



# Marketing Strategy

# STRATEGY PEMASARAN KREATIF

Dalam Lingkungan Turbulensi

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**Dalam lingkungan Turbulensi**



## **UU No. 28 Tahun 2014 tentang Hak Cipta Fungsi dan Sifat Hak Cipta Pasal 4**

Hak Cipta sebagaimana dimaksud dalam Pasal 3 huruf a merupakan hak eksklusif yang terdiri atas hak moral dan hak ekonomi.

### **Pembatasan Pelindungan Pasal 26**

Ketentuan sebagaimana dimaksud dalam Pasal 23, Pasal 24, dan Pasal 25 tidak berlaku terhadap:

- i. penggunaan kutipan singkat Ciptaan dan/atau produk Hak Terkait untuk pelaporan peristiwa aktual yang ditujukan hanya untuk keperluan penyediaan informasi aktual;
- ii. penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk kepentingan penelitian ilmu pengetahuan;
- iii. penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk keperluan pengajaran, kecuali pertunjukan dan fonogram yang telah dilakukan pengumuman sebagai bahan ajar; dan
- iv. penggunaan untuk kepentingan pendidikan dan pengembangan ilmu pengetahuan yang memungkinkan suatu Ciptaan dan/atau produk Hak Terkait dapat digunakan tanpa izin Pelaku Pertunjukan, Produser Fonogram, atau Lembaga Penyiaran

### **Sanksi Pelanggaran Pasal 113**

1. Setiap orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf i untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp100.000.000 (seratus juta rupiah).
2. Setiap orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf c, huruf d, huruf f, dan/atau huruf h untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp500.000.000,00 (lima ratus juta rupiah).



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**Editor:**  
Moh Suardi

**ISBN :**  
**978-623-8044-92-4**

**Design Cover**  
Taufik Akbar

**Layout :**  
Safrinal

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Cetakan Pertama : Januari 2023

ANGGOTA IKAPI : 031/SBA/21

**Hak** Cipta dilindungi oleh Undang-Undang. Dilarang Memperbanyak  
Karya Tulis Ini Dalam Bentuk Apapun Tanpa Izin Penerbit

## **Kata Pengantar**

Puji syukur dipanjatkan atas kehadiran Allah SWT, atas segala rahmat, taufiq dan hidayah-Nya sehingga penulis dapat Penulis menyadari penulisan ini tidak lepas dari dukungan banyak pihak.

Dalam lingkungan bisnis yang bergejolak, perusahaan harus selalu untuk merasakan kecenderungan perubahan yang terjadi di lingkungan bisnis dan merespons dengan cepat dan efektif terhadap tren yang berubah tersebut. Di dalam produk dan layanan lingkungan bisnis yang kompetitif yang dihasilkan oleh Pabrikan hanya dapat dipilih oleh pelanggan jika produk dan layanannya memiliki keunggulan tersendiri dalam persaingan, Keunggulan bersaing dapat dicapai dengan perusahaan dengan menciptakan nilai pelanggan yang lebih baik daripada lawan dengan harga yang sama atau menciptakan nilai pelanggan itu sama dengan pesaing, tetapi harga lebih rendah (Hansen & Mowen, 1997). Nilai pelanggan adalah perbedaan antara sesuatu yang diterima oleh konsumen dengan sesuatu yang telah dikorbankan oleh konsumen.

Penulis menerima kritik dan saran darai pihak pembaca untuk lebih baik lagi dalam penulisan buku kedepannya

Jember, Januari 2023

Penulis

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# BAB I

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## PENDAHULUAN

Semakin berkembangnya zaman, berbagai jenis atau bidang usaha semakin berkembang, termasuk juga usaha di bidang kuliner. Konsumen kuliner, saat ini menjadikan kebiasaan mengkonsumsi jenis makanan apa yang mereka makan menjadi sebuah *life style*. Berbagai jenis bidang usaha kuliner muncul di masyarakat saat ini, termasuk juga usaha kuliner yang mengkhususkan produknya pada jenis kuliner yang menyajikan makanan cepat saji. Pengusaha di bidang makanan tersebut mencoba mengambil keuntungan dari pola hidup masyarakat yang modern serba instan tentang segala urusan termasuk dalam hal makanan dan minuman.

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# STRATEGY PEMASARAN KREATIF

**Dalam Lingkungan Turbulensi**

Kondisi lingkungan bisnis yang berubah dengan cepat menciptakan turbulensi bagi organisasi bisnis dan membuat para pelaku bisnis harus meningkatkan kemampuannya untuk tetap kompetitif dan bertahan dalam suasana persaingan yang tinggi. Kinerja perusahaan akan optimal jika ada kecocokan antara organisasi dengan lingkungan organisasinya dan jika tidak ada motif strategis. Jika organisasi melakukan perencanaan strategis dengan baik, maka salah satu faktor yang harus dianalisis adalah kondisi lingkungan di luar organisasi, yang tujuannya adalah untuk mengukur dan memahami kondisi lingkungan dan pengaruhnya terhadap organisasi, baik ancaman maupun peluang. Setiap organisasi bisnis memiliki karakteristik tersendiri berdasarkan jenis industri dimana ia berada dan oleh karena itu tingkat pengaruh lingkungan terhadap organisasi bisnis juga berbeda-beda. Lima tingkat turbulensi lingkungan adalah: Repetitive, Expanding, Changing, Discontinuous dan Surrising. Penelitian studi kasus ini menyimpulkan bahwa perusahaan PT. Hisana Aneka Selera telah melakukan perencanaan bisnis secara konsisten d Kehidupan semakin modern dan cenderung mengarah pada keadaan

Semakin tinggi ekonomi membuat setiap manusia ingin kehidupan yang lebih layak, kita tahu bahwa hidup dan keadaan itu ada tidak sesuai dengan kenyataan ini, krisis ekonomi global yang membuat kondisi manusia yang semakin terjepit, hal ini menuntut setiap manusia menjalankan dan melakukan segala kemungkinan untuk memenuhi kebutuhan mereka karena hidup harus terus berjalan sehingga manusia dituntut untuk berkembang maju dan mengembangkan pemikiran tentang cara apa yang sesuai dengan kebutuhan mereka an tidak rasional



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ISBN 9786 2380 4492 4



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