

Strategi Pemasaran dan Integrated Marketing Communications dengan Pendekatan Dari Interface Marketing-Finance pada Produk Shampoo Clear di PT. Unilever Indonesia Tbk. = Marketing and Integrated Marketing Communications Strategy in the presence of Marketing-Finance Interface with Clear Brand Product in PT. Unilever Indonesia Tbk.

Michael Lee, author

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Abstrak

**ABSTRAK**

Tesis ini membahas perumusan strategi pemasaran dan strategi IMC (Integrated Marketing Communications) sebagai hasil adanya interface marketing-finance pada produk sampo Clear dari PT Unilever Indonesia Tbk. Adanya konsep interface marketing-finance ini juga memperkuat posisi tawar pemasaran pada saat melakukan formulasi strategi di level top management. Dengan melakukan analisis perilaku konsumen, analisis persaingan di industri sampo Indonesia, dan analisis posisi merek Clear dengan menggunakan matriks GE/McKinsey, serta adanya pengaruh dari interface marketing-finance diperoleh suatu alternatif strategi pemasaran dan strategi IMC bagi Clear. Semua hal tersebut dilakukan dengan tujuan yaitu untuk meningkatkan pangsa pasar dari produk Clear sehingga dapat memaksimumkan nilai pemegang saham dalam jangka panjang maupun jangka pendek.

**Abstract**

This thesis discusses the formulation marketing strategy and integrated marketing communications strategy in the presence of interface marketing-finance approach on Clear Brand as the research object from PT Unilever Indonesia Tbk. the existence of the concept of marketing-finance interface also strengthens the bargaining position of marketing at the time of formulation strategy with the top level management. By performing the analysis of consumer behavior, analysis of competition in Indonesia shampoo industry, and analysis of Clear brand positioning using GE/McKinsey matrix, as well as the influence of marketingfinance interface obtained alternative marketing strategy and IMC strategy for Clear brand. The objective of this research is to increase Clear's market share that in the end will maximize shareholder value over the long term or short term period.