ABSTRACT

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All products and services have a certain life cycle. Product life cycle refers to the period of the first launch of the product to the market (introduction) until the withdrawal end (decline) and divided in stages. Product life cycle consists of four stages, namely the introduction stage, the growth stage, the maturity stage, and the decline stage. This study aims to determine the product life cycle in Ciputra Taman Dayu period 2010-2013 and current marketing strategies.

This study used quantitative methods, the data obtained from the sales reported data, costs, customers, and competitors Ciputra Taman Dayu 2010-2013. The population of this study are all sales data, costs, customers, and competitors Ciputra Taman Dayu from 2005 to 2013. Samples in this study is a report of sales data, costs, customers, and competitors Ciputra Taman Dayu years 2010 to 2013. Sampling technique conducted with a purposive sample. Methods of data analysis using Cluster Analysis assisted with SPSS for windows 16.00.

From the results of the cluster analysis performed, has divided the product life cycle Ciputra Taman Dayu into 3 clusters consisting of 1st cluster (introduction stage) consists of 25 periods (months), 2nd cluster (maturity stage) consists of 1 period (month), 3rd cluster (growth stage) consists of 22 periods (months), so that concludes that the product life cycle Ciputra Taman Dayu is currently in the growth stage. While the marketing strategies used Ciputra Taman Dayu is currently included in the rapid growth and slow growth strategy.