

Penerapan Metode Delphi dalam Memahami Pengambilan Keputusan Strategis untuk Sponsorship di Kalangan Advertiser di Indonesia = Delphi Method in Understanding the Strategic Decision of Commercial Sponsorship among Indonesia Advertisers

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Abstrak

Tesis ini membahas bagaimana kalangan Advertiser di Indonesia memahami peran penting commercial sponsorship terhadap pasar Indonesia, yang dilakukan melalui pendekatan metode Delphi. Peran penting commercial sponsorship dibahas dalam kaitannya terhadap konteks marketing secara umumnya, terhadap strategi dan pendekatan periklanan dan aktivitas promosi, alokasi anggaran, dan tingkat kepercayaan advertiser terhadap prospek pertumbuhan commercial sponsorship di Indonesia. Pembahasan diarahkan untuk lebih spesifik menjawab objektif pemasaran apa yang idealnya dilakukan melalui strategi pendekatan commercial sponsorship. Hasil penelitian memperlihatkan bahwa dalam konteks suatu objektif pemasaran, commercial sponsorship masih menempati posisi yang penting. Akan tetapi dikarenakan sifatnya yang kurang efisien secara biaya, kalangan advertiser di Indonesia sampai pada konsensus bahwa pemanfaatan strategi pendekatan commercial sponsorship dirasa paling tepat untuk dilakukan dengan objektif pemasaran yang arahnya untuk memberikan pengalaman produk terhadap consumers.

.....The thesis attempts to discern how Indonesia Advertiser look at the strategic decision of commercial sponsorship within today Indonesia market, which was done by using Delphi method. The relative importance of commercial sponsorship is examined within the context of overall today marketing and overall advertising approach, budget allocation, and the experts confident regarding the future growth of Indonesia commercial sponsorship. The discussion goes more specific to understand what marketing objective that will be better achieved through commercial sponsorship approach. The result shows that within the context of marketing objective, commercial sponsorship still regarded as a high important approach. However, due to its cost inefficiency nature, Indonesia advertisers reach to the consensus that commercial sponsorship approach should be focus on to deliver marketing objective with focus on delivering product experience to the consumers.