



INFORMASI PEMASARAN

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(2018)

Collecting and Analyzing Marketing Information

Issues to Be Considered in a Situation Analysis

The Internal Environment

- Review of current objectives, strategy, and performance
- Availability of resources
- Organizational culture and structure

The Customer Environment

- Who are our current and potential customers?
- What do customers do with our products?
- Where do customers purchase our products?
- When do customers purchase our products?
- Why (and how) do customers select our products?
- Why do potential customers not purchase our products?

The External Environment

- Competition
- Economic growth and stability
- Political trends
- Legal and regulatory issues
- Technological advancements
- Sociocultural trends

Technological advancements

Sociocultural trends

EXHIBIT 3.2 The Relationship Among the Internal, Customer, and External Environments

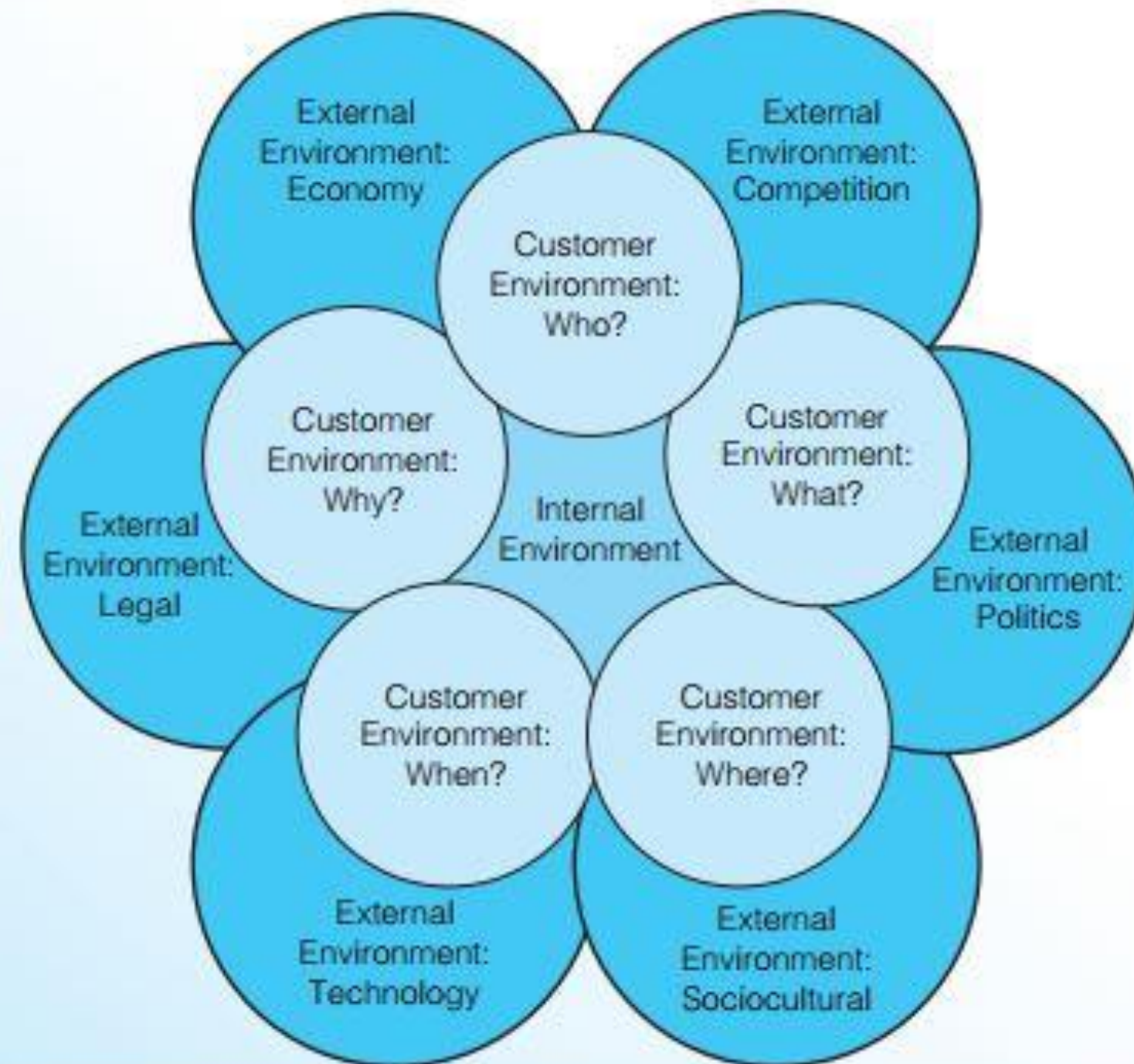


EXHIBIT 3.3 A Framework for Analyzing the Internal Environment

Review of Current Marketing Objectives, Strategy, and Performance

1. What are the current marketing goals and objectives?
2. Are the marketing goals and objectives consistent with the corporate or business-unit mission, goals, and objectives? Are they consistent with recent changes in the customer or external environments? Why or why not?
3. How are current marketing strategies performing with respect to anticipated outcomes (for example, sales volume, market share, profitability, communication, brand awareness, customer preference, customer satisfaction)?
4. How does current performance compare to other organizations in the industry? Is the performance of the industry as a whole improving or declining? Why?
5. If performance is declining, what are the most likely causes? Are marketing objectives inconsistent? Is the strategy flawed? Was the strategy poorly implemented?
6. If performance is improving, what actions can be taken to ensure that performance continues to improve? Is the improvement in performance due to a better-than-anticipated environment or superior planning and implementation?

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Review of Current and Anticipated Organizational Resources

1. What is the state of current organizational resources (for example, financial, human, experience, relationships with key suppliers or customers)?
2. Are these resources likely to change for the better or worse in the near future? How?
3. If the changes are for the better, how can these added resources be used to better meet customers' needs?
4. If the changes are for the worse, what can be done to compensate for these new resource constraints?

Review of Current and Anticipated Cultural and Structural Issues

1. What are the positive and negative aspects of the current and anticipated organizational culture?
2. What issues related to internal politics or management struggles might affect the organization's marketing activities?
3. What is the overall position and importance of the marketing function as seen by other functional areas? Are key executive positions expected to change in the future?
4. How will the overall market- or customer-orientation of the organization (or lack thereof) affect marketing activities?
5. Does the organization emphasize a long- or short-term planning horizon? How will this emphasis affect marketing activities?
6. Currently, are there positive or negative issues with respect to motivating employees, especially those in frontline positions (for example, sales and customer service)?

The Customer Environment

EXHIBIT 3.4 The Expanded 5W Model for Customer Analysis

Who Are Our Current and Potential Customers?

1. What are the demographic, geographic, and psychographic characteristics of our customers?
2. Who actually purchases our products?
3. How do these purchasers differ from the users of our products?
4. Who are the major influencers of the purchase decision?
5. Who is financially responsible for making the purchase?

What Do Customers Do with Our Products?

1. In what quantities and in what combinations are our products purchased?
2. How do heavy users of our products differ from light users?
3. Do purchasers use complementary products during the consumption of our products? If so, what is the nature of the demand for these products, and how does it affect the demand for our products?
4. What do our customers do with our products after consumption?
5. Are our customers recycling our products or packaging?

When Do Customers Purchase Our Products?

1. Are the purchase and consumption of our products seasonal?
2. To what extent do promotional events affect the purchase and consumption of our products?
3. Do the purchase and consumption of our products vary based on changes in physical/social surroundings, time perceptions, or the purchase task?

Why (and How) Do Customers Select Our Products?

1. What are the basic features provided by our products and our competitors' products? How do our products compare to those of competitors?
2. What are the customer needs fulfilled by our products and our competitors' products? How well do our products meet these needs? How well do our competitors' products meet these needs?
3. Are the needs of our customers expected to change in the future? If so, how?
4. What methods of payment do our customers use when making a purchase? Is the availability of credit or financing an issue with our customers?
5. Are our customers prone to developing close long-term relationships with us and our competitors, or do they buy in a transactional fashion (primarily based on price)?
6. How can we develop, maintain, or enhance the relationships we have with our customers?

Why Do Potential Customers Not Purchase Our Products?

1. What are the basic needs of noncustomers that our products do not meet?
2. What are the features, benefits, or advantages of competing products that cause noncustomers to choose them over our products?
3. Are there issues related to distribution, promotion, or pricing that prevent noncustomers from purchasing our products?
4. What is the potential for converting noncustomers into customers of our products?

Source: Adapted from Donald R. Lehmann and Russell S. Winer, *Analysis for Marketing Planning*, 6th edition (Boston: McGraw-Hill/Irwin, 2005). Copyright 2005 The McGraw-Hill Companies, Inc.

The Ongoing Challenge of E-Waste⁸

What do you do with an old computer, television, DVD player, cell phone, or any other consumer electronic device when it no longer works? Having the device repaired is typically not justifiable given the high repair cost relative to buying a new item. If you are like most people, you throw these devices into the trash, a drawer, or give them away. Therein lies the problem with electronic waste, or e-waste; which is now a major problem for electronics manufacturers, state and local governments, and the U.S. Environmental Protection Agency. Recent data shows that over 86 percent of discarded electronics (2 million tons) ends up in our nation's landfills. Many of these discarded items contain toxins such as mercury, cadmium, and lead which can contaminate the soil and water if they are not disposed of properly.

Because of the growing problem of e-waste, many state and local governments have taken steps to solve the problem. In 2007, for example, Minnesota required manufacturers to collect and recycle 60 percent of discarded electronics they sold in the state. Oregon followed suit in 2009. Today, only 20 states ban electronics from landfills. California, for example, mandates 100 percent recycling of used electronics,

Recycling Management Company, which is funded by its members—including Toshiba, Sharp, and Panasonic. Other companies use third-party recyclers, such as Waste Management, to handle recycling. Electronic Recyclers International, the country's largest recycler of electronic waste, processes 15 million pounds of e-waste every month at seven locations in six states. The company has over 2,000 clients, including Best Buy. Dell and Goodwill Industries developed an innovative strategy—the Reconnect Partnership—where Dell provides training and financial support to refurbish old computers. The effort saves over 2.7 million pounds of computer waste from going into landfills each year. The strategy is a huge win for Goodwill, which like other charities has been inundated with donations of unwanted electronics.

E-waste is now a lucrative business for recyclers as the industry generates over \$3 billion in annual revenue. It also generated a fair amount of controversy when it was discovered that some recyclers were exporting e-waste to other countries (mostly Asia, Mexico, and Africa) for disposal. These countries have lax environmental laws that make the e-



but adds \$8 to \$25 to the price of new items to help offset the recycling costs. To date, there is no federal law that governs e-waste, though Congress has been looking into the issue. One such proposal adds recycling requirements for electronics retailers as well as manufacturers. Such actions put enormous pressure on these companies, many of which do not have reverse supply chain procedures in place to handle incoming e-waste. Television manufacturers face the biggest obstacles in recycling. Old televisions are big, heavy, and often very difficult for consumers to haul to recycling facilities. Further, the number of recycled televisions is growing rapidly as consumers switch from analog CRT televisions to flat-panel digital models. Consumers are also confused about what they are supposed to do with obsolete and broken electronics.

To handle the growing demands for recycling, the industry established the Electronic Manufacturers

waste problem much more difficult in communities where the e-waste is stored. Such actions are a violation of the Basel Convention—an international agreement that restricts trade in hazardous waste. The U.S. has yet to ratify the agreement. However, the EPA does require approval before U.S. companies can export CRT displays (computer monitors and televisions with picture tubes), which are among the most dangerous types of e-waste. Due to the growing importance of the e-waste problem, many companies—like Dell—have published formal policies regarding e-waste and e-recycling. In addition to electronics manufacturers, retailers and service companies are now on board. Amazon, for example, recently launched an electronics trade-in program. The company will accept trade-ins for over 2,500 devices in exchange for credit good for future Amazon purchases.

EXHIBIT 3.6 Examples of Major Types of Competition

Product Category (Need Fulfilled)	Brand Competitors	Product Competitors	Generic Competitors	Total Budget Competitors
Compact SUVs (Transportation)	Chevrolet Equinox Ford Escape Honda CR-V Jeep Compass	Mid-size SUVs Trucks Passenger cars Minivans	Rental cars Motorcycles Bicycles Public transportation	Vacation Debt reduction Home remodeling
Soft Drinks (Refreshment)	Coca-Cola Zero Diet Coke Pepsi Cola Diet Pepsi	Tea Orange juice Bottled water Energy drinks	Tap water	Candy Gum Potato chips
Movies (Entertainment)	<i>Harry Potter</i> <i>Twilight</i> <i>Star Trek</i>	Cable TV Pay-Per-View Video rentals	Athletic events Arcades Concerts	Shopping Reading Fishing
Colleges (Education)	New Mexico Florida State LSU	Trade School Community college Online programs	Books CDs Apprenticeship	New Cars Vacations Investments

Exercises

1. Choose a specific product that you use on a daily basis (such as food items, toiletries, or your car) and apply the 5W model in Exhibit 3.4 to yourself:
 - a. Who are you (demographics, psychographics, etc.)?
 - b. What do you do with the product (consumption, storage, disposal, etc.)?
 - c. Where do you purchase the product? Why?
 - d. When do you purchase the product? Why?
 - e. Why and how do you select the product?
 - f. Why do you not purchase competing products?

Assume your responses are similar to millions of other consumers. Given this profile, how would you approach the marketing strategy for this particular product?

Setelah Diakuisisi Grab, Seperti Apa Nasib Bisnis Uber?



By [Ramadhan Triwijanarko](#) [f](#) [✉](#)

Posted on March 26, 2018.



Operasional bisnis Uber di Asia Tenggara resmi diambil alih oleh Grab. Dengan hal ini, Grab akan mengambil alih operasional dan aset-aset Uber di Kamboja, Indonesia, Malaysia, Myanmar, Filipina, Singapura, Thailand, dan Vietnam.

Dengan akuisisi ini, akan seperti apa integrasi bisnis Uber dan Grab tersebut? Pada proses awal, Grab dan Uber akan bekerja sama melakukan migrasi mitra pengemudi dan penumpang Uber serta pelanggan, rekanan merchant, maupun rekanan pengantaran Uber Eats ke platform Grab.

Aplikasi Uber akan tetap beroperasi selama dua minggu ke depan untuk memastikan stabilitas para mitra Uber yang mana mitra pengemudi dapat memperoleh informasi lebih lanjut mengenai persyaratan pendaftaran mitra Grab secara *online*. Layanan Uber Eats yang berada di beberapa negara akan tetap beroperasi hingga akhir Mei tahun ini. Setelahnya, rekanan pengantaran dan restoran Uber akan pindah ke platform GrabFood.

Grab akan mengembangkan bisnis GrabFood yang telah dimilikinya di Indonesia, Thailand, Singapura, dan Malaysia kemudian menyusul integrasi dari bisnis Uber Eats. GrabFood akan tersedia di seluruh negara-negara besar Asia Tenggara pada semester pertama tahun ini.

Untuk sektor transportasi, Grab akan mengembangkan layanan transportasi utamanya yang mencakup layanan-layanan transportasi yang memberikan solusi-solusi mobilitas baru, bekerja sama dengan berbagai penyedia layanan transportasi dan produsen kendaraan. Grab juga akan berkolaborasi dengan pemerintah dan operator transportasi publik untuk menghubungkan layanan transportasi publik dan menciptakan pengalaman komuter multimoda yang terintegrasi.

Salah satu contohnya adalah dengan layanan GrabCycle yang baru-baru ini diluncurkan untuk layanan berbagi sepeda dan perangkat mobilitas pribadi, serta GrabShuttle Plus untuk sejumlah rute bus *on-demand* merupakan *pilot project* dari visi tersebut.

Untuk layanan pembayaran dan keuangan, Grab akan terus meningkatkan dan mengembangkan rangkaian layanan yang tercakup dalam Grab Financial, seperti pembayaran *mobile*, *micro-financing*, asuransi, dan layanan keuangan lainnya bagi jutaan konsumen yang memiliki akses terbatas terhadap layanan perbankan, *micro-entrepreneur*, dan usaha modal kecil di kawasan Asia Tenggara. GrabPay sebagai dompet *mobile* akan tersedia di seluruh negara besar Asia Tenggara pada penghujung tahun 2018.

Sebagai bagian dari akuisisi, Uber akan memiliki 27.5% saham di Grab dan Dara Khosrowshahi selaku CEO Uber akan bergabung dengan dewan direksi Grab.

"Akuisisi yang diumumkan hari ini menjadi tonggak dari dimulainya era baru. Penggabungan bisnis ini melahirkan pemimpin dalam *platform* dan efisiensi biaya di kawasan Asia Tenggara," ujar Anthony Tan, Group CEO and Co-founder Grab.

Anthony meyakini bersama Uber, Grab berada di posisi yang semakin tepat untuk memenuhi komitmennya memberikan pelayanan terbaik kepada konsumen. Ia menegaskan, kepercayaan konsumen terhadap Grab mendorong untuk terus maju sebagai sebuah *brand* dalam meningkatkan kehidupan masyarakat melalui layanan pengantaran makanan, pembayaran dan keuangan.

Gandeng Influencer Wisata, Kemenpar: Jemarimu, Pesonamu!



By [Sigit Kurniawan](#) [f](#) [t](#) [e](#)

Posted on March 26, 2018

Era digital membuat generasi *millennials* masa kini tak pernah lepas dari gadget dalam aktivitas kesehariannya, termasuk dalam hal menyebarkan berita dan informasi yang dengan mudah dapat menjadi viral. Generasi ini sering disebut dengan generasi zaman now. Mereka suka mencari informasi destinasi, memperbandingkan antarproduk melalui digital. Untuk itu, destinasi pun berubah ke arah destinasi digital.

Perkembangan teknologi dan digital saat ini dapat dimanfaatkan untuk melakukan promosi yang kreatif dan informatif. Melihat potensi besar tersebut, Kementerian Pariwisata (Kemenpar) semakin memperkuat platform digital melalui media sosial (medsos) untuk mempromosikan destinasi wisata.

Dalam rangka hal tersebut, Kemenpar akan menggelar Wonderful Noon, sebuah ajang bertemu para pegiat media sosial. Ajang ini akan digelar pada 28 Maret di Pirate Dinner, Sea Safari 9 Cruise Tanjung Benoa, Bali.

Kegiatan yang menjadi ajang berkumpulnya para blogger, vlogger, youtuber, selebgram, dan pegiat media sosial ini bertujuan mempublikasikan dan mempromosikan pengelolaan informasi kebijakan dan program pembangunan Kemenpar melalui media sosial. Dengan mengambil tema "*Sail The Nation*", diharapkan komunitas blogger dan pemangku kepentingan pariwisata dapat berpartisipasi dalam mempromosikan Pesona Indonesia maupun *Wonderful Indonesia* melalui platform digital kepada masyarakat. "Mereka adalah penyampai pesan yang makin efektif dan punya dampak signifikan," kata Sekretaris Kementerian Pariwisata, Ukus Kuswara, di Jakarta, Jumat (23/3/2018) seperti dikutip dari keterangan resmi Kemenpar.

Ukus menjelaskan, ada tiga program prioritas Kemenpar tahun lalu yang telah berhasil, yaitu *Go Digital*, *Homestay Desa Wisata*, dan *Air Connectivity*. Karena itulah, tiga program prioritas ini terus dikuatkan. Untuk *Go Digital*, komunitas media sosial diajak bergabung. Tujuannya untuk terus mengamplifikasi promosi Pesona Indonesia dan Wonderful Indonesia melalui medsos.

"Kalau zaman dulu, ada pepatah, mulutmu harimaumu! Sekarang jemarimu pesonamu!" kata Ukus Kuswara.

Acara *Wonderful Noon* ini turut melibatkan *co-branding*, yaitu Martha Tilaar Group, Sababay Winery, dan Krisna Bali, juga didukung oleh stakeholder pariwisata, yaitu Tazulia Hotels Group, Plataran Menjangan, Pophariini.com, dan Hard Rock FM Bali.

Sementara itu, para penggiat media sosial yang akan hadir dalam *Wonderful Noon* di antaranya Ucita Pohan, Caswan Assegaf, Dewa Ayu Windu Sari Devi, Sacha Stevenson, Gusti Ngurah Gede Putra Gunawan, Komang Ayu Tri Adnyani, Wahyu Mahendra, Mega Gumelar, Puja Astawa, Yulia Baltschun, Tabitha Budiman, Ajeng (Tiga Mami Kece), Ary Kakul, dan Ayu Sintya Dewi.

Kepala Biro Komunikasi Publik Kementerian Pariwisata, Guntur Sakti menambahkan, kegiatan gathering bersama penggiat media sosial menjadi penanda bahwa perkembangan pariwisata menjadi perhatian dan terus didukung oleh banyak pihak. Tidak hanya pemerintah tapi juga stakeholder pariwisata. Menurutnya, dengan keterlibatan seluruh stakeholder pariwisata, maka pariwisata Indonesia dapat mendukung pemerataan pembangunan dan perekonomian nasional.

Strategi promosi Kementerian Pariwisata selama ini, lanjut Guntur, menggunakan POSE (*Paid Media, Owned Media, Social Media, dan Endorser*). Strategi ini salah satunya diimplementasikan melalui media sosial. Para *social media enthusiast* sekaligus merupakan endorser yang dapat mempromosikan destinasi wisata Indonesia.

“Untuk itulah kita harus rangkul mereka. Jika semua stakeholder bergerak, target 20 juta kunjungan wisatawan mancanegara (wisman) pada 2019 dapat tercapai,” ujar Guntur.

Kemeriah *Gathering Wonderful Noon* akan berlangsung di atas kapal Pinisi yang merupakan kapal khas dan kebanggaan Indonesia, dengan berbagai pertunjukan menarik, yaitu Bali Neam Percussion Light Water Drum, Fire Dance, Live Music, Dinner, dan permainan seru.

Wonderful Noon akan disiarkan langsung di media sosial Kemenpar melalui akun Instagram (@kemenpar) dan akan tayang di akun Facebook (Kementerian Pariwisata), juga akan update melalui akun Twitter Kemenpar (@kemenpar_RI) dan YouTube (Kementerian Pariwisata).

Menteri Pariwisata Arief Yahya mengapresiasi program *Wonderful Noon* yang diharapkan dapat mempererat hubungan baik dengan para aktivis digital. Selama ini, penggiat medsos sudah banyak aktif membantu Kemenpar sebagai endorser dalam memperkenalkan destinasi unggulan dan ikut dalam kegiatan Famtrip Kemenpar.

Sinergi ini, kata Menpar, harus terus dibangun untuk memajukan pariwisata Indonesia. Tujuan akhirnya menjadikan pariwisata sebagai *core* ekonomi bangsa.

"More digital more global, more digital more personal, more digital more professional. Mari kita bergandeng tangan untuk membangun pariwisata Indonesia melalui media sosial," kata Menpar Arief Yahya.

Tren Penjualan Smartphone Global Alami Penurunan



By [Saviq Bachdar](#) [f](#) [t](#) [e](#)

Posted on March 26, 2018



Perusahaan riset *Gartner* baru saja merilis laporan bahwa penjualan *handset* ponsel cerdas (*smartphone*) turun 5,6% pada kuartal IV tahun 2017. Penurunan ini menjadi yang pertama kali terjadi sejak tahun 2004.

Dalam laporan tersebut, hanya vendor *smartphone* Huawei dan Xiaomi yang mengalami pertumbuhan penjualan sepanjang kuartal empat tahun lalu, di mana masing-masing tumbuh 7,6% dan 79%.

Direktur Riset *Gartner* Anshul Gupta menganggap penurunan ini terjadi karena ada gap (jurang) di market antara *smartphone* mahal dan murah. "Ini lebih disebabkan karena perpindahan pengguna *featurephone* ke *smartphone* melambat, lantaran produk *smartphone* murah menjaid begitu terbatas saat ini," kata Anshul seperti dikutip dari *CNBC*.

Komentar Gupta memang sesuai dengan kondisi pasar saat ini. Produsen *smartphone* China yang awalnya dibuat untuk mengisi pasar kelas menengah bawah. Kini, mereka mulai merangsek ke kelas menengah atas. Hal ini tercermin dari apa yang dilakukan oleh Vivo dan Xiaomi.

Pabrikan ponsel asal Korea Selatan, Samsung, turut mengalami penurunan penjualan sebesar 3,6%. Kendati demikian, Samsung masih merajai *market share* ponsel cerdas di dunia. Begitu pun dengan Apple yang turun 5% dan Oppo yang turun 3,9% dibandingkan kuartal yang sama tahun sebelumnya.

Namun, penjualan *smartphone* yang berhasil dibubukan oleh lima vendor di atas, berhasil meningkat 2,7% dari tahun sebelumnya atau sekitar 1,5 miliar unit ponsel.



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



That's all. Thank you! 😊

Any Questions?