

## ABSTRAK

Mukarrom, Nasikh. 2013. Thesis. Title: " The Implementation of Marketing Mix Strategy to Face Global Competition in Pasuruan Metal Industries (A Case Study on UD. Alam Sari Diesel)"

Supervisor : Dr. Ir. Masyhuri, MP

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Today, the competition in the metals industry is very tight. The competitors today is not only from the region but also from other countries; it becomes a demand for the metal industrialist, especially UD. Sari Alama Diesel in Pasuruan in order to be able to compete in a more complex condition against the competitors. Therefore, it is necessary to create a new breakthrough policy to survive in the business. One strategy to face the market competition is by implementing marketing mix which based on the basic marketing principles.

This research uses descriptive qualitative method. The data related to this research are obtained through direct observation, interviews with relevant informants, and documentation. For the data development in order to get the data validity, the researcher uses data triangulation method from the owner of the company, employees, and customers.

The results of this study indicates that the application of marketing mix strategy conducted by UD. Sari Alam Diesel is not optimally carried out. It can be seen from the irregular operational management of the production process. There is no definite working division for the employees causing inefficient and ineffective operation. In addition, price fixing is still relatively traditional, that is by multiplying raw material price by 60% - 70%. There is no detailed calculation of the costs because the system has no clear record of the profits earned. Moreover, the product distribution system is very weak. The production only runs when they get orders which causes market dependence. The promotion is also very minimum, only through world of mouth without utilizing other promotional media. The competition condition in the metals industry is unhealthy because of the price competition.