

ANALISIS STRATEGI PEMASARAN PRODUK DIGITAL CRM DI PT INFOMEDIA NUSANTARA

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Abstrak

Tesis ini membahas mengenai analisis strategi pemasaran yang dilakukan PT Infomedia Nusantara untuk meningkatkan penjualan produk Digital CRM. Tujuan penelitian ini adalah untuk mengetahui *existing* strategi pemasaran produk Digital CRM dan merumuskan ulang strategi pemasaran berdasarkan alternatif strategi yang diusulkan. Pendekatan penelitian yang digunakan adalah kualitatif dengan jenis penelitian deskriptif yang menggunakan analisis PEST, Analisis Lingkungan Industri 5 Forces Porter, 7S Mckinsey, SWOT, STP dan Bauran Pemasaran 7P. Berdasarkan hasil analisis terhadap faktor eksternal dan internal, maka diperoleh alternatif strategi diantaranya: **Segment**: *Domestic Market* dan *Global Market*, **Targeting**: 6 segment bisnis yaitu Government / Public Sector, Telecommunication, Finance Banking & Insurance (FBSI), Food & Beverage, Transportation, FMCG (Fast Moving Customer Goods) dan Manufacture. **Positioning**: Memberikan *analytics enabler* sebagai bentuk *competitive advantage*. **Product**: 1) Fokus menawarkan layanan CRM as *Managed Service*, 2) Fokus menawarkan produk *Integrated Omnichannel* 3) Peningkatan *maturity* dari segi aplikasi atau *platform* 4) Memberikan *analytics enabler* sebagai bentuk *competitive advantage*, **Price**: 1) Merapkan *flexible business scheme* dan melakukan *Cost Leadership*, **Place**: 1) Memaksimalkan *Customer Facing Unit Enterprise* (CFUE) Telkom untuk *channel* pemasaran , 2) Melakukan penetrasi Global **People** : 1) Membangun kemampuan dan kompetensi melalui *training*, sertifikasi, dan *sharing session* 2) *Redefine Job Roles* dan pembuatan kebijakan *project delivery* 3) Mengembangkan roadmap untuk *operational talent*, **Promotion** : Meng-*create Brand Awareness, and Channel Awareness*, 2) Fokus melakukan promosi di internal TelkomGroup. Penentuan prioritas strategi ini dilakukan agar dalam pelaksanaan strategi pemasaran Produk Digital CRM, PT Infomedia Nusantara dapat menjalankan dengan optimal.

Kata kunci :

Strategi Pemasaran; Analisis PEST; Analisis Lingkungan Industri 5 Forces Porter; 7S Mckinsey; SWOT; STP dan Bauran Pemasaran 7P.

MARKETING STRATEGY ANALYSIS OF DIGITAL CRM PRODUCT AT PT INFOMEDIA NUSANTARA

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Abstract

*This thesis explain about marketing strategy analysis at PT Infomedia Nusantara to increase sales of Digital CRM product. The purpose of this research is to find out existing marketing strategy of Digital CRM products and reformulate the strategy based on the alternative strategies which proposed by researcher. This research applied the qualitative approach with descriptive type of research and using PEST analysis, Industry Environment 5 Forces Porter Analysis, 7S Mckinsey, SWOT, STP and 7P Marketing Mix. Based on the analysis of external and internal factors, we get several alternative strategy such as : **Segments:** Domestic Market and Global Market, **Targeting:** 6 business segments, like Government / Public Sector, Telecommunication, Finance Banking & Insurance (FBSI), Food & Beverage, Transportation, FMCG (Fast Moving Customer Goods) and Manufacture. **Positioning:** Providing analytics enablers as a competitive advantage. **Product:** 1) Focus on offering CRM as Managed Service, 2) Focus on offering Integrated Omnichannel products 3) Increasing maturity of application or platform 4) Providing analytics enablers as a competitive advantage, **Price:** 1) Implementing a flexible business scheme and conducting Cost Leadership, **Place:** 1) Maximizing Telkom's Customer Facing Unit (CFUE) for marketing channels, 2) Global penetration, **People:** 1) Building capabilities and competencies through training, certification and sharing session, 2) Redefine Job Roles and making project delivery policies 3) Developing roadmap for operational talent **Promotion :** 1) Creating Brand Awareness, and Channel Awareness 2) Focus on internal promotion at TelkomGroup PT Infomedia Nusantara can run optimally its competitiveness by determining these strategic priority in the implementation.*

Key Words :

Marketing Strategy, PEST Analysis, Industry Environment 5 Forces Porter Analysis, 7S Mckinsey, SWOT, STP and 7P Marketing Mix