

DAFTAR ISI

BAB I PENDAHULUAN	4
1.1 Latar Belakang Masalah.....	6
1.2 Rumusan Masalah	15
1.3 Tujuan Penelitian	16
1.4 Manfaat Penelitian	17
1.5 Batasan Penelitian	17
1.6 Sistematika Penulisan.....	18
BAB II LANDASAN TEORI	20
2.1 Market Attractiveness.....	20
2.2 Competitive Position	23
2.3 Portfolio Analysis and Strategic Market Plans.....	24
2.4 Marketing Strategy	26
2.5 Analisa Keputusan	27
2.6 Segmenting, Targeting, Positioning	28
2.7 Marketing Mix.....	29
2.8 Analisa Konsumen	31
2.9 Implementasi Strategi Pemasaran	35
BAB III METODOLOGI PENELITIAN	36
3.1 Kerangka Pemikiran.....	36
3.2 Design Penelitian	37
3.3 Jenis dan Sumber Data.....	38
3.4 Teknik Pengumpulan Data.....	39
3.5 Informasi yang Dibutuhkan.....	42
3.6 Populasi, Sampel, dan Teknik Pengambilan Sampel	43
3.7 Teknik Analisa Data	43
BAB IV GAMBARAN UMUM PERUSAHAAN	45

4.1 Profil PT. Bukalapak.....	45
4.2 Visi dan Misi	46
4.3 Produk dan Layanan Bukalapak	46
4.4 Pengguna Bukalapak	47
4.5 Struktur Organisasi Bukalapak.....	48
BAB V ANALISA PORTOFOLIO	49
5.1 Analisa Market Attractiveness	49
5.1.1 Market Forces	50
A. Market Size	50
B. Growth Rate	52
C. Buyer Power.....	53
5.1.2 Competitive Environment	54
A. Price Rivalry.....	54
B. Ease of Competitor Entry	55
C. Number of <i>Competitors</i>	56
5.1.3 Market Access.....	58
A. Customer Familiarity	58
B. Channel Access	59
C. Sales/Service Requirements	60
5.1.4 Market Attractiveness Index	62
5.2 Competitive Position	63
5.2.1 Differentiation Advantage	65
A. Product Quality.....	65
B. <i>Service Quality</i>	66
C. <i>Brand Image/Reputation</i>	67
5.2.2 Cost Advantage.....	68
A. Cost of Goods Solds	68

B.	<i>Overhead Expenses</i>	69
C.	<i>Marketing Expenses</i>	70
5.2.3	<i>Marketing Advantage</i>	71
A.	<i>Market Share</i>	71
B.	<i>Brand Awareness</i>	72
C.	<i>Distribution</i>	73
5.2.4	<i>Competitive Position Index</i>	75
5.3	<i>Analisa Portfolio</i>	76
BAB VI RENCANA STRATEGI DAN IMPLEMENTASI		77
6.1	<i>Strategic Market Plan</i>	77
6.2	<i>Share Objectives</i>	82
6.3	<i>Target Market and Positioning</i>	83
6.4	<i>Marketing Mix (7P)</i>	84
6.4.1	<i>Product</i>	84
6.4.2	<i>Price</i>	88
6.4.3	<i>Place (Distribution)</i>	88
6.4.4	<i>Promotion</i>	89
6.4.5	<i>People</i>	93
6.4.6	<i>Process</i>	94
6.4.7	<i>Physical Evidence</i>	95
6.5	<i>Timeline</i>	96
6.6	<i>Marketing Budget</i>	97
6.7	<i>Revenue Plan</i>	98
BAB VI KESIMPULAN DAN SARAN		99
6.1	<i>Kesimpulan</i>	99
6.2	<i>Saran</i>	100

DAFTAR GAMBAR

Gambar 1.1 Top E-commerce Markets in Asia	7
Gambar 1.2 Proyeksi Penjualan E-commerce di Indonesia	7
Gambar 1.3 User Growth Bukalapak.....	11
Gambar 2.1 Portfolio Analysis & Strategic Market Plans.....	24
Gambar 2.2 Offensive Strategies	25
Gambar 3.1. Kerangka Pemikiran	36
Gambar 4.1 Struktur Organisasi Bukalapak.com	48
Gambar 5.1 Persentase Pengunjung yang Beralih	54
Gambar 5.2 Market Share Situs Marketplace di Indonesia	57
Gambar 5.3 Top 10 Brand Awareness E-commerce	58
Gambar 5.4 Market Attractiveness Index	62
Gambar 5.5 Market Share Situs Marketplace Tahun 2014	71
Gambar 5.6 Brand Awareness Situs Marketplace (Maret 2015)	72
Gambar 5.7 Competitive Position Index	75
Gambar 5.8 Portfolio Matrix	76
Gambar 6.1 Share Potential Metric	82

DAFTAR TABEL

Tabel 1.1 Growth Rate Situs Marketplace pada Tahun 2012-2014.....	9
Tabel 1.2 Market Share Situs Marketplace Tahun 2014	11
Tabel 1.3 Register Conversion Rate & Transaction Rate Bukalapak	14
Tabel 3.1 Analisa, Sumber Data, dan Output Penelitian	42
Tabel 3.2 Tabel Krejcie & Morgan.....	Error! Bookmark not defined.
Tabel 5.1 Market Attractiveness Relative Importance	49
Tabel 5.3 Pasar Marketplace Indonesia Tahun 2014.....	51
Tabel 5.4 Growth Rate Situs Marketplace Online Tahun 2012-2014	52
Tabel 5.5 Competitive Position Relative Importance	64
Tabel 5.6 Penilaian Kualitas Produk Situs Marketplace	66
Tabel 5.7 Penilaian Kualitas Pelayanan Situs Marketplace.....	67
Tabel 5.8 Penilaian Brand Image pada Situs Marketplace	67
Tabel 5.9 Perbandingan Komisi Penjualan Situs Marketplace	69
Tabel 5.10 Perbandingan Kegiatan Marketing Situs Marketplace	70
Tabel 5.11 Penilaian Distribusi Situs Marketplace	74
Tabel 6.1 Analisa Keputusan Bukalapak.....	81
Tabel 6.2 Market Share and Performance Metrics	83