

# PRODUK & HARGA

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# Pemateri



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- ▶ **Hobby:** Game developer, Pembicara, Mentor & Trainer, Dosen, Penulis, Konsultan
- ▶ **Bisnis Owner:** Serious Games Developer, Online Marketer
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# PRODUK

Barang atau jasa yang dapat memuaskan kebutuhan konsumen

# PRODUK

- ▶ **Features** are the qualities, tangible and intangible, that a company builds into its products
- ▶ **Benefits** are what the consumer derives from the product: the want-satisfying value
- ▶ **Value package** is a product marketed as a bundle of value-adding attributes



swatch<sup>®</sup> 

**Features?**  
**Benefits?**

# Consumer-goods classification:

- ▶ **Convenience goods:** Goods that the customer usually purchases frequently, immediately, and with a minimum effort.
- ▶ **Shopping goods:** Goods that the customer, in the process of selection and purchase, characteristically compares on such basis as suitability, quality, price, and style.
- ▶ **Specialty goods:** Goods with unique characteristics and/or brand identification for which the customer is willing to make a special purchasing effort.
- ▶ **Unsought goods:** Goods that the customer does not normally think of buying.

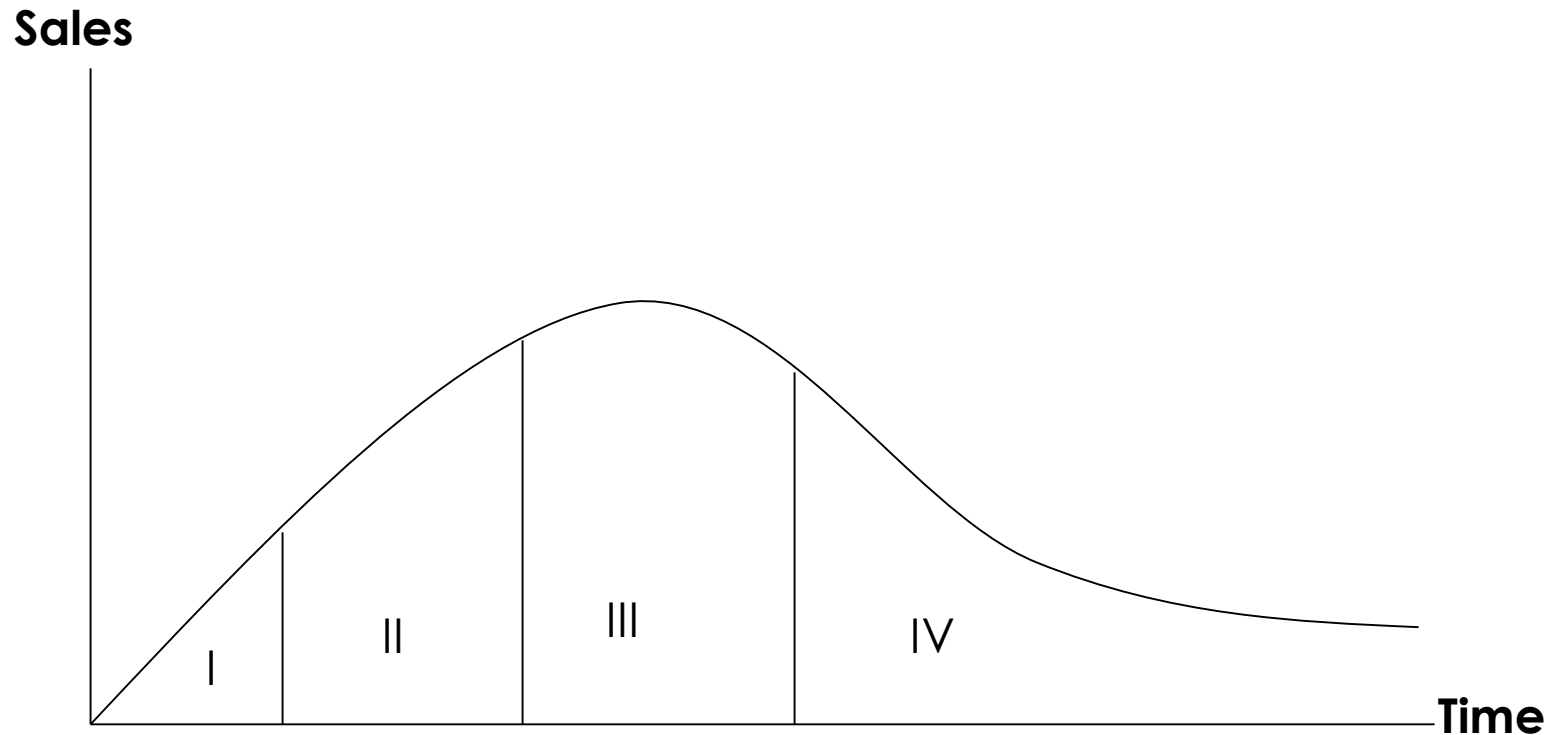
# Menciptakan Produk Baru/Memperbaiki

1. **Mengembangkan ide produk:** Menentukan apa yang konsumen butuhkan.
2. **Menilai kelayakan ide produk:** Membandingkan antara keuntungan dan biaya yang dikeluarkan.
3. **Merancang dan menguji produk:** Melihat reaksi konsumen terhadap produk.
4. **Mendistribusikan dan mempromosikan produk:** Membuat target market mengetahui keberadaan produk.
5. **Pengawasan pasca produksi:** Menghitung keuntungan atau kerugian aktual.

# Differensiasi Produk

- ▶ Upaya sebuah perusahaan untuk membedakan produknya dari produk pesaing agar produknya tersebut lebih menarik bagi konsumen:
  - Rancangan yang unik
  - Kemasan yang unik
  - Merk yang unik

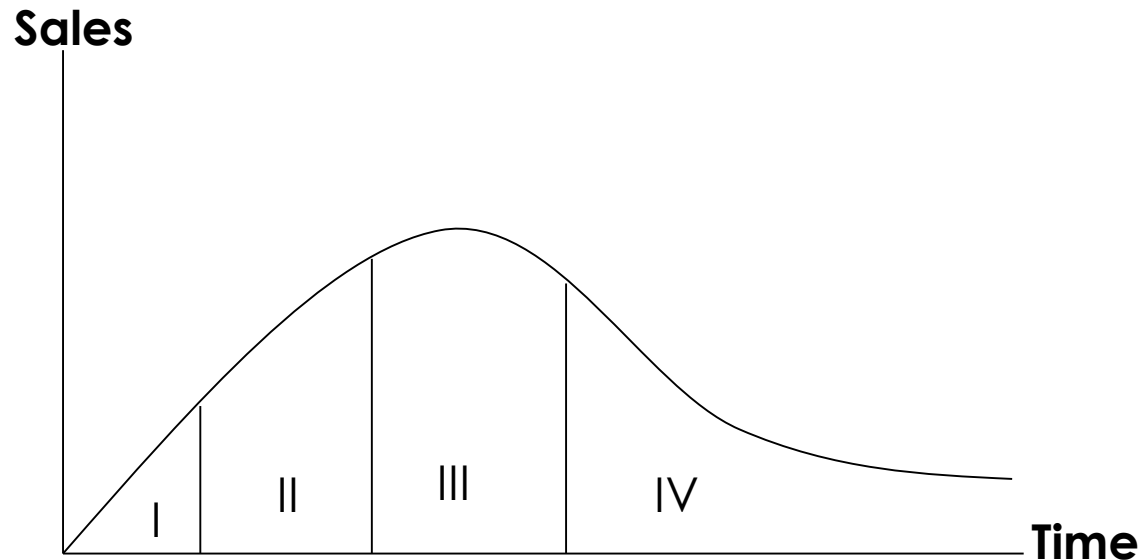
# Product Life Cycle



- I. Introduction
- II. Growth
- III. Maturity
- IV. Decline

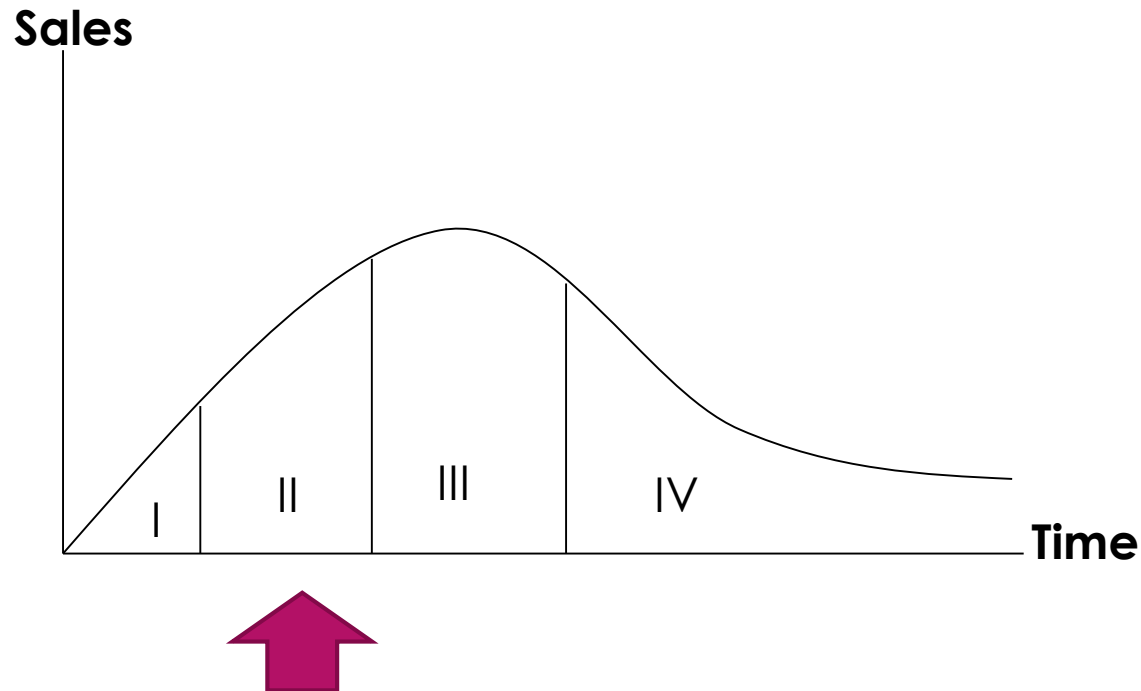


# Product Life Cycle



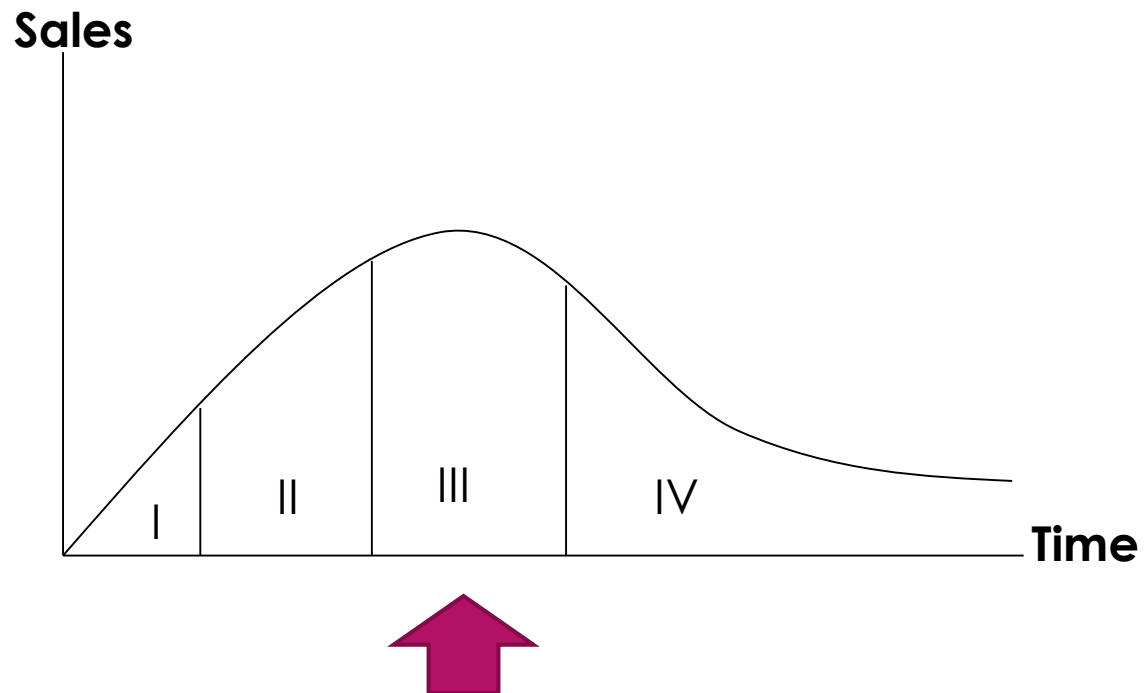
- ▶ Customers: Few
- ▶ Competition: Little or none
- ▶ Sales: Low, but rising
- ▶ Profits: None
- ▶ Cost per unit: High
- ▶ Pricing: High
- ▶ Distribution : Scattered
- ▶ Strategy: Product Awareness

# Product Life Cycle



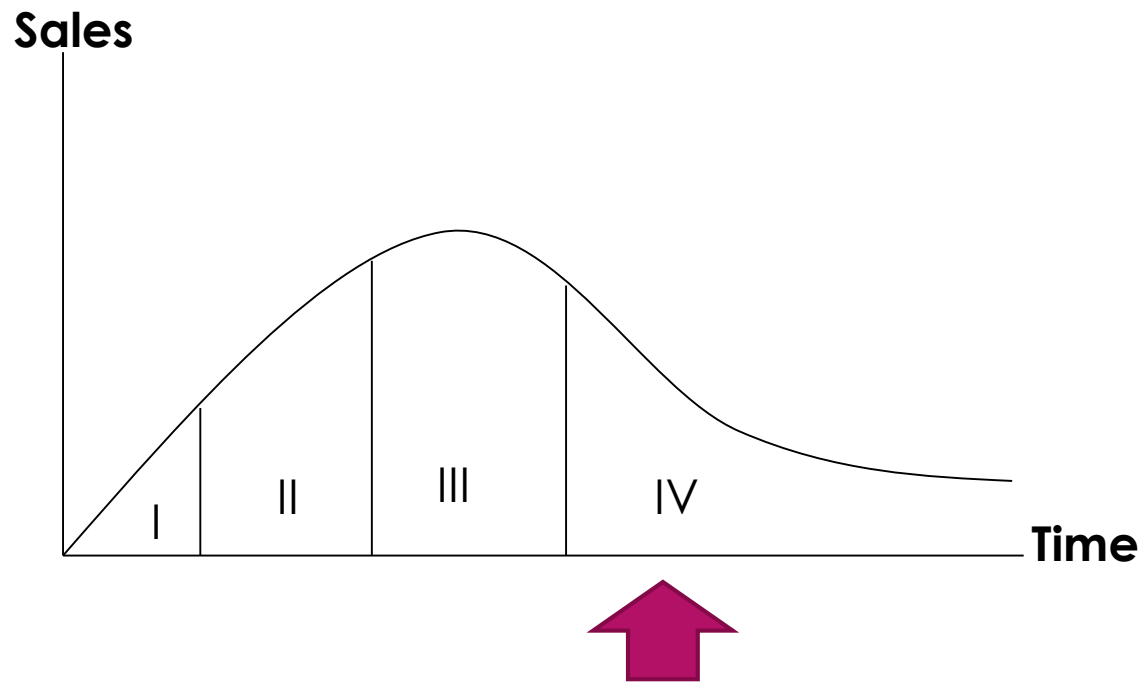
- ▶ Customers: Mass Market
- ▶ Competition: Increasing
- ▶ Sales: Rapid Growth
- ▶ Profits: Peaking
- ▶ Cost per unit: Declining
- ▶ Pricing: Lower
- ▶ Distribution : Intensive
- ▶ Strategy: Differentiation

# Product Life Cycle



- ▶ Customers: Mass Market
- ▶ Competition: Intense
- ▶ Sales: Slow Growth
- ▶ Profits: Declining
- ▶ Cost per unit: Stable
- ▶ Pricing: Lowest
- ▶ Distribution : Intensive
- ▶ Strategy: Retention

# Product Life Cycle



- ▶ Customers: Loyalists
- ▶ Competition: Decreasing
- ▶ Sales: Declining
- ▶ Profits: Low or none
- ▶ Cost per unit: Low
- ▶ Pricing: Increasing
- ▶ Distribution : Selective
- ▶ Strategy: Exit

# Catatan

**“The real issue is value, not price.”**

-Robert T. Lindgren

# Brand Products

- ▶ **Branding** is the process of using symbols to communicate the qualities of a product made by a particular producer
  - ▶ **Adding Value through Brand Equity**
    - ▶ *Brand equity* is the degree of consumers' loyalty to and awareness of a brand and its resultant market share
    - ▶ *Brand awareness* is the extent to which a brand name comes to mind when the consumer considers a particular product category

The Coca-Cola logo, featuring the brand name in its iconic red script font with a white outline, set against a white background.

# Harga

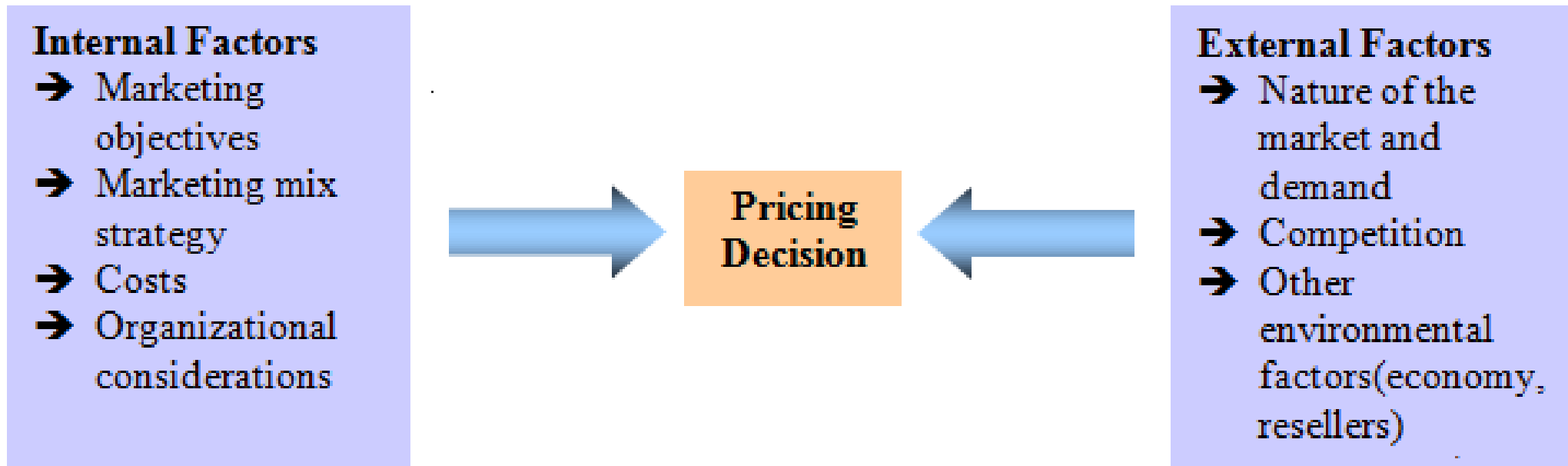
- ▶ Price atau Harga adalah sejumlah uang yang dikenakan atas barang atau jasa.
- ▶ Elemen marketing mix, element yang menghasilkan revenue
- ▶ Harga terlalu tinggi membuat pelanggan potensial lari, harga terlalu rendah memotong revenue.

# Tujuan Penentuan Harga

- ▶ **Pricing objectives** are goals that producers hope to attain in pricing products for sale
  - 1. Profit-Maximizing Objectives**
    - 1. Pricing for maximizing profits on each unit sold*
  - 2. Market Share Objectives**
    - 1. Market share is a company's percentage of total market sales for a specific product type*



# Faktor Pertimbangan



**Figure: Factors affecting price decisions**

# Strategi Penentuan Harga

- ▶ **Penentuan harga berdasarkan biaya produksi:** Biaya produksi per unit ditambah dengan sedikit kenaikan.
- ▶ **Penentuan harga berdasarkan supply persediaan:** Ketika akan memperkenalkan produk baru, perusahaan akan menurunkan harga produk yang lama, agar persediaannya berkurang.
- ▶ **Penentuan harga berdasarkan harga pesaing:** Perusahaan mempertimbangkan harga produk yang dijual oleh pesaing ketika menentukan harga produknya.

# Strategi Penentuan Harga

- ▶ **Penentuan harga penetrasi:**  
Strategi menentukan harga yang lebih rendah dibanding produk pesaing agar dapat menembus pasar.

Keberhasilan dari penentuan harga penetrasi bergantung pada seberapa elastis sifat suatu produk terhadap harga.

- **Elastis:** permintaan akan suatu produk sangat responsif terhadap perubahan harga.
- **Tidak elastis:** permintaan akan suatu produk tidak responsif terhadap perubahan harga.

# Strategi Penentuan Harga

- ▶ **Penentuan harga defensif:** Strategi menurunkan harga produk untuk mempertahankan pangsa pasar.
- ▶ **Penentuan harga predatori:** Strategi menurunkan harga untuk menyerang pesaing baru yang masuk ke dalam pasar.
- ▶ **Penentuan harga prestise:** Strategi menggunakan harga yang lebih tinggi untuk meraih kesan sebagai yang terbaik.

# Break Even Analysis

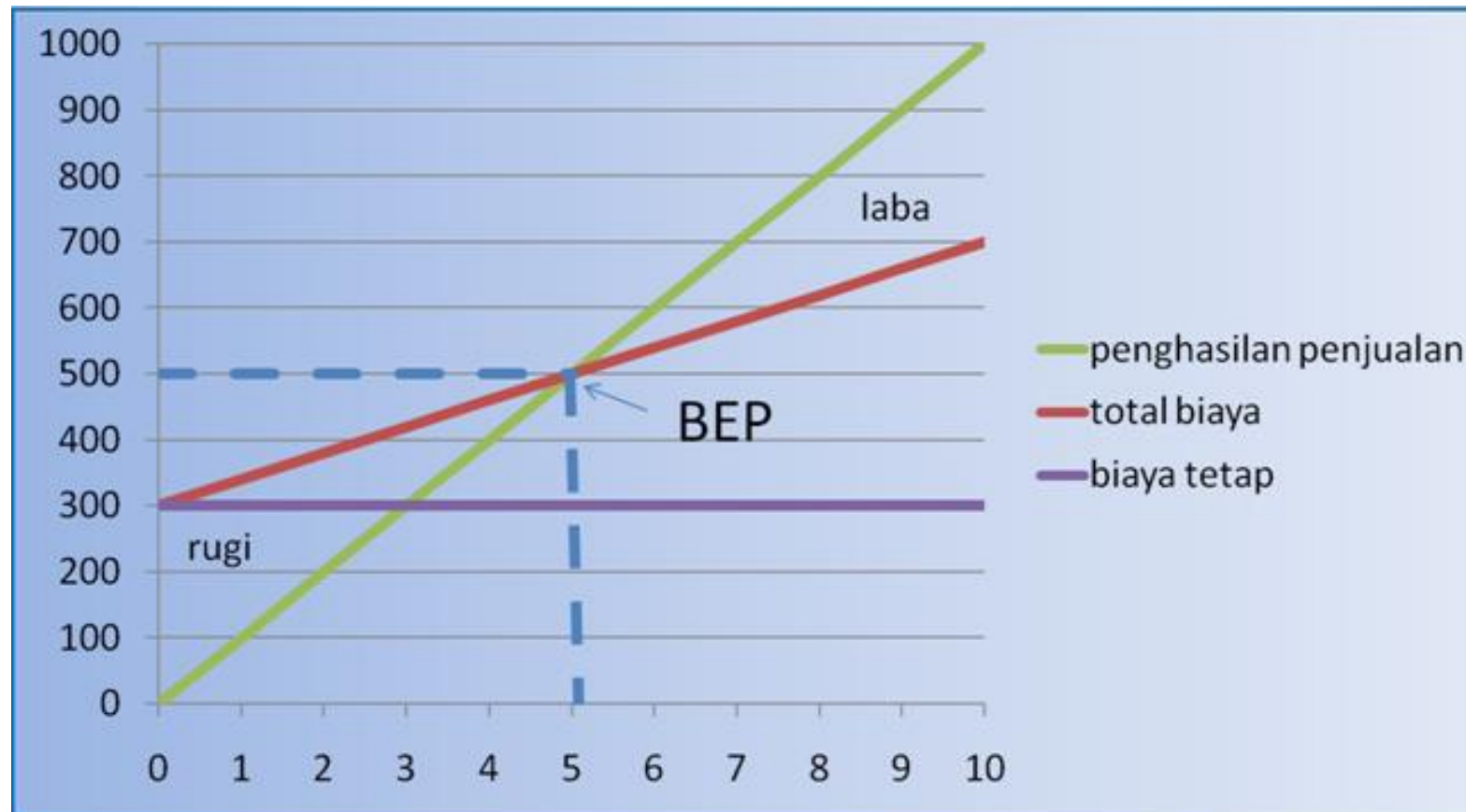
- ▶ **Breakeven analysis** assesses costs versus revenues for various sales volumes
  - ▶ **Variable cost** is a cost that changes with the quantity of a product produced or sold
  - ▶ **Fixed cost** is a cost unaffected by the quantity of a product produced or sold
  - ▶ **Breakeven point** is the sales volume at which the seller's total revenue from sales equals total costs with neither profit nor loss

# Break Even Analysis

▶ Break even point is that quantity of output (sales) at which total revenue equals total cost, *at a certain selling price*

▶ Break even point =  $\frac{\text{Total Fixed Cost}}{\text{Selling Price} - \text{Variable Cost (per unit)}}$

# Break Even Analysis



# Taktik Harga

- ▶ **Price lining** is setting a fixed price for certain categories of products
- ▶ **Psychological pricing** or Odd Pricing takes advantage of the idea that consumers tend to see prices in round figures
- ▶ **Uniform Pricing** is when a diverse range of goods are given the same price
- ▶ **Discount** is a price reduction offered as an incentive to purchase



Selesai

**Terima kasih**

Kunjungi Website:  
[www.samuelhenry.net](http://www.samuelhenry.net)