

ABSTRACT

The development of globalization and technology era has demanded a courier service company to be able to innovate in meeting the needs and increasing market competition. This study aims to analyze the implementation of the diversification of courier service products at PT. Pos Indonesia. The research focuses on the implementation of a product diversification strategy, the implementation of marketing programs through a product diversification strategy and factors that hinder the product diversification strategy at PT.Pos Indonesia. The method used is a case study with a qualitative approach. Data collected through triangulation techniques with related parties and expert judgment in supporting research.

The results showed that the implementation of the strategy of diversifying the courier service products at PT. Pos Indonesia is very good and is included in the concentric diversification strategy. Q9 Sameday and QComm products are able to answer the needs of consumers who expect fast, precise, safe and inexpensive. Sales of courier products show that Q9 sameday still has low sales and is still at the stage of introduction in the product life cycle. Constraints faced are marketing programs such as cash on delivery services, small numbers of people, and low cooperation with supplier companies. Weaknesses and threats are inhibiting factors that must be evaluated by PT. Pos Indonesian. The competitive position held by PT. Pos Indonesia is in cell I which is grow and build with the value of IFE and EFE (3.45-3.88) which is the strength to face market competition by increasing market penetration strategies on existing courier service products.

Keywords : Product Diversification, Market Competition, Marketing Programs.

