

ABSTRACT

PT. Danbi International Kabupaten Garut is one of company which produce the eyelases which 100% export production (without local selling). In this bussines activity, reseacrher find some trouble, that is:selling volume which not getting yet and profit which not maximal.

Research methode which used is a research methode descriptive analysis. The collecting technique data has done with research of bibliography and field research the form of interview, observation, and deployment enquette. The responden in this research is marketing resourch and selling resourch PT. Danbi International which be composed on 11 responden. In the first analysis step data used validity test, reliability test, simple linear regression, koefisien corelation of rank spearman, hypotesis and koefisien of determinations.

According the calculation result we can know the koefisien corelasi pearson is 0,894% that things showed that the marketing strategy impect to selling purpose in PT. Danbi International very strong. In calculation result koefisien of determination is 79,92% and the rest is 20,08% variable of the purposse selling which givd by another factor who unidentification.

The obstacle faced including the following: the delivery process which be hung up and the less resourch for marketing, meanwhile the effort are the company has done confirmed to konsumen by email and than looking for the resourch who competed on the marketing. The suggestion is the company should be looking for alternative stock file which more cheaper than the main stock file so that in the establishment price the company can set up the price lower. The company also can find some labour at the job fair.

Keyword: Marketing Strategy and The Purpose of Selling

ABSTRAK

PT. Danbi International Kabupaten Garut nyaeta mangrupikeun salah sahiji pausahaan anu ngadamelan bulu soca palsu anu 100% hasilna dijual export (teu aya jual lokal). Dina kagiatan usahana, panaliti mendakan sababaraha hiji masalah, nyaeta: teu acan kahontalna volume pangjualan sareng laba anu dihasilkeun na teu acan maksimal.

Metode panalitian anu diangge nyaeta metode panalitian deskriptif asnalisis. Teknik pangumpulan data dilakukeun ku cara panalitian kapustakaan sareng panalitian lapangan samodel wawancara, observasi, jeung angket. Responden dina panalitian ieu nyaeta padamel bagian pamasaran sareng pangjualan anu seueurna 11 jalmi. Dina tahap analisis data digunakeun uji validitas, uji reliabilitas, regresi linear sederhana, koefisien korelasi rank spearman, uji hipotesis sareng koefisien determinasi.

Nalungtik kana hasil pangitungan bisa katinggali koefisien korelasi pearson saageung 0.894, ieu teh nandakeun yen pangaruh strategi pamasaran kana tujuan pangjualan di PT. Danbi International kuat pisan. Tina hasil pangitungan koefisien determinasi saageung 79,92% jeung sesana saageung 20,08% variabel Tujuan Pangjualan dipangaruhan ku faktor sanes anu teu kanyahoan.

Wagelan anu disanghareupan nyaeta: proses pangiriman barang anu lila sareng kirangna padamel bagian pamasaran, sedengkeun usaha anu dilakukeun nyaeta: pausahaan masihan terang ka pihak konsumen kucara ngirim e-mail sareng milarian padamel anu ahli di widang pamasaran sareng pangjualan.

Pepeujeuh anu tiasa disangeumkeun kanggo nyanghareupan masalah eta nyaeta dina kagiatan strategi pamasaran, pausahaan kedah tiasa milarian alternatif sanes kanggo bahan baku anu pangaosna jauh langkung mirah, janten dina usahana netepkeun harga, pausahaan tiasa netepkeun harga anu langkung mirah oge. Sedengkeun kanggo milarian padamel, pausahaan tiasa ngalebetan info upami aya acara *job fair* di kota-kota.

Kecap Konci: Strategi Pamasaran jeung Tujuan Pangjualan