2C). To be able to answer these challenges, the marketing strategy design will use analytical tools from GE / Mckinsey Matrix and SWOT. The results of the GE / Mckinsey analysis will produce alternative strategies for attack or defense according to the quadrant and will be selected through a decision analysis process. From the analysis of the decision obtained the Enter New Market Segment strategy as a guideline in designing the Bright Package marketing strategy in the B2C segment of the DKI Jakarta Region for the period 2020-2022

Keywords: *Warehousing Industry and Transportation Support Services; Post and Courier, e-commerce, GE / Mckinsey Matrix, SWOT.*