

## Analisis Strategi Pemasaran untuk Luxury Goods pada PT PT XYZ = An Analysis of Marketing Strategy for Luxury Goods at PT XYZ

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### Abstrak

Laporan magang ini membahas mengenai strategi pemasaran PT XYZ dalam memasarkan luxury goods. Dalam menganalisis strategi pemasaran tersebut, terdapat beberapa aspek pemasaran yang dibahas, meliputi marketing mix, integrated marketing communication, segmentasi pasar, obyektif dan strategi pemasaran, evaluasi rencana pemasaran, serta consumer decision journey. Penelitian ini menggunakan metodologi riset kualitatif dengan pendekatan riset menggunakan case study. Berdasarkan hasil penelitian, ditemukan bahwa sales dan awareness menjadi obyektif pemasaran utama yang ingin dicapai oleh PT XYZ. Untuk itu, PT XYZ memanfaatkan serangkaian promotional mix yang sesuai, meliputi advertising, direct marketing, digital marketing, public relations, dan personal selling yang dimanfaatkan dalam customer touch point. Dalam mengevaluasi rencana pemasaran, performa pemasaran diukur menggunakan OKR dengan menetapkan beberapa metriks pada promotional mix yang digunakan. Selain itu, consumer decision journey turut dikonsiderasikan dengan menetapkan promotional mix tertentu pada setiap tahap perjalanan konsumen yang meliputi awareness, consideration, purchase, serta post purchase.

.....This internship report discusses PT XYZ's marketing strategy for luxury goods. In analyzing the marketing strategy, there are several marketing aspects discussed, including marketing mix, integrated marketing communication, market segmentation, marketing objectives and strategies, marketing plan evaluation, and consumer decision journey. This study uses a qualitative research methodology with a case study research approach. Based on the research results, it was found that sales and awareness are the main marketing objectives set to be achieved by PT XYZ. Therefore, PT XYZ utilizes a series of appropriate promotional mixes, including advertising, direct marketing, digital marketing, public relations, dan personal selling that are utilized in customer touch points. In evaluating marketing plans, marketing performance is measured using OKR by establishing several metrics in the promotional mix used. In addition, the consumer decision journey is also considered by establishing a certain promotional mix at each stage of the consumer journey which includes awareness, consideration, purchase, and post purchase.