

ANALISA STRATEGI PEMASARAN INTERNASIONAL PT. MUSTIKA RATU TBK DI SAUDI ARABIA

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ABSTRAK

Penelitian yang berjudul Analisa Strategi Pemasaran Internasional PT. Mustika Ratu Tbk, bertujuan untuk menganalisa strategi pemasaran Internasional di Saudi Arabia, dalam penelitian ini ada empat variabel yang menjadi perhatian, yaitu: Market screening technique yang digunakan sejauh mana Global entry strategy berpengaruh terhadap pemasaran Internasional, faktor-faktor yang mempengaruhi pemasaran internasional PT. Mustika Ratu, dan perilaku konsumen.

Penelitian deskriptif kualitatif ini dilaksanakan dengan menggunakan kuesioner terhadap 30 responden dan dapat disimpulkan bahwa strategi pemasaran internasional PT. Mustika Ratu belum dilaksanakan dengan baik karena dari hasil penelitian hanya sekitar 60 % - 80 % dari strategi pemasaran internasional yang seharusnya dilakukan. Analisa SWOT dilakukan dengan pembobotan yang didapat dari kuesioner yang disebarakan, kemudian diambil proporsinya, sedangkan score didapat dari rata-rata kumulatif setiap pertanyaan kemudian diterjemahkan dengan menggunakan diagram kartesius, maka dapat terlihat elemen strength: tidak terlalu kuat tetapi pada elemen opportunity: masih terbuka lebar, sehingga strategi progresif adalah strategi yang tepat untuk dilaksanakan dalam pengembangan penjualan di Saudi Arabia.

Kata Kunci : Analisa Strategi Pemasaran, Analisa SWOT

PENDAHULUAN

A. Latar Belakang Masalah

PT. Mustika Ratu terbuka (tbk) adalah sebuah perusahaan dengan skala nasional yang didirikan pada tahun 1975 dengan memulai industrinya dalam skala kecil. Usaha Jamu dimulai dari garasi pendirinya yaitu Ibu BRA Mooryati Soedibyo dengan hanya membuat beberapa macam jamu untuk memenuhi kebutuhan kerabatnya. Seiring dengan waktu serta mengingat bahwa jamu adalah sebuah peninggalan ilmu pengetahuan dari nenek moyang bangsa Indonesia yang perlu di lestarikan dan sangat digemari oleh kebanyakan masyarakat

Strategi Pemasaran Pt Mustika Ratu Tbk Dalam Upaya

Jessica J Manson



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