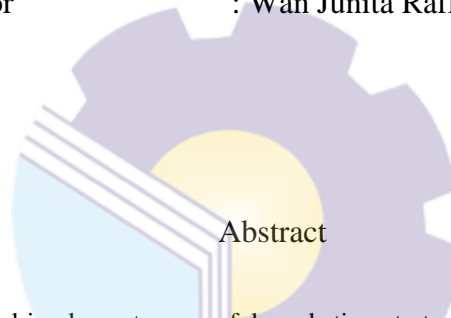


ABSTRACT

PLANNING AND IMPLEMENTING MARKETING STRATEGY AND MARKETING MIX OF KAVLING LAND RINDU SEMPADAN BENGKALIS

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The study aims to plan and implement successful marketing strategies with STP and 4P. This project focuses on property, namely kavling land Rindu Sempadan. This final project uses methods consisting of a project preparation plan, a project implementation plan, and a project completion plan. The results of the implementation of this final project show segmentation carried out by kavling land Rindu Sempadan Bengkalis using several basics, including geographic segmentation, demographic segmentation, psychographic segmentation and behavioral segmentation. In determining the target market selection strategy using a concentrated target setting strategy where this strategy only focuses its marketing efforts on one group of buyers only, namely consumers with a lower and upper economic level. Positioning are two, namely positioning according to price and quality. With so many competitors, it requires companies to offer products that are able to compete with other similar products. Kavling land Rindu Sempadan products are land areas that plan the construction of city in town concept. Land located on the Lingkar Utara Road, Senggoro, Bengkalis. Then the price ranges from Rp.8,400,000 to Rp.41,000,000. Promotional mix has been applied by author as follows: Advertising, Private sales, Public Relations, Publicity, Sales promotion, Word of mouth information.

Keywords: Segmentation, Target, Positioning, Product, Place, Price, Promotion, Kavling Land.