

## ABSTRACT

PUJI UTAMA. *Brand Switching at Marketing of Ice Block PT. Safitrindo Dwi Santosa in Area of Perum Prasarana Samudera cabang Muara Baru : Analyze Markov chain ( guided by Ir. Izuddin Kartamulia, Ph.D ).*

This research aim to learn and analyze market share in this time and the goals attainment time 50% market share will come by PT. Safitrindo Dwi Santosa.

Data source used is primary data obtained direct the resource person and field observation. Its resource person is fisherman society which living in area of Perum Prasarana Perikanan Samudera Muara Baru. Data obtained by doing telephonic and also direct good interview and also through field research. Data Secondary obtained from second party through book study, that is statistical seeking from various book having link with problems which is discussed in by a book form, seminar substance, magazine, newspaper, journal, and also the other erudite article

Population of fisherman society in area of Muara Baru about  $\pm$  3.000 people. From the population only  $\pm$  10% or 300 one who own ship of rest as ship worker. From 300 the people done by simple random sampling and obtained sample as much 107 people. Intake of sample done listed is ship owner, ship type, and requirement of ice block usage.

Analysis used is analysis of market share by using Markov chain analysis.

Result of research :

- 1). Market share of ice block produce PT. Safitrindo Dwi Santosa in June 2002 is 25.23% and market share of ice block produce PT. Safitrindo Dwi Santosa in July 2002 increase 2.59% becoming 28.82%, and
- 2). The goals attainment time 50% market share will come by PT. Safitrindo Dwi Santosa will be reached at March 2012.