

Strategi pemasaran sosial dalam kegiatan pendidikan lingkungan oleh Yayasan Detara = Social marketing strategy in environmental education by Detara Foundation

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Abstrak

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Penelitian ini membahas strategi pemasaran sosial yang diterapkan oleh Yayasan DeTara dalam melaksanakan pendidikan lingkungan. Pendekatan penelitian yang digunakan metode kualitatif dengan jenis deskripsi. Hasil penelitian menunjukkan strategi yang digunakan oleh Yayasan DeTara dalam memasarkan produk pendidikan lingkungannya adalah melalui strategi dalam pengembangan produk, media promosi, membangun kemitraan dengan stakeholder terkait, mengembangkan personil di internal organisasi, menentukan tempat dan target adopter berdasarkan visi organisasi, menentukan harga Berdasarkan perencanaan biaya operasional kegiatan, dan membuat presentasi produk sebagai pendukung kegiatan dengan bahan ramah lingkungan. Namun demikian, strategi pemasaran sosial dalam kegiatan pendidikan lingkungan oleh Yayasan DeTara digunakan sebagai pendekatan langsung kepada penerima manfaat atau target sasaran, dan juga merupakan digambarkan sebagai pendekatan strategi secara tidak langsung terhadap keberlangsungan lembaga. Yayasan DeTara juga menemukan hambatan. Hambatan tersebut datang dari internal organisasi berupa kekurangan sumberdaya baik manusia maupun materi. Selain itu, Hambatan dari eksternal organisasi juga muncul yaitu adanya konflik kepentingan antar lembaga. Agar pelaksanaan pemasaran sosial yang dilakukan efektif, maka diharapkan Yayasan DeTara dapat lebih merinci bentuk segmentasi target adopter lebih spesifik.

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ABSTRACT

The focus of this research is to describe implementation of social marketing strategy in environmental education by DeTara Foundation. This research uses a qualitative approach with descriptive type. The result shows that the strategy implemented by DeTara Foundation are produk development, media promotions, build a partnership with related stakeholder, personnel development in internal organization, focusing target adopter based on vision of organization, determining price of product based on operational budget estimation, provide a material presentation from environmental product. However, through this research, the social marketing strategy on environmental education used as direct approach towards beneficiaries target and give indirect impact to sustainability of institution itself. In implementation of social marketing, DeTara Foundation also facing some challenges which came from internal and external organization. In order to make an effective implementation of social marketing, DeTara Foundation suggested to maximize the function of communication between related stakeholder and arrange a specific target adopter based on organization vision; The focus of this research is to describe implementation of social marketing strategy in environmental education by DeTara Foundation. This research uses a qualitative approach with descriptive type. The result shows that the strategy implemented by DeTara Foundation are produk development, media promotions, build a partnership with related stakeholder, personnel development in internal

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