

ABSTRACT

STRATEGY FOR IMPLEMENTING MARKETING OF BNI TAPLUS CHILDREN'S PRODUCTS AT PT. BNI (PERSERO) SUBJECT BRANCH OFFICE OF SILIWANGI UNIVERSITY, TASIKMALAYA CITY."

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This research aims to determine marketing implementation strategies, identify obstacles, and offer solutions to overcome obstacles in marketing BNI Taplus children's products at PT. BNI (Persero) Siliwangi University Sub-Branch Office. The author uses qualitative research methods with primary and secondary data sources. Data collection techniques involve in-depth interviews, participant observation and literature study to obtain information regarding marketing implementation strategies for BNI Taplus children;s products. Analysis of the results of the discussion shows that the marketing strategy for BNI Taplus children's products has been implemented according to plan, taking into account segmentation, targeting, positioning and the 7P strategy marketing mix (product, price, place, process, promotions, people, and physical evidence). However, there are still obstacles such as tight competition with other banks and the difficulty of building awareness. The way to deal with these obstacles is to continue to improve innovation and the quality of marketing strategies. Thus, it can be concluded that the marketing implementation strategy for BNI Taplus children's products through segmentation, targeting, positioning, and the 7P marketing mix (product, price, place, process, promotions, people, and physical evidence) has gone well, but needs to be improved such as improving service excellence, in attracting customers in the face of increasingly fierce competition in the banking world.

Key Word: Strategy, Marketing, Bank