

The Glocalization of Onglyza

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Abstrak

Tesis ini disusun dengan keingintahuan untuk memahami lebih lanjut proses interpretasi dari sebuah strategi marketing global, bagaimana AstraZeneca Indonesia menerjemahkan Strategi Marketing dan Strategi Brand Global Onglyza kedalam Strategi Marketing dan Strategi Brand Indonesia sebelum tanggal peluncuran.

Tujuan dari tesis ini adalah untuk memahami dan menganalisa proses interpretasi, memahami proses pembuatan strategi marketing lokal, dan untuk menganalisa faktor-faktor yang mendukung keberhasilan aktivitas pra-peluncuran Onglyza di Indonesia. Penelitian ini merupakan penelitian kualitatif deskriptif interpretative. Penulis mendapatkan data penelitian melalui keterlibatan secara ekstensif di dalam tim Onglyza dan melalui wawancara.

.....This study is about an interpretation process of a global marketing strategy, how AstraZeneca Indonesia translated Onglyza Global Brand and Marketing Strategy into Indonesian Brand and Marketing Strategy preliminary to the launching of the product. The purpose of this study is to understand and analyze the interpretation process, understand the development of the local marketing strategy, and to analyze the factors that contribute to the success of Onglyza's pre-launch activities in Indonesia. Researches and interviews revealed that Global Brand Strategy is adapted with careful considerations of local culture. Marketing Plan is created by the local team with guidance from the Global/ Regional Marketing Team. This research is a qualitative descriptive interpretative. Data were collected through extensive involvement in the Onglyza team and interviews.