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Strategi Segmenting, Targeting, dan Positioning Jamu Tolak Angin Cair Sido Muncul Sejak Tahun 1999

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Abstrak

The economic situation and high level of competition enforce the companies to do some efforts so that they can exist all along. In this case a strategy is needed to make a marketing process focused on the effort of gaining the company's goal; to reach a maximum profit. PT SIDO MUNCUL, one of the companies in Indonesia producing jamu (a traditional liquid herbs) exist for a quite long time in the market. Due to vast market with a various segment, PT strategy segmenting, targeting, positioning since 1999.

The aim of this research was to know the marketing strategy carried out the company and to know the customers perception relating to the strategy. This research employed descriptive method approach: interviewing the company management and surveying consumers perception.

The result revealed the company apply a segmentation for people living in urban with modern way of living, educated and middle up social class. The target of marketing are models, artist, students, youths of ethnics, experts, businessman, and general. Positioning a simple and practical product where the consumers like (jamu) not only because of its taste and ritual but also due to its benefit. It was also indicated that the strategy to create good image of Tolak Angin in consumers mind was succeeded.