

UJIAN TENGAH SEMESTER 2012/2013

MANAJEMEN PEMASARAN

- Pilihlah 5 dari 6 soal di bawah ini. Jika Anda mengerjakan lebih dari 5, dosen hanya akan memeriksa 5 soal pertama.
- Bobot setiap soal sama (20%)
- Bacalah terlebih dahulu kasus singkat di halaman terakhir (untuk soal 1 dan 2)

Soal 1

- a. Dalam membuat strategi pemasaran, pemasar harus memahami pasar sasaran (*target market*) yang dituju serta bauran pemasaran (*marketing mix*) yang diterapkan.
 - Jelaskan apa yang dimaksud dengan pasar sasaran!
 - Jelaskan apa yang dimaksud dengan bauran pemasaran! Setelah membaca kasus singkat tentang Seven Eleven (terlampir di halaman terakhir), jelaskanlah strategi bauran pemasaran yang dilakukan **Seven Eleven Indonesia!**
- b. Jelaskan dan gambarkan matriks empat peluang dasar (*four basic opportunities*) yang dapat dimanfaatkan oleh perusahaan di dalam suatu pasar. Berikan contoh kasus di Indonesia untuk setiap jenis peluang.

Soal 2

- a. Sebutkan dan beri contoh tiga dimensi segmentasi *customer market*. Sebutkan dan jelaskan pula empat kriteria segmen pasar yang baik. Jelaskan pula siapakah segmen yang dibidik oleh **Seven Eleven Indonesia**? Mengapa demikian? Apa latar belakangnya?
- b. Jelaskan dan berikan contoh dari strategi *Single target market approach*, *Multiple target market approach*, dan *Combined target market approach*. Jelaskan pula konsep *positioning*, dan bagaimana *positioning Seven Eleven Indonesia*?

Soal 3

- a. Uraikan tentang lingkungan eksternal pemasaran dari sebuah perusahaan!

- b. Berdasarkan teori lingkungan pemasaran, jelaskan tentang perilaku belanja *online* konsumen serta fenomena Twitter dan Facebook sebagai alat komunikasi dan promosi perusahaan/organisasi.

Soal 4

- a. Terdapat tiga tingkatan pemecahan masalah (*three levels of problem solving*) dalam proses pengambilan keputusan konsumen individual (*the consumer decision process*). Jelaskan dan beri contoh tiga tingkatan pemecahan masalah tersebut.
- b. Sebutkan dan jelaskan perbedaan *final consumer* dengan *business consumer*! Siapa saja pihak-pihak yang mungkin mempengaruhi keputusan pembelian produk pada *business consumer*?

Soal 5

- a. Dalam mendapatkan informasi pemasaran untuk pengambilan keputusan, manajer pemasaran memerlukan MIS dan *Marketing Research*. Jelaskan kedua elemen tersebut dan bagaimana keduanya bermanfaat dalam pengambilan keputusan manajer pemasaran.
- b. Jelaskan minimal dua informasi apa yang dibutuhkan manajer pemasaran dalam mengambil keputusan pemasaran serta apa kegunaan informasi tersebut?

Soal 6

- a. Jelaskan dan berikan contoh jenis-jenis kelas produk konsumen (*consumer product classes*) disertai pertimbangan bauran pemasaran (*marketing mix consideration*) untuk masing-masing kelas produk!
- b. Gambarkan dan jelaskan dengan lengkap *Product Life Cycle* disertai strategi bauran pemasaran yang paling sesuai diterapkan untuk masing-masing tahapannya!

oOo Selamat Mengerjakan oOo

LAMPIRAN

7 Eleven Finds a Niche By Adapting to Indonesian Ways

(New York Times, by SARA SCHONHARDT, Published: May 28, 2012)

JAKARTA — As night falls, groups of twenty-somethings gather at a trendy hangout, chatting at tables laden with beer, iced coffee and nachos. Some couples cuddle over chocolate pudding, while others groove to music on their iPhones. The nightspot has live bands, Wi-Fi and a growing clientele. It also has a familiar green-and-orange sign hanging overhead: 7-Eleven.

“It’s a new concept of hanging out,” said Oka Dharmawan, 21, an engineering student who meets friends at 7-Eleven almost every night to log onto the wireless hot spot and drink Slurpees. Ten years ago, young people in Indonesia gathered at street-side food stalls called warung to hang out and gossip. But with rapid economic growth has come social change. “People still like to talk about their lives, they like to gossip,” said Henri Honoris, president director of Modern Putra, 7-Eleven’s Indonesian franchisee. “Now we give them an alternative. It’s a warung with better quality.”

The franchise’s strategy has been to blend a small supermarket with inexpensive ready-made food and seating, which attracts customers in a city desperately lacking outdoor recreation space and snarled by traffic jams that often restrict mobility. “The neighborhood 7-Eleven has become recreational,” said Debnath Guharoy, Asia director for Roy Morgan Research, a market research company based in Australia. Sixty-five percent of the franchise’s customers are younger than 30, and to reach them, it relies on another defining feature in Indonesia: a love of social networking. In one of the world’s most plugged-in countries, 7-Eleven has 57,000 Twitter followers and more than 44,000 Facebook fans.

Many of them spend hours surfing the Internet at 7-Eleven, which never closes, allowing young people to gather late into the night. When the store plays host to local bands, customers update their social networking statuses and help draw bigger crowds. “Before you had a dirty, sweaty little street shop, and that’s all there was,” said Mr. Guharoy of Roy Morgan Research, referring to the warungs. “Now you can go to a clean, air-conditioned shop and it’s a better experience.”

To appeal to local tastes in the world’s most populous Muslim country, 7-Eleven had to rethink its sales strategy. The store offers ready-made fried rice, doughnuts and its signature Big Gulp soft drinks and flavored-ice Slurpees. Most outlets also sell beer and wine coolers — though each new shop conducts neighborhood surveys to get community approval first.

Meals can cost less than 23,000 rupiah, which appeals to families that might once have gone to McDonald’s, a close competitor. Novi, a 37-year-old travel agent who, like many Indonesians, goes by only one name, said she liked the comfort of being indoors and the international food options. Her favorite is chicken katsu, a Japanese-style fried cutlet. “There is a different kind of atmosphere, a different kind of food,” she said, in comparing 7-Eleven with the food stalls she used to frequent. “There is air-conditioning here and there are no buskers to bother you.”

The store's Big Bite hot dogs and cafe items — coffee and cappuccino — bring in the most sales. Small snacks like chips and pillow bread, tiny sandwiches filled with cheese or chocolate, are also popular. With 69 stores in Indonesia, all of them in Jakarta, 7-Eleven lags behind its closest competitors, including McDonald's, Dunkin' Donuts and KFC, which together have more than 600 outlets.

The swift growth of the middle class shows the enormous potential for expansion. From 2003 to 2010, about 50 million people entered the middle-income bracket, with disposable income of \$2 to \$20 per day, according to the World Bank. Indonesia's gross domestic product per capita is now more than \$3,600, exceeding that of India, the second-largest consumer market in Asia, after China.

Local convenience stores are also expanding into special niches. Bao Bao Express, a chain set up in 2010 by a local Chinese-Indonesian businessman, caters to office workers by offering a laundry service and allowing people to pay their electricity and water bills at the register. It operates in office buildings and apartment towers, a strategic move that keeps it from running up against a zoning by law that prevents convenience stores from being too close to traditional markets. For 7-Eleven, positioning itself as more of a hangout and less of a convenience store has made both its owners and its customers happy.