

ABSTRACT

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Advisor : H. Slamet, S.E., MM., PhD.

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Marketing intelligence is very important for a company to maintain its competitive advantage in order to face industrial competition. So, if it is done optimally, the information about competitors data can then be achieved and the company can make a decision related to the information. In reality great scale company, which is the object of the research, implement marketing intelligence based on intelligence activities, sources, and factors. Therefore, the company has to adopt the marketing intelligence system to face existing industrial competition and be able to apply it as the procedure.

The research employs qualitative method by using descriptive approach. The researcher employs written interview as the research technique to gather data related to marketing intelligence. After the written interview, the researcher analyzes the data through data reduction, data presentation, and conclusion.

The result shows that: 1) The marketing intelligence employed by great scale companies uses competitive advantage planning and customer value analysis in observing its competitor. 2) The marketing intelligence source employed by great scale companies uses two sources, company environment (internal) and outside environment of the company (external). 3) Marketing intelligence factor employed by great scale companies uses 3 factors. First, the observation of 6 main competitor data including competitor's products, price, promotion, strategy, sale, and other data. Second, competitive advantage factor emphasizing on information processing related to competitor's innovation such as product quality. Third, the salesman factor who employs person in the company to do marketing intelligence in which the company ability is very important in these factors application.