

ABSTRACT

Arosyid, Harun. 2013. A Thesis. Title: **“Implementation of Product Life Cycle (Maturity Product Approach) on PT. Semen Indonesia (Persero) Tbk”**.

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Key words : implementation of PLC, Maturity Strategy, implication of Maturity Strategy

For the three last years, market share of PT. Semen Indonesia (Persero) Tbk. lost ground, 45% in 2009, 43% in 2010 and 40,8% in 2011. In the increase of rivalry intensity, the product of cement in Indonesia came to decrease of the market share, while the competitors intensively conducted the strategy guerrilla and market penetration. Moreover, the decrease of cement market share in Indonesia are because the company have no ability in controlling the distribution of cement, less capacity of production and the company has ineffective marketing communication.

The purpose of this research are: (1) observing how maturity product strategy is conducted and (2) knowing the marketing strategy in maturity product of PT. Semen Indonesia (persero) Tbk. This research uses qualitative-descriptive research method, the research procedure which produce the spoken and written data in the descriptive one. The data collection technic uses documentation and interview from the Head of Marketing Development Department, the Head of Marketing Plan Bureau, and the Staff of Marketing Plan Bureau.

The result of the research shows that Product Life Cycle (PLC) is the important concept in the marketing because it gives the deep understanding on rivalry dynamics of the product. Based on the research result analysis, PT. Semen Indonesia (Persero) Tbk. is the maturity step. Maturity step is the period of selling development decrease because the product has already accepted by the most customers. The profit will be stabil or decrease because of the intensive rivalry. The marketing strategy which is used in the maturity step is defensive-offensive. This marketing strategy applies the defensive strategy if the restrictive production focus on the main market, while the offensive strategy is applied if the market and product are modified after the increase of production. This strategy shows the effectiveness. By implementing this strategy, it can control the production movement of Holcim and Indocement, and it can decrease the market segment of both of the companies. Because of the increased selling volume of PT Semen Indonesia (Persero) Tbk., therefore it can increase the market share of PT. Semen Indonesia (Persero) Tbk. at 43% in 2012, bigger rather than in 2011 at 40,8%. Suggestions; (1) focusing on the main customer, (2) deciding priority scale strategy in choosing the most potential segment and actual, (3) using single distributor and single expeditor from the member of the company.