

SUMMARY

The Marketing Strategy of PT. Suara Merdeka Press
For "Suara Merdeka" newspaper.

The competition in newspaper industry, especially in Central Java, is tougher and tougher in 1990's. Up to now there are many newspapers, both national and regional, entering Central Java. There are many new publishing companies appearing and old companies arising with capital, technology and management supports from national or regional steady publishers attacking Central Java.

In view of the product aspect, each company competes to improve its quality, both the content and the physical performance. In pricing aspect, there are many companies, either regional or national, struggle for attracting the consumers in Central Java by reducing the price, giving various gifts for the customers, agents/sub-agents and newsboys or vendors.

In view of the distribution channel, both regional and national newspaper publishing companies try to improve their marketing channel network in Central Java, in order to be able to reach the readers as early as possible.

In promotion strategy, there are few numbers of both regional and national newspaper publishing companies applying some methods of sales promotion, such as giving samples for a relatively long time and various gifts, or

involving in some social activities.

This market condition proposes a challenge to the newspaper publishing companies not only to sell but also to fight for marketing their newspaper. This is even so for PT. Suara Merdeka Press as the market leader of newspaper business in Central Java.

Based on the above market condition, this thesis is written to analyse the marketing strategy of PT. Suara Merdeka Press for "Suara Merdeka", the morning paper, in term of 4 P's marketing mix theory and its application that can be formulated as follows :

1. What is the product strategy of PT. Suara Merdeka Press ?
2. How is the pricing strategy made by the company ?
3. How is the distribution strategy of the company ?
4. How is the promotion strategy of the company ?

It is noted that in accordance with the market position, namely as the market leader of newspaper business in Central Java, the company is not so influenced by the competitors pricing strategy .

Generally, marketing strategy is defined as a function to identify its target market, to use the opportunity, and then make a product satisfying the customer's needs and wants on an acceptable price, to be distributed to the customer's place, and to be supported by an effective promotion.

The formulation and implementation of marketing strategy is influenced by rivalry intensity, financial

constraints, market characteristics, competitor's marketing strategy, administrative consideration, managerial approach, product characteristics, and the competitive position in the target market (market position).

A well managed company has a company culture by which it can create a conducive climate for its growth and development. Then it can formulate and implement an effective marketing strategy, by which it can produce a product having a comparative advantage, namely a product fulfilling the quality standard, even the company is always creative in introducing new benefits for the present products.

The scope of marketing strategy can be divided into four interrelated areas, namely, market segmentation, market targeting, product positioning and the marketing mix.

Mc Carthy popularized the four factor marketing mix called the four P's , which stands for four important marketing strategy variables under each P : product, price, place, and promotion.

The analysis shows that "Suara Merdeka" newspaper is a regional market leader having a great potential to be marketed in national market. The pricing strategy of PT. Suara Merdeka Press is average strategy, that is marketing medium quality product at medium price.

The marketing channel of "Suara Merdeka" is mainly through the sales representatives, agent midlemen, sub-agent midlemen, and retailers (newsboys, newsvendors). The

promotion strategy of "Suara Merdeka" is mainly based on a barter with other companies such as magazines, radios, cinemas, etc.

It is noted that the sales of "Suara Merdeka" shows a decreasing trend, especially in 1991, and the main problem come from the marketing strategy which is less suitably matching the environment changes, such as the customers needs and wants, the market purchasing power, the competitors actions, and also some of the government policy.

It is also interesting to note that nowadays the company is trying to improve the current marketing strategy, including to redesign the product, to improve the distribution channels and management, and to increase and develop the promotion programs. Therefore, it is recommended for PT. Suara Merdeka Press to work out the marketing programs effectively and efficiently.