

# **EVALUATING THE MARKETING STRATEGY OF PT X BASED ON SUN TZU STRATEGY**

**Thesis**

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Yang menyatakan



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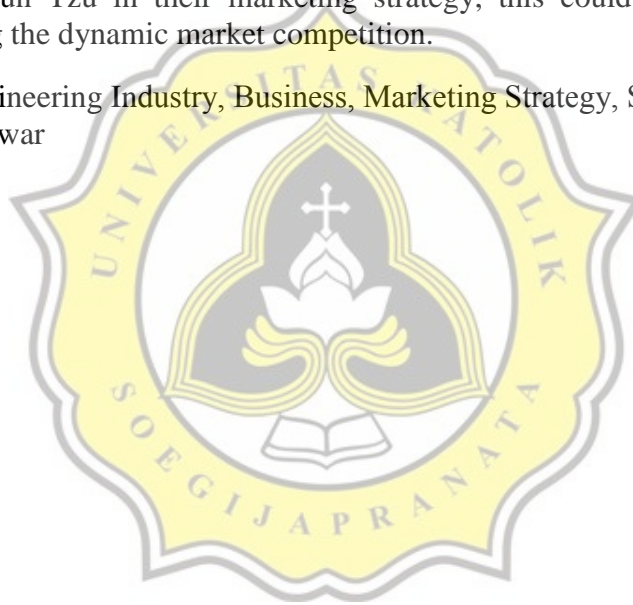




## ABSTRACT

Marketing strategy is essential for the company to achieve their target in market. In the process of developing marketing strategy, some experts develop and combine marketing strategy with other strategy. One of such strategies is Sun Tzu's Strategy. Sun Tzu's Strategy is ancient Chinese military strategy. In this study, the writer has the intention to evaluate the marketing strategy of PT X (engineering company) based on Sun Tzu's strategy. This study uses qualitative research method. This study is done by analyzing the result of interview from three key informants who has responsibility in formulating the marketing strategy of PT X. The first step in analyzing the result of the interview is creating a coding based on the transcript, after that the result of the coding are categorized according to the Sun Tzu's principles. The result of the study is; PT X implement twelve principles of Sun Tzu in their marketing strategy, this could help the company facing the dynamic market competition.

Keywords: Engineering Industry, Business, Marketing Strategy, Sun Tzu's Strategy, art of war



## ABSTRAK

Strategi pemasaran sangat penting bagi perusahaan untuk mencapai targetnya di pasar. Dalam proses pengembangan strategi pemasaran, beberapa ahli mengembangkan dan mengkombinasikan strategi pemasaran dengan strategi lain. Salah satu dari strategi itu adalah strategi Sun Tzu. Strategi Sun Tzu adalah strategi militer china jaman dahulu. Dalam penelitian ini, penulis bertujuan untuk mengevaluasi strategi pemasaran PT X (perusahaan teknik) berdasarkan strategi Sun Tzu. Penelitian ini menggunakan metode riset kualitatif. Penelitian ini dilakukan dengan cara menganalisa hasil wawancara dengan tiga narasumber kunci yang memiliki tanggung jawab dalam menyusun strategi pemasaran di PT X. Langkah pertama dalam menganalisa hasil interview adalah dengan membuat coding berdasarkan transkrip, setelah itu hasil coding di kelompokkan berdasarkan kategori prinsip Sun Tzu. Hasil dari penelitian ini adalah PT X menerapkan dua belas prinsip Sun Tzu dalam strategi pemasarannya, hal ini membantu perusahaan dalam menghadapi persaingan pasar yang dinamis.

Kata kunci: Industri Teknik, Bisnis, Strategi Pemasaran, Strategi Sun Tzu, Seni Perang



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