

THE IMPLEMENTATION OF MARKETING MIX : A CASE STUDY OF UD SIGRAPRO JAKARTA

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ABSTRAK

Penelitian ini merupakan studi kasus pada UD Sigrapro, sebuah perusahaan yang menyediakan jasa penyewaan peralatan *entertainment*. Tujuan dari dilaksanakannya studi ini adalah untuk memberikan solusi terhadap permasalahan yang dihadapi UD Sigrapro dilihat dari aspek bauran pemasaran perusahaan. Studi ini menggunakan metode studi deskriptif. Dimana terdapat tiga permasalahan utama yang harus dijawab dalam penelitian ini. Studi ini menggunakan data primer dan data sekunder. Data primer berasal dari wawancara dengan pemilik perusahaan, serta dari observasi lapangan. Sedangkan data sekunder didapatkan dari buku teks dan jurnal akademik. Permasalahan yang diangkat dalam studi ini adalah : (1) Bagaimana keadaan bisnis UD Sigrapro dilihat dari aspek bauran pemasaran, (2) Apakah permasalahan yang sedang terjadi pada UD Sigrapro, serta (3) Solusi apa yang dapat diberikan untuk mengatasi permasalahan pada UD Sigrapro. Permasalahan yang ditemukan dalam studi ini adalah pada faktor penetapan harga, lokasi perusahaan, serta promosi yang digunakan perusahaan. Solusi yang diberikan adalah : (1) Membuat sistem penetapan harga dengan parameter terkait, (2) Memasang plang nama perusahaan serta memasang lokasi pada *google maps*, serta (3) menambah metode promosi yang digunakan perusahaan.

Kata kunci : studi kasus, bauran pemasaran, *entertainment*

I. INTRODUCTION

1.1 Background

In every business, marketing holds an important roles in determining the success of business. An effective marketing programme combines every aspect of marketing mix to achieve company's target. A good decision making process of product, price, promotion, and place will determine company's position with its competitor. It is important since value

preposition is essential for the company to compete in the market (Abubakar, 2015).

Kotler & Armstrong (2013:75) stated that “The marketing mix is the set of tactical marketing tools that the company combines to produce the response it wants in the target market”. Marketing mix contains of product, promotion, price, and place. Besides those factors, another three factors to complement the marketing mix: people, process, and physical evidence.

Marketing mix shall be applied to all industry sectors. This principle is also relevant to be implemented in entertainment industry. UD Sigrapro is a company who provides services related with entertainment activities such as stage construction, conceptor and loan; lightning and sound effects; audio visual; decoration ;and technical support as well as consultancy services for entertainment industry. According to interview with UD Sigrapro owner Mr. Haposan Perdana Putera, UD Sigrapro (from now will be abbreviated as UDS) is already implemented marketing mix. But how far the marketing mix is being implemented shall be subject for discussion.

1.2 Problem Identification

UDS has made several marketing strategies in order to attract customers to use its services (Kentanu, 2016). The problem is whether the marketing mix strategy that being implemented is already maximum? Or there are sill a lot of room for improvement for the marketing mix implementation.

1.3 Problem Definition

This paper will examine the marketing mix implementation in relation with several issues :

1. How is the current implementation of marketing mix in UDS?
2. What is the weakness of the marketing mix implementation?
3. Is there any room for improvement for UDS to implement its marketing mix?

II. THEORETICAL BACKGROUND

Marketing is related with identifying and meeting human need and social need (Kotler & Keller, Marketing Management, 2013). Other definition of marketing is a concept to meet sustainable satisfaction of the stakeholders (customer, employee, and shareholders) in company's business

strategy (Hasan, 2014). Boone & Kurtz (2011:353) stated that marketing is an organizational function and process to create, communicate, and give value to customer in a profitable way for the company. In marketing, company shall not only selling its product, but also presenting values to its customers.

2.1 Marketing mix

Marketing mix is an important element for the business to achieve its target. According to Kotler & Armstrong (2013) marketing mix is the set of tactical marketing tools to make the customer and target market to response company strategies. Another definition from Kotler & Keller (2013) marketing mix analyze data from abundant sources such as: retailer, company, pricing media, promotion spending in order to understand about the effect of specific marketing activities. It can be concluded that marketing mix is a strategy from a company to offer the product with meticulous strategies. Marketing mix consists of product, price, promotion, and place.

2.2 Product

Product is something that can be offered to the market in order to satisfy customer needs. Those needs including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler & Keller, 2013). Hasan (2014: 494) stated that product is a form of supply in the form of tangible product or intangible product. Those products will be searched, analyzed, calculated, used, or consumed to meet consumer needs. Hasan (2014) argued that product could be differentiated in five concepts, they are include :

1. Core product
Core product is the real benefit of the product or services that being used by customers.
2. Generic product
Generic product is a basic product that able to meet several general needs of the customers. It means the product can be fully functioned.
3. Expected product
Expected product is a formal product for the customer that complemented by several attributes. The condition of the product is proper for the customer to buy.
4. Complement product
Complement product is the product plus several attributes and extra services. It will add more satisfaction to the customers. It also might differentiate the product from its competitor.

5. Potential product

Potential product is any kind of attributes or services that can be added to the product in the future.

2.3 Price

Price is a monetary cost sacrificed by customers to get some product combination including its services (Hasan, 2014). Another explanation of price is one element of marketing mix that creates revenue and cost for the company (Kotler & Keller, 2013: 405). Hasan (2014) stated that there are several ways to determine a price of a product, they are:

1. Mark-up pricing

Mark-up pricing is calculated by adding some percentage of mark-up to the total cost of the product.

2. Target return pricing

The company determine the price standard that will give specific return for the company.

3. Perceived value pricing

Perceived value consists of brand image, product performance, distribution channel, quality assured, customer support, and other factors that important for a product. Those value will determine the real price of the product, despite of its cost.

4. Value pricing

Value pricing means the company set the price to be lower than the average competitor. It must be underlined that low price does not mean the quality of the product shall be sacrificed by the company.

5. Going rate pricing

Going rate pricing means the company set the base calculation of the product price by its competitor. It could be cheaper, similar, or more expensive of the product competitor price. It will depends on the company purpose.

6. Auction type pricing

Auction pricing means that the company will determine the base price, and hand over the end pricing value to the customer.

2.4 Promotion

Promotion is way the company to inform, persuade, and called upon the customer directly on indirectly about its product (Kotler & Keller, 2013). Hasan (2014) stated that promotion is a process of communicating marketing mix variables that needs to be implemented by the company. It can be in a

form of information dissemination, customer influence, remembering customer to accept or to buy its product. Promotion mix consists of :

1. Advertising

Hasan (2014) stated that advertising is a tools for promoting ideas non-personally to inform, persuade, and remember customer about the company's product. The design of the message is specifically communicated through media such as radio, television, etc. The purpose of advertising is to influence potential customer to change its habit to buy company's product.

2. Sales promotion

Sales promotion is a wide category of activites that include the non-media advertising method. Sales promotion is made to promote the product to the right targeted customer. Sales promotion consists of several short-term incentive programmes to motivate customer to try or buy some particular product or services. Some examples of sales promotions are free samples, lottery coupon, disount, and other special offers (Hasan, 2014).

3. Event and experience

Event and experience means company is sponsoring events or programmes that related to its targeted customer. Usually event and experience is related to sponsoring sport events, art, entertainment, etc (Kotler & Keller, 2013).

4. Publicity/public relation

Hasan (2014) stated that public relation is a way to stimulate demand of a product or sevice by delivering information to the public. The information shall be significant enough to alleviate company's positive image.

5. Direct marketing

Direct marketing is a direct channel for the company to give some information regarding the product without any specific marketing intermediaries (Kotler & Keller, 2013).

6. Interactive marketing

Interactive marketing uses online strategy to influence customer buyer pattern. Online progammms and events are made so that the potential customer has direct involement with the company or product experience (Kotler & Keller, 2013).

7. Word of mouth

Word of mouth (WOM) is a statement or conversation made by some people that related with the experience of buying or using product or services. WOM can be made directly, indirectly, or in electronic form.

8. Personal selling

Personal selling is an oral presentation from the company to the potential customer in order to create sales. There is a direct interaction between sales person and potential buyer.

2.5 Place

Place may refer to distribution channel. It means a set of organization that relay to each other in order to provide product or services to the customer (Kotler & Armstrong, 2013). Distribution channel is important so that the product or services will be delivered well to the customer. Kotler & Keller (2013) stated that there are several distribution channels, it consists of :

1. Zero level channel or direct marketing channel
Zero level channel distribute the product directly from the company to its customer. The channel could be in the form of door-to-door, home parties, mail order, telemarketing, or from the manufacture own store.
2. One level channel
One level channel distribute product through retailer. The retailer will sell the product to the end customer.
3. Two level channel
Two level distribution channel has two intermediaries : big retailer and retailer.
4. Three level channel
Three level distribution channel has three intermediaries : wholesaler, big retailer and retailer.

III. RESEARCH RESULT

This research uses descriptive analysis. Descriptive analysis is a research to investigate situation, condition or other things that can be explained in the form of research report (Sugiyono, 2013). The source of the data are primary data and secondary data. The primary data was taken from interview with owner and related employees, as well as observation in the company. The secondary data was taken from text books referencing, journal paper, and internet sources.

3.1 Company Profile

UD Sigrapro is established on 20 July 1987. Sigrapro means “segera, cepat, sigap” in Indonesia. The motto of the company are “fast, beautiful, and safety”. The vision of the company are: (1) Human resources capability, (2) A good and systematic placement.

The mission of the company is “continuous innovation in product development and company mechanism”. The company has 55 permanent employees (20 permanent is permanent employees and the rest are part-time employees). The company is located in Jl. Karbela Timur 2 No. 18, Kel. Karet, Kec. Setiabudi, Jakarta Selatan.

3.2 Marketing Mix Analysis

The product from UDS are mostly in rented product. The rented product to the customer are: stage, sound effect, lightening effect, audio visual services, and decoration. The second P, price is that UDS has differentiate the price of the product based-on each sub-product. each sub-product has different kind of pricing method. Table 1 explains about the price range of the products.

Table 1. UDS Product Price

Product	Price Range		Pricing Methods
Stage rental	Seminar	Rp. 3.000.000- 7.000.000,-	Value pricing
	Music concert	≥ Rp. 20.000.000,-	
	TV broadcasting	≥ Rp. 60.000.000,-	
Sound effect rental	Sound engineer	Rp. 1.000.000- 2.500.000,-	Value pricing
	Sound rental	Rp. 300.000- 1.000.000,-	
Lightening effect rental	Seminar	Rp. 2.500.000- 5.000.000,-	No clear information
	Music concert	Rp. 10.000.000- 25.000.000,-	
	TV broadcasting	≥ Rp. 25.000.000,-	
Audio visual rental	LCD projector	≥ Rp. 1.500.000,-	No clear information
	LED screen	≥ Rp. 1.200.000,-	
	LED orion TV	≥ Rp. 900.000,-	

	Programming & sincronizing	Rp. 3.500.000- 5.000.000,-	
Decoration consultation and rental	Appraised and decided by owner		No clear information

Source : processed by writer

The third P is place, UDS uses zero level channel. UDS does not have any intermediaries to sell its product and services. Lastly, is the promotion aspect: UDS uses several promotion mix method. UDS uses event/sponsonship method (LovePink cancer donation event), direct marketing (telemarketing by phone, email and direct persuasion to potential client), interactive marketing (UDS has twitter account @sigrapro and facebook account Sigra Pro to promote its services), and word of mouth promotion.

3.3 Problem Analysis at UDS

In the implementation of marketing mix, UDS has several problems in some categories. The first problem is about the pricing. The parameter used to determine the exact price of one services is still depends on the judgement of the owner. There isn't any clear standard on calculating the price of each services. It might lead to a price confusion in the customer perspective since one similar services might have different price.

The second problem is about the place of the company. There isn't any company sign/name plate or any explanation about UDS in the location. The customer who is not familiar with the location of the company might not be able to find the location of the company.

The third problem is about the promotion. UDS still uses limited formulation of promotion mix. UDS only utilizing uses event/sponsonship method, direct marketing, interactive marketing, and word of mouth promotion.

3.4 Solution Formulated for UDS

For the pricing problem, the solution is to make a clear and detailed price parameter for each services. To make it easier, UDS might develop software or application that will be able to calculate automatically the price of some services. Owner's judgement might also be included as an added discount for special or loyal customer.

The second solution is for the location problem. UDS shall put a big sign/platename in the location of the company. Company sign can be a good branding for the company, as UDS may put an interactive branding as the sign of the company. Other strategy is that UDS might put its location in google maps. This strategy will make it easier for new customers who want to go to the office since google maps can direct them to reach the place.

The last solution is to resolve the promotion issues. There are still several promotional method can can be utilized by UDS such as: advertising, sales promotion, publicity, personal selling and widening interactive marketing. For the advertising, UDS might place banner in a strategic place such as near the big arena (ICE BSD or JCC). Online advertising by putting advertising in popular website such as in kompas.com or detik.com also a possible method that can be used. UDS might implement several sales promotion strategies such as: discount method and price bundling method.

Other method is to making the best use of publicity. If there is a big event supported by UDS, it is important for UDS to put its logo as well as to make add libs so that the customer will know that UDS supporting the event. Regarding personal selling, UDS may hire a competent salesperson to targeting some potential customer. This salesperson will representing company to make sales presentation to big client such as: music concert producer, institution, office, etc. Lastly is about widening interactive marketing. UDS shall make its own company website. The website will be a good source of information that can be easily accessed by potential customers.

IV. CONCLUSION

Based on the analysis of the problem, several conclusions can be stated in order to solve the problem identificatioin. Firstly, UDS already implemented all the four P aspect of marketing mix: product, price, place, and promotion. The level of the implementation of marketing mix is different among each “P” categories. For the product factors, writer could not find any significant weakness that could lead to customer dissatisfaction.

As for the price factor, UDS doesn't have a clear parameter to decide pricing standar for each service provided. Price range for several product could lead confusion for the customers. It also makes the company rely heavily to the judgement of the owner to decide the price of the product. UDS might creates a standardized price that has clear parameter on each product category.

Lastly for the promotion aspect, UDS has limited promotional tools to promote its products. UDS might exploiting other promotional mix tools. UDS might exercising advertising, sales promotion, publicity, personal selling and widening interactive marketing.

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