

DAFTAR ISI

LEMBAR PENGESAHAN	3
PERNYATAAN KEASLIAN.....	4
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH	5
UNTUK KEPENTINGAN AKADEMIS	5
KATA PENGANTAR.....	6
HALAMAN ABSTRAK DAN ABSTRACT.....	7
DAFTAR ISI.....	8
DAFTAR TABEL	11
DAFTAR GAMBAR.....	13
DAFTAR LAMPIRAN	14
BAB I.....	15
PENDAHULUAN	15
1.1 LATAR BELAKANG MASALAH.....	15
1.1.1 <i>Latar Belakang Industri.....</i>	15
1.1.2 <i>Latar Belakang PT ABC Indonesia</i>	17
1.2 RUMUSAN MASALAH	20
1.3 TUJUAN PENULISAN	21
1.4 MANFAAT PENULISAN.....	21
1.5 RUANG LINGKUP PENULISAN	21
1.6 SISTEMATIKA PENULISAN	22
BAB II	23
TINJAUAN TEORI	23
2.1 PASAR MESIN JAHIT	23
2.2 SITUATION ANALYSIS	24
2.2.1 <i>Current Performance.....</i>	24
2.2.2 <i>Market Demand.....</i>	24
2.2.3 <i>Competition & Industry.....</i>	24
2.2.4 <i>Market share.....</i>	24
2.2.5 <i>Customer Needs.....</i>	24
2.2.5.1 <i>Problem Recognition.....</i>	26
2.2.5.2 <i>Information Search.....</i>	26
2.2.5.3 <i>Alternative Evaluation and Selection.....</i>	27
2.2.5.4 <i>Purchase and Decision Implementation</i>	27
2.2.5.5 <i>Usage and Postpurchase Evaluation.....</i>	27
2.2.6 <i>Competitive Position & Value</i>	29

2.3	SWOT.....	29
2.4	PRODUCT POSITION ANALYSIS	29
2.4.1	<i>Market Attractiveness</i>	30
2.4.2	<i>Competitive Position</i>	30
2.4.3	<i>Portfolio Analysis</i>	31
2.4.4	<i>Portfolio Strategy and Strategic Market Plans</i>	32
2.5	<i>ORGANISATIONAL PURCHASING PROCESS</i>	36
2.6	STRATEGIC MARKET PLAN.....	39
2.7	MARKETING MIX	40
2.3.1	<i>STP</i>	40
2.3.2	<i>Marketing Mix 4Ps</i>	41
2.8	KERANGKA ANALISIS.....	42
BAB III	43
METODOLOGI PENELITIAN	43
3.1	POPULASI DAN SAMPEL.....	43
3.2	METODE PENGUMPULAN DATA.....	44
3.3	METODE ANALISIS DATA.....	46
3.4	RANCANGAN WAKTU PENULISAN TESIS	46
BAB IV	47
PROFIL PERUSAHAAN	47
4.1	SEJARAH PERUSAHAAN.....	47
4.2	VISI-MISI PERUSAHAAN.....	47
4.3	SEGMENTASI BISNIS	48
4.4	SEGMENTASI, TARGET DAN POSITIONING <i>HOME SEWING MACHINE</i>	49
4.5	MARKETING MIX PT ABC	49
Product	49
Place / Alur Distribusi PT ABC.....	50
Price / Harga Produk	51
Promotion	52
4.6	STRUKTUR ORGANISASI PERUSAHAAN.....	53
BAB V	55
ANALISA	55
5.1	CURRENT SITUATION ANALYSIS	55
5.7.1	<i>Current Performance</i>	55
5.7.1	<i>Market Demand</i>	56
5.7.1	<i>Competition & Industry</i>	57
5.7.1	<i>Market share</i>	59
5.7.1	<i>Customer Needs</i>	59
5.7.1	<i>Competitive Position & Value</i>	61
5.7.1	<i>Market Forces</i>	62

5.7.1	<i>Competitive Intensity</i>	62
5.7.1	<i>Market Access</i>	63
5.7.1	<i>Differentiation Advantage</i>	64
5.7.1	<i>Cost Advantage</i>	64
5.7.1	<i>Marketing Advantage</i>	65
5.2	<i>SWOT</i>	66
5.3	STRATEGIC MARKETING PLAN	66
5.4	CORE STRATEGY	74
5.5	EXISTING MARKETING STRATEGY EVALUATION.....	75
5.6.1	<i>Segmenting</i>	75
5.6.2	<i>Targeting</i>	75
5.6.3	<i>Positioning</i>	75
5.6.4	<i>Product</i>	76
5.6.5	<i>Place</i>	76
5.6.6	<i>Promotion</i>	76
5.6.7	<i>Price</i>	78
5.6	JEMBATAN HASIL WAWANCARA.....	78
5.7	NEW MARKETING STRATEGY	86
5.7.1	<i>Segmenting</i>	86
5.7.2	<i>Targeting</i>	86
5.7.3	<i>Positioning</i>	86
5.7.4	<i>Product</i>	87
5.7.5	<i>Place</i>	87
5.7.6	<i>Price</i>	87
5.7.7	<i>Promotion</i>	88
5.8	BUDGET PLAN	93
5.9	TIMELINE	94
BAB VI KESIMPULAN DAN SARAN		97
6.1	KESIMPULAN.....	97
6.2	SARAN.....	98
LAMPIRAN.....		99
PANDUAN WAWANCARA.....		99
TRANSKRIP.....		102
DAFTAR PUSTAKA.....		187

DAFTAR TABEL

TABEL 1.1 CONTOH SELISIH HARGA TOKO ONLINE DAN SRP	19
TABEL 1.2 TOP BRAND MESIN JAHIT PORTABLE	19
TABEL 3.2 – SAMPEL PENELITIAN DI LUAR PERUSAHAAN.....	43
TABEL 3.1 – METODE PENGUMPULAN DATA.....	45
TABEL 3.3 – JANGKA WAKTU PENULISAN.....	46
TABEL 4.2 – AKTIVITAS PEMASARAN PT ABC UNTUK KATEGORI HSM.....	52
TABEL 4.3 – BUDGET PEMASARAN PT ABC UNTUK KATEGORI HSM FY 2018.....	53
(DALAM SATUAN JUTA RUPIAH)	53
TABEL 5.2 – CURRENT PERFORMANCE PT ABC INDONESIA.....	55
TABEL 5.3 – MARKET DEMAND PT ABCINDONESIA.....	57
TABEL 5.4 – DAFTAR KOMPETITOR PT ABC	58
TABEL 5.5 – COMPETITION & INDUSTRY HOME SEWING MACHINE UNTUK TIPE PORTABLE SEWING MACHINE.....	58
TABEL 5.6 – MARKET SHARE PT ABC	59
TABEL 5.7 – KATEGORI BISNIS PENGGUNA HSM.....	60
TABEL 5.8 – CUSTOMER NEEDS	60
TABEL 5.9 – COMPETITIVE POSITION & VALUE	62
TABEL 5.10 – MARKET FORCES.....	62
TABEL 5.11 – COMPETITIVE INTENSITY	63
TABEL 5.12 – MARKET ACCESS.....	63
TABEL 5.13 – DIFFERENTIATION ADVANTAGE	64
TABEL 5.14 – COST ADVANTAGE	65
TABEL 5.15 – MARKETING ADVANTAGE.....	65
TABEL 5.16 – SWOT	66
TABEL 5.17 – MARKET ATTRACTIVENESS SCORE UNTUK LOW TO MEDIUM PRODUCT	67
TABEL 5.18 – COMPETITIVE ADVANTAGE SCORE UNTUK LOW TO MEDIUM PRODUCT	67
TABEL 5.19 – MARKET ATTRACTIVENESS SCORE UNTUK MEDIUM TO HIGH PRODUCT	68

TABEL 5.20 – COMPETITIVE ADVANTAGE SCORE UNTUK MEDIUM TO HIGH PRODUCT	68
TABEL 5.21 – ATTRACTIVENESS TOTAL SCORE INDEX	69
TABEL 5.22 – MARKET ATTRACTIVENESS TOTAL SCORE HSM UNTUK LOW TO MEDIUM PRODUCT	69
TABEL 5.23 – COMPETITIVE ADVANTAGE TOTAL SCORE HSM UNTUK LOW TO MEDIUM PRODUCT	70
TABEL 5.24 – MARKET ATTRACTIVENESS TOTAL SCORE HSM UNTUK MEDIUM TO HIGH PRODUCT.....	72
TABEL 5.25 – COMPETITIVE ADVANTAGE TOTAL SCORE HSM UNTUK MEDIUM TO HIGH PRODUCT.....	73
TABEL 5.26 – JEMBATAN MASALAH DAN INTERVIEW.....	81
TABEL 5.27 – JEMBATAN KEYWORD DAN HASIL INTERVIEW	86
TABEL 5.30 – STRATEGI PEMASARAN BARU PT ABC INDONESIA 2019-2021.....	90
TABEL 5.31 – BUDGET PLAN PT ABC INDONESIA 2019-2021 UNTUK SEGMENT B2B	93
TABEL 5.32 – CONTOH PENGAPLIKASIAN BUDGET EVENT SEGMENT B2B PT ABC INDONESIA TAHUN 2019.....	94
TABEL 5.33 – STRATEGI PEMASARAN BARU PT ABC INDONESIA 2019-2021.....	95

DAFTAR GAMBAR

GAMBAR 1.1 – KONTRIBUSI PDB EKONOMI KREATIF MENURUT SUBSEKTOR ..	15
GAMBAR 1.2 – EKSPOR EKONOMI KREATIF MENURUT SUBSEKTOR.....	16
GAMBAR 1.3 – JUMLAH UMKM INDONESIA TAHUN 2012 - 2018.....	17
GAMBAR 1.4 – YEAR ON YEAR SALES PERFORMANCE PT ABC DALAM SATUAN JUTA RUPIAH.....	18
GAMBAR 1.5 ABC BRAND PERFORMANCE ON B2B REPORT.....	20
GAMBAR 2.1 CURRENT SITUATION COMPONENTS.....	24
GAMBAR 2.2 MARKET ATTRACTIVENESS	29
GAMBAR 2.3 MARKET ATTRACTIVENESS	30
GAMBAR 2.4 COMPETITIVE POSITION	31
GAMBAR 2.5 PORTFOLIO ANALYSIS	32
GAMBAR 2.6 STRATEGIC MARKET PLANS	33
GAMBAR 2.7 CURRENT MARKET DEMAND VS MARKET POTENTIAL.....	34
GAMBAR 2.8 – KERANGKA ANALISIS	42
GAMBAR 4.1 – JALUR DISTRIBUSI PT ABC.....	50
GAMBAR 4.3 – ABC GROUP SECARA GLOBAL	53
GAMBAR 4.3 – STRUKTUR ORGANISASI PT ABC INDONESIA.....	54
GAMBAR 5.1 – MARKET SHARE HOME SEWING MACHINE INDONESIA SEGMENT B2B	59
GAMBAR 5.2 – TINGKAT KEPUASAN SERVIS HSM B2B	61
GAMBAR 5.2 – KOMPARASI HARGA PRODUK HSM	61
GAMBAR 5.3 – MARKET ATTRACTIVENESS AND COMPETITIVE ADVANTAGE POSITION	71
GAMBAR 5.4 – MARKET ATTRACTIVENESS AND COMPETITIVE ADVANTAGE POSITION	74
GAMBAR 5.5 – CONTOH IKLAN KAMPANYE “WHY ABC” PT ABC INDONESIA DI MEDIA BACKDROP.....	77
GAMBAR 5.5 – CONTOH PERENCANAAN BOOTH IFW PT ABC TAHUN 2019	91
GAMBAR 5.5 – CONTOH PERENCANAAN BOOTH IFW PT ABC TAHUN 2020	92
GAMBAR 5.6 – CONTOH PERENCANAAN BOOTH IFW PT ABC TAHUN 2021	92

DAFTAR LAMPIRAN

PANDUAN WAWANCARA.....	99
TRANSKRIP	102