

## **HALAMAN ABSTRAK DAN ABSTRACT**

### **ABSTRAK**

#### **STRATEGI PEMASARAN PRODUK *HOME SEWING MACHINE* PT ABC INDONESIA SEGMENT B2B PERIODE 2019-2021**

Setelah 10 tahun resmi masuk ke Indonesia, PT ABC Indonesia ingin meningkatkan penjualannya, terutama untuk produk *home sewing machine*. Pertumbuhan UKM, industri *fashion* serta upaya yang diberikan oleh pemerintah untuk mendukung usaha kecil dan menengah berimbas terhadap sektor industri penunjangnya, seperti industri mesin jahit yang sangat menarik bagi PT ABC untuk memasuki pasar *business to business* (B2B). Sayangnya PT ABC menghadapi masalah dalam tiga komponen pemasaran produk, yaitu dari segi harga, promosi serta tempat, dimana harga produk PT ABC di atas rata-rata pasar, *brand awareness* yang rendah, promosi yang belum merata serta minimnya lokasi penjualan. Untuk meningkatkan penjualan PT ABC untuk produk *home sewing machine*, penulis mengadakan penelitian yang berbasis teori Market-Based Management (Best) dan mengusulkan strategi pengenalan sejak dulu fakta kualitas sebanding harga, promosi yang lebih tajam dalam menyasar generasi muda, dan lebih gencar dalam membuka relasi dengan partner bisnis.

Kata kunci: *home sewing machine*, B2B, harga, promosi, tempat, penjualan

### **ABSTRACT**

#### **HOME SEWING MACHINE PRODUCT MARKETING STRATEGY FOR PT ABC INDONESIA B2B SEGMENT PERIOD 2019-2021**

After officially operating in Indonesia for 10 years, PT ABC Indonesia wants to raise the sales, especially, home sewing machine product. The growth of small and medium business, fashion industry and the efforts provided by the Indonesian government to support small and medium business affected the supporting industrial sectors, such as sewing machine industry, which is very interesting for PT ABC who wants to enter the business to business (B2B) segment. Unfortunately, PT ABC is facing some problems in 3 of their marketing components, which are price, promotion and place, where the prices of PT ABC products are above market averages, low brand awareness, uneven promotions and lack of sales locations. To increase the sales of PT ABC for home sewing machine products, a study based on the theory of Market-Based Management (Best) is conducted and several strategies are suggested, such as early quality education about price and quality, sharpened promotion for younger generation, and actively opening more relations with business partners.

Keywords: *home sewing machine*, B2B, price, promotion, place, sales