

MARKETING MIX

“Bauran Pemasaran”

Strategi Bauran Pemasaran

■ Pendahuluan

- *Marketing mix*, strategi yang akan digunakan untuk memenangkan persaingan yang terjadi dalam pasar.
- Pakar pemasaran mengaitkan marketing dengan perang dengan mengatakan:
“*Business is like a war, in one respect, if its grand strategy is correct, any number of tactical errors can be made, and yet the enterprise proves successful*”.

Strategi Bauran Pemasaran

- Empat variabel untuk memenangkan persaingan (Alex D. Triyana 1985:19)
 - Segmentasi Pasar, yang berarti disusul dengan pemilihan target pasar.
 - Bauran pemasaran (*marketing mix*) yang terdiri dari empat unsur: *Product, Price, Place, and Promotion (4 P's)*. Dan faktor pendukung: *People, Positioning, Public Relations, Power, Physical, Publicity* atau *Purchasing Power*.
 - Anggaran Pemasaran (*Marketing Budget*)
 - Ketepatan waktu (*timing*)

Strategi Bauran Pemasaran

■ **Komponen Bauran Pemasaran**

- Supaya usaha kegiatan pemasaran berjalan dengan baik, pertama-tama produk yang hendak ditawarkan harus sesuai dengan selera pasar atau dalam bahasa pemasaran dikenal sesuai dengan kebutuhan (*needs*) dan keinginan (*want*) target pasar yang dituju.

- Pengertian bauran (*mix*) adalah terpadu atau campuran yang terdiri dari bermacam-macam unsur (*the mixture of elements*) dimana masing-masing saling menunjang dan saling mempengaruhi untuk mencapai tujuan.

MARKETING MIX



Marketing mix

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graph TD; MM[Marketing mix] --> P[PRODUCTS]; MM --> PR[PRICE]; MM --> PL[PLACE]; MM --> PRM[PROMOTION]; P --> P1[Quality]; P --> P2[Features]; P --> P3[Options]; P --> P4[Style]; P --> P5[Brand]; P --> P6[Packaging]; P --> P7[Size]; P --> P8[Service]; P --> P9[Garansi]; PR --> PR1[list price]; PR --> PR2[discounts]; PR --> PR3[payments]; PR --> PR4[credit terms]; PL --> PL1[channel]; PL --> PL2[coverage]; PL --> PL3[locations]; PL --> PL4[transport]; PRM --> PRM1[advertising]; PRM --> PRM2[personal selling]; PRM --> PRM3[sales promotion]; PRM --> PRM4[publicity]; PRM --> PRM5[etc];
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PRODUCTS

- Quality
- Features
- Options
- Style
- Brand
- Packaging
- Size
- Service
- Garansi

PRICE

- list price
- discounts
- payments
- credit terms

PLACE

- channel
- coverage
- locations
- transport

PROMOTION

- advertising
- personal selling
- sales promotion
- publicity
- etc

**INTEGRATED MARKETING
COMMUNICATION**

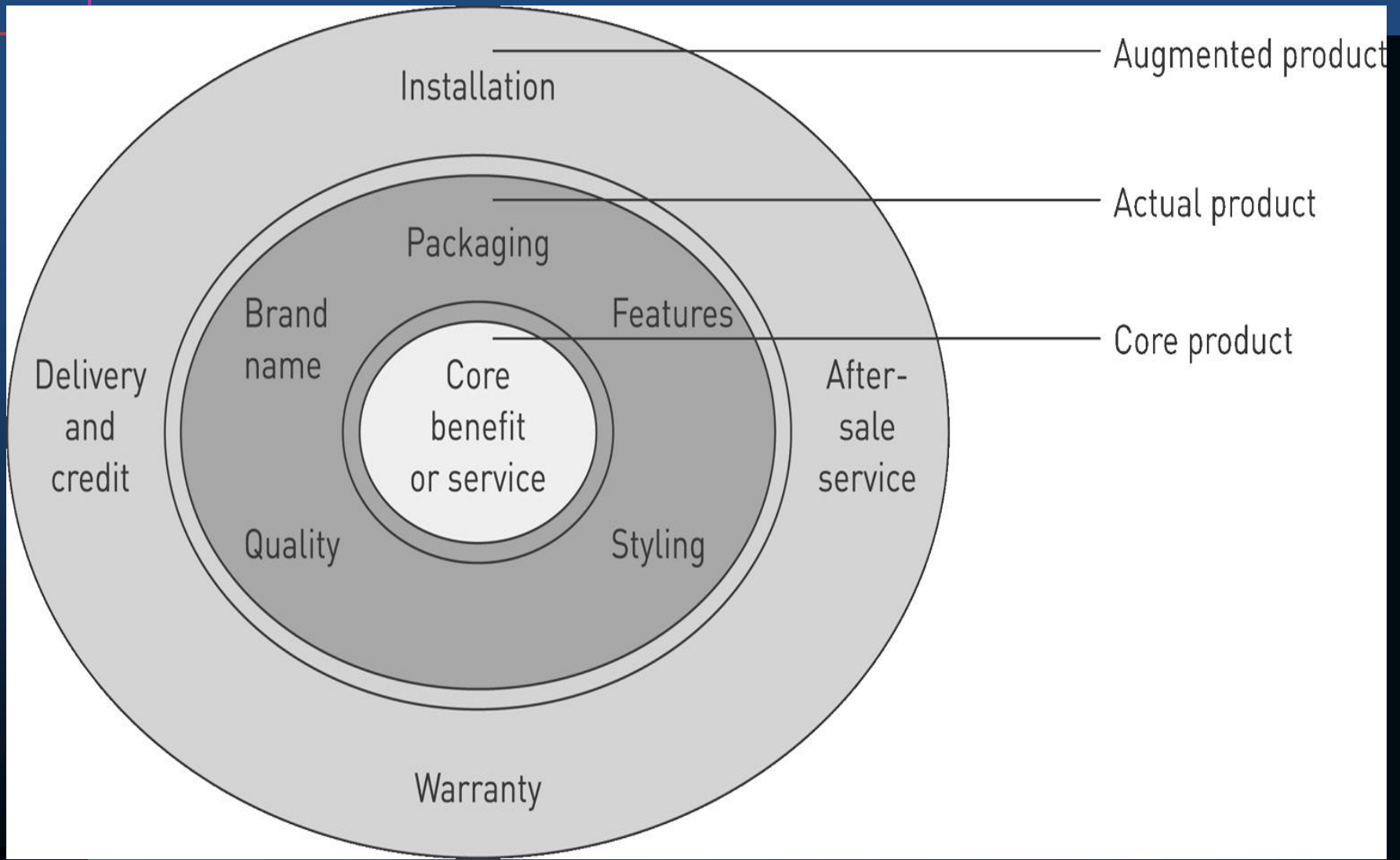
PRODUCT

- Produk adalah serangkaian keuntungan-keuntungan yang disampaikan kepada customer.
- Bentuk "KEUNTUNGAN" yang disampaikan bisa tangible dan intangible.
 - Produk intangible adalah servis.

PRODUK dalam “Social Marketing”

- Perilaku yang diharapkan : misalnya tidak minum alkohol sebelum mengendarai kendaraan
- Keuntungan terkait : jika tidak terjadi kecelakaan maka tidak perlu membayar kenaikan premi asuransi
- Tangible object
- Service

Levels of a product



Levels of a product

■ Core product

- problem solving service or core benefits that consumers are really buying when they obtain a product.

■ Actual product

- incorporates the quality, features and design, brand name, packaging and other attributes that combine to deliver core product benefits.

■ Augmented product

- incorporates the consumer services and benefits built around the core and actual products.

Product classifications

- Products can be classified according to their durability and tangibility.
 - **Non-durable products** are goods consumed quickly and used on one or a few occasions, e.g. beer, soap.
 - **Durable products** are used over an extended time and may last for years, e.g. fridge.
- Marketers also divide products and services into two other classifications: ***consumer and industrial products.***

Consumer products

Bought to satisfy personal and family needs.

– Classified according to *consumer shopping habits*:

- ***Convenience products***

– Purchased frequently, minimum comparison and buying effort.

- ***Shopping products***

– Process of selection, compared on bases of quality, suitability, price and style.

- ***Unsought products***

– Consumer does not know about the product or perceives no need for it.

| Marketing consideration | Type of consumer product | | | |
|---------------------------|--|--|--|---|
| | Convenience | Shopping | Speciality | Unsought |
| Customer buying behaviour | Frequent purchase, little planning, little comparison or shopping effort, low customer involvement | Less frequent purchase, much planning and shopping effort, comparison of brands on price, quality, style | Strong brand preference and loyalty, special purchase effort, little comparison of brands, low price sensitivity | Little product awareness or knowledge; if aware, little or even negative interest |
| Price | Low price | Higher price | High price | Varies |
| Distribution | Widespread distribution, convenient locations | Selective distribution in fewer outlets | Exclusive distribution in only one or a few outlets per market area | Varies |
| Promotion | Mass promotion by the producer | Advertising and personal selling by both producer and resellers | More carefully targeted promotion by both producer and resellers | Aggressive advertising and personal selling by producer and resellers |
| Examples | Toothpaste, magazines, laundry detergent | Major appliances, televisions, furniture, clothing | Luxury goods, such as Rolex watches or fine crystal | Life insurance, blood donations |

Table 13.1 Marketing considerations for consumer products

Industrial products

Products bought for further processing or the purposes of resale.

- Distinction based upon the **purpose** for which the product is purchased.

- ***Materials and parts***

- Raw materials.
- Manufactured materials and parts.

- ***Capital items***

- Installations.
- Accessory equipment.

- ***Supplies and services***

- Electricity to power the machines making shirts.

Organisations, persons, places and ideas

- Marketers have broadened the concept of product to include other marketable entities such as organisations, persons, places and ideas.

Product decisions

- Marketers make product decisions at three levels:
 - individual product decisions
 - product line decisions
 - product mix decisions

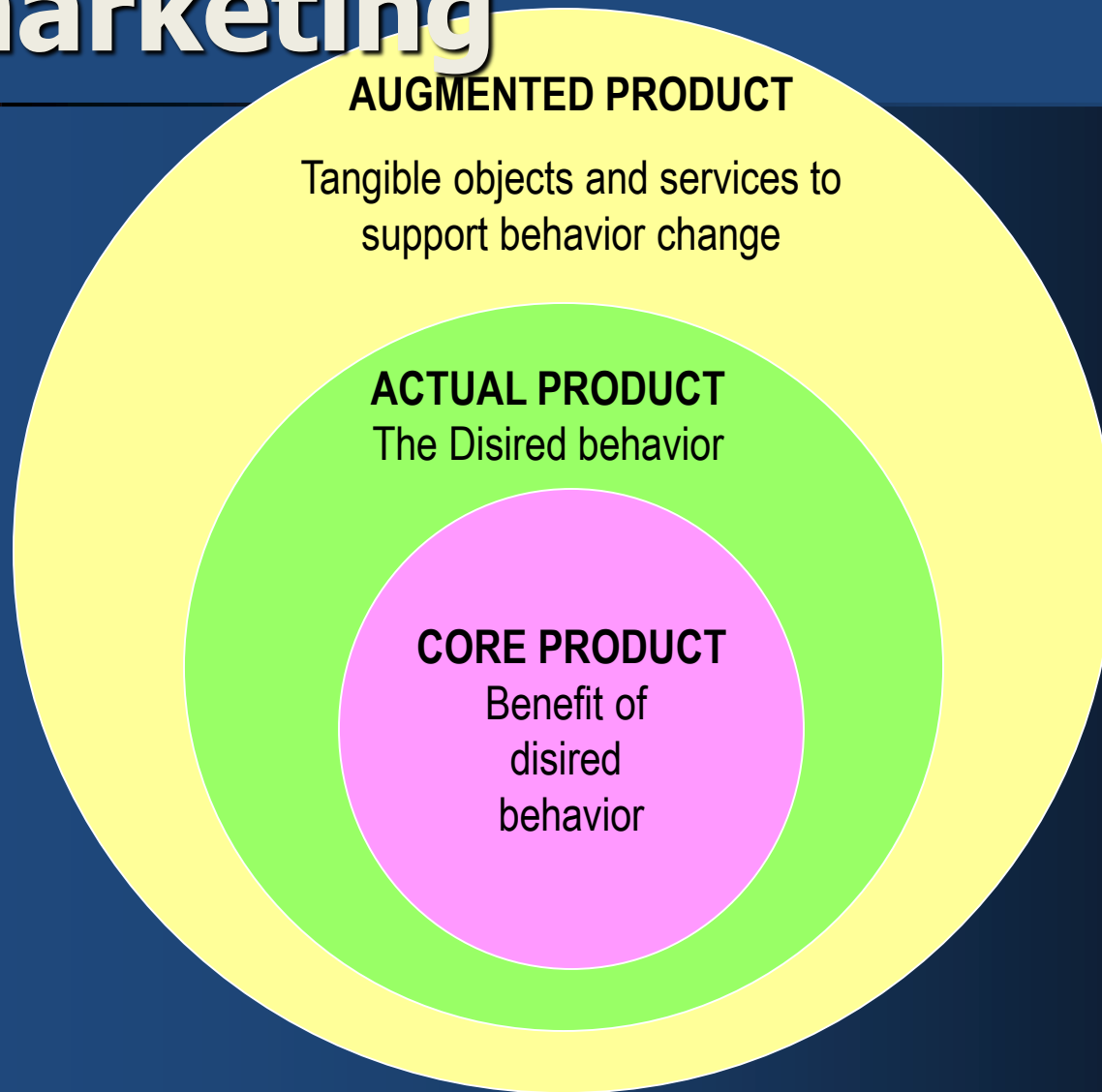
Individual product decisions

- Product decisions are focused around the development and marketing of
 - Product attributes
 - Branding
 - Packaging
 - Labelling
 - Product support services.

Product attributes

- Define the benefits offered to the customer
 - *Product quality*
 - Conformance and Customer driven quality
 - Durability, reliability, precision, ease of operation and other valued attributes.
 - *Product features*
 - Features are competitive tools in differentiating the products from the competitors'. Assessed upon the basis of its customer value versus company cost.
 - *Product style and design*

3 level produk social marketing



| Core Product (Benefits) | Actual Product (Behavior) | Augmented Product (Tangible Objects and Services) |
|--|--|--|
| For Health Promotion | | |
| Longer and healthier life | Quit smoking. | 1-800# Quit Line |
| Prevention of alcohol poisoning | Drink in moderation. | Breathalyzers in bars |
| Reduction of stress, cholesterol, and chances for heart disease and colon cancer | Engage in moderate physical activity 30 minutes a day, 5 days a week, at least 10 minutes at a time. | Community walking clubs |
| Prevention of unintended pregnancies and STDs (sexually transmitted diseases) | Use a condom. | Condoms with different colors and patterns |
| Improved general health | Drink eight glasses of water a day. | 64-ounce durable plastic bottle |
| Natural immunities for infants and mother-child bonding | Breastfeed for at least 6 months. | In-home nurse consultation |
| Early detection and treatment of breast cancer | Conduct a monthly self-breast exam. | Laminated instruction card for placement on shower nozzle |
| Protection from preventable diseases | Immunize children on time. | Wallet-size Immunization card |
| Prevention of decay, gum disease, and associated systemic blood diseases | Floss your teeth daily. | Dental floss attached to television remote control |
| Reduced risk of heart attack | Monitor your blood pressure regularly. | Home blood pressure monitoring equipment |

| | | |
|--|---|---|
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| Reduced risk of heart attack | Monitor your blood pressure regularly. | Home blood pressure monitoring equipment |
| Reduce risk of salmonella poisoning | Wash hands and work surfaces thoroughly after handling raw poultry. | Colored chopping blocks: yellow for poultry, red for meat, and green for vegetables |

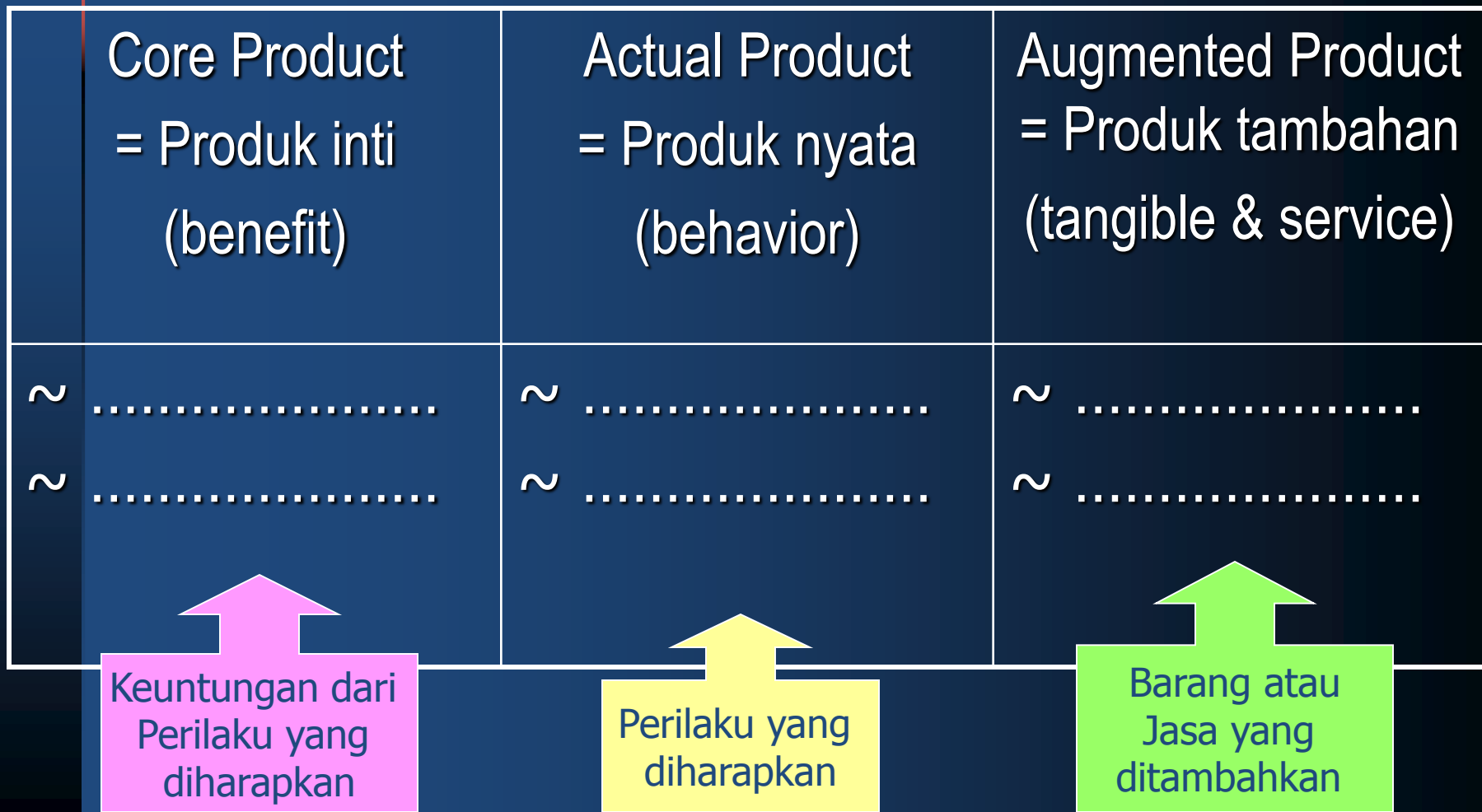
For Injury Prevention

| | | |
|--|--|---|
| Prevention of injury for self and others | Don't drink and drive. | Free taxi rides on New Year's Eve |
| Suicide prevention | Know when to intervene and what to say. | Gatekeeper training for teachers, counselors, and youth group leaders |
| Sexual assault prevention | Walk with a friend after class at night. | University escort service if you don't have someone to walk with |
| Drowning prevention | Wear a life vest. | Slender, suspender-like vests with inflatable pull tab |

| Core Product (Benefits) | Actual Product (Behavior) | Augmented Product (Tangible Objects and Services) |
|---|--|--|
| Protection from physical abuse | Call for help if you are being abused. | Help Line for domestic abuse |
| Assistance and medical help for someone who has fallen | Get help if you fall. | Alert buttons in case of a fall |
| To Protect the Environment | | |
| Improved water quality | Plant native plants. | Natural gardening workshops |
| Preservation of old growth forests | Buy recycled materials. | Decking made from recycled plastic mill. and water cartons |
| Protection of children, pets, and wildlife from toxic chemicals | Read instructions and measure pesticides properly. | Magnifying glass attached to pesticide container |
| Adequate water supply | Reduce water consumption by 10%. | Shower pressure reduction device |
| Reduced landfills | Compost garbage and yard waste. | Garbage compost tumbler |
| Prevention of forest fires | Dispose of cigarettes properly. | Disposable cigarette pouches |
| Avoidance of electric power blackouts | Conserve electricity. | New energy-saving lightbulbs |
| Avoidance of costly fines and penalties | Use a litterbag. | Litterbags that are leak-proof and that seal |
| For Community Involvement | | |
| Saving someone's life | Become a donor. | National Organ Donor Card |
| Helping members of your community | Volunteer 5 hours a week. | Training for crisis line |

Tugas :

Identifikasi PRODUCT Sosial



THEME TO DISCUSS

- NAPZA
- SMOKING
- REPRODUCTIVE HEALTH
- HIV&AIDS
- NUTRITION
- ACCIDENTS
- GO GREEN
- HAND WASHING

DEVELOPING SOCIAL MARKETING STRATEGIES



DEVELOPING SOCIAL MARKETING STRATEGIES

- **PRODUCT** : Mendesain penawaran marketing
- **PRICE** : Mengelola biaya dari perubahan perilaku
- **PLACE** : Membuat akses menjadi menyenangkan
- **PROMOTION** : Membuat pesan, menyeleksi media

PRICE : Mengelola biaya dari perubahan perilaku

- Harga (PRICE) dalam social marketing adalah pengorbanan yang harus diberikan oleh target market (TM) untuk mengadopsi perilaku baru yang kita pasarkan.
- Bisa :
 - MONETARY COST
 - NON MENETARY COST
- Biaya adopsi : waktu, usaha, energi untuk melakukan perilaku, resiko psikologis dan kerugian yang dipersepsikan, ketidaknyamanan fisik,

SEBUTKAN

- Monetary cost dan Non Monetary cost untuk perilaku perilaku berikut :
 - Diet sehat
 - Berhenti merokok
 - Sex yang aman
 - Pemilahan sampah

PLACE : Membuat akses menjadi menyenangkan

- PLACE adalah tempat dimana TM akan mengakses perilaku yang diharapkan, mendapatkan objek yang dibutuhkan, dan menerima servis yang terkait.

Bagaimana membuat akses terhadap produk lebih nyaman ?

- Membuat lokasi lebih dekat (layanan mobil kesehatan gigi)
- Mengurangi waktu akses (“pets on the net”)
- Lokasi mudah dijangkau (mammogram at the mall)
- Layanan di tempat dimana keputusan dibuat (VCT di nightclubs)
- Membuat perilaku yang diharapkan lebih mungkin dilakukan daripada perilaku yang tidak diharapkan (no smoking area)

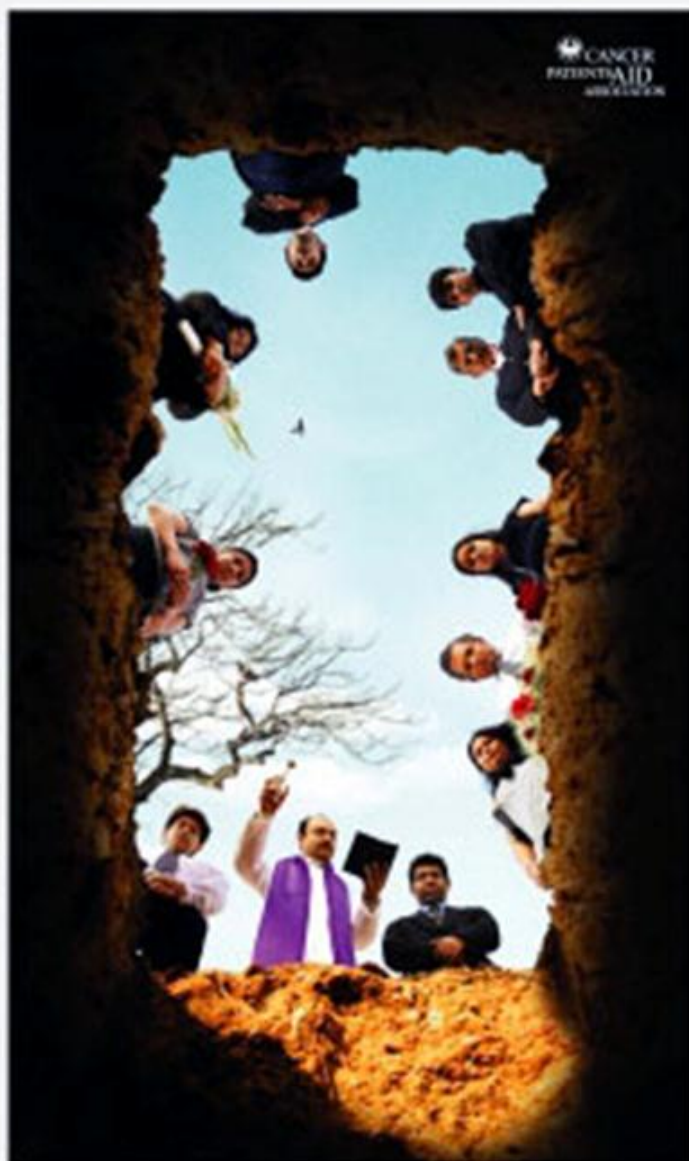


Put your Pet on the Net
..it's Free!



CEMETERY

What better place to remind smokers of the consequences of smoking than at places where they smoked? Life-sized posters were put up on ceilings of smoking rooms, which gave smokers an impression of being inside a grave.



Everest Brand Solutions India
Cannes Lion 2006 Ambient Special Build

PROMOTION : Membuat pesan, menyeleksi media

- Membuat pesan adalah sesuatu yang sangat kompleks.
- Merupakan perpaduan strategi komunikasi, bagaimana pesan disampaikan lewat material, bagaimana pesan diproses oleh sender.
- “Pikirkan BUKAN apa yang anda sampaikan kepada audience, tapi APA YANG DIDAPAT OLEH AUDIENCE DARI PESAN TERSEBUT”

8 langkah dalam mengembangkan program komunikasi dan promosi total yang efektif sbb

- 1. Mengidentifikasi audien yang dituju**
- 2. Menentukan tujuan komunikasi**
- 3. Merancang Pesan**
- 4. Memilih saluran komunikasi**
- 5. Menentukan total anggaran promosi.**
- 6. Membuat keputusan atas bauran promosi (marketing mix)**
- 7. Mengukur hasil promosi tersebut**
- 8. Mengelola dan mengkoordinasikan proses komunikasi pemasaran**

CONTOH

Lihat media untuk promosi

Contoh Social Campaign



Text 'aid' to 2255 and donate € 1.50

Contoh Social Campaign

THINK OUTSIDE THE BOX

THERE ARE A LOT OF WHITE, MIDDLE-AGED MEN IN YOUR LOCAL AND PROVINCIAL COUNCILS. A LOT MORE, PROPORTIONATELY, THAN THERE ARE LIVING IN YOUR NEIGHBOURHOOD. WHY SHOULDN'T THERE BE MORE ROOM FOR PEOPLE OF A DIFFERENT MAKE-UP? A BIT MORE DIVERSITY IN THE LOCAL AND PROVINCIAL COUNCILS MEANS THAT ISSUES ARE LOOKED AT FROM DIFFERENT PERSPECTIVES. AND THAT CAN LEAD TO REFRESHING IDEAS. THINK ABOUT IT, BEFORE YOU CAST YOUR VOTE ON 8 OCTOBER.

BEFORE YOU FILL IT IN 

WWW.THINKOUTSIDETHEBOX.BC



ABSOLUTE TRAGEDY.

British Columbia Traffic Police

Contoh Social Campaign



Contoh Social Campaign



Contoh Social Campaign





MĚNĚ KRVE MĚNĚ POMOCI

Denně je v České republice potřeba 500 litrů krve.
Pomozte naplnit hladinu pravidelných dárců
na www.darujkrev.cz





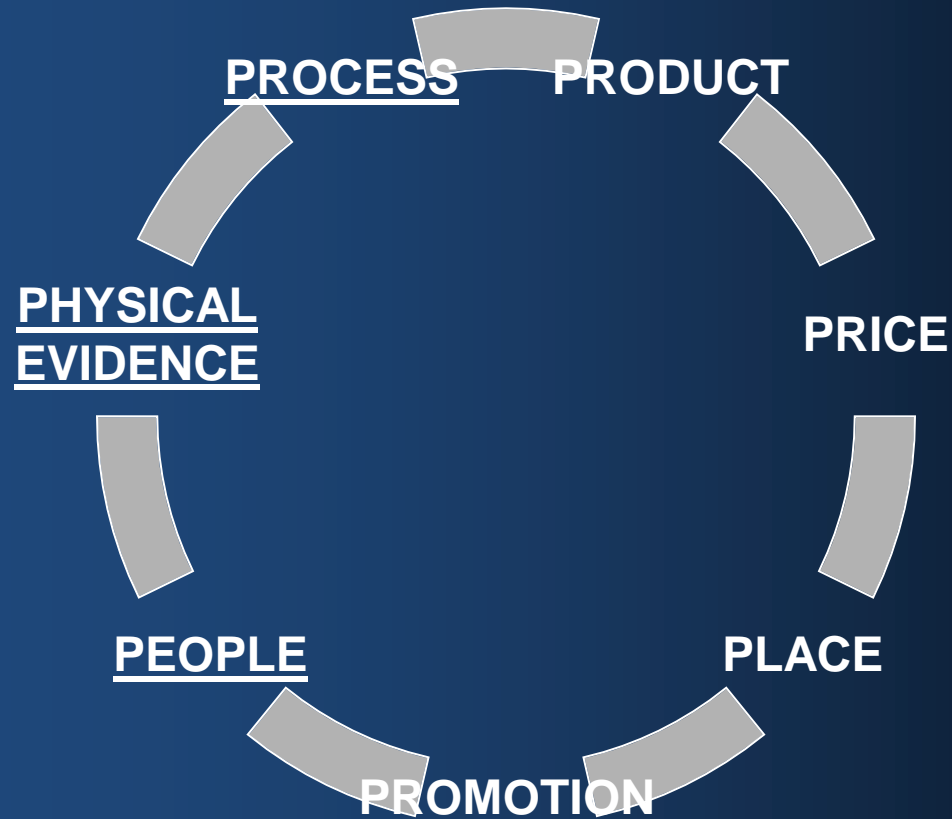
PEMASARAN JASA



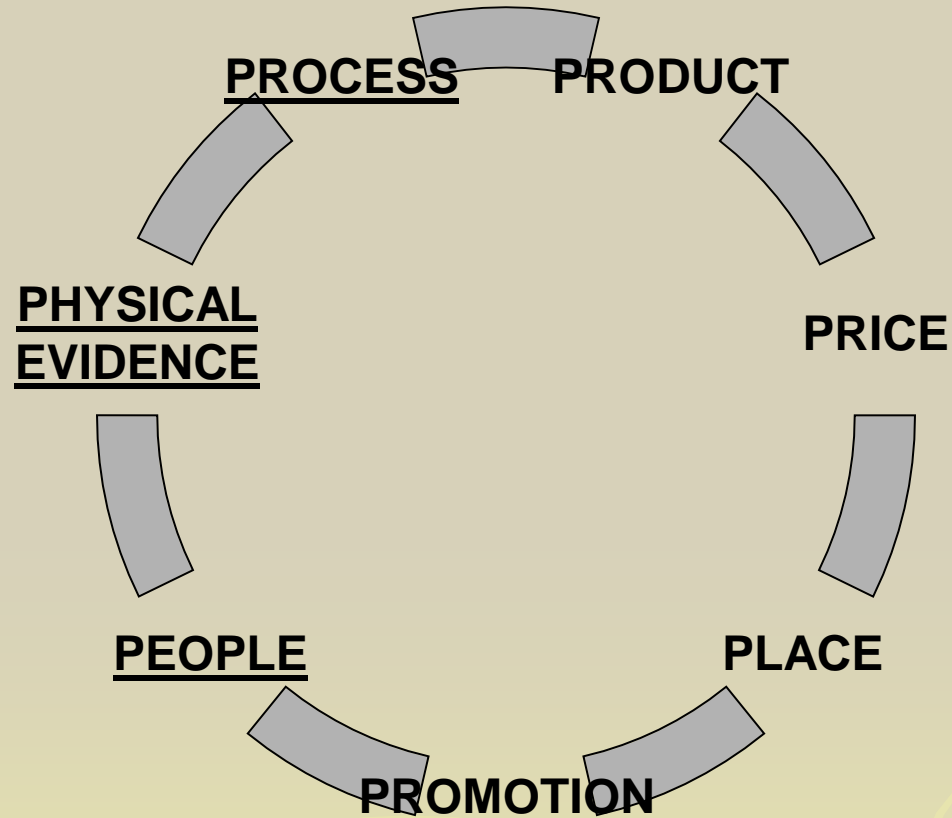
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SERVICE MARKETING MIX



BAURAN PEMASARAN JASA



BAURAN PEMASARAN JASA

- **Product**
- **Price**
- **Place**
- **Promotion**
- **People** (orang yang memberikan/melayani)
- **Process** (bagaimana proses pelayanan berlangsung) : cepat, tepat, menyenangkan
- **Physical Evidence** (bukti langsung) : kebersihan tempat, seragam, cat, tata ruang, parkir, dsb

Konsep kepuasan konsumen

Kepuasan :

Suatu keadaan yang dirasakan oleh seseorang yang telah mengalami suatu kinerja yang telah memenuhi berbagai harapannya

--→ *bagaimana orang membentuk pengharapan*

- **pengalaman masa lalu**
- **pengalaman serupa**

Pengukuran kepuasan

1. Sales related methods :

- Tingkat penjualan
- pembelian berulang

ini dapat juga terjadi karena:

- tidak ada alternatif lain
- dampak rujukan
- konsumen menunggu jasa lain sebelum beralih

2. Sistem pengaduan dan saran

3. Diskusi dengan konsumen secara berkala

4. Survei kepuasan konsumen